

# Style Coaching™ / Virtual Styling

*Referral Partner Quick Guide*

## ***Who Denise Typically Works With***

Denise works with women who feel disconnected from their wardrobe, overwhelmed by getting dressed, or unsure how to express who they are through clothing anymore. Many are in midlife or navigating a life transition and want to feel confident, comfortable, and truly like themselves again. Style Coaching™ often becomes a meaningful turning point that helps clients reconnect with themselves, step into a new chapter, and move toward their personal goals with greater clarity and confidence.

## ***Who This Is Probably Not For***

Clients looking for extreme makeovers, fast trend-based styling, or rigid fashion rules.

## ***How Denise Helps***

- 1 Clarify personal style in a simple, approachable way
- 2 Understand which colors and silhouettes tend to be most flattering for their body shape
- 3 Create a cohesive, mix-and-match wardrobe that feels purposeful, usable, and suited to their lifestyle
- 4 Honor that each client is unique and deserves a wardrobe that reflects her individual needs, preferences, and daily life
- 5 Make getting dressed easier and less stressful
- 6 Build confidence and trust in their own clothing choices
- 7 Shop more intentionally and waste less money

## ***What Makes Her Approach Different***

Denise's approach is collaborative and client-paced. She doesn't impose trends or strict rules. Instead, she offers thoughtful guidance, practical tools, and the right level of challenge to help clients discover what feels right for them and move forward with confidence.

## ***What Sessions Look Like***

Sessions can be virtual, in-person, or a mix of both. Our time is structured and easy to follow—you'll always know what we're focusing on and what to do next. Sessions may include personal style discovery, color analysis and color guidance, closet and wardrobe review with thoughtful editing and reorganization, outfit building, and simple next steps. We review what you already own, and I'm honest about what isn't serving you—whether it doesn't fit properly, suit your body, or support your lifestyle—so we can create space for what truly works. Most sessions can also include elements of life coaching if a client wants it. I

sometimes offer simple exercises to help clients get to know themselves better and gain clarity around their why, their goals, and what they truly want moving forward. Depending on your goals, I also offer hair and makeup guidance, create a private Pinterest board for inspiration and outfit ideas, and can arrange a professional makeup makeover with Scott Miller Salon & Spa in Rochester, NY (for local clients or those willing to travel) to help complete your overall look.

### ***Common Client Questions***

- 1 Do I need to be stylish or confident to start? Not at all. Most clients begin feeling unsure, overwhelmed, or disconnected from their style. You don't need to have anything figured out to get started.
- 2 What kind of results do people usually see? Clients commonly experience less stress around getting dressed, more confidence in their appearance, and a clearer sense of what works for them. This is a process—people don't change overnight. It can take time to truly recognize what they wear best, and Denise remains available for ongoing guidance as clients continue to grow.
- 3 Will Denise tell me what to wear? Rather than prescribing rigid rules, Denise helps you discover what feels authentic and supportive so you can make confident choices on your own.
- 4 Is this supportive or pushy? Supportive, encouraging, and honest. You'll be gently challenged when helpful, but always at a pace that feels right for you.
- 5 Does this tend to save people money? Yes. Most clients shop more intentionally, avoid impulse purchases, and make better use of what they already own. They also save time and money by no longer trying on colors or styles that aren't their best or don't serve their lifestyle.

### ***Next Steps***

For more details, additional questions and answers, and to explore whether Style Coaching™ is the right fit, visit [www.flowercitystyle.com](http://www.flowercitystyle.com). Clients are also welcome to book a complimentary discovery session to ask questions and learn more about the process.