

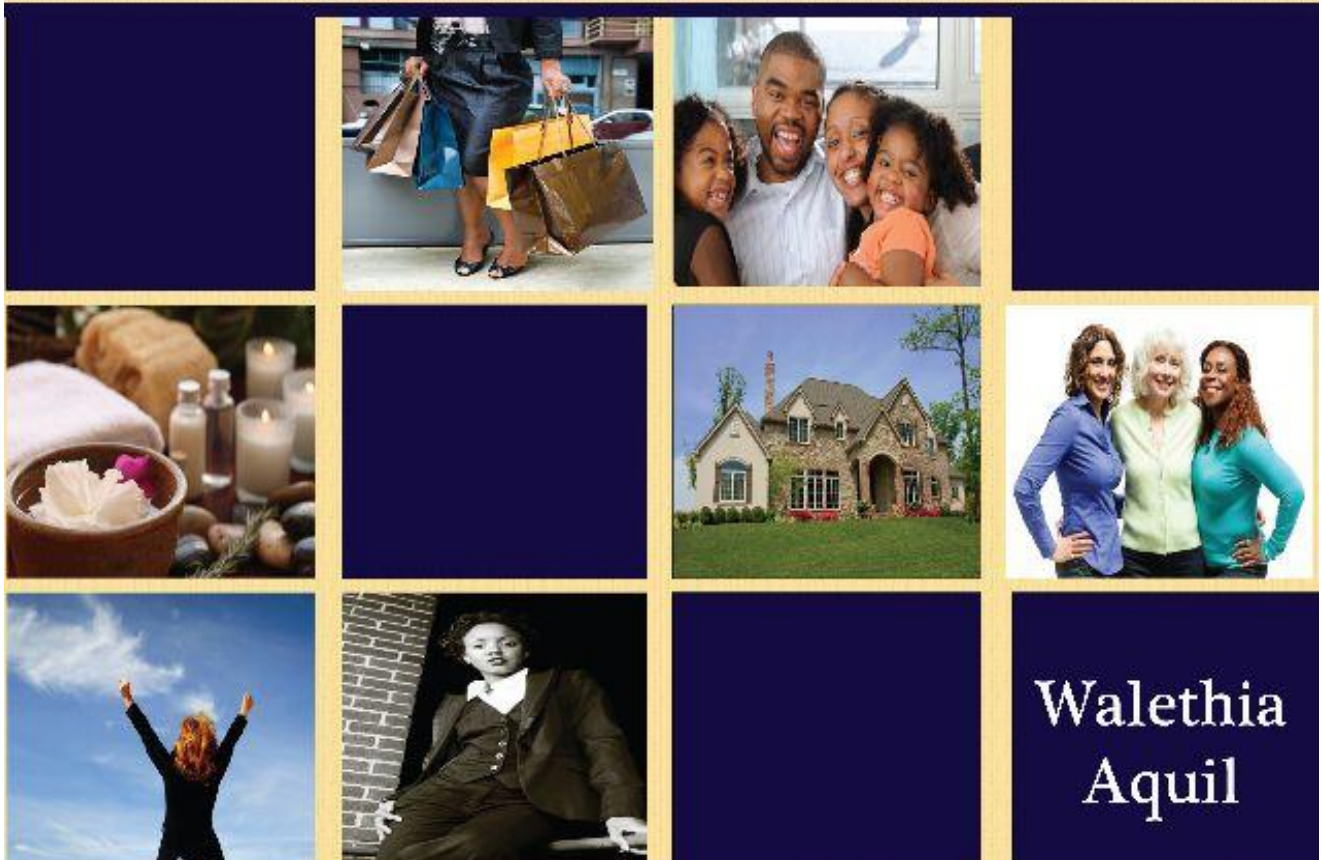


Grace & **CHARM**
BECOME MORE CHARMING, PERSUASIVE AND MEMORABLE



Women Who Win Business Etiquette

TACTICS THAT LEAD TO TRIUMPH IN LIFE AND BUSINESS



Walethia
Aquil

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A Special Note from Walethia



Congratulations! You are on your way to a successful life, more than you have ever imagined.

“You can control the perceptions others have of you.”

~Walethia Aquil

I’m so excited that you have chosen **“Women Who Win: Business Etiquette that Leads to Triumph in**

Life and Business and for allowing me the opportunity to speak into your life. Are you ready to experience all the great things that are about to happen for you?

Yes, you can have the life of your dreams. I’m just like you, but I decided to take a chance. I have to admit that I have not always made the best choices, and I have paid dearly for them.

I was very shy and insecure as a child, and teen. As a mature woman, I’m still shy and insecure in many ways. I think if even the most successful person were to be completely honest, they would admit there are times when they don’t feel completely self assured.

