

Life. Style. Blogger.

Hi, I'm Aaron Marino. Over the course of the past eight years, I have helped millions of men from around the world realize their true potential and feel great about themselves. I have made it my life's mission to reach as many men as possible in an attempt to develop a community of happy, healthy, well-adjusted and confident men. Some people say you can't learn confidence, but I know for a fact that you can. I look forward to proving them wrong!

Come check out over **2500 FREE** videos and articles!

www.iamalpham.com

[Alpha M. YouTube Channel](#)

Get the Alpha M. Top 10 Image Killers Now!

Receive your own complimentary e-book authored by Aaron Marino when you join our network today! Go for it, sign up. It's **FREE** and your image will thank you.

Alpha M. Newsletter

Sign up to receive the Alpha M. weekly newsletter. Our newsletter isn't just another boring article that you never read. We send out exclusive video content, member Q&A videos, special promotions and style finds! Have we tempted you enough yet?

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Name

Email Address

[SIGN UP](#)

We respect your [email privacy](#).

I don't sell products... I sell confidence! Let me help you unlock your true potential and get more out of life than you ever dreamed possible.

– Aaron Marino



DVDs & Videos

The alpha m. style system is going to change your life in ways you never dreamed possible. You never knew what you were missing until you get it!

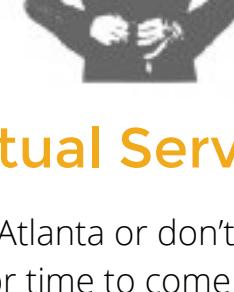
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Male Style Guide

"How-to manual" with 240 pages filled with priceless info on fashion advice & current grooming for every man!

[READ MORE](#)



Virtual Services

Not in Atlanta or don't have the means or time to come to us? Our virtual image consulting services are the option for you.

[READ MORE](#)

iamalpha m.

Community

A men's lifestyle and personal development zone featuring thousands of exclusive alpha m. videos and articles.

[READ MORE](#)

Testimonials

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.



my story

Have you ever heard someone say they were born to do something?

Well, I'm that someone and I was born to do this! I know some of you are scratching your head and saying to yourself, "you were born to help dudes pick out underwear and talk about manscaping?" Well, the short answer is yes, but the long answer goes something like this.

I have always understood the importance of image. My mother loves to tell the story of my first day of kindergarten when I insisted on wrapping an entire roll of scotch tape around the ankles of my jeans before going to school, in order to create a more aesthetically clean look and line. (Come on... my favorite super heroes wouldn't be caught dead with flared pants and I figured neither should I!) Little did we know the foundation of my life's calling was being laid that day.

Fast forward five years or so...

...and as my mother casually glanced out the window one day, she saw little old me in the midst of giving my first official haircut. Somehow I convinced my 4th grade neighbor, Chris, that not only was it time for an updated hairstyle, but I was the man for the job. And quite a hairstyle it was! Needless to say, we both got punished.



All through my high school years, my family struggled financially, so most of my clothes came from discount stores and thrift shops. Despite where I shopped, something interesting happened my senior year. Wouldn't you know, little thrift store Alpha was voted best dressed by his classmates. This wasn't the point in my bio where I decided to start patting myself on the back (that comes later), but it was the time I realized looking good isn't about how much money you have or spend on clothes – you can look great no matter what your financial situation is; you just need a little initiative and creativity.

The next four years of college were pretty uneventful. I thought money was tight in high school, but the four years I spent in wild, wonderful Morgantown, WV gave me a new perspective on being broke with a capital BRO! One way I made extra money was cutting my roommates' hair: 10 min – 5 bucks. Not great, but at the time not bad. I graduated college in four years with a degree in business management, and quickly realized that in the real world, I didn't know dog squeeze about business until I opened my own.

For six years I transformed the lives of hundreds of men and women...

... through one of my true passions –fitness. That's right; I opened a fitness center and turned a childhood dream into a reality. It wasn't long until I realized I loved helping people reach their physical potential, but owning a gym, not so much. So, my lifelong dream of health club ownership quickly became a valuable (and expensive) learning experience.

But, if it wasn't for the fitness business, I would have never met Steve. Who is Steve, you may ask, and why was he so instrumental to my professional development? Great question. Steve was Alpha M's first client, unbeknownst to both of us at the time.

One fateful day, Steve approached me with a unique request.

He had a hot date, and not knowing what to wear, asked me for some suggestions. After thinking about it for nearly a second, I said, "Why don't I swing by your place, check out what you have, and if you need something we can go shopping? While we're out and about, we should visit my hair stylist for a new cut. And by the way... you have got to do something about those nose hairs"! So, the strategy was set; we picked a day, we worked the plan, and as fate would have it, the foundation for a business model was built.

A few years later, I was fortunate enough to sell my fitness center, and made a decision that would change my life, as well as thousands of other men's. I had a hunch I could build a successful business helping men look their best, while feeling great about themselves. For the next six months, I immersed myself in all things style, grooming, and wardrobe to learn all I could about the key aspects and elements of male style, image, and personal presentation.

Six years and thousands of clients later, here I am doing what I was born to do... help you reach your full potential!

Testimonials

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.



my vision

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.

