

# AGING CONFIDENTLY

*How to embrace your age with style and grace*

*And feel more confidence in 30 days or less!*



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## Your 30 Day Aging Confidently Plan...

- Week 1: Stop “shoulding” on yourself and embrace who you are today
- Week 2: Wear your best colors every single day
- Week 3: Dress for the body you have today
- Week 4: Connect with your signature style

Be selective and remove everything that doesn't work for you anymore

Have regular breakthroughs!



# WEEK #1: STOP "SHOULDING" ON YOURSELF

I'm gonna lose weight. I'm gonna exercise everyday. I'm gonna go on a diet and stick to it....  
Is that cake?



ROTTENCARDS

How do you know when to follow the rules and when to break them? Life truly begins after you reach inside and listen to your gut instead of all the "shoulds" in your head.

## **STOP "SHOULDING" ON YOURSELF!**

Do these phrases sound familiar? "I should weigh less. I should cut my hair short now that I'm over fifty. I should dress more like a grown-up." It's enough to paralyze you!

When you decide to truly **embrace and accept who you are**, and stop the "shoulds" you will find the freedom to express yourself in powerful ways!

For many of us baby boomers, this is a time of living, doing, and synthesizing. Maybe you are used to following the rules, but this is a time of life where you're able to break the rules and firmly connect with your authenticity. You are part of a tribe of powerful women bringing forward a new way of BEING. As life shifts into your second, or even third act, it's imperative not to lose the connection with your feminine energy because that's the core of your strength and wisdom.

**It's hip to be square.**

**Whatever shape you're in, square, round, or triangle, wear what feels good.**

This is the first step toward embracing age with style and grace. In your **first week** of aging with style and grace, I want you to make a commitment to not say the word "should." If you find yourself saying it, snap a rubber band on your wrist or take a deep breath and pause. Think about why you said "should" and find a way to rephrase your thought into "I want to..."

I'd also like you to get rid of negative thoughts about yourself. *Do you know any Negative Nellies who have style and grace? No, I think not.*

Ask yourself why you still subscribe to negative thoughts that do not serve you. What do those thoughts teach you? How can you unravel them? The more you awaken to yourself, open up to your divine feminine energy, your inner and outer strengths, you awaken and embody the beauty of who you are and what you offer the world. With a little knowledge, strategy, and effort you can *choose to* embrace age with style and grace like you never have before.

Why you want to listen to me:

Because I'm just like you! A real woman. With a real body. I'm not getting any younger, but I certainly want to look modern, relevant and stylish.

Because I have ten years of style experience under my belt and I can tell you it's worth the investment of a little time (and money) to look like you're worth it. There are things I can teach you that will help you present yourself confidently.

It's a question of finding your style comfort zone and working it sister!

**STOP "SHOULDING" ON YOURSELF!**

## WEEK #2: WEAR YOUR BEST COLORS EVERY SINGLE DAY



### COLOR MATTERS.

There is no perfect color other than the one that looks best on you.

As a woman embracing your age with style and grace, everything you wear needs to complement your natural coloring + your personality + your brand.

Even if you're retired, you should have a brand. It's how you're perceived by others. If you're still rocking your career, then you especially need a brand image. Color is the fastest way to build brand confidence.

Wearing colors every day that bring out the radiance of your skin tone and make your eyes sparkle will get you noticed!

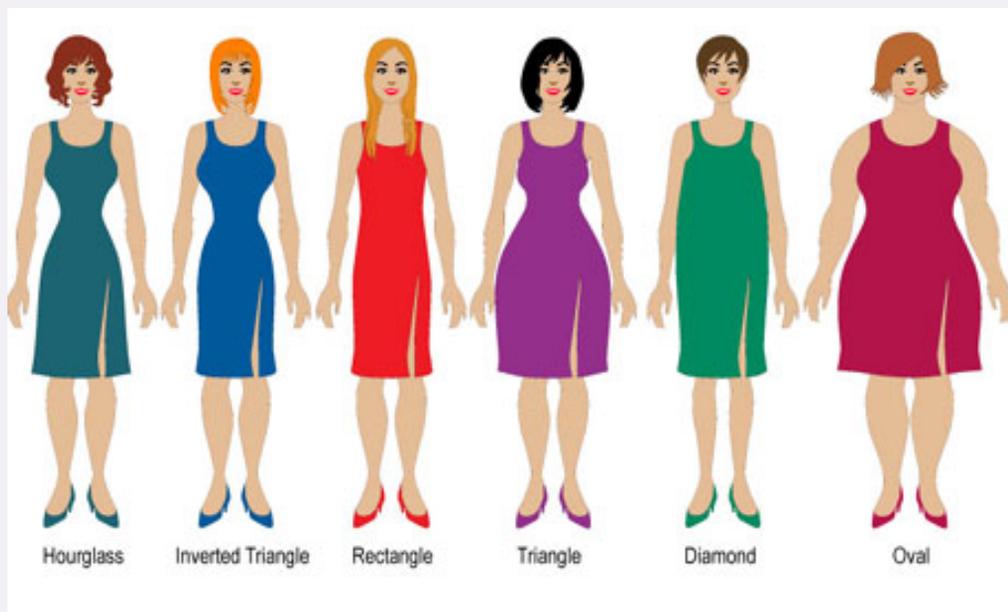
*"I rarely wear color. I prefer black. Black makes me look thinner."* I hear this a lot. It's time to step up and get it right!

