



Metro Woman Feature Article – October 2007

Shaping Women to be their Model Best

With many women finding their role model in celebrities these days and not taking good advice on what a positive role model should be, a Chicago native, now local business woman, Paula Palm Lewis is making a real difference in women's lives through Image University. *"I have coached thousands of aspiring models into their full potential through the years. A much bigger picture became crystal clear to me when my daughter, Grace was born. I have always kept the best interest of my clients at heart and in practice, thus the success of my company. And now it's time to take these lessons and put them to work for women of all ages. This is what Image University is all about."*

Paula's one-on-one coaching has readied many women to work as professional models all around the world for more than 15 years. Although incredibly successful, she doesn't see that as her biggest part of her success. *"I not only focused on the head to toe image makeover, but the most important elements that any woman needs more of, self love, self esteem and self confidence. When that personal pride is ignited, I am most proud of my work. I want women to be the best they can be and realize their highest potential."* Paula says with a smile. *"More women, even those already involved in their careers and families, need to learn how truly beautiful they are on the inside. I help them find that part of themselves, and then I teach them how to bring that out."*

Image University is the 'must do' after school and after work program for the 21st Century. The first step to achieving being your model best is to work on your self image which is the first consultation to Image University's curriculum.

The 9 week curriculum is packed with fundamentals, secret tips and proven advice that every young woman needs...and will not get in school or out of books. Image University offers young women one on one instruction covering everything from how to feel comfortable in social and business situations, personal care, traditional etiquette, proper table manners, health & nutrition, interviewing skills to land that perfect job, how to obtain healthy relationships

and to how to handle personal finances. *"We have the handbook on everything they didn't teach you in school that every woman must have."* Parents are excited about Image University and how it benefits their children's life and future. *"Image University takes a little of the pressure off parents. I work to inspire a young woman to be her unique self...at the same time I teach her self respect and how to manage herself in today's world, with today's pressures. The younger women I work with do not need to rebel against what I am teaching them...I'm not their Mom or Dad."*

Image University not only focuses on the essentials for lifetime success but also incorporates parts of the modeling business such as poise and posture, how to walk (in heels), and sit like a lady, body language, proper makeup application for different occasions, skin care and smart wardrobe choices. *"The importance of self-improvement, self confidence and self esteem when learned at an early age, stays with you the rest of your life,"* says Paula.

Women of all ages can also benefit from the other services offered through Image University. Such as, Personal Shopping on a budget, Overall Image Enhancement, and Closet Overhauling.

Paula Palm Lewis is well known as the "model image maker from Chicago". Her models can be seen in magazines, TV commercials, soap operas and film. *"It's wonderful to be credited with discovering raw talent and shaping that talent into stars. My vision is bigger now. I am still working with raw talent...but I am helping to shape women to be their model best."*

Women interested in receiving a complimentary consultation or to obtain additional information about Image University may call Image University at (832)-559-7465 or visit our website at www.imageuniversity.net.