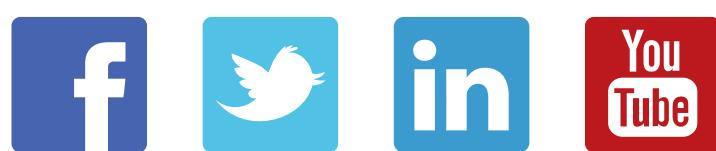
I have made it my life's mission to help as many men as possible realize their full potential.

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.



alpha m. image consulting



We are an international men's image, style and personal development firm based out of Atlanta, Georgia. Six years ago, after helping a friend get ready for a hot date and then doing a ton of research, Aaron Marino realized there were no resources for average guys to get solid, simple, real-world advice on how to look their best. Sure, there are a handful of men's fashion magazines, but they are not realistic for 95% of the men out there. We don't care what the latest and greatest brand of overpriced designer jeans are... that, truthfully, don't look good on anyone other than the 6'2" 145 lb. model who is wearing them. This is not reality for guys like me, guys like my father and your brother, and probably not for guys like you. We don't care what is happening on the runways of Milan and Paris. We simply want to know if the chicks will dig it!

As men, we are taught to study hard, get a good job, marry a pretty girl, and raise 2.5 reasonably well adjusted kids. No one ever teaches or encourages us to look good or value the importance of image. And when we do, we are called names like Metro-sexual. As if taking pride in our appearance is something to be ashamed of. Well, to those people, we say sit back and watch as we pass you going up the corporate ladder, and get the women you were just rejected by!

In 2006...

We started alpha m. Image Consulting to help others realize their true potential, both professionally and socially. The response was immediate and remarkable, and confirmed our belief that men needed help in this arena. In an attempt to reach a larger audience, Aaron began posting YouTube videos, which was a game changer for alpha m. Our image and style advice was now being viewed by guys throughout the globe. Men from around the world began flying in for the day or weekend for the alpha m. Makeover. They would, and still do, arrive an average Joe and leave an Alpha Male! Eventually, in order to accommodate even more men, we added Virtual Grooming Sessions to our services, which offers men another means to receive personal attention and guidance with improving their image.

What we have learned is that we may live in different countries with different styles and traditions, but we all want to look and feel the best we possibly can. Confidence is universal!

alpha m. Image Consulting has helped thousands of men throughout the world look and feel incredible. My question to you is... are you next?

You never know what you're missing until you get it!

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.

media

Featured Articles



Top 10 Surviving Shark Tank: local entrepreneurs surprised by TV's impact



Congrats to our WINNER of the #trivagoGuy makeover!



Top 10 Men's Style Blogs of 2014



The Fastest Way to Shine Your Shoes

In the News

Tidy Face Who is Aaron Marino? And Why Do We Love Him?

Business Insider Ten Ways to Look Better Instantly

Business Insider How to Shine Your Shoes in Less Than 5 Minutes

DETAILS Everything You Need to Know About Trivago Guys Recent Makeover

CNN Travel Trivago Guy Gets A New Look | Aaron Marino

Business Insider 10 Tips For Better Manners Thats Every Guy Should Commit to Memory

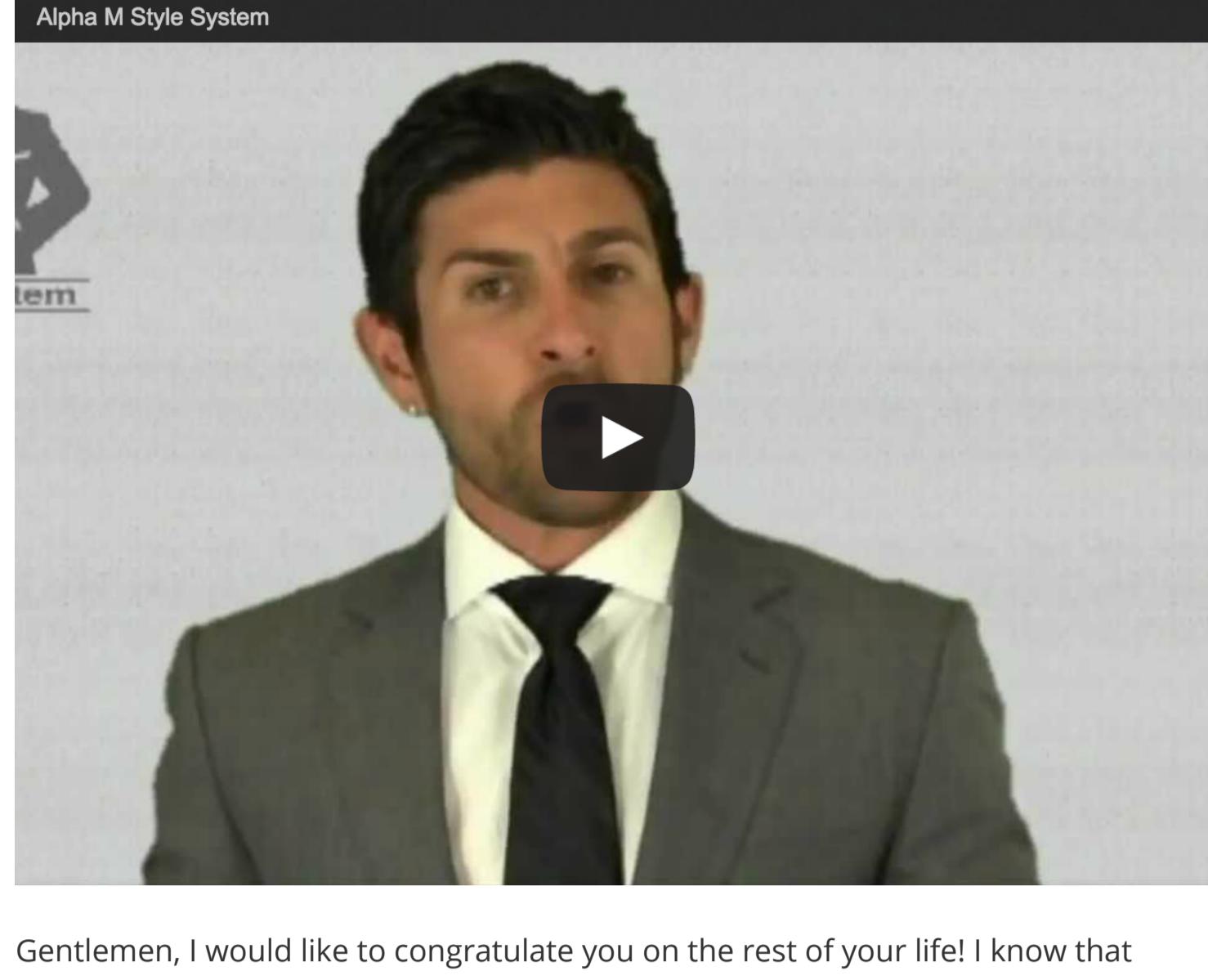
Mashable Men, Step Up Your Fashion Game With 8 Simple Moves

