

Press Release

Quintessential Style: Cultivate and Communicate your Signature Look

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By Janna Beatty with Sharon White

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What does Your Appearance say about YOU?

You stand at your closet. You have 15 minutes to get dressed. There is a surplus of clothing at your fingertips. But why is it, even after choosing an outfit, you still don't feel completely confident about your selection? After all, you handpicked, and paid for, every item in that darn closet.

“The answer may be that you are not making style decisions that support your authentic self,” says Janna Beatty, author of *Quintessential Style: Cultivate and Communicate Your Signature Look* (Wheatmark Press, copyright 2014).

Janna Beatty, professional image consultant and owner of UR (You Are) Makeover Center located in Waco, Texas, has spent over 30 years teaching clients the art of dressing...more specifically, the art of dressing ‘with intention.’ She believes you have the power to communicate through your appearance...without ever uttering a word. How do you accomplish this? Simply by defining who you are, recognizing your personal comfort zone, and deciding what it is you want to accomplish.

Three years ago, Beatty partnered with long-time friend, and writer, Sharon White. Together they compiled the information Beatty has been teaching (and learning from) her clients for the past three decades. “*Quintessential Style: Cultivate and Communicate your Signature Look* is intended for any woman who gets dressed in the morning,” states Beatty. The information contained in this book will carry you from age 14 to 104 – from acne to crow's feet. Throughout the book, a recurrent question is posed to readers: “Who are you TODAY... and where do you want to go tomorrow, and the next day, and the next?”

Beatty holds a degree in communications and has studied in the U.S. and England. She had several successful careers, including news anchor for one of television's top 100 stations, before starting her own image consulting business. Her goal: to help clients get more of anything they want out of life by working with their appearance. She has succeeded in that venture. To date, she has worked with thousands of clients and given hundreds of presentations to corporations, universities, and women's groups. The Waco Tribune Herald dubbed her the “Makeover Queen” of Central Texas.

There doesn't seem to be anything Beatty can't teach her clients; whether it be individual color charting, clothing line and design tips, makeup artistry, personal shopping and wardrobe secrets, closet organization, or skincare. Beatty gives personal attention to every client's needs. Her goal: to help them to “see” themselves more clearly. “Each of us has treasures,” Beatty insists. “The hunt can be fun.”