

The Personal Image Formula

Part 1: Style Formulas

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Antonio: Gentlemen, Antonio here. So this is Part 1 of The Personal Image Formula and today, we're going to be talking about seven style formulas. Basically these are the foundation of everything when it comes to style.

Over the last eight years, I've thought about these things, I've written them down and in this course, in this quick program here, you're going to get all of my wisdom having worked with thousands of men.

Now what I'm going to cover may seem pretty simple; it may not be revolutionary. However, often times, the simple things are actually very complex when you have to apply them into the real world. And all of these are just going to be numbers, equations, letters, until you start to apply them in your life.

Now, I've set this up so that you will need to take action steps at the end of this. So you can go down to the very bottom and there's going to be some questions, fill those up. Because if you don't do this, if you don't take action, you're going to be getting a very small percentage of the value of this course and I want to make sure that you take some action even if it's just you simply filling out that information, checking some of the boxes -- I've made them pretty simple. And if you've got feedback, go ahead, let me know, you can contact me.

Okay, so like I said, seven foundational formulas. I may add to these at some point but I try to keep it simple and I think that if you have a deep understanding of each of these and you apply them, you're going to become a stylish man over time. All right, gentlemen, let's get into it.

Equation #1: The Timeless Style Formula. Timeless Style is equal to Fit x Function x Fabric. So let's go ahead and throw in some numbers and we're going to use a scale of 1 to 10. So imagine the fit of the garment, you would rate it on a 1 to 10 scale of 8. The function of the garment, you would rate it on a 1 to 10 scale of 5. And the fabric, it's made from the highest quality that you can afford, you're going to give it a 10.

So if we multiply those three numbers, what do we get? 400. And that's what I want you to focus on. You want this N number to be as large as possible. It's not so much about each of the individual ones, it's when they're multiplied together that you get the largest N number. Ideally, you'd be able to get to 1000, it's

rarely ever going to happen, but you don't want to do is you don't want to ever have a zero; you don't ever want to have anything below 100.

How could you have something below 100? Well, let's just say that you've maybe nailed the fit -- let's go back to an 8 on the fit. And the function, you got it as a 5. But the fabric, the quality of the clothing you're wearing is really horrible, it's some of the worst out there -- you get a 1. Well, guess what? $8 \times 5 \times 1$, what do you get? 40 -- well below 100.

And so you can kind of see how the key point of this is that style is relatively simple, comes down to three particular parts of the equation. However, if you neglect one part of the equation, it can throw the entire equation off. However, if you do pretty good on each of them, a $5 \times 5 \times 5$ is equal to 125 and that's a lot better than a 10 and a 10 and a 1, or a 10 and a 10 and a 0, or a 0, a 10, and a 10. You get my point.

The point is style when it comes down to it, is incredibly simple. But as **[0:03:35]** **[Indiscernible]** said, when it comes down to -- and he talked about worth if he hadn't read it -- even in the simple, it can get very complex. And I'm going to get into more detail about what do I mean by fit, what do I mean by function, what do I mean by fabric. But for this first equation, I want you to understand that style is actually pretty simple. Most men mess it up because they try to make it overly complex. They get focused in on the small things that don't matter. You focus in on the fit, on the function, and on the fabric, gentlemen, you're going to be able to get that number up there and you're going to be looking good. Okay, gentlemen, so the main point of Section #1, Style is Simple.

So Part #2: The Style Law of Fit. This is related to what we just talked about. So I talked about Fit, Function, and Fabric and many of you guys are thinking, "Antonio, where should I focus first? Where do I give my effort?"

So if we take those three, the Style Law of Fit, as it says, Fit is going to be the most important. Fit is greater than Function and Function is greater than Fabric. I alluded to this in the last section but let's talk a little bit about what do I mean by Fit, what do I mean by Function, what do I mean by Fabric.

