

# Legendary Leaders

*Patsy Sanders*

EMBRACING YOUR ESSENCE IS BEAUTIFUL

*Style Strategist  
international Stylist  
Speaker  
Transformation Artist*





# From the Editor

Legendary Leaders was added to Lemonade Legend Publishing to spotlight the unique individuals creating their own legends and leading the world to a better place. Who we are and where we are going all start with the story of where we were. Legendary Leaders is an exclusive magazine that captures snapshots into the stories and experiences of our featured guests. Stories naturally bring people together and our purpose is to provide platforms from which to share powerful stories of authenticity; to unite, inspire and educate people on a global level. We strive to be the leader in storytelling for growth and impact. Enhance your brand visually and vocally by revealing your story in Legendary Leaders. We spotlight business leaders and entrepreneurs in an exclusive space to leverage the new paradigm of storytelling marketing; our endeavor is to optimize the scope of your brand and unveil you as the authority in your space so you can dominate your industry.

*Michelle Faust*

*Lemonade Legend  
Publishing*

SUSAN KERBY ON STAGE WITH HER SPEAKERS



***"Before working with Patsy, I thought that wearing bold colors would make people see me more. But they saw my clothes, instead of seeing me. As Patsy says it, I was hiding in plain sight. I love getting to be my Element: a shiny air - and have people wanting to connect. My business took off - going from 5 figures to 6. Working with Patsy is so personally transformative and makes such a difference in my business's bottom line, I now include Patsy and her work with the elements as part of my boutique speaker training program." ~ Susan Kerby***



# Patsy Sanders



## TELL US A LITTLE ABOUT YOURSELF AND YOUR BUSINESS

I have the best job in the whole world. I've always loved being a master hairstylist and updating client's hairstyles to fit their lifestyle, face shape and hair texture to give them a great look they could maintain at home. I'd been struggling getting my business solidly going in a new town when I was introduced to the element color typing business, which has to do with your natural gifts, character traits, physical features, fabric textures and color tones that allow you to be who you were born to be.

My speaker coach asked me a question that got me thinking, "What if what you are wearing is keeping people from working with you?" I knew her business took off when she recently changed her wardrobe. People began connecting with her

I'd had my colors done in the 80's and was a winter wearing jewel tones and a lot of black. I knew how to dress nice no matter what size I was. I agreed to have it done again and found out I was actually a Fire in the warm muted tones and Fires are action people, they get stuff done. That was me!

My clients started telling me how nice I looked or how pretty I looked. When I embraced my own essence and added the color typing service to my beauty business, my business doubled in about 2 years. I love being able to do a head to toe makeover that aligns with a person's best self. It's absolutely fascinating to teach my clients how to look beautiful as their authentic true selves. Watching my their confidence soar and enjoy being who they are brings me great joy and satisfaction.



**Master Hairstylist & International  
Image Coach**





## MEET PATSY SANDERS

Through her four + decades of experience in the beauty industry, Patsy has a wealth of experience and talent to confidently support her clients with her "ABC's" of empowerment to becoming seen. Patsy supports her clients to:

**Align** your style from the inside out  
**Be** seen and valued as your most authentic beautiful self

**Confidently** be comfortable in your own style.

Patsy's has mentored with the best image consultants in the industry. Her extensive work in the beauty industry includes service on a trendsetting National RUSK hair design team, educating & training hairdressers, while running her own salons. She expands upon her innate gifts of creativity and style.

As a Master Hairstylist & Image Coach, she is passionate about transforming her clients' looks from head to toe and inspires them to embrace their essence and individual style.

## WHAT'S YOUR FAVORITE QUOTE?

***"Authenticity is the daily practice of letting go of who we think we're suppose to be and embrace who we are." ~ Brene Brown***

## WHAT DO YOU CONSIDER TO BE YOUR GREATEST ACHIEVEMENTS RECENTLY?

Adding the element color typing system to my beauty business to serve the whole person. First it transformed me and then I bought the business! It has expanded my opportunities and added more possibilities.

Speaking at live events and taking my business virtual has opened the door to becoming an international image stylist expert

Training other people to be image stylists.

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## HOW HAS YOUR STORY MADE YOU A STRONGER PERSON?

It has given me a lot of compassion for women grappling with their image. As a child, my nickname was Fatsy Patsy. Eleven years ago, I went from wearing a size 20/22 to maintaining a size 6/8, After 35 years of tirelessly and unsuccessfully dieting I almost gave up... until I was blessed to learn about a program from a friend that addresses the body, mind and soul. I'm grateful to God for helping me transform into the real authentic me - happy, joyous and free!

Living in my element as a Fire has equally transformed my experience of showing up as my true self in the world. I confidently walk through life graciously accepting compliments no matter what I am wearing. I am on a mission to help other women discover the joy of living in harmony with their true self by finding their own unique style through the element typing system!

## WHAT IS ONE TREND THAT EXCITES YOU?

Being empowered to dress authentically regardless of what the fashion world says you should wear. People don't have to compromise when they know their best looks.

## TELL US SOMETHING YOU BELIEVE THAT ALMOST NOBODY AGREES ON.

Not everyone looks good in black! It is not an engaging color. It can actually put others off. Teal, hunter green, and plum are the new black.

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# THE POWER AND IMPACT OF EMBRACING YOUR ESSENCE



## WHAT SETS YOU APART FROM OTHERS IN YOUR INDUSTRY?

I teach my clients to be aware of colors and patterns to level up their look. But it doesn't stop there. I take them shopping to learn how to pull outfits together without breaking the budget. Clients learn to purchase only what they love, if it doesn't rank an 8, 9, or 10 don't buy it. I work with their closets to keep clothing selections simple. I help them accept themselves right where they are and learn to love dressing the body they have, to feel beautiful using the elements that are perfect for them. I teach confidence knowing you are being authentically you.