When I meet new people for the first time, I still think, “*What are they going to think of me?*” Before I give a presentation I’m shaking. I have a weekly radio show and every time it is time to go on air, I’m sweating bullets!

What makes the difference? It is having the skills, knowledge, and techniques that have made a world of difference for me.

What I’m sharing with you in this book and all of my programs is what I use in my everyday life that has worked for me.

Take what I’m sharing and make it your own; be your own person. What I see are so many people who get involved in a program, and then try to imitate the person who created the program, and that does not work. What happens most of the time is that you will not get the expected results. Ask me how I know.

I can only give you the information. It is up to you to use, implement and experiment.

Take advantage of these free tools, if you have not already.

Discover strategies that will open doors, create opportunities, and enhance your personal and professional relationships.

[Click here](#) Be the first to receive your Free copy of “Achieving Success with Grace and Charm E-zine (values at \$97.00) and as a bonus receive a free five day Business Etiquette E-course, (valued at \$297.00). You will receive insights, tips, tools and strategies that will set you apart from your competitors. Why be ordinary when you can be extraordinary!

Listen to [Success with Grace and Charm](#)™ radio broadcast.

This weekly broadcast will showcase experts in:

- ❖ Etiquette
- ❖ Image
- ❖ Business
- ❖ Marketing
- ❖ Relationships
- ❖ Wealth Creation
- ❖ Social Networking

And much more...to help you build your business and live the life of your dreams.

Contact us today (866) 610-3746 or email me at womenwhowin@graceandcharm.com;

Subject line: Coach with Grace and Charm.

Dedication

I cannot take credit for anything I do, what I've become and the success I've had. I have to give praise to my God.

Also, I would like to recognize my husband, Kenneth, who has been a support mentally, emotionally, spiritually, and financially. My children and grandchildren, I thank you for always being my motivation.

What can I say about my support team, Natasha Rubin and Paula Belyeu. What you see is a result of their support and hard work.

Every good coach needs a coach and I have two very special men in my life who have supported me, motivated me and inspired me. Thank you to Mr. William R. Patterson and Michael Fletcher for your insight.

And you, my clients, thank you for allowing me the opportunity to share with you my passion. My hope is that I say something that will make a difference in your life, something that will push you closer to your goals. If I've done that then I've done my job.

THANK YOU!

With Grace and Charm,



Waletha Agnew

My Personal “Grace and Charm” Guarantee!

I need to know this program is going to work for you and your dreams. I'm giving you 60 days to test-drive “***Women Who Win: Business Etiquette that Leads to Triumph In Life and Business.***” If you're not 100% thrilled – I want to send your money back. If you're not happy, then I'm not happy.

So if for some reason the Grace and Charm Success System doesn't meet your expectations, ask me for a refund up to 60 days from your purchase.

No reason needed.

And that's my promise!

Trained and Certified by



The Protocol School of Washington®

Read What Industry Leaders Are Saying



Vicki Irvin

www.vickiirvin.com

"Success with Grace and Charm is much needed today in business! Understanding the psychology behind what makes a person buy from you is so important. It is a proven fact that people do business with people they like, and many of those decisions are based on personal appearance and how you connect with your prospects and clients. Learning how to do business with grace and charm is a MUST HAVE for anyone looking to get to the next level and nobody teaches it better than Walethia Aquil!"



Leisa Bain Good

[Gemstone Business Solutions](#)

"Owning your own business also means having more social functions to attend. Everything from formal dinners to charity auctions to ballroom dances, I'm invited. Ms. Aquil was able to build my confidence with her thorough etiquette and protocol coaching."



Beverly Mahone

Author: Whatever! A Baby Boomer's Journey into Middle Age.

Web-site: [Boomer Diva Nation](#)

"There's a saying... 'It only takes a moment to make a lasting impression.' That's why it's so important to carry yourself with grace, dignity and charm when interacting with others. Walethia Aquil's Grace and Charm Success System is just what you need to give you the graceful edge when dealing with business clients or in social situations. Remember, good manners will open doors that the best education cannot, so let Walethia help you open some doors today."



William R. Patterson

Award-Winning Speaker, [Business and Wealth Coach](#)
International Best-selling Co-author of *The Baron Son*

“In today’s fiercely competitive market place, those individuals and teams who have the ability to influence others and make lasting impressions are the ones most likely to race ahead of their competitors. I highly recommend Walethia Aquil’s “Grace and Charm Success System” for those serious about taking their careers and businesses to the next level.

Walethia has condensed the strategies of the most successful men and women of our time into a quick and easy format that will open doors of financial opportunity and lead to more beneficial personal and business relationships.”