Okay. So the fit of your clothing -- it doesn't matter if it's a sports jacket, doesn't matter if it's a suit, doesn't matter if it's casual athletic clothing that you're wearing to the gym. You want it to fit your body type. There's a wide range of body types out there from short and husky to short and round to short and thin to tall and thin, to tall and husky, to regular-sized but maybe having a bit of a beer gut, to guys that have a pear shape, they've just got really wide hips, narrow shoulders.

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What we're aiming for and what happens when you wear clothing that actually fits you is it starts to offset those things that are outside the average. There was a study, I think it was at the University of California, Irvine, they talked about how we are drawn to averages and averages to us become beautiful. That's why the media has put out all these things of what the ideal woman looks like, what the ideal man looks like, and it changes from culture to culture.

But what you don't want to do is have something extreme. Even if you're an extreme body builder, believe it or not, it's much more attractive than being extremely obese. But being an extreme body builder, I can tell you and having spoken with a number of women and based off of studies of what they're going to choose, they're often times going to go for a leaner cut man for one that who has huge muscles that just make him look like He-Man. It's not just something, it's outside of the norm and often times, we're drawn into what is more normal or what is the ideal in the society.

So with the fit of the clothing, I like to use the example of a jacket because it trims up the waist, makes the shoulders look a little bit larger, actually makes your hands look a little bit bigger because it draws attention to them. All of these are great things when it comes to looking strong, to looking masculine as a man and that's the importance of Fit.

Now let's talk about Function. So function, when it comes to clothing, is specifically -- and there are different parts of a function -- but how does it function for your particular environment. Now, I'm in Wisconsin, it gets cold, it gets pretty warm during the summer, not super warm, but it does get cold in the winter. And so the function of my clothing needs to be able to keep me warm, it needs to be able to keep me dry, it needs to be able to keep me from getting hypothermia. So that is part of the function of my clothing.

But also the function of the clothing is it needs to be actually useful for my environment. I live in a small town and I'm surrounded by farmers and I can tell you that my clothing would not suit their needs. The dairy farmers around here, they love Carhartt, not because it's fashionable when you see the hipsters in the big city wearing. These guys wear it because it actually takes care of their body, it protects them.

My friend Jessie's got a farm just up the road here and I just saw him in his new Carhartt suit. He was kind of happy wearing it but he told me "I'm going to end up trashing it" because we've got maple syrup season. He's going to tap all the trees and this guy's going to be out in the spring weather which here in

Wisconsin is relatively cold, just this sap, you've got to be careful with it. But he's got the clothing that actually is functional.

Oh, another thing about Carhartt, they actually make the arm holes a bit higher. The reason they do that is it gives a man more freedom of movement. Again, applying to the function, if you don't have the function, if you wear a suit to an event, let's say a Green Bay Packers football game. Unless you're sitting in the VIP box up there and even that, I don't really know if that's the right attire to be wearing on a Sunday in Green Bay, maybe New York City if you're in a New York Giants game. The point is you want to dress for the occasion and that is function.

Now let's talk about Fabric. Now this goes beyond fabric. I use the word but what I mean is the overall construction and built of the garment, the quality of the individual pieces used. So we use Carhartt as an example. Overall, much of what they make is actually pretty good quality. I'm not really an endorsement for the brand's site, I don't own as much Carhartt as I used to. However, when I climbed radio communication towers, I can tell you that yeah. I remember I bought Dickies and Dickies is pretty good too but Carhartt was looked at as that's almost like the Rolls Royce for that farm gear or that working gear.

And there's the same thing when it comes to sports jackets, suits. You want the function, you want the stitching to be good quality but you also want the fabric to be the best you can afford. I know a lot of you guys out there, you can't afford \$2000 for a sports jacket -- that's totally fine. What you want to make sure though is you do get the best that you can afford, that you're watching for those sales. Maybe you're going to Neiman Marcus and you're watching, okay, this jacket's normally \$800, it's on sale for \$100, \$200. Boom, you jump on it and you could actually -- pretty good stitching, pretty good quality fabric at a fair price and you're willing to wait on it. But we'll get into that kind of stuff here.