Business Insider Worst Summer Office Clothes

Sweat Shorts What to Wear with Shorts in 2014 Explained by 20 Experts

Daily Zen List 11 Websites to Turn You into the Next James Bond

alpha m. style system



Gentlemen, I would like to congratulate you on the rest of your life! I know that sounds overly confident of me to say, but I know with 100% certainty that the Alpha M Style System is going to change your life in ways you never dreamed possible.

Ask yourself these questions:

- Do you want to **feel attractive?**
- Do you want to **feel confident** in any situation?
- Do you secretly want to **look better** than other men around you?
- Has it been awhile since you were **complimented** on your appearance?
- Do you wish your wife, girlfriend or partner would initiate **sex more often?**
- Have you ever struggled matching patterns or colors?
- Do you find yourself wearing the same boring outfits?
- Are you looking to **date more?**
- Have you always wished others viewed you as **stylish?**
- Have you ever bought something and never worn it?
- Is your closet full of clothes you never wear and don't like?
- Have you wasted hundreds, or even thousand of dollars on clothes that don't fit you or your body properly?
- Has it been awhile since you put on an outfit and **loved what you saw** looking back at you in the mirror?
- Have you ever seen a stylish man and wished you had the balls to dress like him?
- Are you ready to **take control** of your image and your future?

If you answered YES to any or all of these questions, the alpha m. style system is your answer!

style**system** disc contents

 1	<ul style="list-style-type: none"> • Style System Introduction • Importance of Fit • Does Brand Matter? • Getting Started • Inventory Checklist
 2	<ul style="list-style-type: none"> • Inventory Photo Galleries • Shoes • Jeans • Pants • Shorts
 3	<ul style="list-style-type: none"> • Inventory Photo Galleries • Dress Shirts • Casual Shirts • Sweaters • Suits
 4	<ul style="list-style-type: none"> • Inventory Photo Galleries • Sport Coats • Belts • Outerwear • Accessories • Cologne • Shoe Care
 5	<h3>Using the stylesystem</h3>
 6	<ul style="list-style-type: none"> • Style Galleries • Easy to Follow Fashion Formula • Over 125 Stylish Combos and Options • Summer, Casual, Semi-Casual, Party Gear • Formal Wear • Alpha M Signature Styles • 18 Original Style Articles

Style System DVD Set



Build Confidence.
Dress Exceptionally.
Feel Incredible.

Date More.

BUY NOW \$75

Only available as digital download.
Limited Time Offer.

"Alpha! I have always said that someone needs to make a system to match clothes like I had when I was little (Garanimals). Dude you did it! This is going to be HUGE and it couldn't happen to a nicer guy. Thanks for being such a gentlemen in everything that you do for us men."

— Pete M.

"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.

"I went out with some friends, and for the first time I wore one of my new outfits from my new wardrobe. I felt great and apparently I looked great. I say this because for the first time in my life the most beautiful women in the bar came up to me and initiated conversation. I left with her number, a kiss and the best compliment I have ever gotten... "I love a man with style". I'm on cloud 9! Thank you Aaron."

— Brandon G.