Paula Williams, PMP, Marketing Consultant

[Aviation Business Consultants International \(ABCI\)](#)
and host of [Ravenwerks, Ethics, Etiquette and Effectiveness](#)

“Good etiquette is a competitive advantage in any industry, but nowhere is it so obvious as in aviation, where it has become evident that people are actually willing to pay more to be treated with respect! Walethia’s advice is excellent – business etiquette is more important than ever and anyone serious about their business or their career ignores it at their peril.”



Michael Fletcher, [Business Coach/International Speaker](#)

Best Selling Author of “Shameless” a Business Coach’s Guide to SUCCE\$\$

“I have been called the ‘Howard Stern’ of Business Coaching. “Grace & Charm” are not really in my vocabulary much, but never far from my thoughts. Relating to people and being able to successfully communicate ideas is not accomplished by the use of “common sense”.

It is a skill that must be learned and practiced often. Networking, socializing and generally communicating with people in today’s world is

necessary.

Section 1
How to Thrive and Prosper Right Now
“Create your own prosperity” Robert Kiyosaki

Your image, etiquette, communication and interpersonal skills can play a major role in the type of opportunities that come your way. Opportunities that will increase your earning potential create or expand your circle of influence and enhance the quality of your relationships.

A potential client will within seconds, determine if you are trustworthy and credible. When you look polished and professional from head to toe, your credibility is unquestioned and trust increases.

Tips on having the advantage:

- ❖ Be polite; treat all people the same even if you are not enjoying their company. Never make enemies; you don't know who knows whom and you never know when you might meet that person in a different location.
- ❖ Always use proper etiquette and manners. Using proper manners and appropriate etiquette will enhance your business and your personal relationships.
- ❖ In terms of your appearance, you must give careful attention to your dress, grooming, and accessories. People and potential clients will judge your quality of work by your physical appearance. Does your image reflect your product or service?
- ❖ People always enjoy handwritten notes. Outclass your competition by sending thank you notes. You can make them special by writing them on customized stationery.
- ❖ Teach people about yourself and your product and or service. However, don't go into a long speech about you, your company or product. Tell a story, people can relate to stories.
- ❖ When it comes to introductions, be prepared to answer the question "*What do you do?*"
- ❖ Have you crafted your thirty-second commercial, and is it second nature to you? Practice until it is natural and flows freely.
- ❖ Go beyond networking. Build your business relationships strategically and systematically. The acquaintance you make today may become your closet business alliance tomorrow.
- ❖ What do you do when you walk into a room full of the opposite sex and you have business to conduct? What do you do about sexual advances?

When you are assertive you gain the respect of others, you get more of what you want and you don't feel as frustrated or irritated with others. Situations that once represented roadblocks become mere barriers that can be removed with skill and tact.

Women in particular need this kind of “sticking up for yourself” attitude. Assertiveness is a valuable skill in a world where people don’t listen, listen but don’t understand and understand but don’t respond.

Be a team player. Become the MVP, Most Valuable Player. Make sure you understand the goals of the team. As a team member complete your tasks on time. Always communicate with other team members if you are unable to complete your assigned task.

Never complain, criticize, or condemn. Remember there is no “I” in TEAM.



How to Thrive and Prosper Right Now Encouragement Sheet

“I’ve found that luck is quite predictable. If you want more luck, take more chances. Be more active. Show up more often.”
Brian Tracy

I’ve decided to name this page, Encouragement Sheet, and not tip sheet. Don’t we all get lots of tips?

When I encourage you I encourage myself, so it is a win win for us all.

I’ve listed four action steps you can take right now that will bring prosperity into your life.

Be you! You are an original creation. I did not say stop learning, growing and improving. Be YOU, one of the hardest lessons I’ve had to learn in life was to stop trying to do it like so and so. I’m enjoying more success now than ever before because I decided to be Walethia! Need guidance?

Who is it you want to connect with? Make a list, and just do it. One of the easiest ways you can connect with people who can really make a difference in your life and business are social networks. Facebook and LinkedIn are my favorites. Start small and grow, you can become overwhelmed.

Get a coach. We think we know and we don’t know. If Tiger Woods, and other high achievers know the importance of having a coach at all times, what does that tell you. If you want to excel at your game, a coach can help get you there. I can honestly tell you I’ve accomplished more in these past two years, than I have my entire entrepreneurial career.

Time for an assessment. Does your image reflect your brand? Yes, you are the brand, not your logo! When was the last time you inventoried your wardrobe, updated your hair style, and eye glasses? When was your last physical? How about your weight? After you make your billions, don’t you want to be around to enjoy it? You know you can always email me for recommendations, asktheexpert@graceandcharm.com

There you go four easy steps you can take right now.