All right, gentlemen, so the main point of Section #2, The Style Law of Fit, is to focus in on fit. If you've got to make a choice, fit trumps function trumps fabric.

So we're in Section #3 and this one right here, I want to make sure I don't lose you so pay close attention. So this is the Style Theory of Value and value is equal to the number of wears x the feeling divided by the price. So let me go ahead and throw in some numbers and give you an example.

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So imagine that you go out there and you purchase a suit, \$1000, more than you've ever spent for a suit. So that is our price. Let's insert that. Next we want to look at how many times you're going to wear this over the next couple of years -- probably a hundred times. And every time you wear it, let's use a scale of

1 to 10, you feel like a 10. I mean this thing fits you great, makes you look great, you get compliments every time you wear it. So the numbers we have 100×10 divided by 1000, what do we get? A 1. Now you get this number to be as high as possible, it's going to depend on what garment and there's a number of factors. Obviously the less you pay, sometimes the better. The number of wears is always a great thing to increase and the feeling up to about 10. I like to keep it at about 1 to 10 but as long as you're consistent and you're on equation, you'll be fine.

So let's use an example and this is a bad example. You go off and buy a suit for \$200. Well, it starts off good because technically this was \$800 less than that \$1000 suit. But guess what happened. You only wore this ten times and every time you wore that suit, you didn't feel that good. And in fact, you never got a compliment. It was way too big on you, you cringe looking at those pictures. So 10×1 equals 10 divided by 200, guess what we get -- 0.05, $1/20^{\text{th}}$ of the suit that cost 5 times as much. How did that happen?

Okay, gentlemen, this is the key point of the Style Theory of Value is that value does not equal price. Let me say that again -- value does not equal price. Let me explain. I see most men out there shopping with the money as the number 1 way that they make their purchasing decision. Not overspending and being careful with what you spend is very important. However, you're not always going to get good value when you buy things that are cheap. What you want to pay attention to is the number of wears, that's going to be the key, and every time you wear it, how does it make you feel.

So ideally, yes, you'll be able to get some great items on sale that fits you well, that makes you feel great, and you're going to wear a lot. That is ideal. But if you're in a pinch and you have to make a decision between buying something that isn't going to look great on you or buying something that look great on you that maybe is a 30%, 40% premium, I would say go with the latter. Go with the latter that's going to be a bit more but you get what you want. Cry about the price once and you're going to end up wearing it, get your money's worth. I want you to wear that clothing into the ground. And it's easy. We're kind of set up in this world and we're surrounded by Wal-Mart, even Target, a lot of these companies out there, they're always talking about the low price, like that's always the best thing. That's not the best thing. You want to find the right value for you.

So the main point out of Section 3 is that value does not equal low price. Instead, look for items that you can be able to wear quite a bit, that you're going to feel great wearing, and if you can get it at a great price, that's awesome but if not, feel good knowing that "Hey, if I keep wearing this, I'm going to actually drive the cost per wear down every single time and I'm going to get true value from it."

We're getting into Section #4, The Style Law of Interchangeability. So if you're familiar with my teachings, you've probably heard me say this word before. I think Barron over at the Effortless Gent calls it the Lean Wardrobe, I call it the interchangeable wardrobe, I've seen it called a number of things. The key point is that you want everything in your wardrobe to work with everything. Ideally, you should be able to walk in your closet blindfolded, grab a tie, grab a shirt, grab a pair of trousers, grab a pair of shoes, maybe a sports jacket and boom, it's sure to work because everything is interchangeable.

Now, it's probably not going to happen to most of us and in fact, I've got many items in my wardrobe which are not perfectly interchangeable. However, when I travel, I take my interchangeable wardrobe with me. Pretty much everything is going to work with everything else and why do I do this? Why mathematically would this make sense? So let's look at the equation.

