

TPIS 3 Draft 1

[0:00:00]

Antonio: Gentlemen, Antonio here. Today we're going to talk about ten action steps that you can take in the next 24 hours to up your style. I'm going to go into detail with each of these. And as you're going through, make sure that you're taking notes, that you fill out the questions at the bottom. And that's important because some of these action steps do require you to make a commitment, they require you to think about what we're talking about. They require you to make a decision. "Am I going to do this, is this for me or is this maybe not for me?" But I can't control if you're actually going to take action here.

Now I do set it up in the Personal Image course where we actually have an accountability system and we follow up with people, making sure that they're doing what they say they are going to do. Here in the formula, guys, it's more of on you. I try to set up these automated systems but it's not going to work unless you take action.

Step #1, what's the first thing that you could do? And this one only requires 15 minutes. First thing you could do, you could try a clothing app or you could go try out one of the websites out there that are designed specifically to help you rebuild your wardrobe.

So what am I talking about? I've done reviews on some of these in the past but go check out Fitbay, go check out Cladwell, go grab Aaron Marino's app, it's right there on iTunes, grab my app. Yes, I am coming out with an app. So if you're watching this video, it's either on its way or it's about to come out. But grab one of those apps and start to use it.

So I'll talk a little bit about Fitbay. Fitbay is really cool because you enter all these info and they basically match you with body doubles and this was pretty interesting. So they help you find clothing that fits which is one of the biggest barriers for men actually going out there and building their wardrobe is finding clothing that fits.

Now Cladwell takes a different approach and they are more geared towards going in and just using their website. But they ask you a number of questions as well but they help you rebuild or build your wardrobe and by doing that, actually give you a checklist. That I thought was really innovative, very powerful because you can go through this checklist, you check off the items you already have and then they help you select the items, they give you the exact number of the colors to take action on.

So by using one of those applications, one of those websites, you can immediately start to take action. My buddy, Aaron Marino, maybe you don't like my style, maybe you like his. Go check out his app. His app is full of solid information and is very useful, and my app as well. My app is going to have my infographics all sliced up, made easier for you. You're going to have to enter email and a little bit of other info to unlock other parts of it. The point is, gentlemen, is you want to have something on your phone, you want to have something on your computer, you want to have something bookmarked that makes it easy for you to be able to jump in there and take action.

Again, key point, take action. This is going to take you less than 15 minutes.

Step #2, get measured. Now there are some basic measurements that every man needs to know. He needs to know his sleeve length and this is measured from the clavicle bone right here to the back, all the way out to your wrist and that's very common. You also want to get your neck measured and your chest. But with those two measurements, your neck and your sleeve length, you can then better purchase shirts online.

Now I'm going to link you over to the measurement guide at A Tailored Suit. I created that measurement guide, it goes into a lot more detail. Fill it out, you've got it there and all of a sudden, guess what? You can go out there whenever you're shopping online and you see that a shirt laid out, it's actually measured 22 inches across which equals 44 in the chest. Okay. You know my chest is 40 inches. That's going to give me 4 inches of play in the chest. Is that a good fit? Is that a bad fit? You'll be able to make a much better decision because you know your body's dimensions.

Now, getting measured, I would say you need to have a tape measure, it would be nice to have a friend, or have your wife, have your partner, have somebody measure you so that you can quickly get this information. It will take up to possibly 30 minutes, you can do this in 10 minutes, you can do this in 7 minutes to be honest if you were a bit quicker but sometimes people like to be ultra-specific. What I would recommend, measure three times. Take the average if for some reason you're getting all over the place. Chest, don't blow it out. You're going to be much closer just by having taken this action.

Now you can print off the sheet, you can record this, we'll have a quick little Google doc where you can actually record all of these and make a copy if you would like. I'm going to link to that in the article. But guys collect your measurements, it's not going to take more than 30 minutes.

Action step #3, get rid of clothes that don't fit. Now I know some of you guys are "I don't want to get rid of anything in my closet, who knows if I'm going to need it." Some of you guys are hoarders so this is going to be the trick that you want to follow. Are you ready for it? So go in your closet and I want you to find everything that you haven't worn in the last six months. Scared to do that? Grab everything that you haven't worn in the last year. Put it into a box, tape it up, put the date on it, and put it into the back of your closet. Put it into your storage room. And guess what? If you don't touch that for a year, then it is safe to go give to Goodwill.

[0:05:24]

I know a lot of you guys -- and I'm in that. I work on my house, I work on my property and I like to have some throwaway clothing, some rags. It rarely ever happens but my kids will come ask me, "Hey Dad, do you have an extra shirt that I can use at school for painting class?" Actually it happens a lot less than what I imagined it to happen and I've got tons of shirts I still keep. But this will allow you to purge your wardrobe and all of a sudden, you're going to have room for what we're going to start to do next.

Step #4, get three items tailored to fit better. This can be your suit, this can be some shirts. Most likely and the easiest thing, to be honest, are going to be shirts especially if you're testing out a tailor you probably want to take one shirt initially and test them out. If it's a tailor you've worked with, then take him three items and that right there is going to simply -- I mean you just hand it off. Yeah, you're going to have to pay the bill, but you're going to have three shirts that are going to fit you better.