There is nothing more powerful than a self-aware, stylish woman over fifty who looks and feels comfortable in her own skin. Some of that comfort comes from wearing colors that harmonize with your own natural coloring.

Here's some of my best color advice:

- ✓ Wardrobes should be built on neutrals with pops of color. But there are more neutral choices than just black. There is taupe, off-white, gray, tan/beige, navy, olive green. Every color palette has a set of neutrals.
- ✓ Aim to have a wardrobe that looks like a beautiful rainbow in the colors that bring out your radiance.
- ✓ Learn how to confidently mix and match colors to add interest to your outfits.
- ✓ Accessorize using bright or contrasting colors to create pizzazz and personality.
- ✓ Use a technique called "bookending" which is wearing the same color at the top and bottom of your outfit, such as your top and shoes, or a hat and shoes.
- ✓ Wear a top in the same color as your eye color. It really brings out your eyes!

## WEEK #3: DRESS FOR THE BODY YOU HAVE TODAY



What worked for you ten years ago, or even five years ago may not work for you anymore. That's okay. In fact, it's reality. Everything about you has changed, so why wouldn't your body shape change?

Understanding the shape you have today and knowing what clothes flatter your shape will make all the difference in the world.

Get out a measuring tape, and determine your body type – it's one of six geometric shapes. I have clothing strategies for each body type, and they work to highlight your assets and camouflage the parts you want covered up.

Never underestimate the power of self-knowledge!

My best body confidence advice:

- ✓ Focus on fit, not size. Style is beyond size. Don't be afraid to have clothing altered if the fit off the rack isn't perfect.
- ✓ Get to know your body type and the clothes that flatter your shape. As we get older our body shape changes. It's not worth the angst of trying to fit into clothes you wore ten years ago. Let it go. Dress the body you have today. Wouldn't it be wonderful to open your closet and everything fits?
- ✓ Spend money on bras and shapewear that feels comfortable (if you need it). Your underlying foundation pieces make or break an outfit. Get a professional bra fitting at least once a year!

# EMBRACE AGING TIP #1: NEVER APOLOGIZE FOR YOUR AGE



I don't know how to act my age...

I've never been this age before!

As you probably know, I'm over 50. Truthfully, way over 50 (64 to be exact at the time of this writing). I'm not sorry about being my age. I loved growing up in the 1950s when everything seemed simpler. I had the opportunity to watch the revolution in the 60s (too young to participate) and became a trailblazer in the 70s and 80s as a professional and mother.

However, I am surprised sometimes when I look in the mirror in certain light and see drooping skin. So, I give myself a smile and a spiritual hug, and then determine to watch my lighting, dress fashionably in clothes that make me feel confident and interesting, and celebrate all the wisdom, spark, and experience I bring to the world. Forget about the wrinkles and live the life you dream of!

Never apologize for your age.

The key to staying young at heart is to appreciate what you already have today – RIGHT NOW – and then ask for what you want next. Always seeking, asking, improving, changing, uplifting, teaching through your example. And, what I'm learning in my advanced years is that there is plenty we can do to look and feel energetic and attractive: make a fashion statement, look comfortable in your clothes, appear confident, and finally, be curious and interesting. To me, the layers are what make people interesting and alluring.

Growing older doesn't bother me. I refuse to dress my age. No matter what size, age or shape, there are clothes that express your signature style. It's a matter of self-awareness and choice. Know the words that describe your style. Know how those words translate into fashion choices.

I find it interesting we spend our younger years desperately wanting to be and to look older, and then the rest of our lives vainly trying to look younger! Remember that you are more than you see here in your physical body, and so just because your physical body changes, your being is still the same. Staying in alignment with your true being throughout your journey from young to old age is key. That alignment may get interrupted with illness or sudden life changes, and the recovery back into alignment is always possible and inevitable. Remember to always follow your bliss and you will be guided back into alignment.

The aging process allows your journey to unfold. Why would you not want your journey to go on and on? Your journey is your own creation, and you can make it fun and exhilarating. One of the ways to do that is by dressing joyfully and expressively...

## WEEK #4: CONNECT WITH YOUR SIGNATURE STYLE

What works for me may or may not work for you.

I can appreciate your style. But I have to create my OWN STYLE. I have to speak my own voice...



Your style is the sum total of how all the pieces come together to express something about you. Thinking back on all the purchases you've made, did you have a style plan, an inspiration? Did you think about whether or not the color will not only light you up but work with most things you already own? Did you know that the fabric texture would feel delicious against your skin? Did you think about how the design line would highlight your assets?

Most of us purchase clothes unconsciously, on a whim and impulse. It's fun, but it's not serving your highest purpose which is representing and harmonizing with your essence every day.

Think about how powerful it would be if you knew your style preferences down to the colors, shapes, textures, and design lines. You know what you want. You know what works on your body. And you don't settle for less. And you don't waiver from your style preferences (until you are consciously ready to change your style).

