

PRESSKIT

THE IMAGEMAKER, INC.®

MASTER IMAGE CONSULTANT TRAINER AND MENTOR

Joyce M. Knudsen

Ph.D., AICI CIM



The ImageMaker, Inc.®

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DR. JOYCE

BIOGRAPHY OF

JOYCE KNUDSEN, PH.D., AICI CIM

Founder & President of The ImageMaker, Inc.® is an International Trainer, Author, and Mentor. Joyce Knudsen received her Bachelors of Arts in Communication and a Masters of Science in Business Administration. Knudsen earned a Ph.D. in Human Services, with an emphasis on self image. Knudsen's keen sense of business, strong educational background

China Morning Press. To read articles that have been written, go to www.imagemaker1.com and click on Media Room.

Knudsen is a pioneer in her field having developed the first and only Home Study Mentoring Program in the world with clients in North and South America, Europe, Asia, Africa, The Middle East, Australia, and Canada. The program awards four CEU credits by the Association of Image Consultants International (AICI) governed by the International Association for Continuing Education Units (IACET).

Knudsen has the coveted distinction of receiving the first Certified Image Master (CIM), the highest achievement in the Image Industry through AICI. In addition, Knudsen was recognized



Dr. Joyce Knudsen, AICI CIM

“Quite the remarkable lady.”

-J. Niblick
 Founder / Chairman Innermetrix International

and support of her husband led her to the development of The ImageMaker, Inc. in 1985. The company continues to specialize in helping people understand the importance of a strong and positive self image.

For two years Knudsen produced and hosted a daily television program geared toward professional image enhancement and self esteem. She has been featured in local and national newspapers, and has appeared on local radio, television, and featured in International Media. Some of her interviews include USA Today, Glamour Magazine, New York Times Magazine, Indianapolis Star, Detroit News, The Detroit Free Press, The Tennessean and The South

at a banquet by her peers with the 2001 Image Makers Merit of Industry Excellence award (IMMIE) for her work in the Image Industry and the 2004 Award of Excellence for Education. Dr. Joyce owes her achievements to a fundamental understanding of herself and others as well. By working with individuals, organizations, and companies in many different industries, Dr. Joyce is sharing her powerful insights into human nature. She is helping people to bring out their best in everything that they do. Dr. Joyce knows that happiness must precede success and that success is within reach of anyone.

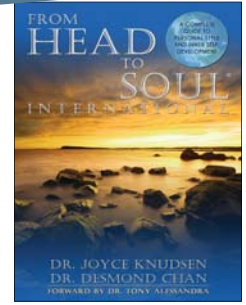
Dr. Joyce's Top Four Books

- **From Head to Soul® for Women**
- **From Head to Soul® for Men**
- **Successful Failures©**
- **From Head to Soul® International**
(Co-authored with Mr. Desmond Chan of Hong Kong)

BOOKS BY

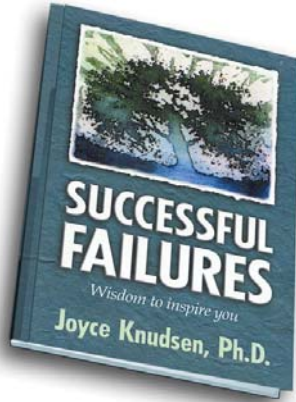
BOOKS

JOYCE KNUDSEN, PH.D., AICI CIM



Successful Failures - Wisdom to Inspire You

is a compilation of quotes, stories, poems, and little known facts about people who have made a tremendous impact on our lives. Have you had a nightmare experience in high school or college? Have you ever been labeled lazy, stupid, slow or incompetent?



I was!! And I refused to listen. Nobody has the right to tell you that you cannot learn. Everyone can learn; we just all learn in a different way. Do you want to be successful? If you set your mind to it and begin to believe in yourself, it is just amazing what you will be able to do.

Quotes from Successful Failures

"As toddlers first learning to walk, we started out with this great cheering section. They walked with us and held our hand and said encouraging words like, 'C'mon, that's it, you can do it!' Somewhere along the way this got replaced with, 'Who do you think you are?' Successful Failures restores our perspective by helping us to recall that earlier time when we didn't worry about failing. Life was just an adventure for us to enjoy. We can use a lot more of that today."