Basically if you got 4 trousers, 4 shirts, 4 jackets and 4 shoes and you were to multiply all of those, they're interchangeable, how many outfits do you think you have? 256 outfits. Now, let's say they're not interchangeable. They all go with each other but you've got four separate outfits that only work with each of the items. So you got $4 + 4 + 4 + 4$. In any case, you see the point? 16. We just lost 240 outfits because we did not pay attention to interchangeability when we packed this clothing, when we built this wardrobe. And when we get down to it, why does it matter? Time and money.

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And gentlemen, I know if you're watching this, you probably would like a little bit more of both you're busy or you'd like to make more money or save more money, and when you've got an interchangeable wardrobe, you can do more with less.

Let me tell you a quick story. There was this guy, Biddle, I don't remember his first name right off. But I do remember he was ranked as one of the best-dressed men and this is back in the 1920s here, 1930s. And when he passed way, when he died, they went to his closet and looked at his wardrobe. And this was a man who was in the industry, he was a politician, he was seen all over the place. He only had like 7 to 10 suits in his entire wardrobe and this is when men wore suits every single day including Sundays. So it really came down to the guy actually had very simple colors, very simple wardrobe and he was able to make it all work. Everything was interchangeable.

Often times, we think that we've got to bring in really fancy clothing to be stylish. We think that we've got to buy something that is really going to pop and grab attention. It's not about that gentlemen, it's about actually focusing in on the

core, focusing in on the basics, the things that are often times classic styles. It's not because they're old-fashioned, it's simply because they work, they've been tested over time.

There's a reason why certain principles in construction, in mathematics, and in many of the industries out there that they're passed on from time to time is because they simply work. It's the best way to do it and it's been perfected. So when it comes to dressing sharply, men, focus in on that interchangeable wardrobe. And again, it's going to take you less time to get dressed, it's going to be easier for you to match things and you're going to save money because you're going to just get away with buying less clothing and whenever you have to go out there and buy it, often times you'll find these classic pieces, they're actually very well-priced.

All right, gentlemen, so let me give you a quick summary of Section #4, the Style Law of Interchangeability. Basically interchangeability trumps actually having things which are fancy or going to stand out; you want everything in your wardrobe to work with everything else. You're going to be able to save money and save time.

All right, gentlemen. So we're talking about Section #5 now, the Style Theory of Constraints. So what do I mean by this? I talked about it briefly in the last section but almost all of us are constrained by time and money. Actually all of us are going to be constrained by time, we've only got so much time here. But some of us have, well let's just say that we've got plenty of time and we've got plenty of money and if you fall into that quadrant, congratulations. However, you're not out of the clear because for you there are so many distractions out there and for you select few out there that fall into this, stay focused and build your core wardrobe. It's going to be easy for you to be distracted, to start looking like a peacock, to dress in a way that isn't truly who you are, following trends, buying things, having a whole bunch of clothing that gets cluttered and in the way. Focus in on that core wardrobe and enjoy.

Not much I can add there because again, if you got plenty of time, plenty of money, it's a good place to be.

Okay, but let's talk about the other 95%, 98% of us and we are constrained by time and or money. Now most of us think that we are constrained by both time and money but that's not the case. Now I'm going to give you examples of truly people who fit down into that quadrant. And these are people that have reached out to me, these are real examples, I'm not going to give you their names. But I knew a father, he was widowed, of four kids going to law school. For him, he was constrained by time, he was constrained by money and he needed to look good

for interviews. And I felt for this guy. And if you fit in that category, that is truly to me who fits in that category.

Another gentleman, young man, taking care of his family over in Ukraine. He's supporting both of his parents who were disabled, he's going to school, he's in a country where the average person only earns and he wasn't in Kiev -- I think he was in Odessa, so we're talking the average about \$300 to \$400 a month.

So if you're in one of those situations, the best advice I can give you is to focus in on educating yourself. Any time you see a deal, you want to be able to jump on it and make do with what you have. You can actually get away with less. I remember a young consultant who was constrained by time and money work with me and we ended up getting him a suit. He wore pretty much the same suit Monday through Friday until he could afford another one. He just changed out the shirts, changed out the ties, all which he picked up at thrift stores. So there's a way to get around it but you're going to have to focus in on your education and that's why I make tons of free videos over at Real Men Real Style, at Tailored Suit, Art of Manliness, all these different platforms for people just like you.

