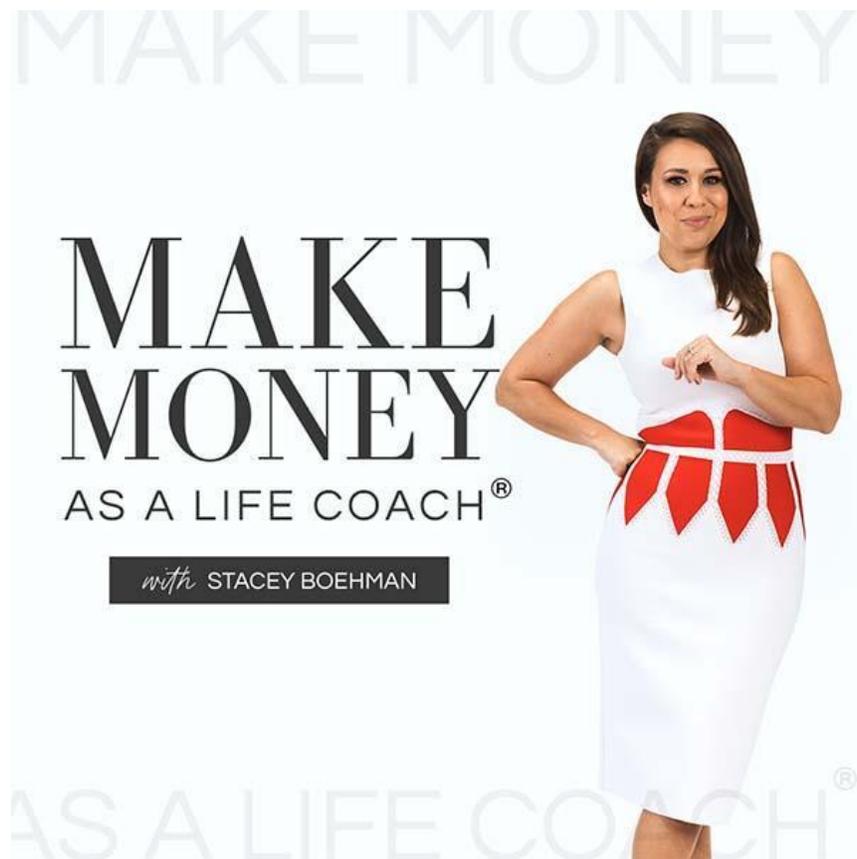


# Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown



## Full Episode Transcript

With Your Host

**Stacey Boehman**

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## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

Welcome to the *Make Money as a Life Coach*® podcast where sales expert and master coach Stacey Boehman teaches you how to make your first 2K, 20K, and 200K using her proven formula.

Hi coaches, welcome to episode 209. I have another fun episode for you all today. I have my stylist, Samantha Brown, on today. And I asked her to come on because I feel like the most frequent customer service questions that we get are what am I wearing? Where do I shop? Who's my stylist? Everybody's very, very consumed by the outfits that I wear. And I actually think style is a super important part of how I've positioned myself in the coaching industry and my brand.

And it makes me feel just like a badass and so different now that I feel like I understand style. So I wanted to bring Sam on, have a fun conversation, maybe you guys can get some of your questions answered. And if not, you can also reach out to Sam and you can work with her. So, Sam, why don't you introduce yourself and let's just start there.

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Samantha: Sure. Hi, everyone. I am Sam, Samantha Brown and based in New York City. I have been wardrobe styling for 12 years full-time. And I work with men and women of all different ages, body types, budgets, places in the world. So I definitely meet them halfway in terms of what they're looking for as they elevate their wardrobe and try to either rebrand, step out of their comfort zone. But the key is just making sure that they feel confident and they have the right thing to wear in the right place at the right time all the time.

Stacey: I love that. That's so good. That makes me think about there really is a difference between, there's stepping out of your comfort zone and then there is also being able to feel confident stepping out of your comfort zone. I remember, I just texted you this recently, that you came to my house and we did a closet edit. And you styled me and there were a couple of outfits

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

that I was like, “Yeah, right. No way. I can’t pull this off. I don’t feel like I’m the person that would wear this or that I would just feel cool in it or whatever.” How long have we been working together now?

Samantha: Been a couple of years.

Stacey: Yeah. And now I just put an outfit together that was basically the exact same outfit. And I was like, “I’ve come around. I’ve evolved. I’ve upped my style game.”

Samantha: I feel like sometimes we just feel that we need permission both from ourselves and from someone else to say, “Just wear it. It’s not that serious. It’s your clothes. You never know what might happen.” And you know when you’ve got a few feet out the door, okay, I feel awesome or I just feel like I’m wearing something that’s not me. And whatever the landing place is for that internal conversation, your day can completely change when you’re wearing something that makes you feel amazing. So I love to push my clients as much as they want to be pushed.

I have some that are just dipping a toe on the other side and then others that want to run a mile in the other direction. So we can work in kind of any boundary there.

Stacey: Yeah, I feel like I probably, I’m like, “Am I an easy client or a difficult client?” Because I feel like it takes me a while, I’m very resistant and I’m very like, “No.” And then I’ll come around to it slowly. And then I’ll just totally dive in but my mind has to get itself there.

Samantha: No, but you’re an amazing client for many reasons but also you know what you like. You have a strong and clear aesthetic but you also over the years, your brand has evolved as your style has evolved, and the way you show up on stage. So it’s still all very Stacey but things are changing as you change. I mean now you have a baby, your life has progressed in a certain way. You’re married.

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

I mean when we first started working together, these have all been changes along the way. And your style has to represent who you are now, not who you were. And I think that you always do an amazing job of showing up in that way.

Stacey: Yeah, it's so interesting. You introduced me to – am I even saying it right when I say it's Scanlan Theodore?

Samantha: Scanlan Theodore.

Stacey: Wait, say it again.

Samantha: Scanlan.

Stacey: Scanlan. Scanlan Theodore. See, this is one thing I love about Sam is every time I mispronounce something she just kindly and just gently says it. Not to correct me but she'll just say it back and allow me the opportunity to hear that I said it wrong without telling me directly.

Samantha: I never even noticed that you mispronounced brands. I mean some of them are so out there that it's impossible to even know. I mean who knows? I don't speak multiple languages.

Stacey: I remember it was you that taught me Balmain. I was saying Balmaine. And then you would go, "Yeah, Balmain's such a great." You won't tell me that I'm saying it wrong but you'll correct me. And I love that because I'm just like, yeah, I totally mispronounce all of the things really bad.

Samantha: It's okay, everybody does.