Look at your jeans, maybe you don't have any dress shirts. Maybe you've got jeans which are sagging, the back of your jeans are being torn. Understand, you need to get your jeans adjusted, basically hemmed just a bit. Low on cash, you're a student, you have no money. Well, guess what, go pick up a sewing needle and learn how to do this yourself. It's not rocket science, there are tutorials out there, there's a great website called Threadbanger. Gentlemen, this is something that men have been doing, yes, for thousands of years. Go to Rambo: First Blood, when he falls out of a tree, gets a huge gash on his arm, guess what he does? He sews himself up using thread. It is something that men have known how to do. I know my wife's dad, he was great with a sewing needle. And he realized, hey I put a lot of money into my work clothing, it's about self-sufficiency.

So if you don't have the time, you don't have the patience, or you've got a little bit of extra money to spend, then definitely go work with a tailor and remember, get his name. Know the name of your tailor or know the name of your seamstress and treat them with respect.

All right, part 5, you're going to upgrade one of your essential items in your wardrobe. We just did the section on the 21 essential items in your wardrobe. So you want to take a sports jacket, you want to take your suit, you want to take some of these items and you want to upgrade them. Maybe your suit is beyond repair. You've had this thing passed down to you, you've worn it many times and it's just fading, it's got some holes in it... yeah, you're going to want to upgrade your suit.

So you're not really gaining anything because the other suit you're going to pass off or maybe you'll keep as a backup, but you won't wear very often, but you want to upgrade. You want to say, "This thing has served me well, it's time to make the upgrade." It could be shoes, you bought those dress shoes for \$40, they're glued together, they're from some company you've never heard of, and they're just kind of falling apart now. Maybe you want to upgrade to a nicer pair, you want to go check out Paul Evans, you want to go check out Allen Edmonds, you want to make an upgrade that yeah, "I'm going to spend 3 to 4 times as much money as I've ever spent on a pair of shoes but I'm going to get exactly what I want. It's going to look great and I'm going to feel good with this upgrade."

So part 6, you're going to expand your essential wardrobe by one. There's probably 1 or 2 things or 3 things or more in the essential wardrobe which you don't have in your closet. This is something that you're not used to wearing, something that maybe you haven't ever worn. You've never owned a chambray shirt, you've never had a polo, you've never worn an Oxford shirt, you've never had a sports jacket that you would wear and feel good in. This is where you want to go. Find that one item and go ahead and make that purchase. It's essential, it's not going to go out of style. Focus in on the fit, focus in on the function, focus in on the fabric, on the quality built, get the best you can afford, go ahead, do the shopping out there. There's a great website called Dapper, they always have a number of deals. Identify what needs to be in your essential wardrobe, go find that deal, and take action.

Yes, I know, you could probably chart a wait till Black Friday or to some other big sales event and maybe save \$5, \$10, \$20. But it's about getting a quick win. It's about you have gone long enough without having this item in your wardrobe and you need to make an upgrade, you need to make the purchase.

[0:09:51]

Step #7 is try a subscription service. There's a number of them out there, I just tried Men's Style Lab, great company. I'm about to take a trip to Phoenix,

Arizona and I am taking a number of their pieces of clothing. I love the quality and the built and it was so easy.

Now those services aren't for everyone. If you don't have a bit of money to spend, then you're going to want to be careful. Now there is a big difference, Men's Style Lab actually is very affordable. Trunk Club is going to be more expensive. There are other ones out there but it's not about how much money you spend. It's about automating something in your life so you don't have to think about it. Dollar Shave Club, it's not super expensive, and all of a sudden you've got fresh razors delivered to your door. Manpacks, Blacksocks, all of these companies.

Now other subscription services are going to be great because they're going to change your habits. There's a company I'm working with called Brickell and Brickell makes high quality organic natural men's skin care. And I've been using their products, I'm very impressed with it and guess what, most men don't use a facial lotion, they don't use any type of lotion on their hands, they don't use any type of wash. They use the same bar soap that they use to scrub their backside to scrub their face -- yes, I know you do that.

The point is, gentlemen, using a subscription service can also change your habits. When you get the product delivered to you, all of a sudden, it becomes effortless. Yes, sometimes you're going to pay a premium, other times you're actually going to get a discount. Amazon does this. When you sign up for their subscription services, you get a discount. Brickell does this. When you sign up for their subscription service, you get a discount. Why? Because they know you're going to be a repeat customer, they know that they can count on your to basically make a purchase every month or every couple of weeks or once every six months and that right there is a big win for them.

So I look at that as a win-win and signing up for a subscription service is the easiest way to overcome a barrier. With Men's Style Lab, one thing I liked about is it literally took me 30 minutes and they rebuilt my casual wardrobe. If you've got the money, I spent under \$1000, maybe you've got more to spend, maybe you've got less to spend. Whatever you're looking for, there is probably a subscription service out there for you so go out there, check them out and take action.

