

# SPIELMAN

& ASSOCIATES, INC.



Are you taking advantage of your most powerful branding tool?

One of the **most effective branding tools** you have is yourself. Before you ever utter a word, you've spoken volumes with the **visual image** you present. How much - or how little - people believe in you has already been determined by the assumptions of a **first impression**.

While the business world spends hours strategically designing, developing and packaging brands, they're all too ready to forget a **key component** - the people behind those brands.

**Personal Image Branding (PIB™) is strategic to every celebrity.** After all, they are their brands... And the smartest and most successful use stylists to make sure every impression is **powerful**, positive and **compelling**.

**Now it's your turn.** Iris/PIB™ is taking corporate branding a step closer to home. We're taking the "**wow**" we've been putting into products and businesses and giving it to the people who drive those brands. Buttoned-up or sophisticated; edgy or elegant; business suit or business casual - we're creating **corporate celebs**. Our tools? Hair and makeup, clothes and accessories... even your own closet.

**...This is much more than personal shopping.** Call 610.408.8077 today to find out how you can get the "wow" in your Personal Brand.

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