



## FIRST IMPRESSIONS MATTER

*when you look good, you feel good!*

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FOR IMMEDIATE RELEASE

### **IMAGE CONSULTING: IT'S ABOUT FEELING GOOD, NOT JUST LOOKING GOOD!**

Vallejo, CA - We are pleased to announce that on February 22, 2016, Brenda Ferguson Hodges, a premier personal image consultant in the San Francisco Bay Area, is launching her new website, [FirstImpressionsMatter.com](http://FirstImpressionsMatter.com), for women over 40. First Impressions Matter targets women in transition, new moms, family caregivers, and busy professionals searching for jobs, interested in an entirely new look, fashion makeovers or just in need of an updated wardrobe. The [FirstImpressionsMatter.com](http://FirstImpressionsMatter.com) mission is to help women discover self-confidence through a professional appearance.

“Did you know that people form an opinion of you within 30 seconds? I've worked with many women who find themselves stuck wearing a variation of a uniform,” says Hodges, “but in today's economy women need to use every competitive advantage at their disposal if they want to stay relevant – especially with our professional presence and image.”

[FirstImpressionsMatter.com](http://FirstImpressionsMatter.com) will offer tips on building an affordable wardrobe that compliments a woman's complexion and body type. Readers can also use this site to contact Hodges if they desire her one-on-one services such as personal color analysis, fashion makeovers or refreshers, image and wardrobe consulting, closet audits, and personal shopping.

#### **About Brenda Ferguson Hodges**

First Impressions Matter is a San Francisco Bay Area based company owned and operated by Ms. Ferguson Hodges. After working in managerial positions for 25 years in Human Resources for major healthcare, film, university and biotech corporations, Brenda longed to utilize her Sociology degree from California State University, East Bay, with her love for style, she created First Impressions Matter. She is a certified image consultant who is helping her clients put their best foot forward in today's competitive job market.

#### **Customer Testimonial**

*“As a family caregiver who put everyone else's needs before her own, I was in serious need of a makeover. My personal image consultations with Brenda have been life-changing. She literally took years off my appearance by helping me choose figure flattering clothes and make-up that brought out my best features. She worked within my tight budget and my busy time schedule. Everything about this experience was fun, stress-free, and enlightening. I*

*think that every woman owes it to herself to check out the new website and contact Brenda for a one-on-one consultation.”Renee Edmonds*

For a LIMITED TIME, through February 29, 2016, Brenda is offering a 20% discount when you purchase a service to her new clients. Visit <http://www.FirstImpressionsMatter.com> to take advantage of this valuable offer.