Stacey: Say it one more time.

Samantha: Scanlan.

Stacey: Scanlan.

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

Samantha: Theodore.

Stacey: Okay, this is what's happening. I'm reading the word differently. My brain is putting the letters in a different order. And that's why I'm mispronouncing it. So I'm going to go back and look at it. But anyways, that brand is my new favorite brand. It's so sophisticated and it feels like it has emerged from me since I had the baby.

Samantha: Totally. Well, I love, first of all their quality, their fit, they are elevated, I would say classic pieces that feel really timeless but also that feel modern. So it doesn't look like they're wearing something from five years ago, it feels very now but those pieces are not going to date themselves and their quality is just so great. Their stretch crepe knit is, I don't know any other brands who are making a fabric like that.

Stacey: Yeah, it's so great. And I love the collars, I'm obsessed with their collars. They're so interesting to me and I'm just, yeah, I'm obsessed with them. I wear them all the time now. So if you all are wondering, that's a new hot brand for me. Let's talk about that because people always want to know what I'm wearing. And I think it's that one, it's what else? What are my top ones? It used to be Roland Mouret.

Samantha: Roland Mouret. You've worn a lot of Fendi recently.

Stacey: Oh my God, I'm obsessed with Fendi now. If you see something that I'm wearing it's likely either Fendi or God, I can't say it again.

Samantha: Scanlan. Scanlan Theodore.

Stacey: Scanlan Theodore.

Samantha: And also you've worn Karolina Zmarlak, that's a new designer.

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

Stacey: I don't know if I told you this, or I sent you the photo. But I wore it, it was a faux maroon leather top but everyone was like, "It's that throwback Britney look." And I looked it up and it was. I was like, "Oh, okay."

Samantha: It totally is except it's not made for a music video. It's made for a great dinner or a drinks situation.

Stacey: Yeah. Well, okay, what was her name again?

Samantha: Karolina Zmarlak.

Stacey: I always just say KK.

Samantha: Yeah, her studio is called KZK. They actually used to carry her line at Barney's, Barney's rest in peace. So she's been around for a while as an independent designer. And now she does all direct to consumer and showroom. And I love, again, she's kind of in that category of just really nice quality elevated pieces that are very wearable. I mean she makes machine washable leather and suede which is amazing for people to sample.

Stacey: Yeah, I have a ton of that stuff. Yeah, I have a ton of that stuff. I love their – what's the jacket one? It's like the skin leather jacket.

Samantha: Yes, it's the vest, it's called the glove jacket.

Stacey: Yes, the glove jacket, I have that one in many colors, it's a fave. So you guys can look that up. We'll link all of these things too for them. But yeah, that one is such a good brand. This is what I love about working with you. And for people listening, I never knew what a stylist does. And I just have to say from my perspective because you and I have talked about this a lot of what is the value of working with a stylist, or why someone would do it. For everyone it's different but for me it was teaching me, the first thing was just what goes with what and what doesn't.

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

And what's evening wear and what's daywear. I remember, I don't know if I told you this story but I bought a Roland Mouret dress, this was before I started working with you and I wore it to a photoshoot with my coach, Brooke Castillo. We did this photoshoot for an author that we sold called Selling Expensive Things. It was in Miami and we were getting dressed for this shoot and she hated the dress. She couldn't get past it. She just kept telling me, what a terrible choice it was and how it was too sexy, and it was too evening.

And I was like, "What are you talking about? This is like a funeral dress. I would wear this, it's a business dress, I would wear this at a funeral." And she's like, "No, this is what you wear on a date." And I'm like, "I'm not wearing this on my dates." It's a funny story now but it was really one of those things where I still think she was wrong. But I also know that it's one of my biggest struggles was when can I wear this to this? Is this a day dress or a business dress? Is this evening? So I'm always asking you, "Is this dress appropriate for this or what season would I wear this?"

And I love, I am someone who that would take me out of enjoying what I'm doing or being fully present, or fully engaged. It would make me self-conscious to just not know, will I pull this off or is this is appropriate, or is this on trend? So that's one of them. And then another one is you just helping me discern what will work. They have it on the perfect model like size zero. And would that actually work in real life? Will that look good on me? How is that going to present? It's so helpful, I've not bought so many things because of that.

Samantha: Here, I am your personal shopper and stylist stopping you from shopping. But in all seriousness, for everyone who's tuning in for this, I work on a lot of ecommerce sets in addition to working with my private clients. And so I know how heavily pinned and taped, and what you see is not always what you get. So even though you'll see it on a model, I'm sure many of you have seen the 360 spin that some websites will offer with the model wearing a garment and actually turning in a circle.

[Make Money as a Life Coach](#)®, a podcast with Stacey Boehman

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

And what you don't know is that they're still taped and pinned from the inside. So even if it looks like that's the fit, it's not the fit. We do this all day long to sell product because it needs to look perfect, there's a better chance of selling it. But in actuality on a real body, on a real person living a real life, oftentimes it doesn't really work that way. So online shopping on one hand is amazing if we don't have access to a great mall or great stores nearby.

But on the other hand, there's a lot of deceiving tricks of the trade that are used to sell things online because the return rates, most people get lazy and they forget about it.

Stacey: They think it's supposed to be like that.

Samantha: Or they think it's supposed to be like that. So yeah, I mean looking at it carefully, reading the user reviews, the returns, the scores, all of that matters when you're online shopping and thinking about making purchases.

Stacey: Yeah, oh my God, that Alexander McQueen dress that I wanted to wear to the Cabo event. I'm just still to this day I think I was thinking about it the whole time you were talking. That dress, it was so amazing. She talked me out of it.

Samantha: I know. In this one image, Stacey and I were looking at, the model is turned, she's not flat facing the camera. Her shoulder is probably six or eight inches back so that she's on a slant because it created a much more slimming effect in this drop shoulder Alexander McQueen dress. And sure, it looks super cool online but I know in person that those shoulders are going to be a linebacker on anyone wearing it in real life. So we just have to consider the runway to the real way.

Stacey: Yeah, that's really important for me I feel for just a lot of things because I'll be like, "Can I wear this?" And you're like, "Well, not in the snow, that's probably not a good choice." I definitely do struggle with

[Make Money as a Life Coach](#)®, a podcast with Stacey Boehman

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

putting things into the real world and this is a recent transformation. I feel like my buying has changed recently for this very specific thing is when we met at Sachs. And we talked about how I don't buy everyday pieces because my brain thinks they're so boring. But then I never have everyday clothes.

