

# Discovering Your Inner Style

*8 Steps to **G.U.R.U.*** by Jan Addams MIRM



Tired of buying mistakes “on sale”? Do some of the clothes in your closet still have the price tags on them? Confused about which colours and styles enhance and reflect the real you? *Discovering Your Inner Style - 8 Steps to G.U.R.U.* was designed to empower you to take control of your personal image by creating a style that is truly you, from the inside out.

Author Jan Addams, has designed a brilliant, personal style system that incorporates eastern and western strategies to make it easy to sort, organize and choose styles that brings out the best in you. This book will have even the most fashion challenged person, looking like a million dollars.

Learn how the superstars create a look that is uniquely their own. Discover how your personality, body shape, and colouring affect not only your fashion sense, but also influences your choices in furniture, clothing, lamps, and even the colour of paint you choose for your living room.

Beauty, Personal; Identity;  
Clothing & Dress;  
Interior Decoration  
ISBN 978-0-9782807-0-3  
179 pages  
\$18.95 Can \$16.95 US

#### **You will:**

- Learn how to spot fashion mistakes before you buy
- Discover how to choose the best clothes, hair and make-up
- Uncover your traits and explore how to add pizzazz to your style

Jan Addams is both an Interior Designer and a LIID Style Strategist. In 2000 she received her Member, Institute of Residential Marketing (MIRM) designation, the most prestigious designation given by the National Association of Home Builders (NAHB). She is a licenced Image, Interior & Industry Design Style Strategist has developed three 8 hour training seminars *8 Steps to G.U.R.U. Gee You are YOU...* *8 Steps to Design Diva* where you learn how to play *Design Dominoes* and *8 Steps to C.A.S.H. Creating Authentic Style Habits*. These courses train personal image, design and merchandising consultants how to blend personal style with interior design concepts and business branding techniques.

#### **What others are saying:**

“Jan Addams does an excellent job of guiding her readers through the mine field of discovering their inner style, by incorporating their physical characteristics, with their personality and attitude. *Discovering Your Inner Style*, helps them present an image that truly reflects who they are with self-assurance and authority.

**Donna Chevrier**, AICI, CIP  
Certified Image and Emotional Intelligence Trainer / Coach

“An inside look into you as an individual: Putting a finger on why we make the colour and style choices that we do. It shows the individual how understanding our personal style can bring balance to our life.”

Colleen Sexsmith-Gagnon, IDI  
Calgary, Alberta



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# Discovering Your Inner Style Q & A

*8 Steps to G.U.R.U...* by Jan Addams MIRM

**Q: I have heard that having your “Colours Done” is coming back in Vogue, is this true? Why is this important?**

**A:** Yes, Personal Colour Consultation is back. It is a tool largely used by Image Consultants to help their clients with their clothing, make-up and hair colour selections. Due to the increased diversification of personal care and fashion products, re-education and experimentation, personal colour theories have adapted and changed. For example: you can now use a blend of warm and cool neutral products to balance your colouring and create a more approachable look and/or environment.

**Q: Does our colour Intensity change with age?**

**A:** Whatever your **Ying** balance, nature creates your hair, skin, eyes as a unit. They change together so the balance between them never changes. Therefore, as you age, everything changes together equally.

**Q: What is a “Clothes Clock”?**

**A:** This handy tool will help you when you are wardrobe planning around a lifestyle change. For example if you use to be in a corporate environment where suit styles were the career choice and now you are a ‘stay at home mom and consultant’ your wardrobe needs have changed. The clothes clock makes you aware of this change and helps you plan your clothing purchases accordingly.

**Q: Why should I choose colours for my home that are in my Colour Group?**

**A:** You can create a truly unique decorating style by using your own Colour Group palette. When you surround yourself with colours that make you look and feel good, you create a space that you want to live in. The challenge comes when you are combining different personal colouring groups due to the variety of people occupying the space in your home or office environment. This is still easily doable with awareness and planning.

**Q: If I am selecting colours under different lighting than where the item is used, will it affect the accuracy of the comparison of the Colour Harmonics® tool?**

**A:** Due to the phenomenon of Metamorphism, a slight colour variance could occur. Regardless, if the colours of the colour harmonics tool that you are comparing blend / harmonize under those lights (incandescent, fluorescent, or natural daylight) they will also harmonize under other lighting situations.

**Q: What is Ying? I thought it was spelled Yin.**

**A:** YING is the word I created to describe the balance of movement that flows between the polar opposites of YIN and YANG. **FYI** the YIN and YANG symbol is a 3 dimension sphere not a circle. YIN is the black, feminine, receding, receptive and Cool side of the sphere and YANG is the white, masculine, dominant, forceful and warm side of the sphere.

When balance is achieved between the elements of gender.....YING is the result. It is all about recognizing that we all play a part in creating natural balance in ourselves, our families and our careers.

