



NEWS RELEASE

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For Immediate Release

New eBook series helps you help yourself

Help has arrived for those who wish to improve upon their appearance and communication skills and take things into their own hands

Vancouver, BC – During her 9 years as an image consultant for both men and women, Kimberly Law realized that each gender is constantly bombarded with conflicting information about personal image, appearance and etiquette. “These contradictory messages can be very confusing when you’re trying to make the best impression you can, no matter the circumstance,” says Kimberly, principal of Personal Impact International. Recognizing the need to simplify the information, Kimberly’s aim “is to enable everyone, no matter their job, where they live, or what their goals are to easily use practical strategies, tips and techniques to improve their appearance, behaviour and confidence.”

There are 8 special reports in the Personal Impact series of eBooks that cover personal care, make-up, wardrobe planning, business dress, dining etiquette, communication, and manners. Each guide is cleverly laid out and provides step-by-step instructions showing the reader how to effectively and easily reach his or her personal and professional best.

The eBooks range from 19 to 54 pages and are available in a downloadable PDF format at www.personalimpact.ca. Special introductory prices are available now.

Kimberly Law, AICI CIP is a Personal Image Advisor and principal of Personal Impact International, founded in 1999. She is the first in Western Canada to receive international recognition as a Certified Image Professional (CIP) through the Association of Image Consultants International (AICI) (www.aici.org). She currently serves as AICI Ambassador for British Columbia, Canada, and has served on AICI’s International Board of Directors as Vice President of Membership for 2004 to 2006. She specializes in all aspects of self-presentation including personal appearance and etiquette, and develops a variety of customized programs for individuals, businesses, educational and not for profit organizations.

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