**"Patsy came highly recommended, so when she had a last minute opening, I jumped at the opportunity. And oh, was the 3-hr drive worth it! Patsy opened my eyes to a whole new level of awareness of how colors and patterns affect our mood and the way we are received by others. As a public speaker, it is essential for me to look and feel aligned with my message. Patsy's work has taken my platform to the next level. I cannot speak more highly of her." – Chris Cirak, Public Speaker - Air**



People are getting more "slouchy" in their look in public and on video calls, stand out by leveraging the very essence of who you are!

I am an author, speaker, and the Strategy and Innovation officer for a large company. My publicist suggested that I work with a Stylist so that my image would match my message and ensure I put my best look forward when working with the public, including the media. She recommended her stylist.

Patsy gave me the understanding of my inner essence and provided a new level of appreciation for the multiple dimensions of women. When I changed what I wore – clothes, accessories, shoes – to match my essence, I physically felt the energetic change dressing in my element.

**Working with Patsy has been the most fun transformation in feeling good about how I present myself. And that has translated into my external presence. You can only go right working with Patsy!.**

**Heather S. from Maryland - Air**





"Working with Patsy Sanders has completely changed my life and my business!! Her Essence Typing System is nothing short of transformative. She helps you to show up in the world more authentically by matching your colors and wardrobe to one of 4 Essences Types. The results have been beyond what I could have dreamed. I was especially resistant to changing my hair. I felt that it helped me to be "more visible", when, in reality, it was standing in my way. I've been working with Patsy for a year and am converting 20% higher in my sales and am now selling at 10 times my previous price point. The best part is that I feel like now, people really see me for who I truly am and not just a shock of magenta hair. I get compliments on my look every day and when I look in the mirror I feel truly beautiful."

—Gini Trask, International Speaker - Water



"Patsy changed our lives when she helped us understand how to choose the correct clothes to compliment our essences. We feel more confident, happier and we both receive compliments on how we look. Our business has boomed! She said it would make a difference in how well our business did and she was right. Thank you Patsy Sanders. You are a blessing."

— Freddie (Fire) and Wayne (Air) Martin



Patsy Sanders transforms lives. She has such a passion for helping people look and feel their very best.

I have watched others, like myself, step into their true essence after receiving Patsy's gift and grace.

If you're looking to really show up in the world and make an even bigger impact, I recommend hiring Patsy Sanders so you can embrace your true essence. -

Angel Tuccy, International Speaker & Best Selling Author of Get Discovered - Earth



Maggie attended an event where I was a presenter. She was looking for a new job and wanted a new look. She borrowed a shirt in the color palette for her Element and felt SO much better in it!

Maggie had her hair cut at the event and styled in her Element. She borrowed a jacket & top that reflected her essence and she was sold! She went on to get a new job, and is loving dressing in her Element every day. Bonus; she met her current boyfriend returning from the event! - Patsy Sanders for client Maggie - Air





## WHO ARE THE MAKERS OF YOUR LEMONADE?

God, my husband, family, Susan my speaking coach and friend, Linda my accountability partner and friend, and so many others.



"I saw the change in my wife and I immediately said that I wanted that for myself! It is amazing the difference it makes in our relationship when we are both able to be more fully in alignment with ourselves. It is hard to describe that dressing in your element just makes each of us feel better about ourselves." ~ Russ Kerby - Fire



Working with Patsy has been life-changing. Now I always have the right outfit, the right lip color. I don't need to think about things. My life is so much easier. My business has exploded. People trust me more. I've made great connections because I'm wearing the right clothes for the right occasion, and for what matters most. Thank you Patsy for helping to make my life more spectacular.

Jill Lublin, International Publicity Strategist and Author - Air

I always thought I knew my colors. The ones I consistently received compliments on. Bright orange, pink, and yellow; colors that went well with my natural tanned skinned. Now I see me pop in Fire colors. My hazel eyes come to life! I no longer stand in my closet struggling to figure out my outfit for the day. I am frequently in media, whether TV, a magazine cover, or stage. I need to be in my power colors. Packing for travel is a snap! Mix and match and fit it all in a carry on. Patsy literally uncomplicated that area of my life. - Michelle Faust, Author and Publisher - Fire



## HOW CAN PEOPLE GET IN TOUCH WITH YOU?

<https://www.embracingyouessence.com>





# “You can have anything you want, if you dress for it”

– Edith Head

Academy award winning costume designer



*Are you frustrated with a closet full of clothes  
and yet seem to have nothing to wear?*

*Do you wish you were noticed when you walk into a room?*

*Do you stress about what to wear  
and whether you look good in it?*

If you're ready to feel  
confident and beautiful  
no matter what you  
reach for in your closet...

If you want to  
positively impact  
your income just by  
the clothes you wear...

If you're looking to  
understand how to manage  
your wardrobe, making  
great choices that  
actually saves money...

**THEN**

Reach out for a complimentary **STYLE POWER HOUR**  
with Patsy Sanders!

- We'll discuss your wardrobe challenges and goals.
- You'll learn 3 secrets to dressing your best
- You'll discover how to save money and time, and never waste money on clothes again.

*Patsy Sanders*

EMBRACING YOUR ESSENCE IS BEAUTIFUL

Schedule your complimentary  
**STYLE POWER HOUR**  
visit **EmbracingYourEssence.com**  
or scan the QR code:

