

## my vision

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### **My goal is simple.**

I want to create a community of happy, healthy, and most importantly, confident men. For far too long, society has told us how a man should act, what he should look like, and what he should achieve. Somewhere along the way we have forgotten how to take care of our own needs. So much emphasis has been placed on career, family, and money; causing us to neglect our most important asset – our image.

### **As men, we are supposed to be good at a lot of things...**

...but we have never been taught or encouraged to develop our image. Think of your image as your personal brand, and it is this brand that is representing you. People form opinions of others in just seconds. All of the non-verbal communication we present determines how others view and ultimately value us. You may be the greatest guy in the world, but if your image is not saying the right things about you, you will be passed over time and time again.

### **Men who care about their appearance have been labelled, and at times, mocked.**

...as if taking pride in how we look, wanting to feel attractive, or dare I say sexy, is a bad thing. Well, I say that looking great and loving the person we see staring back at us in the mirror should not only be a concept we embrace, but something each and every man strives for.

### **I have made it my life's mission to help as many men as possible realize their full potential.**

We are living in an increasingly competitive world, and we need every advantage we can get, both professionally and socially. If you are presenting anything less than your best self, you, my friend, are missing out on countless opportunities. This is where I come in... to unlock your true potential and open up a world of opportunities you never knew possible.

Some people say you can't learn confidence. I happen to know for a fact that you can. My question to you is: Are YOU ready to find out?

Aaron Marino, I need to put you on my payroll. Thanks to you and the Style System I was just promoted to VP of international sales. I was talking with my new boss and asked him how he decided between me and the other candidates, he said it was a tough choice but came down to me always looking polished and professional!

– **Danny S.**