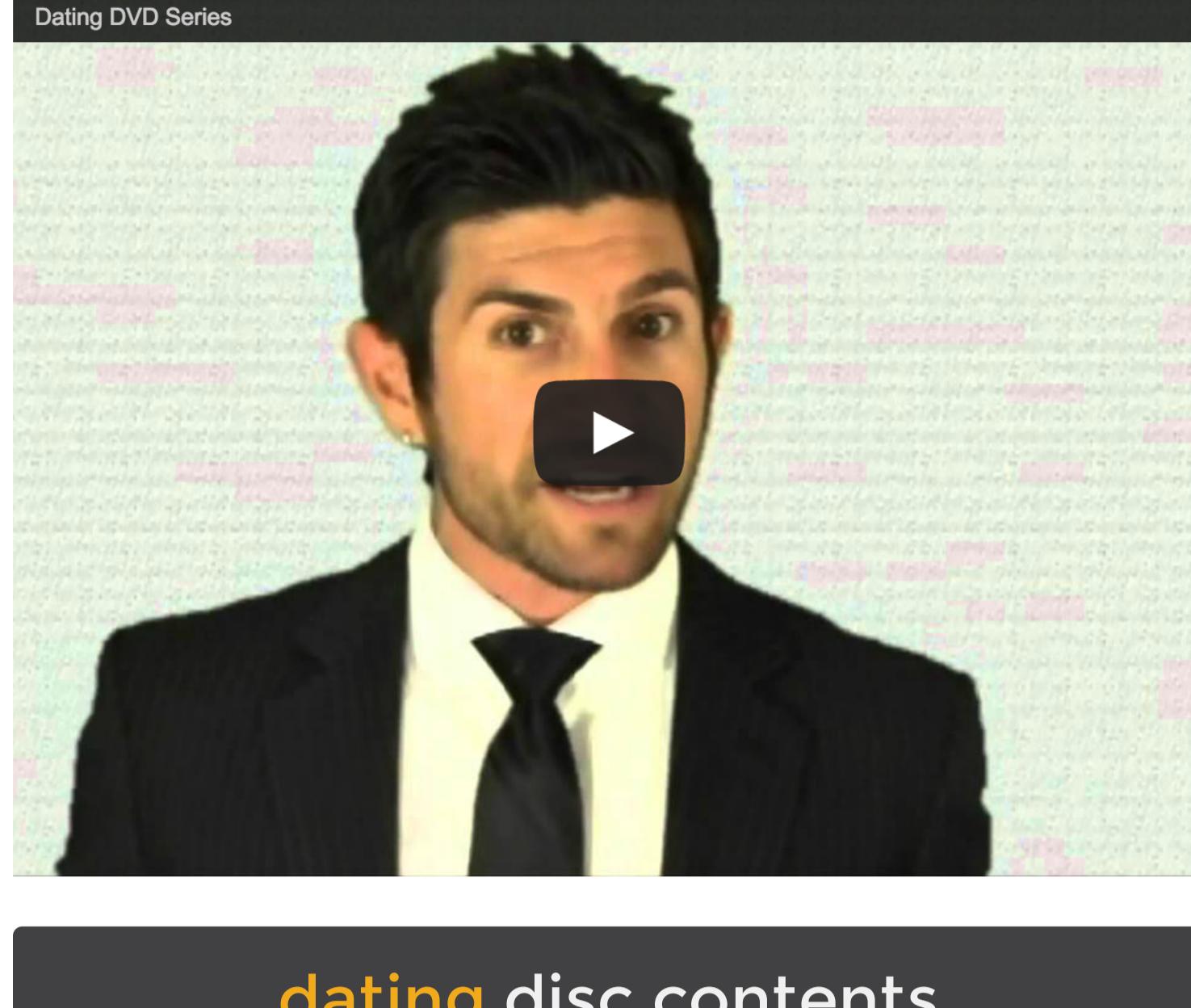
"I don't know when it happened or how it happened but it did happen and that is all that matters. All of my life I have struggled with self esteem and confidence. One day I found one of your video's and the next thing I knew I was ordering your Style System. A month later I look better than all my friends and most importantly I feel like I can achieve anything. You have changed my life."

— Tommy S.

LIMITED TIME OFFER!
Download Now for only \$75



alpha m. dating



Dating DVD Set



Build Confidence.
Dress Exceptionally.
Feel Incredible.
Date More.

dating disc contents

1



INTERNET DATING

Stop wasting your time and let me teach you how to succeed at internet dating.

- To Wink or not to Wink
- Spotting a Fake Profile
- 10 Perfect Profiles for you to Use
- How to Pick the Perfect Profile Picture
- How to Craft the Perfect Profile Headline
- How to Craft the Perfect Contact Email
- How to Get a Response

I'll help you unlock to mysteries of internet dating and open up a world of opportunities you never knew existed!

2



IN PERSON DATING

By following my advice, you'll have a new problem: Too many dates and too little time!

- Where to Meet Incredible Singles in the Real World
- How to Approach and What to Say
- What to Wear on that First Date
- Where to Go to Make a Lasting Impression

In addition, you will find 12 original articles that will help ensure your dating and relationship success!

DVD Set
BUY NOW \$67

FREE WORLDWIDE SHIPPING

DVDs are shipped within 24 hours of order placement.

Download
BUY NOW \$47

Instant download.

"Alpha, I'm reaching out to give a quick thank you for your dating advice. About a year ago, I got divorced and was not in a great place emotionally. One of my buddies said I should try internet dating to meet some new people to take my mind off things. After four months with virtually no success, I was even more depressed than before I started. After taking your advice and making the changes you talk about on the DVDs, I had 3 amazing dates last week and have 2 more lined up this week. It's like Christmas every time I open my email! You have helped me more than words can say."

— Ted R.

"My old problem was that only ugly girls would email me. My new problem is picking which HOTTIE to take out first! This is incredible, man!!"

— Tony B.

"Last night, I went out with one of the most beautiful women I have ever seen in my life. Never in a million years would I have thought she would be interested in me. While we were out, I asked her why she responded to my email (apparently attractive women get hundreds of emails a day). She said that my profile made her laugh. You are a genius my friend!"

