

# You Can Change your Life by Changing your Clothes

## Testimonials

Why is it that some people accomplish in 10 years what others often take 40 years to accomplish?

It is due to our "effectiveness". It's possible to multiply our results by bringing about bigger and faster results, in large part through our visual image.

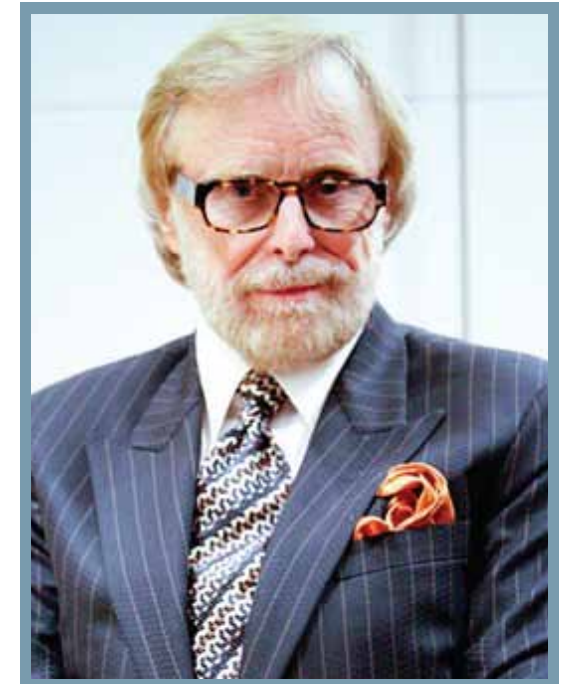
Smart companies often invest as much or more on packaging their product than on the cost of the product itself. Individuals typically leave their image to chance and look for the least expensive way to dress themselves usually at the expense of a optimal response.

"Greg and I have had a lifelong, or at least a career long relationship. As a young executive embarking on a career in investment banking, his clothes seemed to "super charge" my career. I've remained fiercely loyal to Greg. His suits are critical to a well-crafted image that can build or accelerate a career. Whether advising business school students at universities or the CEOs and CFOs of our corporate clients, I encourage all of them not to underestimate the part their personal image and especially their clothing plays in their success. Greg's Dress for Success message and his "Smart Approach" to clothing are as timely today as they were to me 33 years ago!"

**Alexander L. Cappello, Chairman & CEO,  
Cappello Capital Corp., Former Int'l  
Chairman YPO (Young President's Organization)**

"I first heard Greg at Rotary, and knew his message would be valuable to Entrepreneurs. We invited him as a speaker at our Mini-University event at Chapman College, to which both the Los Angeles and Orange County chapters sent members. Greg was one of our most highly rated speakers."

**Thomas M. Garrett, Ph.D., President,  
EO (Entrepreneurs' Organization) Orange County**



The way we dress INSTANTLY tells others who we are, what we think of ourselves, our level of taste and how successful we are. We can control people's responses by the clothes we wear.

Eighty-five percent of decisions are made from visual input within seconds of a first encounter. It makes sense and it's good business to influence other's responses by paying close attention to the "elements" that make up one's image and influence other people opinions and the outcomes that result from them.

CONTACT US TO INVITE GREG TO SPEAK  
TO YOUR PROFESSIONAL ORGANIZATION

**Greg Chapman's  
Executive Tailored Clothes**

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What is the Compound Lost  
Opportunity Cost of not looking  
your most successful best?

**GREG CHAPMAN'S  
Six Elements  
of Dressing for  
Success**

# GREG CHAPMAN'S Six Elements of Dressing for Success

## 1 PROPER FIT

The "Fit" of your clothes more than anything else, projects your level of success. Learn how your specific posture and unique measurements may not conform to ready made clothes and specifically how they will compromise the fit of off-the-rack clothing. Learn what can be altered, what can't and what the stores can but won't do.

## 2 QUALITY OF CONSTRUCTION

Learn the marks of Quality that can open and close doors. Suits today can be made for the price of an inexpensive car, or for less than the cost of making a well made tie. Understand that what you see in the ad and what you're taking home likely have nothing in common. "Quality", that which goes into the making of something, determines how it will look for 30 years and not just for the first 6 months.

## 3 COLORS

Learn which Color "tones" accent your skin, hair and eye colors to give you the vibrant healthy look that causes people to know there is something special about you. See it and believe it and the compliments will come from everyone.



Jonathan Club in 1972



Balboa Bay Club 2012

## 4 OUTFIT COORDINATION

Good Taste is an increasingly rare thing and the way you're "put together" speaks of your taste, your attention to detail, that you're a "smart dresser". Learn the tricks of coordinating primary and secondary colors with the patterns of your outfits.

## 5 ESTABLISHING PERSONAL STYLE

Trademark yourself with a number of "Elements" of your Personal Style to establish your position in people's minds as a unique individual. Understand the techniques to set yourself apart and be referred to in the most positive light to the people around you.

## 6 BUILDING & MAINTAINING A WARDROBE

Discover the "Secrets" of how to build a lifelong wardrobe for all occasions that will give you the "Edge" every day with everyone you meet in business and in your personal life. Like a silent hand pushing you faster through life, you'll enhance your outcomes and your career will grow exponentially, like the miracle of compound interest!



### ABOUT

## GREG CHAPMAN Speaker & Merchant Tailor

Greg Chapman believes that people can transform themselves by creating an "image" that brands or trademarks them in the eyes of their audience. Imagine Madonna, Lady Gaga, Elvis, Michael Jackson, Prince, Elton John if they hadn't "invented" their personal Brand. Whether in the world of entertainment or in business, we are the star of our own show. We have control over creating an image that can "brand" us in the minds and hearts of our followers, those who we rely on to buy tickets to our "show", whatever our business happens to be. The "Elements" that make up our images are highlighted in Greg's talk which includes success stories of many of his well known clients as well as the "steps" of creating and maintaining an image that fosters and maintains success.

### Other Topics

**12 MOST COMMON MISTAKES  
MEN MAKE WHEN BUYING  
THEIR CLOTHES**

**TRICKS FOR ELEGANT MEN  
TO BE SUPER DRESSERS**