Section 2

How to Tap Into the Power of Networking to Overcome The #1 Challenge Facing Entrepreneurs Today

*"Target leaders and early adopters to achieve maximum results quickly."
William R Patterson*

*“No matter what business you are in, you are in the relationship business.”
Harvey Mackay*

In today's business world, now more than ever it is important to build relationships.

Relationship currency can catapult your business to the next level seamlessly; the right connections can earn you millions of dollars. If you don't network your business will dry up. I'm going to share with you ten little known secrets of networking effectively.

But first you have to change your mindset about networking. Networking is not about how many cards you can hand out or how many you collect. As a matter of fact, the fewer cards you hand out the more you will seem to others as someone who has power and influence, someone they will want to connect with.

Change the way you think about your contacts. Seek to add value to your contacts. Seek to give not to receive. Successful networkers spend more time connecting others and being resourceful than they do looking for clients. Here are some other things to keep in mind:

- ❖ Choose the right event. Join organizations that your ideal client belongs to. If you are an accountant, only attending events your peers attend won't expand your network very much.
- ❖ Asking this one question will open doors and create opportunities. “Who is your ideal client?” or “What do you need most right at the moment in your business or personal life?”
- ❖ Be a connector-introduce someone to a person they need to know.
- ❖ Show up early. When you arrive early before the event starts you may have the opportunity to network one on one with a VIP. Meet and connect with the event organizer, this person is very connected.
- ❖ Listen more than talk, show a genuine interest in others, and ask questions. Talk about them not you.
- ❖ Want your business to grow? Provide value and help others that is the key to growing your business and increasing your bottom line.
- ❖ Find the connectors. The connectors are the people with influence; these are the people you want to meet. Connectors are easy to identify, they usually have a large group of people around them.
- ❖ Introduce yourself to the connectors. When introducing yourself to a connector, start by giving them a compliment.

Example: *“Excuse me, I’ve noticed you seem to attract a crowd, I figured I should introduce myself and find out why, hi my name is…”*

Ask a question after they give you their name. Ask about the event or their participation in other networking events.

The goal is to maintain control. Avoid these subjects with others you don’t know well; a guaranteed way to close a deal, but not the way you want.

- ❖ **Money**
 - ❖ **Politics**
 - ❖ **Personal information**
 - ❖ **Illness**
 - ❖ **Don’t blame, criticize or complain**
- ❖ Make a potential client or connection feel special, before handing them your card write your direct number or email on the card, that way they are more than likely to keep your card.
 - ❖ The money is in the follow up. Within twenty-four hours follow up with your connection. Send a handwritten note; saying how much you enjoyed the conversation and you look forward to connecting with them soon. Make a referral if it is appropriate.

Grace and Charm Insight: If you do not feel comfortable networking, an etiquette coach can help you develop greater skills in this area. When weighing the cost if a coach, remember the right relationship can be worth millions of dollars to you.



Section 3

The Etiquette of Saying NO

“There is power in the word NO.” ~ Walethia Aquil

How to Decline Gracefully

You have been invited to the party of the year! Regretfully you can't attend.

How do you decline gracefully?

Declining an invitation gracefully is almost as good as making a memorable appearance. Done right, you'll remain on the guest list for the next event.

RSVP (plural [RSVPs](#)) 1. means "reply please", written on an invitation to request that the invited person reply to confirm whether or not they will be attending. (Wiktionary)

Whenever you receive a written invitation of any kind, whether it's formal or not, always respond with a written response even if you are declining. If there is a response card included with the invitation, fill it out and return it.

Grace and Charm dictates that the note be written on premium stationery. Sending a thank you card will make a memorable impression. This time, instead of thanking the host for a great time you had at the party, thank her for thinking of you and express your regrets.

The note may look something like this:

Tonya,

Thank you for thinking of us! We would love to attend your 25th wedding anniversary, but unfortunately Kenneth planned a weekend get away for the same weekend. We would love to get together when we get back, maybe we can get together for dinner.

Regretfully,

Walethia and Kenneth

Remember to keep your note brief and sweet. The response should fit the invitation and your relationship with the hostess.

Section 4
Words That Destroy YOUR Credibility

*“Words can hold you back or move you forward”
~Walethia Aquil*

Use the Wrong Words and all Your Efforts Will be in Vain

The ability to connect and build rapport with other people is a foundational life skill, and should ideally, be actively developed from an early age. It is a learned skill, and can be learned and used at any age.

Communication has an impact whenever it occurs - we can use communication to influence every interaction in a positive way, by developing the skills needed to communicate effectively.

Communication has the power to destroy, or build relationships.

Effective communication is the key to get you to where you want to be in your life. Communication is an essential skill for successful business and personal relationships.

