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## Lifestyles

# Peer inside to hone outward appearance

December 9, 2005

BY [CHERYL V. JACKSON](#) Staff Reporter

Think a makeover consists of a new hairstyle, makeup and clothes?

Think again, says Kali Evans-Raoul.

No. Really. Think. About what you say, and how you say it. About what you feel and what you project.

Makeovers from inside out -- Evans-Raoul and her team call them "image revolutions" -- are what she had in mind when she opened Image Studios, a full-service consulting firm, six years ago.

The Loop-based business provides wardrobe styling and personal grooming services, certainly, but also works with clients on speech enhancement, such as stuttering or fear of public speaking, and general image coaching.

Wardrobe clients, for example, complete lengthy questionnaires to get at who they were and how they want to be perceived. Staffers coach them in behaviors to affect those perceptions.

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"People haven't stopped and taken the time to think, 'Who am I and what do I want the rest of the world to know about me?' " Evans-Raoul said.

Think folks will think you're nice just because you do nice things? Don't bet on it, she says. Rather, try smiling.

"They don't understand that people assume they're not nice because they don't smile. And they meet fewer people and it becomes a self-fulfilling prophecy. They think, 'Why does everybody say I'm not nice? That makes me so mad,' " she said.

Team members help clients work within a variety of budget ranges.

A lawyer with a limited budget who wants to give the impression her practice is

doing well -- after all, who wants to hire a broke attorney? -- might buy suits from consignment shops and have them altered for \$30, for example, or borrow clothes for major events and presentations.

Small changes, such as a new pair of glasses or different in pitch in voice, also can make a difference imagewise, Evans-Raoul said.

Most studio services cost about \$125 an hour.

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