-Reavis L. Graham

President of Revman Communications

"This book reminds us all that barriers are only hurdles which can be overcome. Each strengthens our spirit and our resolve. Dr. Knudsen's style is easy to read and entertaining. Each story illustrates one individual's battle to realize a dream and the journey along the way. This is a "must-read" for anyone who doubts their inner strength and abilities."

-Lisa Farbar-King, MS, LPC, Ph.D.,
Clinical Psychology

From Head to Soul® International

was written by Dr. Joyce M. Knudsen, AICI CIM and Dr. Desmond C. Y. Chan, AICI CIP, in 2011. Doctors Knudsen, and Chan agreed upon the book's core connection of mind, body and spirit for total reinvention of the human being. Their

3-dimensional approach consists of Inner Self-Development, Optimum Success via LikeAbility™ Maximization, and Outer Appearance Perfection. The book offers useful and easy-to-comprehend guidelines for those who want to enhance their image.

"A must for those who are looking for a holistic approach to image enhancement."

-Lesley Watt

Vocational Training Council of Hong Kong

"Our outward appearance is what others get to judge us by before we speak a word. Creating an image for ourselves that makes us feel good about who we are is an important element that contributes to our overall self-esteem. Dr. Joyce Knudsen's book "teaches us how to create an authentic image that reflects our internal magnificence. It is a great contribution to those who wish to radiate their inner beauty for all to witness."

-Dr. Joe Rubino

CEO

The Center for Personal Reinvention

"This book is full of treasures, very informative and of course very HOLISTIC. It is a must-have whether you want to be an image consultant or just want to understand yourself better."

-Rigel Ng

Holistic Image Consultant

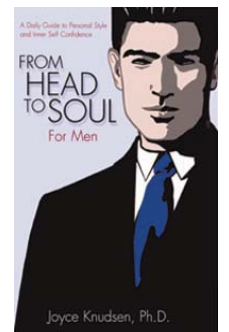
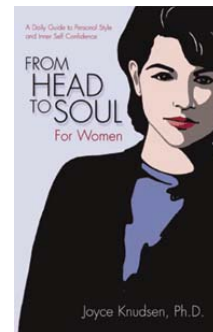
"This book was an absolute delight. It has the very style and professionalism it urges its readers to achieve."

-Sarah Wiltshire,
Boston MA

"Your book is a great resource for anyone desiring to polish his or her professional image. It addresses all of the essential elements to achieve a powerful, authentic presence from the inside-out. Since buying the book, I've used it as a reference many times. I enjoyed it and will be recommending it to all my clients who are interested in the holistic approach to self-presentation."

-Linda Reid

Alex Reid Image Consulting, Inc.



DR. JOYCE'S

RADIO

THE IMAGEMAKER PRESENTS RADIO SHOW

Years ago, Dr. Joyce produced and hosted "The ImageMaker Presents" a talk show on image topics. The show was filmed for Booth Communications in Detroit, Michigan. Dr. Joyce would interview different types of professionals that would give the audience information and advice. This show aired once a week for two years, until Dr. Joyce move to Nashville, TN where she later reinvented the show in radio form.

"The ImageMaker Presents" is now an Internet Radio Talk Show that brings Image together From Head to Soul. The goal of the program is to inform, educate, and inspire listeners to achieve their fullest potential and feel the joy of happiness in their lifetime.



on the air with



Dr. Joyce

Brought to you by Inspirational Talk Radio Network, "The ImageMaker Presents" was created Dr. Joyce Knudsen. The show is taped weekly, and interviews guests across all industries about what they feel would be informative information to be passed on to the audience. Transforming the show to radio allows Dr. Joyce to have guests from all over the world call in to share ideas with other listeners. Listen in at www.TheImageMakerPresents.com.

www.TheImageMakerPresents.com

PITCHES

DR. JOYCE'S

SASSY AND CLASSY AT 60+

You don't have to be overweight, overtired, and out of shape just because you're older. Society is changing. A new breed of women are out there who are no longer willing to give up, get old, and be fat or tired.

