



Image Consultant Helps Job Seekers ‘Dress for Success’

Summary: In today’s economy anyone looking for work needs every edge they can get. [San Francisco image consultant, Michele Benza](#), announces a new online program to help job seekers and those hoping for promotions polish their image to help get the job they want.

(San Francisco, CA) October 20, 2009 – The economy has devastated the lives of many people across the United States. Many Baby Boomers have found themselves searching for jobs; some are out of work for the first time in their careers and others are re-entering the workforce after a long hiatus.

These individuals are finding the job search more challenging than they remember it being before. Not only are great jobs in short supply, but members of this age group often find it intimidating to compete with younger, fresh-faced candidates both on paper and in person.



[Michele Benza](#) is an Image Consultant and most of her clients are women over the age of 40. She has recently started offering a new online service called ‘Dress for Success: Clear the Way for the Interview.’

Benza states, “Today, image consulting is a necessity, not a luxury. When you’re [searching for a job](#), your image is your first non-verbal method of communicating with an employer and it speaks much louder than words.” Benza adds, “If you’ve been wearing the same style clothing as you have been your entire life and your hair hasn’t changed since 1988, you definitely have some work to do on your image as you prepare to find a job.”

The Dress for Success program is suitable for anyone looking for a job or to advance in their career with a promotion because clients learn to dress the part for the position they’re hoping to obtain. When an individual completes their one hour session with

Benza, they are equipped with the tools they need to present themselves with excellent posture, elegant style and most importantly, confidence.

To anyone worried that a makeover might be too extreme, Benza suggests thinking of it as “becoming an updated version of yourself” instead.

To learn more about Dress for Success, call Michele 415-956-3025 or visit www.michelebenza.com.

About Michele Benza

Michele studied English at New York University and accepted a position with an American cosmetic company, later shifting to a management position with a real estate investment trust.

After the birth of her second son, Michele became Vice President of Marketing and Sales for an upscale Belgian chocolate company, a position that allowed her to work from home. She excelled in this position for over a decade, and was able to move this west when the family relocated to San Francisco. She built out the company’s entire Western US high-end department store channel.

With years of experience as an esthetician, Pilates instructor, image consultant and owner of retail fashion stores, Michele brings a wealth of talents to her clients. She focuses on creating self-confidence and radiance in her clients by helping improve their image and posture.

Michele is a member of the Association of Image Consultants International (AICI-USA), Association Francaise pour l'Image Personnelle et Professionnelle (AFIPP-Paris) and is a columnist for www.50Fabulous.com. Michele is also a guest writer for Bay Area Women’s Journal.

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