So I go from, I say it's business to homeless, it's really more like business to lululemon. But I don't really have a great every day because I'm like, "That's boring, bye. That's boring, bye." And I've been thinking a lot about, I didn't buy that white undershirt, just the basic white shirt. I was like, "This is so boring." I got the black one and now I'm like, "I needed the white one. Why didn't I get the white one?"

Samantha: And by the way, Stacey's version of business to homeless is her still showing up with a Dior bag and a Louis scarf. And I think to your combat boots, so there is definitely nothing homeless about that look, Stacey, that day.

Stacey: But I have versions of it. Sometimes it's really cute and sometimes it's not so cute. But I do, I struggle with just a casual really great, I call it the going to the zoo outfit. You showed up in a really cute, classy Gucci sweater and I'm wearing a lululemon top and a jean jacket. And I'm like, "I did it wrong. What did I do?"

Samantha: No, you did not. You did not do it wrong. And by the way, it's funny, I was talking to my husband yesterday about just the need at this time of year to go through and clean out the ratty workout clothes, the ratty pajamas that I hold on to for 10 years even though they've become a bit threadbare, because they get so soft over time. But I was saying, "In my dream scenario, I don't have any of that stuff anymore." And I just actually weed it out for myself and do the upgrade.

So I feel that's something to think about at this time of year when it's like I don't need anything for the holidays. I have everything I want. Maybe just

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

treating yourself to a few things so that even your lowest level still feels put together because we all have the favorite lululemon's, the favorite legging for the workout at the top of the drawer. But why not have a drawer full of the favorites and get rid of the junky ones from five years ago?

Stacey: Yeah. I need help with that. Maybe that will be our next project is getting me some really cute casual stuff. I feel I have some great pieces now. I've been doing a lot better about it since our Sachs trip. I got a couple of things there. That blue jacket was so amazing. You heard the story about my luggage got stolen. I was wearing the blue blazer from – was it the Rag & Bone?

Samantha: The Rag & Bone.

Stacey: Rag & Bone, yes, and I had my Dior scarf that I thankfully had on when I was wearing. And so I wore that same outfit for three days straight. I would just wash it in the tub, not the jacket, but the other stuff. Hang them up every night until I found new clothes. So that jacket got a lot of play already.

Samantha: I still cannot even believe that that happened.

Stacey: So crazy.

Samantha: That's just total tragedy but yeah, and by the way, I mean we're throwing around a lot of really super high-end brands, and it doesn't have to always be like that. It's more about the pieces that make you feel really good at any level that you're dressing at. It could be Banana Republic, it could be Zara. I mean I still have such cute things that I found here in Zara.

Stacey: I love Zara, yeah, they have cute stuff too. I also have some cute Mango sweaters too.

Samantha: Totally. Mango's a good one, yeah.

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

Stacey: Yeah, so cute, yeah, so that was a transformation. And then what was another one that I was thinking about recently? I mean I just think overall there's a sophistication that you have introduced me to with just, I mean listen, I know it's every budget but there's for me, and I think people are going to want to hear this. There's a sophistication to I don't know, the world of fashion that you've introduced me to. Let's talk about the Sachs Club, just that whole entire shopping experience, that that's possible, it kind of blows my mind.

Because a lot of my students too, they struggle with, how do I use more money in my life? How would I be excited about more money? A lot of them either have money or they're not in it to make tons and tons of money to buy tons and tons of things. That's sometimes what they think I'm telling them to do but I'm not. But I always try to expand their mind a little bit about what you could do. And so this to me was mind expanding. I remember the first time we did it and I remember afterwards I said, "I have to make enough money to always be able to do this. It's the only way to do it."

Because I know some people really appreciate shopping, searching racks and they're really into that. And if they find something really amazing, that it gives them a self-concept boost. But for me I get so overwhelmed. I hate it. I need to go into a place that has limited selections, choose the limited things, try them on and it's a yes or a no and everything else to me gets very overwhelming. So I could never shop at TJ Maxx. Or I even couldn't do really Target.

It's things that I had to do, the cheaper boutiques when I was not making as much money. It's just too much for my brain. So Sam takes me, I go meet her in New York and we go to Sachs, Fifth Avenue, the flagship store. And we go to the Sachs Club. You have to tell them though how you get access to the Sachs Club. I don't know if I get it through you or if I get it because I spend so much money or both. But we get to go to the club and there is a private dressing room where it's just you. There's a code to get in the door. There is one of those, what do they call those, the things you stand on?

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

Samantha: A pedestal.

Stacey: That you can stand on and look at yourself in the mirrors. And then you all, this really blew my mind is if you need alterations, someone just walks in, pins you right then and there, and then takes it off to be altered. And then you already have things waiting for me on the rack. I try it on. I say what I like, what I don't like, and then we just go have lunch at the Sachs Club. There's just nothing better than this experience to me in the whole wide world. Since that trip I don't think I've been back to New York and not done a Sachs visit.

Samantha: It's a really, really, really nice way to shop. And we can get that service in Sachs, Bergdorf's and Nordstrom, and Bloomingdales. That's part of the relationship building over time. So for anyone who's unfamiliar with the Sachs Fifth Avenue Club. You have to be at a certain spend level to have entrance to the club. Or you have a stylist like me where I am technically considered the client because I hold the relationship. And so my clients combined in my book of business can get certain types of access all over the internet and all over the stores.

Stacey: If you can't, it's fine. But can you share with us, what's the amount that someone would have to spend that's not you to get access?

Samantha: I actually don't even know a number per year because the club has been around for a long time. So at a certain point, you're also grandfathered in even if you don't spend it every year. But it's like you have your point person, you have an established history. I think that to start making appointments there, they're looking at a minimum probably \$25,000 spend to just begin the relationship. And/or if you were doing let's say a bridal appointment which could easily get you there or something special like that.

So with those relationships you have access to the club, you have certain levels of service. I can also memo, Stacey, doesn't live here in New York. If

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

I went into the store I could pick 20 things and ship them to her and she doesn't have to pay for them unless she decides what she wants to keep. And Stacey knows we do that with other retailers like Dior.

Stacey: Like Fendi, we do this with Fendi, for everyone listening.

Samantha: Yes. We can just start sending stuff back and forth because there's that trust and relationship established. So part of the reason that I've built my business is to provide a level of service to my clients such as that. And also just minimize the schlepp, the returns, the headache because it is overwhelming for most people to walk into a let's say eight story, six story department store and try to figure out what they should buy and what they should even try on. And then you have the pushy sales associate who's trying to sell you everything.