— Bryan A.

"Just wanted to send you an email to say thanks for all the cool date ideas you give. I would always draw a blank when trying to think of fun things to do on a first date. I took your advice and it went great. She said it was one of the best dates she has ever been on. We even ended the night with a kiss and set up date number two."

— Rodrigo M.

virtual services

ask alpha

\$14.95

Have a specific question regarding your personal style or image? Need some ideas on what to pair with those great loafers? Got a hot date and want to make sure you are looking your best? You now have the option to ask Aaron a question and get a personalized answer! The truth is Aaron would LOVE to help everyone, but due to the large volume of questions he receives on a daily basis, he can't possibly get to them all.

Simply go through Google Checkout below, and Aaron will then send you an email to get the ball rolling. ***Please limit your question to one question per question purchased.**

Add to Cart

skype consultation

\$250 / 1 hr.

From anywhere around the world, anyone can have a style, grooming, fitness, or lifestyle consultation with Aaron Marino! With a Skype Consultation, no topic is off limits. The consultation is one hour, which you can spend your time addressing your burning questions about style, asking Alpha about your grooming regime, tightening up your fitness and nutrition program, or even covering a whole host of lifestyle questions that any alpha m. gentleman may have. Are you needing a boost in confidence? Perhaps some advice regarding a relationship? Alpha is ready to consult with you regarding anything you'd like.

After purchasing the consultation, you'll need to send an outline two days in advance so that Aaron may prepare for the session and to maximize the time you'll have together. You may also send pictures as a picture is worth a thousand words and will create a clearer picture of your current condition if the consultation is regarding style or grooming.

Add to Cart

the perfect outfit

\$45

Have a hot date, job interview, or upcoming class reunion? Do you have something to do or attend and want to look your best, but don't know what to wear? I will help you choose the perfect outfit for any occasion using your current wardrobe, new items, or a combination of the two.

Add to Cart

virtual grooming session

\$97

Are you ready for a new hairstyle? Maybe you've had your current style for a while, and know it is time for a change. Maybe you are thinning and don't know what to do. Maybe you just want to send me some current pictures, and let me do my thing of sending you suggestions to help you look your very best. Whatever the situation, I am here to help!

Upon purchasing the service, I will request two pictures: a front and side shot of your head. I will also want your input if you have a style in mind, or know what you're looking for. Once I have the information I need, I will go to work and send you 10 to 15 hairstyles I think will not only compliment your face and personal style, but look incredible, too. All styles will work with your unique hair texture, thickness and hairline. After you review the photos and share your thoughts, we will choose "the style". In addition, I will help you find a stylist, discuss hair products, facial hair options and grooming tools. The end result is you looking great and feeling sexy, my friend!

Add to Cart

virtual makeover

\$995

Not in Atlanta or don't have the means or time to come to us? The virtual makeover is the option for you! So, how does the virtual makeover work? Upon purchasing the service, you will receive several emails from us confirming your purchase, as well as initiating the makeover. Thereafter:

1. The first step will be to complete the Virtual Questionnaire worksheet.
2. Next, email the worksheet to the provided email address, along with a few digital pictures of yourself as indicated by Aaron. The digital pictures are used to assess who you are and what your needs are.
3. We analyze the key elements of style and image, and specifically direct you through the maze of wardrobe, style and grooming... in an effort to increase your powerful presence and professional/personal desirability.
4. Depending on your goals and what you are looking to achieve – increased dating success, job promotion, not embarrassing your wife in public – we help you make it happen. Each virtual makeover is customized to the individual, and comes complete with clothing options and links for your consideration and/or purchase. From shoes to belts, clear up to your hair, we pay attention to you and every detail. If needed, we will personally contact your salon or hair stylist to help you obtain the desired hair style that you and I decide works best for you.

The virtual process happens as fast or as slow as you need to take it. We realize you are a busy guy, so proceed with each piece of your image puzzle at your own pace.

Add to Cart

virtual don juan \$275 / 15 day program

Have you been online dating for a while now with limited or no luck? Does it seem as though all the women you are "really" interested in don't respond? Feeling down in the dumps because it isn't working out like you hoped it would? Well, it's not you... it's your profile! This one-of-a-kind program is getting rave reviews from countless guys in your situation. Let's be honest for a moment. Internet dating is the hottest thing going right now; however, it can be frustrating and discouraging if you aren't meeting the women you want to meet. Sure, you will get the occasional email from the pretty lady in South Africa, but in case you haven't realized yet... she probably isn't real. We hope you didn't send her money for a plane ticket yet!

All joking aside, this program will analyze your current profile for content, profile pictures and overall feel. Aspects that you need to keep in mind: (1) your subject line matters greatly, (2) the email you send also matters a great deal, and (3) no one is totally honest with their answers and description. So, how will we help you?

- We will help you select the right profile picture. If you don't have a good one to choose from, we will tell you how to take one.
- We will modify your profile's content and help you paint the best picture of yourself possible.
- We will also coach you on how to respond, and what to say in order to get your email read.

I'm not sure if you know this or not, but attractive women on dating sites get hundreds of emails a day. She only opens the ones with clever subject lines. "Nice boobs", "You're Super Hot" or my favorite "Damnnnnnnnnn" will not get you a date or a reply. It may, however, get you "blocked". Don't waste any more time – come talk to us! We won't tell if you do! After purchasing the service, you will receive several emails, including an introductory email initiating the program.