Slang is ultra-casual speech and, therefore, not appropriate in the business setting. Easy as it is to fall into the slang trap when you're using the phone, work to avoid phrases like the following.

Avoid	Say Instead
"How ya doin'?"	"How are you?"
"Hi !"	"Hello!"
What's up?"	What are you involved in?
I heard that	I understand
See ya	See you later
Bye-bye	Good bye/Bye now
Uh-huh	yes, I agree
Yep/naw	yes, no
I feel	I know
If	When, by
Believe	I'm confident
Sort of/Kind of	Will
Hope	Know
Might/Perhaps	Will
I can't afford	It's not in my budget
Hang on	May I put you on hold, please
Gals	Women
High class	Quality
I'm tied up right now	"I have someone in my office." May I call you back

Weak Example:

"If you attend my seminar I feel you will believe it is beneficial."

Strong Example:

"When you attend my seminar you will receive several benefits. I am confident that you'll be pleased you chose us."

Other words to avoid:

1. *"I can't afford to buy a new car."*

Say instead: *"A new car is not cost effective for me at this time" or "A new car is not in my budget this year."*

You want to avoid terms that are self defeating.

"I can't afford" is self defeating.

2. *"In my opinion."*

Say instead: *"Could we try" or "what do you think of this?"*

Point: When you begin an idea with a strident, "In my opinion" you immediately put the other person on the defensive. Give him/her a chance to respond or contribute to your idea.



Learn How to Say No

People often dislike disagreeing; learning to say NO was a hard lesson for me to learn. We have the mistaken notion, especially women that it is easier to say “yes” than to say “no.”

However, there are often instances where it is best to say “no” to a request and it is important to learn how to utter that small little word, “no.”

Simple strategies to say “No”

- ❖ Just say “No”
- ❖ I can’t accept this, with my present commitments. I’m sorry.
- ❖ I’m rather quite busy now. I must decline.
- ❖ I don’t think I have the time for it, as I am in the middle of something important.
- ❖ After looking at my calendar, I found that I already have prior commitments.
- ❖ No. I would only be able to give the project my full attention right now.
- ❖ No. I don’t have any spare time right now.
- ❖ Not this time, please give me more notice next time and I’ll work it into my schedule.
- ❖ I can’t
- ❖ Why don’t you try someone else? I’m not the right person for this.

Learning to say “no” is a must have skill for everyone. Saying “no” at the right time can help you gain respect with your peers and help avoid bitterness from those who have to hear it.

Section 5

How Ultra Successful Entrepreneurs Command Attention

“Etiquette and a polished image levels the playing field.” Walethia Aquil

“80 percent of success is showing up.” Woody Allen

Important people get noticed immediately. With a combination of attitude and actions, top people exude an aura of self-confidence and control when they make an entrance.

Check your posture

- ❖ Practicing good posture will not only make you appear taller and thinner, it will also have a positive effect on your overall health.
- ❖ Good posture instantly creates an impression of confidence.
- ❖ Your shoulders should be rotated up and back in a relaxed manner and your hands should be facing your body.
- ❖ Stretch your spine as much as possible, for a lean tall look.
- ❖ Having good posture will give you an energetic full of life aura. Walk with confidence and purpose. Look ahead and smile at the people you meet.
- ❖ Poor posture reflects poor self-esteem. Don't lean on things, it looks like you have to prop yourself up, and gives people the impression you lack confidence.

Take control of the room.

- ❖ Do a “30 second detail check”: Check for food in teeth, lint on clothes, suit jacket buttons and make sure your shirt is tucked in. Ladies, make sure your slip is not hanging; you have no runs in your stockings, and do a make up check.

Grace and Charm Insight: To avoid lipstick on your teeth, take your index finger insert it into your lips, form an O with your finger; pull your finger out; any excess lipstick will come off on your finger. Be sure to wash your hands before and after. It works!



- ❖ Pause and step to the right when entering a room. Stop briefly in the doorway to make your presence known.
- ❖ A purposeful pause ensures you won't go unnoticed.
- ❖ Quickly survey the room, take notice of people you know and those you want to know.
- ❖ Since everyone watches the entrance to a room, use it to your advantage.

Etiquette and a Polished Image Can Earn You Millions

Always look your best, no matter how relaxed or casual society has become.

Beauty and the Labor Market discovered that people with “above-average” looks receive “pay premium” of as much as 5 percent, while those with “below-average looks” are penalized up to 9 percent in their salaries.

In a study by Dr. Hamermesh, he followed a group of graduating law students and determined that five years into their careers, the better dressed lawyers were earning 10% more than their lesser-dressed classmates.