There's a whole generation of women out there who have outgrown Redbook Magazine, but are not ready to join AARP. American Women are re-defining age, beauty, and sexuality, proving that life doesn't end at 40, 50 or even 60. It's about the way you're perceived, your stability to earn and be productive, and it's about the desire to stay strong, self-confident and happy.

These women will not allow the MTV Generation to "push them aside." People think of turning 50 or 60 as the "end of the line." Many have lost their parents, the children are grown, they are dealing with menopause, put on weight, or they have gone through a divorce. They feel without purpose or they no longer feel needed.

You can be classy and sassy at 60. I am! It means sassy and yes, even sexy! Many people choose themselves old. Age is only a number. Why not begin your life at the age of 50 or 60? Empty nest and nearing retirement gives you a chance to redefine who you can be. It's a time when the fifty's could mean fun, excitement, and more self-actualization.

When you walk into a room, do heads turn toward you or away from you? Or do you just fit into the 60's "status quo?" 50 and 60 today is our yesteryear's 40's.....or it should be.

5

tips for people in their 60's to choose sassy over feeling

- Decide what's missing. Get a mentor, take a self discovery profile and determine your passions.
- Notice people who are role models for you; who are sexy and sassy. Emulate them!
- Find something you want to work and live for and then live longer because of it!
- STOP using age as an excuse!
- Prepare yourself for sabotage. Many people enjoy having age give them the opportunity to enjoy the "poor me" syndrome. They need the attention. Can you handle the stress and jealousy that will be created when you try and move away from the cultural norm? The saying goes, "God, make me thin, but if you can't, please make my friends fat!"

PITCHES

DR. JOYCE'S

HIT YOUR JOB INTERVIEW



RIGHT OUT OF THE PARK!

Most people just know. They got the job or they didn't. It's so simple to make yourself the perfect fit with just a few hours of preparation. It's not always who you know; it's what you know... and knowing how to present yourself.

Dr. Joyce Knudsen suggests taking a common sense approach into the interview process. Would you buy a car or a home on impulse? No! Then why would you tackle your future without researching it first?

Here are five lessons to hit that "Ball Right Out Of The Park!"

- **Please Look In The Mirror**

First Impressions can make or break you. Nonverbal cues such as personal style and etiquette matter most - even before the handshake.

- **Shameless Dress Will Kill The Interview**

Whether your suit is from Nordstroms or Kmart, it only matters that you look appropriate and have the "presentation" the client is seeking.

- **Thank You Notes Never Go Out Of Style**

Forget e-mail- send a letter to thank them for their time and highlight the interview conversation as a gentle reminder of your meeting.

- **Know Who You Are Talking To**

Research the company's history, your job description as well as the competition. Use role-play to practice the interview conversation.

- **Surprise, Surprise. This Isn't About You!!!**

The company needs to fill an opening! The secret is how you can make yourself fit their needs. Once you get the job you can talk about you and your needs.

BECOME A GLORY MOM!

Moms do not take time out for self-achievement, liberation, love or fun. They are caregivers for their children, daughters to their mothers and wives to their husbands. Some are bringing home a paycheck but are left with the dinner, the dishes, the laundry and cleaning-- which is taken for granted many times.

Moms CAN reconnect with who they are, and even set an example for their children about self-respect.

- Find a mentor to help you accomplish your goals.
- Take an assessment quiz to find your strengths.

No support, criticism, lack of understanding, and feeling of loneliness. Joyce Knudsen, Ph.D. has heard from women all over the world who express their self-doubt that they just didn't have prior to marriage and children. Knudsen trains trainers to help people get to where they want to go. Yes, you can have it all - marriage, children and a career, if that is what you want. You deserve this AND when the children grow up, Moms can have their own identity. They deserve this!