I just had a client yesterday who did a Bergdorf call on her own, was so regretful about her purchases that she sought me out. So I went over first to say, "Before you return anything, let me just see what happens there so I can kind of get a sense of your most up-to-date shop." And five or six of the pieces that she was sold on, so we're talking many thousands of dollars were so wrong for her. They were cool pieces in the context of a store but they didn't fit her body type well. She has nowhere to wear half of them. Her lifestyle does not fit with this.

And that's, I'm not villainizing sales associates but their paycheck depends on making the sale. And sometimes the sale is more important than the outcome for the client. So I know that was a long tangent away from the Fifth Avenue club.

Stacey: No, I think it's so interesting. It's so interesting. I just remember talking about memo, this really changed my self-concept when Dior sent me the entire ski collection on memo.

Samantha: Stacey's like, "I literally want to try on the entire collection. What do you think?" I was like, "Let's do it. Let's get some boxes." And I'm sure

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## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

Neil moved out for a week just seeing the amount of boxes coming in he's like, "I'm out of here. I'm going to go watch the game."

Stacey: That was, seriously, they just trusted me to send this and then they didn't have someone higher caliber to send it to. It blew my mind that they were just willing to send. I mean I spent a lot of money with them but it was just so crazy that they were willing to do that. And I just think – I don't know, for so many people listening, they're going to hear this and they're going to be like, "That's goals." That is goals, whatever it is, whatever brand it is. And you get into new ones as you get really into it. And listen, I bought a whole ski outfit that does not fit, PS, I tried it on.

We're heading to Aspen, doesn't fit at all, it's fine. But here's what I will say is I had this thought, this outfit, I could pull it out in 10 years and someone's going to be like, "Did you just get that today? Where is that? How do I get a hold of that?" It's just such an iconic look that I don't think it's ever going out of style.

Samantha: Oh my God, it's amazing. And it will fit if you want it to fit. And by the way you bought it while you were six months' pregnant. So you had no idea what was going to fit and when.

Stacey: But my brain is like, yes, that's the problem. I bought it when I was six months pregnant and I can't wear it now and I'm not pregnant. What's happening?

Samantha: It takes us time, Stacey, it takes us a while.

Stacey: It takes us time. I really think my body has just shifted. It's just so – I'm going to work on it. I'm going to eventually start running again but anyways, I have to finish my experience because I'm so obsessed with this experience. So then we go eat at, is it L'avenue, is that how you say it?

Samantha: Yeah.

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

Stacey: Okay, you don't have to shop at the Sachs Club to eat lunch there. You could just make reservations. You must, if you're in New York, or you go to New York, make lunch reservations. I think they do dinner too, right?

Samantha: They do and it's just so gorgeous and delicious, and it's perfect.

Stacey: Yeah. Sam and I's favorite, I think is, it's some kind of tofu with vegetables.

Samantha: Curry.

Stacey: Yeah, curried tofu and vegetables, it's so good. Listen, you guys have to go but it's just for me the boojiest experience. And the first time we went we saw, is it, what's her name, Chelsey Hadler, Handler?

Samantha: Handler, Chelsy Handler, yeah.

Stacey: Was eating lunch with Chelsey Handler, it's fine. Neil actually spotted her. I have so much fun every time I go. There's something about that experience for me. It just feels like it was curated for me specifically to just go shop at the Sachs Club and then go eat at L'avenue. It's my ultimate experience. I go every time.

Samantha: It's so fun. It's just, I would say it's the ultimate luxury. It's a day of luxury, and pampering, and doing something that's going to make you feel confident later, you get home. I love that immediate dopamine hit of buying something that you really love and then getting home and just being like, "I need plans, I need to put this on immediately because I'm so excited to wear it." That's my favorite, even if it's a sweatshirt to walk the dogs by the way, which Stacey did get last time.

Stacey: I know, which Jackson also recently vomited on and it's fine. It said, 'dry clean only'. I just was like, "I'm putting it in the wash. Hopefully it survives." It did. But that's actually really funny too because you do get me shopping out of the box. It was that sweatshirt that I was like, ehh. And then

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

the white shirt and I literally, we were with Lindsay Dotzlaf and I said, “I would never wear this on camera.” And Lindsay’s like, “I would wear that on camera.” I’m like, “I would not wear this on camera.” Promptly come home and immediately it’s the first thing I wear on camera on my birthday.

Samantha: Stacey’s like, “This is boring, I would never pick this up.” And I was like, “That’s why you need it. That’s exactly why.” Because there’s nothing that’s easy like that to just put on and look cute. And then sure enough, I’m glad it made it to camera.

Stacey: I’ve actually, I think I’ve worn everything so far. I was even worried about the Fendi shirts, I was like, “I don’t know.” I love Fendi but I was definitely on the I don’t know land. And I’ve worn everything multiple times already. So that is also I think something super helpful is a lot of times if I pick something out I might not wear it as often. I’m working on that. My tennis shoe, my designer tennis shoe game needs to slow its role for sure, although the Dior’s that I just got, I got those because I’m like, “These, I actually think I’ll wear all the time.”

Samantha: They’re so cute.

Stacey: But I tend to buy ones that are not super realistic. And I’m like, “I bought these and these aren’t comfortable.” And, “I bought these, they’re not comfortable.” But I just love the way they look. So I could slow my roll on that. But anyways, yeah, it’s so much fun to just be able to – I want to just offer to everyone, if you’re needing a reason to make lots and lots of money, that’s one of them is there are like, of course you can do. Everyone can start where you want. If you’re like, “I want to look like Stacey.” Which is what those customer service emails are saying.

When they email and they’re like, “What’s Stacey wearing?” I think they want to look like they imagine I feel and they want to feel that way. And they want to have that look. That can be achieved at any price point. And I have a lot of stuff, not all of it is Fendi and Dior, but that can be achieved.

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

And then there's that's the entry way. And then you make lots of money, it can be just for fun, doing something for yourself that's just so insanely luxurious.

Samantha: Yeah. And by the way, I've been thinking a lot about your clients and just the coaching business in general. And you guys are highly visible people. You might be behind the scenes in the sense of, that you're coaching your clients on how to do their job better. But you also all have so much visibility. You have your stage presence. You have your online presence. You have your marketing presence. And there is a lot of opportunities I think to kind of lean into whatever the brand is of the people that you're coaching and of yourself.

You're selling yourself all over town, all over the place. And there shouldn't necessarily be a huge disconnect between that public presence and then who you are in your day-to-day life either because you never know who might be a potential client or who you're going to talk to at the grocery store. And it's just, I think about that in styling of all different people but especially my clients who are very visible and bring themselves out there in a big way all the time.