Choose “quality over” quantity; buy the best you can afford. Know that a good physical appearance is important to every aspect of your lifestyle. Everyone around you is affected by your appearance. A good appearance builds self-esteem and allows you to forget about yourself and concentrate on other matters.

Did you know these image blunders will lose you credibility and trust with clients and colleagues?

- ❖ Wearing colors that aren't flattering
- ❖ Wearing unflattering styles
- ❖ Wearing inappropriate styles
- ❖ Shoes that are scuffed
- ❖ Not wearing panty hose
- ❖ Dangling jewelry
- ❖ Body piercing
- ❖ Tattoos
- ❖ Outdated hair and makeup

Within seconds of meeting you, a potential client has determined if you are trustworthy, and credible, based on your appearance.

Etiquette that leaves a lasting impression

Did you know you could make or break a deal if you use the wrong fork? This may sound silly but it happens. The sad part is you may never know why you didn't get the deal, or that second date.

Don't let the lack of social skills sabotage your success. It is easy if you remember the fundamentals.

“They don’t teach etiquette much anymore, but if you ever have to choose between Incredibly Advanced Accounting for Overachievers and Remedial Knife and Fork, head for the silverware.”--- Harvey Mackay

- ❖ Arrive on time. If you are running late, call your host to inform them.
- ❖ **FOK**-Your fork is on the left. **O**-Dinner plate in the center (the shape of the plate.) **K**-Knife on the right. In formal settings, dessert utensils are usually placed above the place setting or served with dessert.
- ❖ Turn off cell phones and smartphones. If you must take a call, excuse yourself.
- ❖ When in doubt follow the lead of the host.
- ❖ Avoid finger foods or foods that are difficult to eat.
- ❖ Don’t order alcoholic beverages unless your host does. Limit yourself to one glass of wine.
- ❖ Your napkin belongs in your lap, not tucked into the neck of your shirt.

In today’s economy, knowing how to outclass your competition will set you apart and put money in your pocket.

Women Who Win: Business Etiquette Tactics that Lead to Triumph in Life and Business

Creating a Presence of Power-Worksheet

So many times we sabotage our success by the way we present ourselves.

This exercise will cause you to dig deep, to look at yourself in a way you have never done before.

It is a very simply exercise. List three action steps you can take immediately to create YOUR presence of POWER.

1. _____

2. _____

3. _____

If you find yourself stuck or you simply want feedback, you may e-mail me.

Send e-mails to: asktheexpert@graceandcharm.com

Section 6

15 Sizzling Ways to Be Charming

“If worldly riches aren't enough, personal distinction should satisfy the fundamental urge to be significant.” Edward Brown

*“Winning someone over, whether in business or in your personal life, depends on your ability to create an extraordinary rapport with that person and to make that person feel exceptional in your presence--that is charm.” ~Brian Tracy: **The Power of Charm: How to Win Anyone Over in Any Situation.***

We are all born with natural charm, some more than others. The good news is that “charm” can be cultivated. Charm is just like cooking; the more you practice, the better you become. I'm not talking about manipulating people; charm is just the opposite. When you think of people who are charming who comes to mind?

I think we will agree that President Kennedy was a charming man, and Jackie O a charming woman. George Clooney has charm and sex appeal; President Obama's ability to draw people into him, Oprah is one of the worlds' wealthiest women because of her ability to connect with others; she makes her guest feel respected. I've just named a few of the most charming people of our time, individuals who mastered the art of grace and charm

Who is the individual that people gravitate to when they walk into a room? Who is the person you mingle with and everybody seems to admire and go out of their way to assist them?

Charm as defined by Merriam Webster's Online Dictionary: a trait that fascinates, allures, or delights b: a physical grace or attraction —used in plural <her feminine charms> c: compelling attractiveness <the island possessed great charm.

One of the key ways to become fascinating is by putting forth effort and paying careful attention to the needs and desires of others.

So what is charm and how do you cultivate it to influence people to get what you want?

Charm is something that can still be used today by both sexes, whether to close an account or woo the man or woman of your dreams.

Here are 15 Sizzling Ways to Become Charming:

- ❖ Practice proper table etiquette and enhance your social skills. Good manners will open doors that knowledge alone will not.
- ❖ Stand up straight; good posture gives the impression of self confidence. If you feel uncomfortable at first; keep practicing. Hold your head high, keep your shoulders thrown back and relax.
- ❖ Smile. A warm smile obviously makes you approachable. Work on having a friendly disposition.

