

## story ideas

### **Etiquette**

How to be the perfect dinner guest  
What not to do at the dining table  
6 Foods you can eat with your fingers  
European vs. American dining styles  
Dining Out – 10 tips for the gracious host  
Hat etiquette  
Napkin etiquette  
Cell phone etiquette

### **Professional Savvy**

Tiny turnoffs that sabotage your corporate image  
How to buy a quality suit  
Email etiquette  
Clothes that don't work for work  
What not to do at the company picnic  
5 Networking No-No's  
How not to annoy your neighbor on your next flight

### **Midlife Makeover**

Frames for Over Forty  
Look younger without going under a knife  
8 Fashion mistakes that make you look older  
How to choose your best wardrobe colours

### **Image on a Budget**

5 Tips to make your wardrobe look like a million  
Investment Dressing – Save money with better quality

### **Women**

How to instantly look thinner for every occasion  
Look slimmer this summer  
10 tips to make your wardrobe more wearable  
Tips to look taller  
Accessories – small details that make a big impression

### **Men**

How to instantly look thinner  
Mix and match for fast and easy dressing  
Dressing don'ts for men  
Put your best foot forward (coordinating shoes & clothes)

### **Special Occasions**

How to ACE your first meeting with the in-laws  
Stage your holiday gathering with the Invitation  
Party etiquette – How to be the perfect guest  
What to wear to the black tie affair

**More Story Ideas...** <http://www.personalimpact.ca/resources/> or <http://www.personalimpact.ca/blog/>

## fact sheet

### Company

#### Personal Impact, Image Management International

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### Year Established

1999

### Key Contact

#### Kimberly Law, AICI CIP

Founder | Certified Image & Etiquette Expert | Speaker | Author

### Focus of Organization

**Image & etiquette consulting** focusing on 'midlife make-overs' and 'professional presence'. Our clients benefit from the following:

- Refine their Look from Head to Toe!
- Shop Faster and More Efficiently!
- Enrich Social Success!
- Enhance Professional Communication & Effectiveness!
- Increase Confidence & Self Worth!
- Enjoy Positive Reactions!
- Save Time and Money!
- Dine more confidently!

Communicated to clients through:

- Consulting and Coaching
- Training and Seminars

### Areas of Expertise

We are a full service firm, focusing on midlife makeovers and professional enhancement. We provide expertise in all areas related to personal appearance, self-presentation and professional presence to men and women who can't afford to make mistakes.

### Unique Characteristics

Founder, Kimberly Law, is known internationally as an industry leader and is highly respected as a top image and etiquette expert. Kimberly's expertise has been sought after across Canada, the USA and most recently China. We take an innovative approach while presenting topics in a friendly, upbeat and non-threatening manner. Our clients get ahead in business and in life!

### Mission Statement

***To strive for excellence, innovation, happy clients and global success.***

### Tag Line

Polish | Presence | Power

**Polish | Presence | Power**

self presentation, personal branding, professional presence

## *biography*



In today's fast paced world, there is no second chance to make the right first impression. Even though most of us would like to be judged on our ability and our personality, the reality is that initially we are all judged by the image we present. How others perceive us affects how they react to us. Kimberly Law, AICI CIP believes that anyone can have a great image. With some education and a little tweaking in one or more of the areas that represent your personal image, Kimberly will show you how to look and act your very best, for more Polish, Presence & Power!

Since 1999 **Kimberly Law, AICI CIP** founder of **Personal Impact International** in Vancouver Canada, has helped women, men and corporations across North America and most recently China, refine their look from head to toe, enhance social behaviour and professional communication to get ahead in business and in life!

Kimberly is known internationally as an industry leader and is highly respected as a top Image & Etiquette Expert. Kimberly's expertise has been sought after by the media, across Canada, the USA and most recently in China. She is a published contributing author of two books - 'Bushido Business, the Fine Art of the Modern Professional' and "Image Power". She also authored the 'Personal Impact eSeries'. There are 8 special reports in this series that cover personal care, make-up, wardrobe planning, business dress, dining etiquette, communication and manners. Her aim in producing this series, "is to enable everyone, no matter their job, where they live, or what their goals are to easily take advantage of practical strategies, tips and techniques to improve their appearance, behaviour and confidence."