Stacey: Yeah, that's so important. I was telling, one of my friends is a self-image coach and I had her on the podcast as well. And one of the things I was talking about on that episode is also how important it is to consider that your self-image or I call it the self-concept. But your self-concept dictates the way that you present yourself to the world and the way that you dress, and the way that you do everything.

And it's just always important to be intentional about that if you are online, if you're being seen in the world and you're a life coach, or a business coach, or a health coach, and you're showing the world, hey, come work with me. I am an example of what's possible, what does your wardrobe say about you? Is it intentional? Does it match the brand that you're wanting to give off? And I told this story about, and I think it's so important, this was before

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

I started working with you but it is the window. It's the moment where I realized how important it was.

I went to New York, Neil and I got engaged. Was I working with you then when we got engaged?

Samantha: Yeah.

Stacey: Maybe it wasn't. Okay, so maybe this was a transformation then after I hired you. But I went to Millie for the first time. And this was back, I feel like they're not producing the same style that they used to anymore but back then it was very much fashion forward, modern business wear is what it mostly was. It's like what Express used to be too, for a lower budget. It was what Express used to do too. And I spent \$2,000 on six or seven outfits. And at the time that was an insane amount of money. And I remember even Neil was so nervous when we swiped the card.

And he was like, "Are you sure?" But I had an event that I was going to for a week straight. I was going to my coach's, it was a mastermind for making your first 100K. And I had to go to learn some things that I needed to catch up on for my \$1 million journey. And I wore one of those outfits every single day. And she even noticed, there was a difference in how I was showing up.

And when I really honed in on, I'm going to help life coaches make money I realized that was one of the things I wanted to project out into the world is a maturity in that, a powerfulness, a maturity because I am so young and I'm a female. And I'm very small. People think I'm very tall but when they meet me in person they're like, "Oh, you're little." But I wanted my clothes to make that statement of I help life coaches make money. And your money is safe with me. I know what I'm doing. I know what I'm talking about.

And from that moment on I've been very intentional about the clothes I wear. And just aware that they do send a message. And that has really been a big shift for me overall, just the way that I show up and present

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## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

myself. I mean I used to show up on calls without makeup and with wet hair and a baggy Anthropology sweater covering me and my lululemon's and get on my whiteboard, be like, "Let me teach you today."

Samantha: Well, there's always an evolution. I remember when I was in my 20s talking to a friend's husband who was becoming a financial advisor. And he was just saying, "Yeah, we're excited, I signed on with this firm. This is the journey I'm on." And we started talking just about what that's going to look like to try to get clients. And I was like, "You need to go out and get some new clothes. You should probably lease a better car. You guys should probably join a country club because deals are made on the golf course."

And it was like his mind was totally blown by what I was telling him and I felt were the rules of the game because are you going to hire a financial advisor who's running around in saggy jeans from The Gap? Or are you going to hire a financial advisor? It's kind of like, what's that Ryan Gosling movie with Steve Carell and Emma Stone? You know where Ryan Gosling does the makeover on him?

Stacey: Yes. I don't remember what it's called.

Samantha: And he suddenly carries himself differently, his [inaudible] is different. That is such a great movie example of this conversation but it's true for coaches, it's true for everybody. I mean I've even spoken with junior stylists over the years who want to grow their businesses and I'll do some consulting with them to try to help them further that along. And I'm like, "What are you guys wearing to the grocery store? What are you wearing to pick up your kids?" And when they're like, "No one sees me." I'm like, "No, everyone sees you."

Stacey: That's so good.

Samantha: You just cannot walk out of your house looking like a mess when you're the product you're selling.

[Make Money as a Life Coach](#)®, a podcast with Stacey Boehman

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

Stacey: That's so good. Okay, everyone listen to what she just said, are you running your errands as a life coach or are you thinking the thought, no one's going to see me? I have that thought a lot, no one's going to see me. And I will tell you, I went to Barnes & Noble once, this was a year or two ago. And I, I mean I was full on my version of homeless. No makeup, it would have definitely been the moment where I didn't want anyone to see me. And I take my books and I go to checkout and the girl goes, "Oh my God, are you", this was before I was engaged.

She was like, "Are you Stacey Smith? I follow you on Instagram." And I was like, "Of course."

Samantha: It's always those moments when you get caught, it's always. When you think that you're not going to see anybody. But hey listen, if you're going to do that, because we all have days when we need to just throw on some big sunglasses and baseball hat, then it's like you're invisible.

Stacey: But I will say I do think that you are an example of that. I don't think I've ever been around you, even on a travel day, when you flew to Kentucky and we went out to dinner. I think that first night you had flown here, it was during the pandemic. And you just looked so casual, so chic, you had this Louis Vuitton, a little clutch I think that I asked you about. I was like, "That's really great." You show up like a stylist. Where people are like, "Wait, how did you put that together? What's that look? That's really out of the box." You just show up that way every single time I've been around you.

Samantha: Well, thank you, I think it's important to show up for yourself first and then for your audience, and then for your audience.

Stacey: So good, yeah, so if you're a life coach, but we're all going to take this lesson, are we showing up as who we are everywhere we go, as if everyone is watching. Especially for the coaches, it's not so much for me

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

anymore. I coach such a niched down market. But for the coaches that are general life coaches, it literally is, anybody could be your client anywhere. And it would suck to be in line of a Starbucks and strike up a conversation with someone and tell them you're a life coach and then have the thought, I mean I know I don't look like it now, but I really am.

Samantha: Right. It's like this is the most disheveled I've ever looked in my life, but please trust me.

Stacey: Yeah. You shouldn't have to be like, "Listen, listen, I don't normally look like this." You shouldn't have to excuse it away. I worked with a closet reorganizer as well, Shira Gill. And one of the things that she said, she does home organization and she's like, "Are you the type of person who's always excusing your house? It doesn't normally look like this. This is this. Or is it always ready to receive visitors?" And so something that could be interesting to think about is are you dressed in a way that you're always ready to receive clients?

Samantha: Yes. I had a conversation like this once with a friend of mine who's a professional hair and makeup artist. And she lived in Japan for a number of years and she was saying that in Japan it's actually a sign of good manners to dress well. You're just meeting for tea, or meeting for a walk, whatever it is that you're going and facing another person with. It's actually very bad manners to show up not looking like you put in some effort. And I have thought about that so many times because we have as a culture gotten so incredibly casual just over the years.

But there's a way to still look casual but like you made an effort, instead of just rolling out of bed.