- ❖ Practice positive affirmations before starting your day, and just before bedtime. Every morning and night and sometimes through out the day, I tell myself, "I'm charming, I'm wealthy, I'm sexy, I'm intelligent," you get the picture.
- ❖ Make a connection with people do not look away or look down; instead make eye contact and smile. In particular, maintain eye contact when you interact with other people.
- ❖ Make it all about them, praise the other person. Listen to what that person has to say, ask open ended question; be careful you do not want to come across as being nosey.
- ❖ Work on remembering names, when you can call a person by their name, it sends a sign that you actually listened and you admire them.
- ❖ Don't gossip, if you are in the company of someone gossiping this is your opportunity to compliment the person to whom the dialogue is directed. This will inspire others to trust and confide in you.
- ❖ Give compliments, often and freely. When you praise others it will increase their self esteem; just be honest when giving compliments. Remember that everyone wants to be liked and complimented.
- ❖ Receive compliments graciously.
- ❖ Do not complain, share the good news. People honestly do not want to hear your problems.
- ❖ Have an open mind, don't argue. If you do not agree with what is being said, do so with a bit of humor.
- ❖ Dress appropriately, make sure your clothing is clean and neat; this is the beginning of all beauty and charm.
- ❖ Be polite; treat all the people the same even if you are not enjoy their company. Never make enemies; you don't know who knows whom and you never know when might meet that person in a different location.
- ❖ Take care of your health; eat healthy foods and exercising regularly; when you are healthy, you exude confidence; you have more energy and better posture. Charm is simply deferring to the other person; letting the other person know you feel good about them, without expecting anything in return.

These strategies will raise you above your competitor no matter who you competitor is. The rewards will be greater recognition, respect, more influence, and increased income.

Section 7

10 Grooming Bag Must Haves

“Remember Murphy’s law, you just never know”
Walethia Aquil

GROOMING BAG MUST HAVES

Always have grooming items on hand to help you feel fresh for any meeting or event.

- ❖ Hand sanitizer or sanitizing sheets.
- ❖ Small packets of Kleenex or other tissues.
- ❖ Breathe mints or freshener.
- ❖ Dental floss/ travel size toothbrush and toothpaste paste.
- ❖ Comb and brush.
- ❖ Safety pins or small sewing kit.
- ❖ Cold remedy items such as : cough drops, Airborne, Vicks
- ❖ Aspirin.
- ❖ Tums or other products for indigestion.
- ❖ Spray on or small stick stain remover for clothing accidents.
- ❖ Panty liners.
- ❖ Travel size deodorant.
- ❖ A rain cap.
- ❖ A scarf

Most office buildings are cool. You may also want to keep an extra sweater or jacket in your car.

Appendix



Grace and Charm Coaching Catalogue

Programs, Seminars, and Products

Our Vision: “To provide our clients with the tools, techniques and resources necessary to remove social barriers that would hinder their success.”

Our Mission: “Grace and Charm strives to provide executives, entrepreneurs, public figures and individuals, with the skills, training and information necessary to ensure that their personal and professional image does not distract from the productiveness of their professional efforts.”

What is the Grace and Charm Success System™?

The Grace and Charm Success System™ is a proprietary system comprised of four proven components (etiquette, image, interpersonal skills and communication) necessary for achieving more in life, having more meaningful relationships and the confidence to feel at ease in any situation.

The Grace and Charm Success System private coaching program will expose you to the secrets used by politicians, celebrities and other dynamic and successful individuals.

These skills will enable you to interact with enthusiasm and confidence with any person you encounter in the social and business arena.

Coaching is private, confidential, customized and convenient.

Can I benefit from the Grace and Charm Success System?

The answer is YES! While everyone can benefit by improving their image, personal style, business etiquette and dining skills, Grace and Charm Success System's private coaching program is not for everyone.

Grace and Charm's private coaching is for those who are serious about competing in today's global marketplace.

Grace and Charm's private coaching is for those who have worked hard for every dime and are ready to position themselves for a certain lifestyle and even greater success.

Grace and Charm's private coaching will give you the knowledge, training and information that you can use immediately to make a significant improvement in both your personal and business life.

To learn if the Grace and Charm Success System private coaching program is right for you [click here](#)

Benefits of The Grace and Charm Success System™

VIP Coaching Program

Positions You To:

Distinguish yourself from the competition.

Develop and maintain business.

Project a positive image.

Project confidence and authority.

Build teamwork.

Earn more money.

Establish relationships with decision makers.

Improve communication and credibility.

Increase productivity.

Especially designed for:

Successful Small Business Owners

Executives

Elected Officials

Actors, Actresses and Entertainers

Sales and Marketing Professionals

High Profile Sports Figures

New CEO's

Entrepreneurs/Solopreneurs

Law Business and Marketing Students

Any person or organization that can benefit from the skills required to move up the social ladder!