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Okay. So now let's talk about those of you that have plenty of time and maybe don't have a whole lot of money. Most students are going to fall into this phase. And yes, I know some of you guys say, "I'm really busy" but you don't have kids, you don't have the responsibilities of all these other people. Later in life you will probably become a lot busier than you even imagined possible and what you need to do is figure out ways to use that time to get better deals and to not have to spend the money.

So you're going to be out there, you're going to be getting an email list and you're going to be following sales. Any time Neiman Marcus or Barney's or Macy's, these box stores where you're going to find some of your best deals, you want to be ready to jump on. The way you're going to be able to know what to jump on is you're already going to have identified your branch. You're going to have gone into the mall, tried on certain bits of clothing, see what you like. In fact, know it by inventory number and put out a Google alert on this.

So you're spending time to be able to track down those sales, you're going into thrift stores, and you're taking advantage of some great deals or you're maybe putting out a bounty. You're looking for say a brown tweed jacket in a size 42 and you're letting everyone know. In fact, you're asking people, "Here's my picture, here's what I'm trying to do, here's my story. And if you see these five items which I've listed here, please call this number or send me a quick email. I'll be here within 24 hours to pick it up." You can do that, you have the time and

the ability. So find ways to use this up here to be able to find some great deals out there.

Now some of you guys are in the other side of the quadrant in which you've got plenty of money and you have very little time. Let's say you're a consultant. You work for Bain, maybe you work for McKinsey, you work for Deloitte and you're travelling all over the place. You only have one day a month that you feel like you ever get a bit of a break and you don't want to spend your free time shopping for clothing. In fact, you've got a bank account that is actually very well-padded even if you've got a family. You are doing very well.

In your case, you're going to want to work with a custom clothier, you're going to want to work with one of the box services, men style app. I just did a review of these guys, a great company, you would want to work with them. You want something higher end, go check out Trunk Club. These are the kind of companies which are going to save you time. Work with an image consultant or a style shopper. These people are going to be able to, if they're good, they're going to talk to you, they're going to understand your needs, and they're going to go out there and find exactly what you want.

But let's say you don't want to give up full control and in fact you still really want to know. Well, this is where education products on demand are going to be very useful for you. As you guys know, I developed this personal image system specifically for men like these that they can go in and go through my Blueprint, go through the entire system, take the course wherever they're at in the world, join the community. But there are other programs out there, I would recommend purchasing some books, taking those with you, you can just read them on Kindle. Maybe you want to grab A Man's Guide to Style, I've got a 14-hour audio over there that you can just listen to whenever you're flying on a plane. For you, time is the limited resource so you want to be able to spend a little bit more money, get exactly what you want and have it delivered to you.

All right, so that was Section #5, the Style Theory of Constraints, and what I talk about there is that all of us are constrained either by time or money and there are four quadrants. You need to identify which one you fit into and go down below and make sure to fill out, identify where you're at because that will help me deliver the right content to you.

All right, gentlemen, Section #6, the 80-20 Principle of Style. So some of you guys in economics may have heard of the Pareto principle and the big point here is that some things matter a lot more than others and often times our efforts do not always equal the results. Sometimes we're going to focus in on just a little bit on something that seems small and it will yield a huge return. Other times we'll focus in and put a lot of effort and we'll get a very small return.

Pareto's principle said that across industries, if there is the 20% of your effort which is going to yield you the 80% and that's what I want to focus in on, gentlemen. There are things in style which if you focus on these first, you're going to get the huge returns. The biggest mistake I see men make -- and let me be clear about this, gentlemen -- the biggest mistake I see men make is they often times focus in on the wrong things. And we've only got a limited amount of willpower, a limited amount of money, a limited amount of time and if you put all your time, effort and resources into something that's not going to give you a good return on your investment, you're going to become discouraged, you're going to become distraught, you're going to quit, you're going to stop pushing and I want to make sure that doesn't happen.

