



DRESS FOR SUCCESS? YOU GOTTA DO IT!

Ten Tips From The Master Of Sharp.

1. **Pay yourself first every day!** A strong mind and body are the foundation for everything else.
2. Never be afraid to **stand-out**, but always do it with style.
3. **Be bold** - but not foolhardy. Create a durable image.
4. Build **'ensembles.'** One great suit with a mix of separates and accessories can give you many distinctive looks.
5. Think **Total Quality Package!** Don't wear a bespoke suit with supermarket shoes.
6. Great grooming is part of the whole deal, and it takes work – **get a routine going** to make sure you stay *immaculate*.
7. Adopt some **'signature' pieces** as your own personal stamp - but don't become a slave to them.
8. **Don't be scared of color** – even pink! Blend it with classics and blow everyone away!
9. **Re-look at your total packaging,** ' from the car you drive to the company you keep...'
10. Never, ever forget, that watch on your wrist **tells the world everything about you!**

Tips aside, at the end of the day, it all comes down to how you put it together – and that's the tough part. Check out our website: www.burrelstreetwise.com, contact me for an appointment, and we'll get you on track fast!

WHAT EVERYONE'S SAYING....

"He's always been a giant. He had a Rolls Royce at 16 years old. Beat that!"

Mr. Greenweez, performer and Grammy Nominee

"Burrel is the sharpest guy I know. He has a style that's hard to classify, sometimes Euro-sharp, sometimes classic, sometimes stylish, hip-hop – and let me tell you, he sure knows his diamonds – but always 'totally Burrel'."

Nemer Ziyab, VP/Owner Ziyab Brothers Imports

"I've changed my whole style since I met Burrel. I used to think that as a businessman, I had to be conservative and low key. I soon learned that you win respect if you're prepared to stand out from the crowd - like a true leader!"

Dr. Jerry Lanier CEO KDK

"Burrel's an enigma – you wonder what he is up to when you see him in Miami, LA, Chicago or NY, but you know that whatever he's about, you want to be part of it! He creates his own 'brand' buzz."

Jim Jones, President Diplomat Records

"I lost weight – lots of it – boosted my confidence and strengthened my mind. I feel 10 years younger than I did 10 years ago! "

Walter Franks III – Entertainer/Writer

"You want to change your life, then you gotta meet this man."

Mac 10: Westside Connection



Burrel Streetwise Inc.

Life Coaching Without Sugar-Coating

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BUILDING YOUR OWN POWER BRAND

From day one, I broke the mold.

As far back as I can remember my style was **unconventional, distinctive and unique** - a clear statement that I was a **different kind of guy**. My image shouted-out that I was a leader not a follower, a man to be respected – a giant!

In short, even as a youngster, I started building my own **Personal Power Brand**.

Remember, each of us is a brand and how successful our brand is – whether we are a market leader or just a 'me-too product' - depends on how well we position and differentiate ourselves, and how effectively we package and market our attributes.

Celebrities understand this very well. They make fortunes by exploiting the power of 'branding' – look at J. Lo, P. Diddy, Madonna, Donald Trump, or Michael Jordan.

Yes, each is a talented and successful individual, but they have something else in common too. They're all **carefully 'positioned,' well-packaged, cleverly marketed brands**.

So what's to stop you, or your neighbor, or the guy in the next office, using the same techniques to stand out from the crowd? **Actually, there's nothing at all to stop you!**

My philosophy is simple – **project yourself to the world, the way you wish the world to perceive you - and do it consistently. You will be blown away by the results!**



MORE THAN SKIN DEEP

Let's be clear, we aren't talking about liposuction or a face-lift; we **are** talking about creating a look, a style and an attitude that reflects and projects your **unique brand values, inside and out**.

Brand values?

My values are clear – I'm a 'for-real,' confident, no-excuses, passionate, leader.

I behave like a chief every day. I'm my own man. I don't bow to peer pressure. My 'packaging' is confident and individual: my car - a magnificent fire-glow red Rolls Royce Corniche - is unique, bold and classy. I keep myself fit and impeccably groomed. **Guess what? Other 'chiefs' seek me out!**

And as simple as it sounds, that's how it works. Success attracts success and giants attract other giants. At the end of the day everyone wants to be associated with a winning brand!



CAN ANYONE BECOME A WINNING BRAND?

You bet.

It takes focus and commitment, but together we'll figure out:

- Your personal **brand positioning** – how do you want to be viewed by the world?
- What **brand values** you must project to create that positive image.
- How to express those values through your **behaviors, activities, dress and style**.
- How to get you on the **fast track to recharge your mind, body* and confidence!**

* Burrel is not a physical trainer – but he will recommend a super-qualified expert.