Sound like too much trouble? It's really simple. Once you understand your body type, your shape, your natural coloring, and your energy or personality, you will be able to select the *exact* piece that melts effortlessly into your wardrobe, and may even *spark* your outfit with such joy that you walk out of the house with a huge smile on your face. Isn't it worth it to have this kind of clarity in your life?

# CONNECT WITH YOUR SIGNATURE STYLE

Here's the way I look at fashion and personal style: it's important to know yourself inside so you can reflect who you are on the outside. This is the extraordinary last step where you'll define your style expression. Be prepared to jump into your JOY!

Here are some things to think about:

- ✓ How would you describe your current fashion style?
- ✓ Who is your style icon?
- ✓ What was your best fashion moment?
- ✓ What are your favorite pieces you own, and how would you describe them?
- ✓ Do you have a signature piece you wear all the time? What is it?
- ✓ What would you never be caught wearing?
- ✓ If you had unlimited store credit, what would you buy?
- ✓ What would you like to change about your current style?

Choose 2 or 3 signature words and think about how you want to FEEL in your clothes.

Artsy	Basic	Biker
Bohemian	Bold	Bubbly
Chic	Classic	Clean
Conservative	Colorful	Comfortable
Country	Creative	Delicate
Designer	Dramatic	Eclectic
Edgy	Elegant	Energetic
Experimental	Fearless	Feminine
Flair	Flowy	Fun
Joyful	Lacy	Leather
Lovely	Masculine	Minimalist
Natural	Patchwork	Plain
Playful	Punk	Relaxed
Resourceful	Retro	Rockstar
Rule-breaker	Rule-follower	Sensible
Sensual	Sexy	Simple
Sleek	Sophisticated	Spicy
Spiritual	Sporty	Starched
Structured	Sumptuous	Tailored
Thrift Store	Traditional	Trend Setter
Uncluttered	Up Level	Urban
Vintage	Western	Whimsical
Youthful	Zany	

## EMBRACE AGING TIP #2: USE THE BEST INGREDIENTS FOR YOU



When you start expressing yourself on the outside...it will work its way to your inside and cause alignment.

Always use the best ingredients for you.

What are your best ingredients? Why they're the ingredients that bring you into your highest potential. They're the freshest ingredients that cooks use to create the best-tasting meal! Your best ingredients are tailored to you – who you really are. Only YOU know what brings you the best joy, health, and happiness. By eating more nourishing foods, moving your body in the way it wants to move, and by wearing the colors and styles that resonate with your inner and outer strengths, your whole being will feel its best and your momentum will get going!

Always wear your best colors, fabrics, design lines, and the best accessories FOR YOU to express your signature style.

*Express yourself authentically on the outside and you will look and feel energized and aligned!*

How do you know which are your best ingredients?

- ✓ Use your intuition. You know what looks best on you. I've seen the right clothes in every woman's closet – when she follows her gut, she gets it right.
- ✓ Highest quality. Fewer clothes, higher quality.
- ✓ Never settle. In anything. Most of all your relationships, but importantly, never buy clothes you're settling for because you're in a hurry.
- ✓ Take time to learn your best colors, design lines, styles, and designers. Learn how you prefer to mix and match colors and patterns.
- ✓ Create your own magic ingredients – pull out your mother's antique broaches; start wearing that silk kimono you've been saving; layer lightweight pieces to create texture and depth.

## I Refuse To Be Invisible

Take a deep breath. Know that when you're aging confidently wonderful things can happen. Don't let your self-limiting beliefs and lack of "fashion sense" hold you back. We all have our own stylist inside of ourselves. You simply need to tap into it. Well, and a little knowledge and training from a professional stylist!

Beauty after fifty is about owning who you are and expressing your unique style. Beauty is in the eye of the beholder – what you think is beautiful and what I think is beautiful can be very different, so it's important for you when you look through your own eyes to feel beautiful. Love the skin you're in!

I can help you find your style mojo at any age, shape, or size. Tune into your color and style frequency.

My Style Course program includes 4 modules that each focuses on a different area you need help with:

- ✓ Color Confidence
- ✓ Body Confidence
- ✓ Style Confidence
- ✓ Closet Confidence

Check out the details of this amazingly comprehensive style program, ["Style Success In Your Second Act,"](#) that is yours forever.

You can email me at [\*\*linda@lindawaldon.com\*\*](mailto:linda@lindawaldon.com) with questions, anytime.

Love and Light,  
Linda



## ABOUT LINDA



Linda Waldon is a personal stylist, confidence coach, and educator specializing in helping women over fifty transition from pre-to-post menopause with style and grace. When she's not involved in some sort of makeover, you'll find her...unhappy. She enjoys being a badass style consultant who tells women the honest truth, a passionate teacher sharing all her best wardrobe tips and tricks, a writer who is just a blink away from writing the great novel, running her Rhodesian Ridgebacks, and pretending she has her own HGTV show. She loves bargain shopping and spending time with her friends and family, which includes her artist/sculptor husband, and two dogs, Kimbu and Rita.

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