Add to Cart

hourly rates

\$175 / 1 hr. | \$300 / 2 hr. | \$400 / 3 hr.

We aim to please and if you need more of a customized plan, personalized attention, or specialized image consulting service, Aaron Marino is available for hourly rates: 1 hour – \$175, 2 hours – \$300, 3 hours – \$400. Please contact us through the online form to let us know how we can best serve you.



in person services

alpha to you

Don't have time to come to Atlanta? No problem – I can come to you! Please contact me for details and rates.

[Contact](#)


shopping safari

\$995 / 4 hr.

Hate to shop? Don't know which stores have what you need? Wouldn't it be nice to know how and where to shop in order to save money and still get quality clothing? Let me show you that shopping can be an adventure as we hunt for the perfect clothes at the perfect price.

Prior to our shopping safari we will discuss your needs and what you would like to go "hunting" for. Then, depending on what we will be shopping for, I will design our strategy and plan. I will either pick you up at your home/office, or we can meet at the store that will serve as our fashion "Ground Zero". From there we will shop until we have captured the desired clothes.

Shopping is not limited to one store, so we will cover all the bases. We can limit ourselves to the stores in your local mall, or we can visit some of the great boutiques and discount stores we know.

[Add to Cart](#)

male makeover 2-day

\$2,100

This complete makeover has the same goals and outcome of the Male Makeover Express, but is done at semi-warp speed. The session is broken down into two fun-filled days, with day one concluding at one of Atlanta's finest restaurants, where we will dine like gentlemen and have a drink or two (my treat). You are responsible for wardrobe purchases, hotel and airfare costs if applicable.

[Add to Cart](#)

male makeover express

\$1,500

The Male Makeover Express is our most popular service, and will have you looking and feeling like a new and improved man in one long action packed day!

The day starts out with a complete wardrobe analysis and consultation. We analyze everything that is in your closet and hiding in your dresser drawers – focusing on fit, function and fashion. We analyze how your clothes fit, clothing and shoe condition and style, and purge your wardrobe of everything that needs to go. As men, we tend to hold onto things long past their looking good, being in style and quite frankly... fitting. By the end of this phase, you will be confident that all the clothes hanging in your closet look good and work for you.

Next, you're off to get a hair cut. We arrange for you to be pampered by our favorite salon and get a fresh, new hair cut. If you need a new style or just a good cut, we make it happen!

Following the salon, we break for lunch before we hit the stores. We will shop some of the finest men's stores offering the best selections, quality and prices. Our goal is to shop for articles of clothing and accessories missing from your fashion arsenal; based on your "must-have" list of necessary items to incorporate your old wardrobe with the new. And we never spend more than you are comfortable spending.

Once shopping is complete, we return to your home or hotel room and coordinate your new wardrobe – blending the old with the new. Pictures are taken of every outfit and combination, and are later emailed to you for your future reference.

This complete makeover takes between 10 and 12 hours and includes: Aaron's services, haircut, shopping, lunch and photography. You are responsible for wardrobe purchases, hotel and airfare costs if applicable.

[Add to Cart](#)

ultimate alpha m. experience

\$4,500

Time for you to sit back, relax and let Alpha take care of the rest! The ultimate Alpha M. Experience is designed for the man who wants to combine image enhancing work with a little additional pampering and luxury. Here is how the weekend works:

Upon your arrival in Atlanta on Friday, you will be met at the airport by your driver (& Alpha) who will take us to the first phase of your weekend. Phase one is all about relaxation, as we spend some time decompressing at the spa with a facial (no, they aren't just for chicks) and an incredible massage (the legal kind!). Next, we are off to a nice dinner to enjoy a great meal, a drink or two, and some good conversation. After dinner you will be taken to your hotel to turn in for the evening, since we get to work bright and early (9am) the next morning.

The day starts out with a wardrobe analysis and consultation. You will bring along as much of your wardrobe or key pieces as possible, and we will analyze everything for fit, function, and fashion. As with the other makeovers, we analyze the fit, condition, and style of your clothing and shoes, eliminating anything that does not suit your needs.

We then proceed to my favorite salon where you will be pampered with personal attention and receive a haircut of your choice. Whether it is a new style or great cut you're after, one of Atlanta's finest stylist will work his magic!

We break for lunch before beginning your shopping spree. We then visit some of Atlanta's handpicked men's stores to shop for the items your wardrobe needs to be complete, in addition to any other clothing you desire to build your fashion arsenal. As always, we never spend more than you are comfortable spending.

Once we hit a good stopping point for the day, we will return to your hotel to pick out your evening outfit and to freshen up. When you are ready, our driver will take us to dinner at one of Atlanta's finest restaurants. After dining, we will attend a special event of your choice. Like sports? Maybe we can catch a game. Into live music? How about a show? Just want to hit a club or bar to let your hair down? The bottom line is we go out and have fun!

Sunday begins a little later (11am), when we conclude the shopping portion of your weekend, and finish buying those items we didn't manage to grab the day before. Once we have gotten everything you need, we will return to the hotel to put your Image Catalog together. The Image Catalog is comprised of photos based on your new wardrobe, which you will be able to reference to easily recreate the same outfits and great looks in the future. Photos and a personalized video will be sent to you the week following your trip. When finished, I take you and your new exciting wardrobe back to the airport for your return flight.