Stacey: Yes. Okay, so this is two other thoughts I'm thinking is, because I'm always telling them, be like, "Think of themselves as an example of what's possible." That's true about how they show up in the world. Are you creating that for other people? Because when I first started with The Life

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

Coach School, when I first started getting coaching, one of the biggest transformations I had was I hired my coach, Brooke, and just how fancy she always looked. And now she's completely changed her style as well. But just her style back then, it was – and I think she was rocking back then.

It was all – what's the – White Company, Black and White Company, was it?

Samantha: White House Black Market.

Stacey: It was her whole wardrobe. She used to teach this thing, where she only shopped at one store. And so my store became Express. I was like, "Okay, I'm going to only shop at Express. I'm going to get all my clothes from there." So again, there are ways to do many different budgets of this, what we're talking about. But I just remember thinking, I want to follow her. She knows what's up. She knows something I don't know. I want to be able to present myself like that one day. And it'd be easy.

So for everyone listening, it does take time and effort, I mean you know, I spend a lot of time and effort in how I show up, especially for my stage outfits. Both of us put in tons of time into my stage outfits. And so it does take time but it gets easier, and easier, and easier and I'm doing it now. I'm finding, I think we've worked together now two years ish, maybe longer, three years maybe. I don't even know. It's insane. But now I feel like it's becoming more and more natural and easier, and easier for me to put things together.

And people are starting to notice it with my son, they're like, "Oh my God, you put the cutest outfits together with him." But it's just now how my brain is trained to think is what looks cute together, and what will go.

Samantha: Jackson's stylist, I love that so much. He's so lucky to have a mama stylist.

Stacey: I know. I know.

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

Samantha: Just a conversation about the time it takes and everything too. There is the piece of outsourcing involved in having a stylist. So it's like our lives are super busy. You might need to outsource and have a coach who can help you get it together. You might need to outsource a good cleaning person, get your nails done, your hair done, your facials, whatever your treatment service is, luxury items are. And I think that it's becoming more and more normal to have someone who helps with wardrobing, or personal organizing, like what you mentioned with your house.

There are ways to simplify and make life easier all across the board. And I think it used to be that stylists were just for Hollywood because those were the most visible people. But now with our platforms, everyone is a visible person. So the needs have changed for sure.

Stacey: Yeah, so good. And I will say, I put in a lot of time and energy, I don't have to. I remember when I hired you, my coach said, "Okay, you have to let her do all of it. Stop looking online, stop scrolling through Net-a-Porter. Stop. And I realized somewhere along the line that I actually love doing that. I love being out and being able to tell my husband, "I know where she got that. I know what brand that is." I just love that. Even I'll be watching TV now and I'm like, "Look at that Balmain jacket", or whatever. I just know what it is.

And so I'm really into style, that's just something, it feels like you have helped me grow, magnify something that I really enjoy and I love doing it together because then I always feel like I have the backup against my own judgment. I have that, okay, everyone always tells me I give them the magic wand for business decisions. I feel like you give me the magic wand for style decisions.

Samantha: Point taken.

Stacey: I love it. But I'm like, "Yes." And if you are, "I don't know." Every time I ask you why and you mirror a thought that I have, which is why I'm

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

asking you in the first place. So that's super helpful too just for everyone to hear is you can outsource it but if you love it you can also go all in and allow yourself to see in a different way. And then you have your stylist to tell you if you're a little cray-cray or not.

Samantha: Yeah, it's really – I mean the thing that people I think worry about sometimes with styling is, am I going to just look like everyone that that person works with? But it's such a collaboration, it's not me saying, "This and that work, and this doesn't work and that's the way it has to be." It's not that kind of process. It's much more collaborative. And you're so fun to work with because you actually aren't interested.

But I have a lot of clients also who are not that interested in fashion and they just want someone to help them whip it together so that they can buy it and be done, and not think about it. So there's kind of room for all of it and anywhere on that spectrum of interest or disinterest.

Stacey: Yeah, I feel like my clients probably really are interested and into it, just by the volume of people and the volume of comments. Listen, if you all comment on my stuff on a training, or a coaching session, you comment on my dress, or my shirt, or whatever. I appreciate that. I never read them out loud because it's just, I want to focus on the task at hand. But I just think my people are really into it. I think they're going to love this episode. I think that they want what I have, it's why they ask all the time about it.

Okay, so I can't have you get off of here without having you tell them, telling them and then having you talk about the fact that you styled the Sex and the City, Carrie's closet.

Samantha: Okay. So this was a little bit of, in terms of living out your dream. So I was hired to recreate Carrie's closet for the relaunch of, And Just Like That, the Sex and the City that recently came out.

Stacey: I just got chills, it's so cool.

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

Samantha: And they recreated, Carrie's entire apartment was recreated in partnership with Airbnb. And they kind of opened it to the public but it really was only open to two guests who got the first bookings for two nights. And they had the full Carrie experience. But what was really, really cool about doing that project was that I have been a fan and also a friend of Patricia Field who was the original costume designer on Sex and the City. I have kind of reconnected with her many, many times over the years in the industry.

And her work was so incredible on Sex and the City that getting to kind of dissect the pairings and then try to source original or close to original products that referenced Carrie's wardrobe which at this point was 20 years ago was just really incredible. Because I got to put on someone else's styling brain. And of course, just digging through and trying to find the vintage houses, and the rental sources, and even things that looked similar to what she wore but you can't really find any more and fill a closet with these goodies. It was a serious dream project.

It was so much fun, Sarah Jessica Parker came to see it, of course Pat Field came to see it. They felt like it was really authentic, which to me was the highest compliment. And I got to really dive in. It was hundreds of pieces, that I got to [crosstalk].

Stacey: It's so crazy. Didn't you tell me and you only had a \$100,000 budget, right?

Samantha: No, it was a tenth of that.

Stacey: Less? A \$10,000 budget, why did I think it was 100,000? And I even thought that was low. Holy crap.

Samantha: So on average her wardrobe cost 100,000 per episode.

Stacey: Okay, so this is always the problem, I tell Neil this all the time when we watch Sex and the City, I'm like, "This is so unrealistic." I know how

[Make Money as a Life Coach](#)®, a podcast with Stacey Boehman

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

much money it would cost to wear just what she's worn in this episode or have you seen the Inventing Anna, have you seen that on Netflix?

Samantha: Yeah.

Stacey: There's a whole episode where she's going to all these shops and they're saying she spent \$30,000. But they're showing all the bags and I'm like, "That's not what \$30,000 gets you."

Samantha: No, maybe if she only bought those scarves there.

Stacey: Yeah. I'm like, "Take out nine of those bags and the two, that's \$30,000." That's so crazy.

Samantha: It was fun.