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Let me give you some quick examples of what will yield you. Basically you don't need to put in much effort but you're going to get a huge return. So #1 is to focus in on the style pyramid. And guess what the style pyramid is, go back to Point #1. It is Fit, Function and Fabric, that is the style pyramid. Focus in on those items, gentlemen.

Again, I've talked about it three times in these series of equations but it is that important. Because so many men, they maybe get one and some do get one, but very few get two and even fewer nail all three. And just to let you know, if you take it back and look at any type of martial arts, when it gets down to it, there are some very basic principles in those martial arts yet it takes people a lifetime to master them.

The same with Fit, Function and Fabric. Because believe me, the best fabrics are not affordable for most and it may take you not till later on do you feel comfortable spending that type of money to enjoy the feel of that type of clothing or buying those cuff links which when you wore them, you're the only one that knows that yeah, these are \$1000 cuff links. And I know some of you guys may say it, "Well, I would never wear anything like that", but maybe if you wanted to invest in heirlooms, something that you could pass on, something that had specific meaning for you. You start to realize that wow, it is maybe worth spending a bit more to get something that's made from a precious stone, made from a precious metal and the combination of which has my family crest in it and is an identifier when we're out. So little things like that. Again, Fit, Function, Fabric -- it's going to yield you so much in the return.

So other things -- focusing on the core wardrobe. So many people go out and they start buying this, that -- basically they go out and they don't even know what they doing. So imagine if you went to work and you basically let your email

tell you what you're going to do. I'm kind of joking there because I think most people do that but the point is you need to have a plan, you need to have a set number of items that you're going to purchase that have over time have shown to be in the core wardrobe.

Now coming up soon, I'm going to give you the essential wardrobe, I'm going to give you 21 items which if you have these, it's a great place to start off. But understand, this is only the center of the core wardrobe. I've set up the core wardrobe so we've got concentric circles, I talk about more of it in the Blueprint. But we start off with 21 items, we expand out to 42, then we go up to 84 items. So that's the core wardrobe, you want to building that up. If you build up a core wardrobe, I mean that right there, boom. 20% is going to yield you that 80%.

Now let's talk about that 80% which yields you the 20% and these are the things... one of the biggest questions I get all the time is somebody's always asking me, "Antonio, what's your favorite tie know? What do you think about this trendy Trinity Knots or Eldredge," the ones that it's just crazy looking. They focus in on those minute details which they have no real return on investment. Yes, you may get a couple of compliments, you may have fun with it but you're wearing that and you're wearing clothing which doesn't fit you, you've missed the whole point. You're actually wearing a costume. People may complement you on the knot but they're looking at the fit of your clothing and possibly consciously they're saying it doesn't fit but most likely subconsciously they're thinking "There's just something off. He's wearing a suit but it's more like it's wearing him."

Gentlemen, don't focus in on that. Other people get focused in on trends, they'll say that skinny lapels are in or skinny ties are in. Gentlemen, if you understand the foundations of men's style, you understand that proportions are what dictates. It doesn't matter what decade you are in. You understand that certain things that work with your body type --and again, we're getting back to Fit. Don't chase those trends, don't chase whimsical whims of fashion. Focus in on what's going to yield you a big return.

All right, that was Section #6 and we talked about the 80-20 Principle of Style. The big thing with the 80-20 Principle, gentlemen, is that some things are more important than others. Focus in on the items which are going to give you the biggest return on investment.

So this is the final section, Section #7, the Style Law of Inertia. So I divided this up into five points and most likely you are at one of these five points. You may feel like you're in between one or you're a combination, just go ahead and choose one. I'm going to ask you to enter that information down here at the bottom of

the page. But let's talk about each of the five points; I'm going to be a little bit more clear.