**FOR IMMEDIATE RELEASE**

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## **STYLE BOOK Offers 8 STEPS TO DESIGN G.U.R.U.**

Vancouver, BC—An expert in interior and personal style, author Jan Addams simplifies the world of fashion, image and personal expression in her new book **DISCOVERING YOUR INNER STYLE - 8 STEPS TO G.U.R.U.** (IMAGE TO INTERIOR®: \$18.95). She deftly vanquishes commonly held beliefs and puts the world on notice that beauty is more than your hair color and bust size. Using the secrets of industry insiders, Addams lays out easy-to-do, fun quizzes that not only help readers to understand themselves, but dramatically change how they express their style.

Author Jan Addams' style system incorporates eastern and western style strategies to make it easy for almost anyone to become a design G.U.R.U. This first book in her new design series focuses on uncovering inner personality traits and applying them to personal style. Addams then offers insider tips and tricks to help sort, organize and choose styles that blend every aspect, into a personal style guide to keep readers on track. By the end of the book, even the fashion challenged will look like a million dollars.

### **Learn how to:**

- Spot fashion mistakes before you buy
- Discover the best clothes, hair and make-up for your body, colouring and personality
- Uncover your inner traits and add pizzazz to your style
- Express your fashion personality at work and at home

**Addams is both an Interior Designer and a Style Strategist.** In 2000 she received her Member, Institute of Residential Marketing (MIRM) designation, the most prestigious designation given by the National Association of Home Builders (NAHB).

She is a licenced Image, Interior & Industry Design Style Strategist has developed three 8 hour training seminars **8 Steps to G.U.R.U. Gee You are YOU...** **8 Steps to Design Diva** where you learn how to play *Design Dominoes* and **8 Steps to C.A.S.H. Creating Authentic Style Habits**. These courses train personal image, design and merchandising consultants how to blend personal style with interior design concepts and business branding techniques. IMAGE TO INTERIOR® is an innovative and progressive style strategy consulting firm now specializing in training style professionals & small business owners how to unite and express their personal, interior and business style to maximize their **Time, Energy & Money** by utilizing the Triple ID Style Classification and Communication Systems©.



In her fascinating book you will learn how your personality, body shape, and colouring affect not only your fashion sense, but also influences your choices in furniture, clothing, lamps, and even the colour of paint you choose for your living room.

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We always appreciate two tearsheets (copies) of any review or mention you make of the book.

## About Jan Addams MIRM, LIID

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Janice E Addams MIRM, LIID and author of *Discovering Your Inner Style - 8 Steps to G.U.R.U.*, is a Style Strategist & Interior Design Merchandiser (MIRM).

MIRM is the top-level achievement for professionals in the new home industry. She used her varied education to interior design and merchandise 100's of model homes. Dozens of those homes have been featured in local papers and builder magazines. Many have gone on to win the coveted SAM Awards (Sales & Marketing Awards of Excellence).

Jan uses her talent, vision, and education to create image to interior design plans that reflect the *occupant's* style not *her* style. Jan's mandate is to "de-stress, not distress" her clients. **The Triple ID Style Classification System<sup>®</sup>** was developed to help simplify the interior design selection process. It uses the client's own personal colouring, body shape and personality to create an interior design style that is as individual and unique as each client serviced. Jan uses computer assisted 3D design programs to give her clients a visual idea of what the proposed project would look like before construction starts. Information is relayed via email, fax or in person. Everything possible is done to help create a sense of trust and comfort in the planning, design, building or renovating process of a home, office or commercial space.

IMAGE *T*O INTERIOR<sup>®</sup> is an innovative and progressive style strategy consulting firm now specializing in training style professionals & small business owners how to unite and express their personal, interior and business style to maximize their **Time, Energy & Money** by utilizing the Triple ID Style Classification and Communication Systems<sup>®</sup>.

LIID is the highest designation Image, Interior & Industry Design Style Strategists can achieve from IMAGE *T*O INTERIOR<sup>®</sup>. They are licenced by qualification through targeted style & business education.

The firm is located in the beautiful province of British Columbia, Canada and utilizes the superb talent of many local Professionals & Trades' people, Organization and Efficiency experts, Personal & Business coaches, General Contractors, Painters, Artists, Artisans as well as Photographers to bring both personal and interior design styles to life.



For media interviews or distribution rights, please call IMAGE *T*O INTERIOR<sup>®</sup> 604.936.4246 or email: [info@imgetointerior.com](mailto:info@imgetointerior.com)

# Publicity Plan - DYIS

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## Publicity

Our Publicity plan will begin with the unveiling of the new book at a tradeshow October 20th, 2006 in Vancouver, BC. This will introduce the book to the interior design world and will start things moving in Canada. From there, we plan to do local media engagements, focusing on print, radio and author events, once we have distribution.

We are planning a US book tour beginning in and extending in to 2007, which will cover 4 states. Books will be sent out for review in two weeks, and we will begin to organize author events. Our press kit will be sent out to our US media list for interviews and we will be hiring a local PR person for each city that we tour.

## Advertising

Our advertising plan is to first be a part of the Ingram new author program. This will start things off. Then we plan to sign up with Radio TV Interview Report for their Guaranteed Interviews. We will be advertising in interior design magazines, creating an email campaign, and producing posters, one pagers and stuffers for our supporting events. There will be a seminar to support the book, which will be held in the tour cities that we go to in the US.



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