The Ultimate Alpha M. Experience includes: Aaron's services, hotel, ground transportation in Atlanta, spa package, hair cut, all meals and entertainment. You are responsible for wardrobe purchases and airfare costs.

[Add to Cart](#)


career workshop

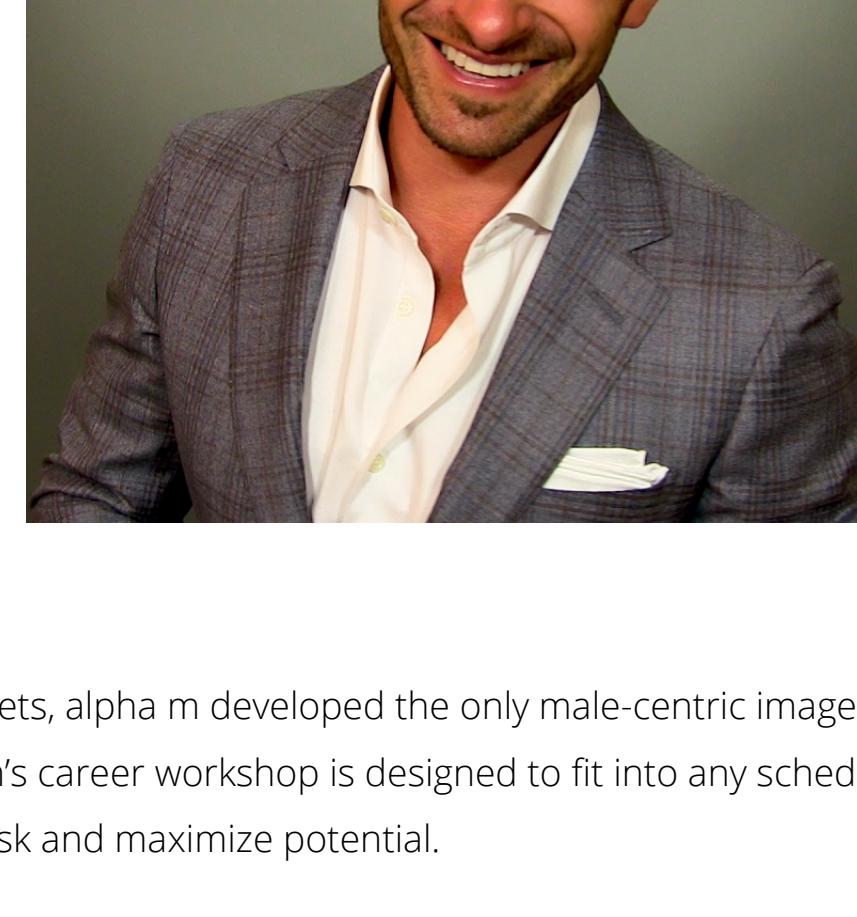
Have you been thinking about a career change? Have you ever thought about starting your own business? Do you have an eye for fashion and style or do your friends always ask you questions about what they should wear? If this is you, read below to find out how alpha m. can kickstart that independent and autonomous career of yours!

Image Consultant Career Workshop

alpha m is blazing a new trail in this hot and lucrative field. Image consulting is a fast growing industry that is not only personally rewarding but financially lucrative as well. Take advantage of the fastest growing, virtually untapped market in image consulting and learn how to be successful with minimal risk and overhead.

You have the chance to get in on the ground floor and bring our unique product to your town and clients. Image consulting is a fun and well paying career that has unlimited earning potential. Work part-time? Work full-time? It is all up to you!

If you have a good eye for what makes guys look their best, you can do it! As far as helping you gain confidence, charisma, and skillfulness in order to market yourself as an Image Consultant, alpha m. will give you the tools and then you use those tools to make it happen!



Why alpha m over the others?

Where other image consultant workshops focus on women, makeup and color palettes, alpha m developed the only male-centric image career workshop based on their very successful business and loyal following. alpha m's career workshop is designed to fit into any schedule with ease and cuts-out the **fluff**. alpha m teaches what is necessary to limit risk and maximize potential.

alpha m.'s workshop breaks-down the mystery of image consulting and catapults you into your new career. We look at the industry from a logical, real-world perspective, assisting and guiding participants to a fun and fulfilling business and career. Emphasis is placed on the tools needed to successfully service image & style needs of men as well as lucratively own & operate a business.

The image consultant workshop is not alpha m's primary business- the company earns TWICE as much with one makeover session in ONE DAY than assisting people in setting-up their business. So why do we do it? We do it because seeing consultants succeed is very rewarding, gratifying, and fun!

Certification Course Outline

The complete course is comprised of (1) workshop sessions with accompanying field work & certification spanning several days and (2) continued support from alpha m. for 3 months. The sessions and field work are comprised of the following parts:

Part 1 Breaking down the art of consulting and instruction about how to successfully work with clients.

Topics include:

- Philosophy of an alpha m consultant
- Industry overview
- Trends and analysis
- Understanding the client: who they are, where to find them, what they want, how to help and how to analyze their needs
- Fashion fundamentals
- Fashion tricks
- Fashion & color psychology

Part 2 Field work including how to shop for men, where to shop for men, and image analysis.

Part 3 How to own and operate a business knowledgably and competently.