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One, you're the beginner and that's Point#1. So this is where you're just starting off. Maybe you're 15 years, you're 18 years old, you're 22 years old. You're at a point where you're just starting to realize style matters. However you may be a 35-year old man who just recently got divorced and you're starting to realize "Wow, I haven't cared about style or thought about this for two decades and now I'm starting over and I'm starting from the basics."

If this is where you are, understand that what you're going to be going through is a transformation. And like any transformation, you're going to have to put in time, you're going to have to put in effort, you're going to have to apply yourself and realize you're going to be pushing up. If you've ever done anything amazing in your life, I know when I went through Marine Corps training, it was an amazing experience. Basically they handed us an Eagle, Globe, and Anchor -- the EGA. And when I remember getting that, I still to this day, remember getting that. That's what you have to look forward to.

When you put in the time, you put in the effort and you start getting compliments and people start saying "Wow, you look really good or I love the way you dress. Can you mentor my son, can you talk to my brother, can you talk to my husband" -- all of a sudden you're like "Wow, this is real, this is happening." So you have that to look forward to but realize that you've got a long way to go.

However, the good thing is that you found me and I'm going to do my best to make sure that you don't develop bad habits, that you get there as quickly as possible with as little effort as possible. Okay?

Point #2 is you've already started the journey. Perhaps you've been on the Style, you've been going to the Style forum, Ask Andy, for the last five years. You've been trying to add things to your wardrobe, you realized that dressing well matters. However, you're a bit frustrated because you feel like you've put in some effort but you haven't been seeing much return on your effort. You've been on the journey but you're still not over the hump. You can't even see the light. You're like "Gosh, Antonio, I want to believe in the stuff, I know that it matters. But for some reason, it's not working for me."

You of all the people are the one I'm most concerned about and make sure to point that out down there because I've got a special set of emails that I want to send you, special bits of information I want to get in your hands so that you

understand that there are probably just certain things that are holding you back and it's going to be important that we get past that so that you can get over the hump.

And that takes us to point #3. So if you fit in category #3, you are close. You can taste it, you can see it, you can see you're about -- you know when you're on a roller coaster and you're going over and you can feel, you're waiting for the back end of the roller coaster to go over. This is where you're at, you're so close, but there's something. You're a little bit nervous about it and you're ready to go over but there's something holding you back. And if you're at this point, you're really close to entering point #4.

And point #4 is you're starting to see gain. You're starting to gain momentum, you're starting to move and I'm going to use the roller coaster example again. You got the wind flowing through your hair, you're starting to feel, I mean it's taking off. And now you're "Okay, things are moving, I'm going in the right direction, but I still need some help. I still need some motivation and I'm finding that I'm going to a lot of these blogs, the stuff is too basic for me. I'm going here and I'm not really learning anything new so I feel like I'm kind of wasting my time." Make sure to let me know down below if you're in this section because we'll make sure we'll get you a little bit more advanced material.

And that finally takes us to Section #5, you are a style expert. In fact, you're probably going through these and you're wanting "Antonio, I want for you to teach me something new." I've got something for you. You need to make a transition. You shouldn't be just passively absorbing information. You should be a teacher. You should put yourself in that position because you have that responsibility in my opinion to be passing on your knowledge. Why? Two-fold. When you pass on your knowledge, guess what, you really need to know it and you become better understanding -- and teachers know this. Anyone that has ever taught realizes that when you have to teach a subject, it's very different than learning it or understanding it. When you have to teach it, you have to know it through and through and that's what I'm going to challenge you with as we continue to move through The Personal Image Formula.

So we're through with this section, hopefully you enjoyed it. You can see I went into a lot of detail but we've got a lot more to go into. So again, finish the section down below, I've got some questions for you. It's important that you answer those and you move on. Once you move on to the next section, you're going to find that we got much more information, there's going to be less theory, more applicable actions, we're going to also talk about the 21 essential items and if you knock through this, I've got some bonuses for you. Yeah. This is going to be fun. See you guys in the next section. Take care

[0:34:46] End of Audio