

iStyle Develogram Sales Page Copy

You are a gorgeous feminista goddess of divinity.

You are at a point in your life where you're ready to inspire and be inspired.

You're a woman who's on the cusp of knowing who she is:

Maybe you're fierce and unapologetic, empowering other people to embrace who they are...

Perhaps you're gifted, influential, professional and ambitious...

You might be reserved and idealistic, a thought-leader in your niche...

You could be irreverent, wild and a little bit out there...

Or you might be fun, friendly, down-to-earth and entirely relatable.

The problem is...

You feel these things inside but you have no idea how to get them out there into the world...

You know you're holding back, and instead of smashing those goals, you feel like something isn't quite fitting...

You feel like being comfortable in your own skin is something you're constantly fighting for...

And self-acceptance is sooooo close, but you just can't get there.

You, lady, are a gorgeous she-wolf of BOSSNESS. Your gorgeousness can be seen from space. Now it's time FOR YOU TO OWN THAT.

Okay. It's truth-telling time.

I felt the exact same way you did. I was stuck. I didn't know what my style was. I'd see what was in fashion and I'd try and follow the trend, but it just didn't feel like *me*.

And then all the clothing I'd bought would go out of fashion and I'd have to buy a whole new wardrobe.

The thing that was missing from all of my fashion choices, was me.

I realized that I didn't know what my style was.

As soon as I discovered that, I went from being frustrated with my wardrobe and never knowing what to wear, to knowing exactly what worked for me, and having the confidence to rock it.

Now, I help women just like you go from self-conscious and stuck in their own style to saying YES to their own self-confidence and kicking their limiting beliefs out the window.

To get you strutting like Beyonce, and winning Grammys while you whip your hair back and forth and smash the patriarchy, you've got to know your style.

Because who really run the world? You, lady.

CTA BUTTON: [I'VE HEARD ENOUGH, I AM IN]

Now, look. Creating your own unique style sounds great. But are you truly in sync with who you are? Is your style speaking to your soul? And is your soul speaking to your style?

Is there a current of absolute knowingness flowing through you as you stand in front of your wardrobe and throw on that dress, pairing it with that hat and those shoes, knowing that everything inside of you is reflected in your unique and fabulous style?

No?

Then it's just fashion. And fashion is fleeting. Style lasts forever.

If you want to find your signature style that sends a confident and empowered message out into the world, you first have to know who you are. And the best way to do this...is to deep dive into the magnificence that is YOU.

How?

- Understand who you're really meant to be
- Explore every fabulous, exciting, quiet, dark, extraordinary part of your personality
- Know how to bring all of that out and show it to the world – and OWN it
- Have a proven style strategy in place that you can follow, instead of wasting time with trial and error
- Accept your body as it is and learn how to accentuate the parts you love (so that people look at you and go, "Who IS THAT?")
- Take consistent bold action and implement the strategies so that you can see the results
- Understand how to take what you already own and make it go SHA-ZAM!
- Have a support system that can guide you through every stylistic choice you make, without making you feel like you're boxed in (that's us)

[CTA BUTTON] JOIN NOW

This isn't just about learning how to style yourself – it's about actually doing it, woman!

Feeling stressed?

Breathe. Inhale. Exhale.

Repeat.

We've got you. Every step of the way.

We guide you with a step-by-step strategy so that this feels like you're eating the cake sloooowly, mouthful by mouthful. And not just smashing it in your face.

Finding your style is going to be one of the most fun and empowering experiences of your life.

When you use an actionable strategy, it all just falls into place. Like that gorgeous summer dress that hugs you in all the right places, and flatters you even on your most difficult days.

You'll never not know what to wear to a work dinner ever again

You'll never wonder if the outfit you wore to your interview was the wrong one

You'll never stand in a clothing store staring at the tons of options and not know what to buy

You won't spend time and money looking for new outfits

You'll have more variety than you ever thought possible

And your closet will never go out of style again

Are you ready to stop winging this?

Are you ready to work out a strategy based on who you want to be known as and how you want to be seen?

But mostly, are you ready to embrace who you are and raise your voice and be heard?

It's time to get confident.

CTA BUTTON: I'M READY TO GET CONFIDENT!

[INSERT BIO]

iStyle is more than just a course or a program. It's a proven process that guarantees your transformation.

That's why it's called a Develogram.

You develop into someone who can do this entirely on your own, without having to hire an expensive stylist.

Most courses relating to image consultancy are expensive, and are built for personal stylists who are going to work in the field.

Here, you become your own personal stylist, all the while learning about yourself and digger deeper into who you are.

Style is a form of self-expression, remember?

How is this different?

1. Most image consultants work one-on-one or in small groups.

The charges are high – once you've paid the consultation fee, wardrobe analysis fee, and the shopping fee, you've paid a small fortune. And these personal consultants do a fantastic job. There's just one problem:

You haven't been empowered.