Stacey: I massaged Sam, for everyone listening, I found out on your Instagram but I'm like, "How were you holding back? I talk to you almost every day, how are you laid back? But you styled Sarah Jessica Parker's closet for Sex and the City, what is happening?" Just low key really famous.

Samantha: It was a real dream. It was so much fun. And just also I was such a fan. I was such a super fan of that show. And so getting to be a part of it now all these years later was just – and it was really, really cool, very surreal. I was also pregnant so I was thinking the whole time, what a cool thing that I'm carrying my girl through all this. And she's here with me as I'm schlepping all this stuff all over Manhattan to this townhouse and setting it up.

Stacey: And you get to tell her about it one day and it's so fun.

Samantha: I can't wait to tell her about it one day. I have just so many memories from that nine months plus of all the things we did together that she doesn't know about yet.

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

Stacey: No, me too, I feel like we need to write these down before we forget about them. Like me walking across the LCS stage and getting my \$10 million award with Jackson in my belly, doing a 200K live event. It just all felt like he was, he was there with me doing it.

Samantha: In some ways they were like our little lucky charms that year.

Stacey: Yeah, so, oh my gosh, yes, they were. And for everyone listening also, if you're curious, Sam's baby, Phoenix, aka Pip, was Jackson's first kiss. She made the move in New York.

Samantha: She did. She did. I mean I'm slightly embarrassed to admit that at the time my eight month old daughter went in for the kill. But her dad and I have discussed at length that if there is any arranged marriage, we're looking to put into play it would be with Stacey and Neil. So look, she has good taste, what can I say? She has very good taste.

Stacey: As Neil said, she's a city girl and they move faster.

Samantha: They do, a little, maybe 14 years faster than I would have hoped.

Stacey: The best was how sincere she was. I watch that video or the photo, I hit the live all the time, her sincerity, you can feel, I don't know, this is so funny. But literally her face looks like she is leaning in to kiss Prince Charming. [Crosstalk]. And looks so happy and so feminine. It cracks me up. I will laugh myself to tears when I see it. It's so good.

Samantha: If any of you saw Stacey's post where that kiss is featured, I feel like the look of shock on our faces, the jaws are hanging open, the mouths hanging open with these babies smooching in our laps. It's just the funniest. I'm so glad that that got caught on camera.

Stacey: I don't even know how that happened because we weren't trying at all.

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

Samantha: No, it was a magic moment.

Stacey: So good, so good. Okay, what would you say to wrap this up, what would you say for anyone who is – is there anything we haven't talked about that you think will be relevant for them to know? Let's start with that. Is there anything relevant that you think that they need to know that we haven't told them yet, if they're just digging my style and maybe wanting a little piece of it for themselves?

Samantha: Sure. Well, okay, so a couple of things. I would say because I know coaches are very good at this, you should make your wish list of what you want, what you really want. What's the thing that's not in your wardrobe that you dream about? Is it a leather jacket? Is it a beautiful wool coat or cashmere coat? Is it some designer something? Because sometimes it's buying that one thing, just that one time, coming up with the money for it, whether you have to save for it or you can do it today and then see how you feel when you wear it.

See what kind of transformative feeling you have wearing that really, really special thing. And make the investment just once, see how you feel. It's not going to kill you, it's not going to change your life but it might change how you relate to the luxury of getting dressed and what that looks like for you. And then the second thing I would say is just a reminder to everyone that you dress the body that you have today. That's the body that's going to take you to work, that's going to pick up your kids, that's going to lay down next to your spouse, that's going to be hopefully healthy and mobile.

And you dress that body, not the one from 10 years ago, not the one from 10 months ago and not the one that you have on your pinboard for six months from now. We're here right now, we're very lucky, this is the body you have, dress it well because all of your other goals will relate back to how you feel in every moment that you're carrying yourself in something that you feel really good in.

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

Stacey: That's so good and so true. I have been really thinking about that with, I'll give this offering too to everyone is I think a lot of times we think it's a waste of money to buy new clothes because we've gained weight or lost weight, or whatever, or we have a shift in just what we are really into anymore. We think we need to just make use of the wardrobe that we already have.

And I will say that for me has been the biggest thing is being willing to, when I worked with Shira, I remember I was still dressing in all Anthropology, super baggy oversized sweaters which on a short body like me, you know it's not super flattering. And she made me get rid of all of it, cold turkey. And was like, "This is not you. Where is your business going. Choose the top three words you want to dress for and let's head there." And I've done that now a couple of times where I'm like, "I see, I'm just in a different place and I'm just allowing that to be part of an investment."

Although I think it's crappy that we can't write clothes off but I think we should be able to, but I just, I'm like, "It's an investment for my business. It's an investment for me as a CEO." And it's not a waste of money to treat your body to clothes that fit no matter what. Don't punish yourself if you've gained weight and you're still shoving yourself into your jeans. Think about the vibration of that when you're going to talk to clients and your button is literally going to explode and you have marks and denting on your stomach from too tight jeans and you're trying to talk to clients.

Treat your body to clothes that fit and clothes that represent who you are right now and that is not reckless, it's not a waste of money, it's an investment for who you want to be and where you're going.

Samantha: A 100%, I'm sitting here by the way, nodding my head off as Stacey is saying all of this. But I'll also share that I've had dozens of clients in the last let's say six months come to me and say, "Here's the deal, I gained x pounds during the pandemic. I gave myself a year to lose it and I

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

didn't and here I am so I need some clothes." And I'm like, "Great, when are we shopping?"

Because that's really, you know, I'm not saying not to work on yourself, not to look at self-improvement, there's many ways that we all want to be our best and show up but you should be dressing for who you are today.

Stacey: Yeah, 100%. Another one of the rules when I worked with Shira was that you couldn't have anything in your closet that didn't currently fit and nothing could still have tags on it.

Samantha: Love it.

Stacey: And that has been so helpful for me in my work with you is, okay, especially now because nothing fits me now since I had my kid, nothing. I have bins of clothes and I'm like, "One day those might fit again but if not I'm going to buy new clothes for this body and the same kind of clothes that I would have bought for my old body." I'm not going to buy cheaper clothes or whatever. It's just making peace with where I am now. And I will also give one more little tip too, I said this to you on another podcast as well.

Something I do when I'm having a creative block, because a lot of times when I'm writing copy, I'm at home on my computer, on my couch or in my office. And because I have Jackson now and he just spits up all the time everywhere, I typically only wear my business stuff if I'm on a call and then I change out into the homeless look, the lululemon and the sweatshirt. But sometimes I'll start writing copy in that and if I get stuck I go into my closet and I choose the baddest look that I have in that closet, whatever makes me feel the absolute most confident, coolest, whatever it is, richest.