To discover how the Grace and Charm Success System™ can benefit you [click here](#)



The Grace and Charm Signature™ one of a kind seminars and workshops are designed specifically for successful business that is striving for excellence. The seminars and workshops can be customized to meet unique needs for your organization

Success With Grace and Charm™ Signature Workshops and Seminars

“Women Who Win-Business Etiquette: Tactics that Lead to Triumph in Life and Business”

Implementing these simple business tactics will help you gain the respect and trust of your peers and clients.

“If you think you have power, then you have it. If you don’t think you have it, then even if you’ve got it, you don’t have it.” Herb Cohen, Author of *You Can Negotiate Anything*

More and more women are CEO’s of major corporations, or owners of multi million dollars business. Women are in business in a big way.

They now make up nearly 47 percent of the entire U.S. labor force and half of the managerial and professional specialty positions.

- ❖ Business is a game and those that win know how to play the game.
- ❖ How to Create an Influential Impression
- ❖ How to Own the Room
- ❖ Words That Weaken Your Message
- ❖ The Essence of Charm



Say What You Mean and Mean What You Say

Dinning That Seals The Deal

Turning Contacts into Contracts-asking this one question can increase your bottom lines as much as 100%.

Savvy Self Promotion-Proven strategies that will give you the winning edge!

Self Branding - Become the person people don't forget. Turn more prospects into paying clients.

*"Show class, have pride and display character. If you do, winning takes care of itself."
~Coach Paul "Bear" Bryant*

Build a brand that current customers will appreciate, and will attract potential customers.

Creating a brand that is valuable, and approachable customers will feel an emotional bond with you and are more likely to purchase or hire you in the future.

- ❖ Brand Management – Creating Celebrity Status
- ❖ Win the Hearts and Minds of the Public
- ❖ Dress Up-Does Your Image Match Your Message?
- ❖ Introductions that Make Lasting Impressions
- ❖ Good Old Fashioned Manners
- ❖ Remember the Name
- ❖ Secrets that are Sure to Win you Favors
- ❖ How to Connect with People in Less Than 30 Seconds
- ❖ The Power of the Pen
- ❖ The Key is in the Follow Up
- ❖ Body Language

Take action now call: 1 (866) 610-3746 or email me at womenwhowin@graceandcharm.com.

Social Etiquette for the New Millionaire:

How to Expand Confidently Into New Social Circles.

“Though I am grateful for the blessings of wealth, it hasn't changed who I am. My feet are still on the ground. I'm just wearing better shoes.” ~Oprah Winfrey



Research done by Thomas J. Stanley, PhD proves there are 5 top factors most often mentioned by millionaires as being very important to their economic success. The top five factors are: (1) Integrity (2) Discipline (3) Social Skills (4) A supportive spouse and (5) Hard work.

- ❖ The Art of The Thank You
- ❖ Etiquette in Special Places
- ❖ Make It All About Them
- ❖ The Human Element
- ❖ The Art of Gift Giving
- ❖ Fine Dinning
- ❖ Interpersonal Skills
- ❖ How to Look Like a Million

Take action now call: 1 (866) 610-3746 or email me at womenwhowin@graceandcharm.com .



About Walethia Aquil

"I remember my first date, it was awful, the Junior Couple Dance. A tradition is to have dinner after the dance. I walked into this restaurant, sat down to a table with silverware, a tablecloth, napkins and china, and knew I was out of my element. I made a decision then that I would never feel

embarrassed in any given situation."

For over 25 years, she has coached business leaders and teams, politicians, entertainers, beauty pageant winners, and society's elite. She has helped thousands to boost their confidence, improve their bottom lines, business and personal relationships via television, radio, seminars, and personal coaching.

Fast Forward to Today

Walethia hosts the Achieving Success with Grace and Charm radio show and has been a guest on over 100 other television and radio programs. She has received numerous awards including the "Total Image Award" for her outstanding work in the image consulting profession.

She has been featured in Women in Business magazine and publications from the American Business Women's Association and Professional Business Women's Network.

Walethia's Grace and Charm Success System™ includes over 30 unique training programs for improving organizational and personal behavior, business and social graces, and effective team building.

Her clients include the Small Business Administration, Michigan Department of Transportation, YWCA, and numerous other leading business, government, and faith-based organizations.

In addition to being a certified Image and Etiquette/Protocol Consultant, she is a former instructor for the John Robert Powers International Finishing School, coach for the Ms. Michigan Beauty Pageant, Image Consultant for the Urban League, and an Ambassador for Dudley Beauty Corp, LLC.

Walethia speaks at colleges and universities across the country teaching etiquette, dress, teambuilding, public speaking, and career development skills. She developed the Ideal Girl youth personal development curriculum taught in Michigan schools and helped establish the Dress for Success program in Flint, Michigan.

For more information, visit <http://www.graceandcharm.com> or call (866) 610-3746

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