You need to know how to do this for yourself, so that you don't have to keep going back to a professional.

With iStyle, you get all the tools and all the knowledge.

What does that really mean?

You can do this for yourself again and again.

But you can also do it for your friends and family members.

You can inspire change.

You can help women find themselves and really step into that with power.

2. This isn't an elite service for the rich and famous

It's not for a certain kind of woman, with a particular kind of body. It's not just for women who are totally confident with how they look (is there even such a woman?)

It's designed for all women. All backgrounds. All shapes and sizes. All ages.

That's why it's so affordable. We want every woman to be able to access this no matter her situation.

We want to inspire and support, motivate and inspire.

You want to feel like you've come to your bestie for style advice, and you've walked away with a deeper understanding of yourself. Because your bestie talks to you. She

listens. She goes deeeeep. She supports you through change and makes you see why the change is happening: because you're worth it.

3. This isn't a makeover.

We believe in this: small edits, big changes.

This is a process, and with every step you get the tools and the guides to get creative, have fun and explore!

The end result is simply the cherry on the top. Putting it all together is where you're going to learn and grow and fall in love with you.

You learn why image is so important. And then you implement it.

CTA BUTTON: I'm IN!

What are the totally delicious and life-changing opportunities you'll gain from doing this developegram?

- Empowerment – you learn from the ground up so you can make decisions about your own personal style
- It's a journey of self-acceptance, allowing you to step in front of the mirror and LOVE the woman looking back at you
- A huge sense of relief and calm because you know what works for you, without feeling boxed in
- Follow a tested and proven process to ensuring you look and feel great without having to sacrifice money or time
- No more procrastination, standing in front of your wardrobe and trying on 235 different outfits before you settle on the one you kind of like
- You'll create variety with what you already have
- Your clothes will never go out of style again, because you're working with what's inside of you, and not what's outside of you
- You'll never worry about being judged about your clothes again
- You'll be able to create new and different outfits, without having to go out and buy anything
- Finally go deep in exploring and developing your own personal style, without any pressure or expectations
- Work with your body type so that you can accentuate all the beauty that you are
- If you do want to go shopping, you'll have a clear plan and you'll LOVE the experience, because you'll know exactly what you're looking for

Here's all the support and training you get with the i-Style Develogram. When you join us, you get:

- **All materials**

This includes 6 PDF workbooks and 5 audio files so that you can work through everything at your own pace, before you settle on a style that you most resonate with.

- **Introduction**
- **Lesson 1: Casual category**
- **Lesson 2: Formal category**
- **Lesson 3: Business Casual category**
- **Lesson 4: Independent category**

Each lesson is broken down into in-depth studies of various style types.

- **Bonus: Style v. Fashion**

A pdf that breaks down the differences between style and fashion. Now you can feel totally confident at work, in the gym, at a bar, with your friends, while shopping, in the mall...and even across interior design.

- Our treasured community

Put together the iStyle Develogram is worth over \$700

- The FULL Develogram and lessons (Valued at \$400)
- Supplementary materials (Valued at \$100)
- Our all-new Exposé feature pieces (Valued at \$49)
- Designer pdfs, in a style of beautiful magazine articles (Valued at \$49)
- Custom made illustrations (Valued at \$79)
- Audio files (Valued at \$29)

Add to that the priceless feeling of confidence and self-love when you step into your newly curated wardrobe that makes you feel, act, think and walk like a goddess.

Pretty spectacular, right?

You also get an invitation to join our EXCLUSIVE (and priceless) i-Style private community so that you can have the support of other like-minded women all over the world. Ask questions, explore advice and get tips from women who are on their own journey. It's all about the sisterhood!

Add to that the Style vs Fashion bonus, valued at \$59, and you have a package that's worth well over \$700.

We want every woman to be able to access this opportunity to discover herself and explore her wardrobe in a way she never imagined possible.

That's why the iStyle Develogram is yours for just:

A one-off payment of just \$49! [INSERT LINK TO PAYMENT PAGE]

[CTA BUTTON]: I AM IN! SIGN ME UP NOW!

Where do you want be in a couple of months' time?

Think about it...

You can carry on with what you've been doing...and always get what you always got...

Frustration...

Not feeling like you fit in your own skin...

Worrying about whether you're fitting in with the current trends...

Avoiding shopping because you never know what to buy...

OR

You can bet on yourself, take this leap, and finally make progress...

Imagine feeling like YOU all the time...

Imagine knowing that when you go out, you look the way you feel...confident, self-assured, ready for anything...

Imagine never doubting your clothing choices ever again...

And always feeling good.

Always feeling like you made the right choices.

Always feeling aligned with who you are.

This is my invitation to step up, think big and fall in love with yourself all over again.

We're with you every step of the way!

Are you in?

CTA BUTTON [I AM IN]