- How to start, run and operate your new business
- How to find clients
- How to perform consultations
- How to sell you and your service
- Pricing & Packages
- Networking
- Developing marketing and advertising that works
- Business name help
- Website development
- How to hold seminars and workshops to generate interest
- How to walk the walk and talk the talk

Part 4 Evaluation, recap, and certification conclusion. Certification is achieved upon successful completion of the image consultant career workshop.

Part 5 After attending alpha m's career workshop, alpha m will remain your mentor, coach, and support.

alpha m continues to guide and encourage you and your business through weekly and eventually monthly correspondence. You and your website are linked to the corporate alpha m site, and alpha m also promotes you and your business through national marketing outlets. Note that those who complete the workshop are not alpha m. consultants.

alpha m Certification

Participants who successfully complete the career workshop are awarded the charter, certification marks, and designation as a Certified Image Consultant of alpha m. Image Consulting with all rights, honors, and privileges such as being linked to alpha m.'s website, promotion through alpha m., and perks from the workshop. Participants must satisfy the education, experience, ethics, and testing criteria in the fields of style, fashion, image, and grooming to be accepted as Certified Image Consultants of alpha m. Image Consulting. The Certification demonstrates that standards of professional accomplishment in areas related to consulting competencies, professional behavior, client & project management, and personal conduct as a male centric image consultant have been achieved through the scrutiny, supervision, and training of alpha m.

An Image Consulting firm is a business is like any other business: results are driven from effort, time invested, solid tactics & strategies, and attention to detail. alpha m will assist with the company creation as well as instruct about how to be an effective image consultant, efficient business owner, marketer of services, and more. Image consulting requires smart advertising and marketing- this is where skill and experience comes into play. Also keep in mind that alpha m does not do it for you. That is your job. alpha m is the support to get the company set-up and skills developed as an image consultant.

Register for the Career Workshop

\$5,900

The workshop is \$5,900 and includes transportation, accommodations, meals, four (4) page basic starter website (see below), image consultant career workshop, and alpha m. certification. Please note that air-fare is your responsibility. A deposit of 50% is due to register and reserve your spot. This fee is non refundable; however it is transferable. Space is limited so please email us with any questions.

Included with the career workshop is a four (4) page basic starter website, an estimated \$500.00 value. A secure domain name and hosting must be secured prior to beginning the website project. If expansion of the basic starter site is desired, alpha m's web designer will be more than happy to take your website to the next level.

Register



testimonials

alpha m. has helped thousands of men just like you. We would like to share with you what some of our clients are saying about us!

You are awesome and just want to let you know that I HIGHLY recommend all our newly hired college grads that we recruit to join our consulting firm review all your videos. You have the uncanny ability to get through their young minds and make a big difference in their "professional" presentation and brand. And, because of you, I only wear custom/ altered fitted shirts and dress pants myself – a 60 year old, 9.4% body fat, debonair senior executive consultant.

— **Joe K.**

For the first time in my life, I feel comfortable with and have the resources to improve my image.

Good morning Aaron. I am a young architect from Peru who wants to start his own business. It was hard at the beginning because I didn't look very confident whether about myself or projects. When I started to seek help, I saw your videos. First I was very skeptical because I always wear the same 3 pants, 1 or 2 pair of shoes, a white shirt ... the classically bad combinations. But I threw out all misconceptions and I opened myself up. It was great- I bought new clothes with the few tips you gave us, and I bought new cologne (acqua di gio). It was wonderful- more eye contact, the girls smile at me, my girlfriend loves me more. She walks and embraces in the street like never before. People pay more attention and treat me better. I am good looking, and it is a stunning feeling. Thank you very much. I hope to order your videos soon. I changed a lot, and the world changed with me.

— **Eduardo O.**

You've taught me that loving life and feeling good are essential to one's character.

Hi Mr. Marino, I recently came across your videos and holy crap! Your information is the TITS! You make it easy to understand very important topics that are hard to get answers on. There are not enough words from your audience that could thank you enough for helping us "Lost Causes" get a better understanding of our own self images. I am personally very grateful that you would take the time to help teach us guys these things. Thank you!

— **Brad**

Aaron has the ability to make a big difference in your professional presentation and brand.

Dear Aaron, I have recently been put into a situation where, for the first time in my life, I both feel comfortable with and have the resources to improve my image. I am a computer scientist. The reason for this is because virtually limitless information is provided free of charge, and I can understand everything. Furthermore, I love customization and that is reflected in my extremely niche bullsh!t impractical computer setup (to put this into perspective, you wouldn't even know what you were looking at). Your videos have provided for fashion what man pages (a type of documentation, manuals, in Unix-like computer systems) do for me in computers. They provide comprehensive documentation that allows me to understand everything; i.e. allowing me to master my own image, and to create it exactly how I want. Thank you for providing this extremely useful and meaningful contribution to the world. I strive to achieve something as meaningful in my life.

— **Seth**

After watching your videos, I changed a lot, and the world changed with me.

I would like to inform you that you have been a great inspiration to me. I am a 17 year old young man and very attractive person but I have never been able to understand styling and portraying my good looks. It seems the only attribute I have is my looks, but with watching your videos, I have became even more confident with other things such as proper ways of dressing and demonstrating a clean image. Not only have you taught me how to master one's proper image but also a way to be happy. I have learned that loving life and feeling good are essential in one's character. So I just want to say thank you very much Mr. Marino.

— **Ajay P.**

I am grateful that you take the time to help teach us guys these important things.