Kimberly was the first in Western Canada to receive international recognition as a Certified Image Professional (CIP) through the Association of Image Consultants International (AICI). Her etiquette education includes certification in International Business Etiquette- from the Washington School of Protocol. She served as President on AICI's International Board of Directors 2011-2013 and currently serves as AICI's Immediate Past President . She is also a Founding Director for the Institute of Image Training & Testing International (IITTI) - a non-profit organization setting the Global Standard for Corporate Image, Etiquette and Civility.

Contact Kimberly at [www.personalimpact.ca](http://www.personalimpact.ca) or at [kim@personalimpact.ca](mailto:kim@personalimpact.ca)

## *past clients*

Concord Pacific, Vancouver, BC  
Penn Insurance Corp, Vancouver, BC  
Simon Fraser University, MOT, MBA, Vancouver, BC  
CIBC Imperial Service, Vancouver, BC  
RBC Royal Bank Mortgage Division, Vancouver, BC  
Vancity Peer Lending, Vancouver, BC  
Alexander Holburn Beaudin & Lang, Vancouver, BC  
Leeward Hedge Funds, Toronto, Ont.  
Vancouver School Board Continuing Education, Vancouver, BC  
Aeroplan Canada  
Queen Charlotte Lodge, Burnaby, BC  
Total Experience  
Blake, Cassels & Graydon LLP, Vancouver, BC  
Caron Business Solutions, Burnaby, BC  
YMCA Entrepreneur Program, Burnaby, BC  
Davis & Company, Vancouver, BC  
Langara College, Vancouver, BC  
North Shore Credit Union, North Vancouver, BC  
Great West Life, Vancouver, BC  
Farris Vaughan Wills & Murphy, Vancouver, BC  
InterWrap Inc., Mission, BC  
Maritz Canada, Mississauga, Ont.  
RBC Mortgage Division, Vancouver, BC  
Pinetree Seniors Centre, Coquitlam, BC  
University of British Columbia Sauder School of Business  
Blanche MacDonald Institute, Vancouver, BC  
Bull Housser & Tupper, Vancouver, BC  
Coquitlam Public Library, Coquitlam, BC  
Canada Safeway, BC  
BMO Nesbitt Burns, Vancouver, BC  
Murrick Insurance, Vancouver, BC  
Buntain Insurance, Vancouver, BC  
Esquimalt Military Family Resource Centre, Victoria, BC  
Pharmasave, Comox, BC

## testimonials

"Kimberly's workshop was a hit. She thoroughly explained the importance of image and business etiquette. Not only did we learn how to properly apply make-up and polish our professional image, but it was also a great, fun, hand-on team building event."

*Buntain Insurance Agencies Ltd., Vancouver*

"We are pleased to report we have had some wonderful feedback from our participants. We are most appreciative to you for providing such a fun and informative talk about How to Look Like a Million on a Budget."

*Event Coordinator, Esquimalt Family Resource Centre, Esquimalt*

"Kimberly Law helped us create a detailed, yet flexible professional dress policy as well as presented our staff with a professional dress workshop, customized to our dress code. The workshop was extremely informative and enjoyable... Now our staff understand how to dress to impress and we can confidently say that we obtained our goal of dressing the finest in our industry.

*HR Officer, Caron Business Solutions Inc., Burnaby*

"For several years as Executive Director of SFU's Management of Technology MBA program I engaged Kimberly Law to provide workshops on dining etiquette, wardrobe planning and appropriate dress for business... Kimberly was professional in her demeanor and poised in her presentation. I am happy to recommend her services to others."

*Executive Director MOT MBA & GDBA Programs, SFU*

"Much discussion was generated on the topic of "what to wear at work"; it was lively and helpful and comments included: "I can relate to the way Kimberly explained things so it will be easier to figure out business and casual attire"."

*Learning & Development Advisor, North Shore Credit Union, N. Van.*

"Ms. Law provided my wife and I with two afternoons of superb advice and clothes selection. My wife is delighted with her new wardrobe as am I. We will use her again. She was magnificent."

*A. Robinson, Vancouver, BC*

"The assisted shopping was excellent. It was amazing how much Kimberly accomplished in such a short period of time. I am so glad I had this opportunity. It's like a light came on, I now have a much better understanding of what to wear for my body shape."

*G.Horrocks, Richmond, BC*

"Kimberly was informative, upbeat and made the transition fun. It was personalized and she took my likes and dislikes into consideration. Everyone noticed the change in style and I received many compliments."

*K. Sharbina, Vancouver, BC*

"I really enjoyed going through the colours that Kimberly suggested for me and seeing the difference with my complexion. Kimberly came to my home and I found this to be really convenient."

*S. Sanderson, N. Vancouver, BC*