Part #8 is go out there and find the best barber or stylist in your area. Maybe travel a bit farther and use them. Have them redo your hair, maybe put in some product if you're not using a product. This is something that guys, it's a very quick fix. You get a haircut and a style and work with someone who really can talk to you about your hair. And this reminds me of a story, my friend Derek Halpern over at Social Triggers. He just posted this video about what was a \$300

haircut worth. He's in New York City and he, yes, spent \$300 on a haircut. I'm not advocating that you go out and spend \$300 on a haircut but what I am advocating is that you go out there and find the best.

And Derek's not a style guy but he has upped his game and he did come back and he said, "That was the best haircut I've ever had. It was an experience. I walked in, I had a consultation. We spent time talking about they wash, they massage my scalp and my hair, they gave me a little bit of a massage. And all of a sudden they went to and they talked about how they were going to cut my hair, what I wanted it to look like, how they were going to help me get to that and then they went ahead and did it and it was a good 30-minute cut. He used scissors, didn't use the clippers or any of that kind of stuff and then afterwards he talked about how to take care of my hair, what to do and he said "Stop in any time and we'll give you a trim between haircuts."" He left after I think it was 90 minutes and he said that was the most amazing haircut he'd ever had.

Was it worth \$300? Well, it's up to you to decide. I know some of you guys, you don't even make that in a month so obviously that's outside of the question. But the point is, find the best in the area that is for you and go ahead and give him a shot. You may have to drive a little bit farther. I know there's a barber about an hour and 15 minutes from me, he's the best in all of Central Wisconsin. I've got to travel pretty far if I want to go work with him. Now my wife, who cuts my hair most of the time, she does a great job. But if I want to try something new and get an experience, then it's worth it at least once, giving it a shot to see what you're missing. Maybe you don't like it, you can go back and you better appreciate the value that you're getting with your current hairstylist or barber but go out there and try to up your game when it comes to your hair.

So section #9 is dress sharp and go for a walk. Go run errands. Go out on the town but wear actually nice clothing. And this may be a little bit hard for us because when we go out, we like to blend in. We don't want to look any different than most of the other people out there, many of whom seem to have given up on life and don't care how they present themselves. You need to be a leader, you need to get out there, look your best. Understand you represent yourself, you represent your family, you represent your business. And imagine what the most successful person in your industry, whether you're an electrician, whether you are a business owner, whether you are a lawyer, whether you're a consultant, whether you're a banker, "What does the most successful person in my industry look like?"

[0:15:06]

Dress to that manner. Think of how you would look once you're at the pinnacle of your career and you're up there getting an award and everyone's clapping and

everyone's saying "Wow, you have reached it." What do you look like, what are you wearing? Are you wearing sweats? Are you wearing a hoodie? Are you wearing a backwards cap? Most likely not unless I guess you're in hip hop. And I'm not against that. If that is your style, wear that and own it. But most of us, we maybe dress for certain occasions but we don't dress when we normally go out.

The problem is if you're not wearing your best at all times then when you wear it only occasionally, you're wearing a costume, you're dressing up. You're not being true to who you are and you're not going to wear with as much confidence. I wear this clothing quite a bit and people on my town know me as the guy, they all think I'm a tailor. None of them really understand the whole YouTube thing but it is very interesting the way I'm treated versus a lot of other people. And I have to say I definitely get preferential treatment in my town. Small town, a thousand people, I guess people always know what's going on.

Okay, guys, so go out there, run errands, take that walk.

Part 10, this is going to be the easiest one, gentlemen, or is it the hardest? Make a commitment to change. And I've got a box at the bottom of this, you're going to check it and you're going to have to make a commitment in a set amount of time that you're going to start to institute change in your life.

Guys, you've reached the end of the formula, thank you for going through it but I really want to stress it's about you taking action. Make that commitment. For some people, it's going to be just checking the box. Other people it's going to be making a public declaration. Still others, you're going to want to go out there and you're going to want to maybe grab my Blueprint, you're going to want to grab the complete system that comes with the course, you're going to want to join the league so you can be held accountable with other men.

Other people maybe just go out there and buying a book, I don't know what's going to work for you. But I do know that people that make a commitment need to be able to follow through. And the way you follow through is you surround yourself with community, you surround yourself with people that are like-minded and can support you. You get access to experts who can help you get to that next level and get over those barriers and those road blocks.

So I invite you to join me throughout the other parts of the system. If not, go check out Real Men Real Style, I've got tons of free information there but don't get stuck on the sidelines. One of my favorite quotes, of Teddy Roosevelt, don't be that cynic, that person out that audience, out there in the stands. Be the gladiator, be the guy on the field that win or lose, he gave it his all, he threw it out there. And "It's better to be the person that tries and fails than the person that goes through life with regret." Don't regret, gentlemen, take action and

hopefully I'll see you in either of the Blueprint, the league, the course, maybe you want to do some one-on-on coaching.

In any case, I've developed this Personal Image System to help you become a better man. Congratulations. If you fill out that section now below, you're going to get access to the bonuses, I've got some cool bonuses for you. In addition, share this, pass the round. I think I've got an area where you can add some Facebook comments, go in there, let me know what you thought of this. Thank you for being a part of Personal Image Formula and I will see you over either in YouTube or in the system. Take care, bye-bye.

[0:18:30] End of Audio