I put it on and I write my copy and there is something about it. It shifts the way that I write, it shifts the way that I think, because it shifts the way I feel. So I give that little suggestion to everyone as well like what you said, see how it makes you feel. Buy something you really, really, really want and see how it makes you feel when you wear it. That, yes, is everything.

[Make Money as a Life Coach](#)®, a podcast with Stacey Boehman

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

Samantha: I never knew that you did that. I love that you do that.

Stacey: Yeah, I've been really into that lately. I'm like, "Okay, this is not working for me, let me go to the closet." And I remember Neil was so annoyed especially for the fall/winter season of this one. I didn't have any clothes that fit. I didn't have jeans, shirts. I'm nursing so my boobs are huge. So literally nothing in my closet fit. And so I'm like, "Well, I'm going to be on a ton of calls over the fall and the winter. I can't not have clothes." So we had together, I don't even know how many boxes sent to my house, giant things, wardrobes basically sent over.

And it took me a couple of weeks to sift through everything and choose the items I was going to keep. But now I literally have, I don't even know, 30 options. Every time I go in my closet, every single thing fits. I have all the elements, I have the shoes, I have the whole look. So I have 30 whole looks or whatever that I can put on at any given moment. And so even when I'm running late because Jackson was tough at eating or whatever. Sometimes now I just feel like I'm unintentionally running late chronically.

And it's really nice to just be able to pull something out quickly and go and know that I'm going to feel amazing in it. I just feel think it's a worthy investment.

Samantha: It is that peace of mind that comes from that investment is everything, just feeling like it's one less thing to be worrying about and stressing over.

Stacey: Yeah, so good. Okay, tell everyone, they can work with you, I know that they think they can't but they actually can work with you in many different ways, right?

Samantha: Yes. So you can work with me in person, we can work together virtually. I have many different ways that we can work together from sending memos and consignments. I do virtual styling where I can put together what basically looks like a shoppable Pinterest board with items

[Make Money as a Life Coach](#)®, a podcast with Stacey Boehman

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

chosen for you and linked. We can meet over Zoom or Skype and do closet session. You can come shop with me here in New York, lots of different ways. So definitely reach out.

I'll get to know you, what you're looking for, what's going to be the best fit for you and then we can talk through the best option for getting it done.

Stacey: I love that. And I will say, one thing I have to just say, Michelle found you through a PR Facebook group, she got the referral. And one of the things I had told Michelle is, because I had worked with several interior designers that were super, I don't even know what the word is but I'm just, you know, I grew up poor. And I am not an ivy league educated person. And I have a really big aggressive personality. So people who are, I don't know what the word is but kind of stuffy or snobby maybe is the word.

Samantha: Uptight.

Stacey: Uptight, yeah. I had several designers that were like that and I felt so uncomfortable to just be me and say what I like, what I don't like. I didn't think they could handle the feedback if I didn't like something. I had one that would literally just fall apart if I told her I didn't like something she put together. And it would just be like, I felt like I was holding her own emotional load of me not liking her work. It was just a weird thing.

And when I did my call with you the first thing I told Michelle was, "She's so down to earth and just nice and accepting and I just feel so comfortable around her." So that is something I want to just acknowledge, everyone who's listening, that's something I really love about you.

Samantha: Thank you.

Stacey: And you handle no really well. I just am like, "That's not happening."

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

Samantha: You know what? I tell people all the time, I have no emotional attachment to what I'm presenting you. That's something I've learned as a stylist because it's not about me, it's about you and your lifestyle, and how you feel in it. So I always tell people also, "If it's not a hell yes, it's a no." If we're shopping and it's like, "I don't know." Forget it, we'll move on.

There's enough clothes out there that we can get you the thing that's going to really work. So I never take offence to any kind of creative differences, we just scrap it, we move on and we find the thing that's going to work. That's what I'm here for.

Stacey: I will say, for the more adventurous looks that you all have seen me in, they're probably Sam. I tend to be a little more conservative. She tries to get me a little bit out of my box. So yeah, I really love that as well. Okay, so how do they actually find you? What's your Instagram?

Samantha: Yeah, Instagram is Samantha Brown Style, Brown like the color. And my website is [samanthabrownstyle.com](http://samanthabrownstyle.com) if you want to see more about my bio, things that I've worked on, press, all of that's collected there. My Instagram you'll see is much more of a personal snapshot of my life because I like to kind of have that inside relationship and not like a super, doesn't look like a photoshoot because it's not.

Stacey: And you don't have to work with Sam as long as I do, but you can if she'll let you. But you offer three month packages and they have a very specific result that they leave with after working with you for three months, right?

Samantha: Yes, totally. So my three month intro package involves a consultation which can be done either in person or over Skype or Zoom where we kind of dive into your closet. We see what you're working with, your preferences, colors, patterns, historically where you've shopped in the past. We also detail out a shopping list from that session. So we don't do

## Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown

any purchasing of things that you've already got. It's very focused and curated that way. And from there we do a shopping trip or virtual shopping.

So we get you all the pieces that are missing. It can be at the Fifth Avenue Club or it can all be click and shop online. And during that three months we also have unlimited text support because I definitely get those questions of this with this, or just got invited to a party this weekend, what should I wear? And that kind of thing. And then at the end of that three months you'll be given a 20 item either memo poll or shoppable board to transition you into the next season forward. So that's kind of my intro setup just to get us rolling and get you the clothes that you want.

Stacey: And I've done all these things, I must say. And you've even done, because I work with you ongoing, you've even done when I'm packing for a trip, like an Aspen trip, you will get on video, Zoom with me and while I show you my looks and try on outfits and be like this, and this, and that, and that is so fun too and just so helpful. So everybody, if you're interested, if you're dying to know all my looks and you want to know more of the inside secret of how I dress, reach out to Sam.

Samantha: Yes, hit me up.

Stacey: Thank you so much for coming on, I really appreciate it. This was so much fun.

Samantha: Thank you. It was so much fun to see you but also to chat with you and thanks for having me.

Stacey: Yeah. Alright, I will talk to you soon.

Samantha: Alright, bye.

Stacey: Bye.

## **Ep #209: How Style Influences Success with My Celebrity Stylist Samantha Brown**

Hey, if you are ready to make money as a life coach, I want to invite you to join my 2K for 2K program where you're going to make your first \$2000, the hardest part, and then \$200,000 using my proven formula. It's risk-free. You either make your 2K or I give you your 2K back. Just head over to [www.staceyboehman.com/2kfor2k](http://www.staceyboehman.com/2kfor2k). We'll see you inside.