REFERENCES

"For the past 4 years it has been my pleasure to know Dr. Knudsen, who is an innovator in her Image Profession. She is a deeply sensitive and intelligent person, which is apparent when she is at work with anyone. As an author, Dr. Knudsen has written a score of excellent books. In her book, "Successful Failures" she tells you about the necessity of possessing high self-esteem and masterfully offers a variety of exercises on how to gain and maintain elevated self-esteem.

As a Master Image Consultant Trainer And Counselor, Dr. Knudsen has a keen insight into not only reading the external image of a person, but also how to uncover the real internal image which is so often hurt. Dr. Knudsen's eyes and voice quickly penetrate the innermost being of each person with whom she works with. She brings to the professional world a true concern for searching and knowing the hidden self of each person. Dr. Joyce Knudsen is truly gifted and will always remain in my utmost esteem."

Dr. Charles R. Cassetta
President
Cassetta Associates

"After working with Joyce Knudsen, I now have the self confidence to initiate training, conduct meetings, and communicate effectively with my employer. In fact, I am so impressed by the character, conscientious manner and care that Joyce put into my situation that I have hired her in for a long term identity building contract with our hotel."

Martha A Yates
Loews Vanderbilt Plaza Hotel

"As you can imagine in the competitive business I work in, every edge I can get to help better myself professionally is a plus. Dr. Knudsen's personal mentoring and coaching program has helped me define my career goals, build a plan and assist me while traveling on the road to success! Her follow through is top of the line along with her positive attitude making her the best in this field. I am honored to be one of her clients."

Sharla L. McCoy
Producer
McCoy & Associates

"I have met several of her clients and they feel they owe their success to her. I personally believe that much of her success is due to the personal interest she takes in each and every client. In the process of identifying strengths and weaknesses she formulates an individualized plan to help the client strengthen their weaknesses and utilize their strengths to soar to new heights.

Dr. Knudsen meets the needs of each individual client by becoming mentor, teacher, cheerleader and friend. She cares passionately about each person and each person's success and failures. Dr. Joyce is also one of those rare individuals able to relate to a person of any social, educational or economical level while helping them achieve success."

Lynnys Hornsby
Director, Mountain States
Health Alliance

"I asked Joyce Knudsen to help me fine tune my image as I prepared to campaign for the presidency of The American Veterinary Medical Association. Joyce listened carefully to the challenges I faced as the 1st woman to seek and win this elected position in the more than 135 year history of the organization. She crafted a program of improving my public persona to best present myself and my messages. I Recommend Joyce to any business or professional person who wants the 'outside package' to match the 'inside person'."

Mary Beth Leininger, DVM
President of The American
Veterinary Medical Association

"As a journalist, I am always looking for professionals who are patient and skilled enough to offer their time and insight to my stories. What impressed me about Dr. Knudsen is her belief that everyone can achieve as she has. She often speaks of the fierce determination that helped her earn her degree. While some would harbor those stories, Dr. Knudsen shares them with the world. Her need to inspire others to sidestep limitation is comforting.

When readers call and say they appreciated the detail and advice offered in articles Dr. Knudsen contributes to, I know they are also commenting on the power of her words and dedication to service."

Tasneem Ansariyah-Grace
The Tennessean

MEDIA

DR. JOYCE'S

PUBLICATION LISTING SAMPLER

Publications from around the world have used Dr. Joyce Knudsen's expertise in the image industry in various articles and columns. Here are a few publications that have featured and quoted Dr. Joyce.



Detroit Free Press

THE TENNESSEAN

For article scans see Dr. Joyce's Media page on her website www.imagemaker1.com

DR. JOYCE'S

CORPORATE CLIENTS

AND GUEST EXPERTISE

The Tennessee Titans • Crye-Leike Realtors • Madeline Clothiers • Doncaster Clothing Corporation • ABC's Good Morning Show (WKRN) • Talk of the Town (WTVF) • In Your Prime (WTVF) • On the + Side of Nashville (WTVF) • Williamson Christian College • Central Michigan University • Phi Beta Kappa • University of Detroit • The Bank of Nashville • AmSouth Bank • Citizens National Bank • Barnes Advisory Group • Booth Communications