

ENTREPRENEUR | AUTHOR | EMPOWERMENT INFLUENCER

Alison
L U M B A T I S

MEDIA GUIDE | 2021



MEET ALISON LUMBATIS

| **ENTREPRENEUR**
| **AUTHOR**
| **EMPOWERMENT INFLUENCER**

Alison Lumbatis is an entrepreneur, author of the upcoming book *The Ultimate Book of Outfit Formulas*, and the founder of *Get Your Pretty On*: the first-of-its-kind personal styling framework and lifestyle blog.

After over a decade as a telecom engineer, print model, and actress, Alison reinvented herself into a global online influencer, growing GYPO into a leading resource that helps women rediscover their worthiness through their wardrobe. Democratizing style for 'every body' and budget, she's served over 100,000 members through her "Outfit Formulas" program and attracted an online audience of millions.

Now focused on helping women find purpose post-parenting, Alison's helping women over 40 engineer formulas to create confidence and purpose in their next chapter. Her insights have been featured in *Forbes*, *Redbook*, and *Life & Style Magazine*, among many others. A sought-after speaker and podcast guest, Alison speaks to fighting feelings of unworthiness and the magic of reinvention to making the next chapter the best chapter.



ABOUT ALISON



ABOUT GET YOUR PRETTY ON®

Get Your Pretty On® is a style and beauty blog and community that serves over **600,000 readers annually from over 220 countries**. An international go-to resource for inclusive fashion inspiration, lifestyle advice, and support, GYPO's goal is to connect real women across the globe and empower them to confidence through their closet (while having fun along the way!)

ABOUT OUTFIT FORMULAS®

Outfit Formulas® is an online styling program that has **taught over 100,000 members how to curate a functional, fashionable wardrobe** they feel confident wearing. With over 300 glowing Facebook recommendations, these versatile capsule wardrobe guides have gained a cult following of women who rely on Outfit Formulas® every season to **help them decipher the latest trends and provide daily outfit inspiration** featuring classic closet staples they already own. Our community groups are like no other, fostering true friendships and deep connection as we discover style together.

MEDIA REACH

Alison has a strong social media presence and a highly engaged and active Facebook group community. She is known for her honesty and vulnerability in her weekly Coffee Chat videos and her followers appreciate her relatability and frank conversations.



1.3M
yearly site visits



3.5M
monthly views



98,000
likes + followers



32,200
followers



51,700
subscribers



22,800
group members



THE ULTIMATE BOOK OF OUTFIT FORMULAS®

What you need to know to
sound like you've read the book:

| PUBLISHER: TEN PEAKS PRESS / HARVEST HOUSE
| RELEASE DATE: SEPTEMBER 14, 2021
| HOW TO ORDER: AMAZON OR
OUTFITFORMULASBOOK.COM

ABOUT THE BOOK

SYNOPSIS

Style expert Alison Lumbatis wants to help you make fashion fun again. Alison shows you how easy it is to build a basic yet beautiful wardrobe starting with the clothes you already own and adding other classic mix-and-match elements that work for any season on any budget. Once your wardrobe is set, you can use the easy outfit formulas in the book to take the guesswork out of getting dressed, freeing you up to focus on bigger priorities. Looking fabulous while saving time is the ultimate win-win!

TOPICS INCLUDED IN THE BOOK

- Back to Basics - Fashion 101
- Define Your Personal Style
- Dressing Your Body Shape
- Embracing the Outfit Formula
- Dressing for the Seasons
- Dress It Up
- Accessories and Footwear
- Masterclass Level Style

QUESTIONS TO ASK ABOUT THE BOOK

- What was the book writing process like for you? Have you always wanted to be a published author?
- You write about feeling unworthy and unqualified as a blogger/stylist. How did you push through those thoughts and feelings to get to where you are today?
- Who is this book meant for?
- What part of the book was the easiest/most difficult to write and why?
- You share an anecdote in the book about 'tall poppies'. Can you speak about that and offer some encouragement to others who might be experiencing this same situation?
- How should readers use the Outfit Formulas® shared in the book?



INTRODUCTIONS

BACKGROUND QUESTIONS

Here are some background questions to help get the conversation started.

QUESTION 1

You've created an online styling program that's served more than 100,000 members, and a blog that's viewed by millions. And this all stemmed from a phenomenon you call, "The yoga pants rut." Tell us about how this became a catalyst for your 7-figure business.

QUESTION 2

Before GYPO, you spent over a decade as an engineer in corporate America and got your degree in psychology. How did you transition to becoming an entrepreneur and stylist?

QUESTION 3

The simple and basic daily outfits you started sharing on your blog back in 2012 were a huge hit with your readers. What is it about your content that resonated so strongly with other women?

QUESTION 4

After two years of blogging and making no money, in 2014 you launched your first outfit formula and it was a huge hit with your readers. What made buying into this concept of dressing such an easy yes for so many women?

QUESTION 5

You've successfully raised three children, with whom you have a close relationship with, while building a seven-figure business, and are releasing a book and now pivoting your focus to other business endeavors. What do you have to say to people who ask, "Can women have it all?"

DISCUSSION THEME 1

FINDING WORTHINESS THROUGH WARDROBE

The biggest thing holding women back from living a life they love is feeling unworthy. Alison is on a mission to give women permission to do whatever it is that makes their life feel pretty!



QUESTION 1

The name of your blog is Get Your Pretty On. Can explain how that name came to be? Do you get pushback for using the word pretty?

QUESTION 2

You've worked with women worldwide of every age, size, and shape. From your experience, what do you think is the number one problem that women deal with when it comes to self care and fashion/beauty? What are women struggling with most?

QUESTION 3

How does making selfcare a priority affect our relationships and productivity?

QUESTION 4

It's not uncommon for women who are struggling the most to be the ones with the least amount of time, energy, or mental bandwidth to make a change. What would you say is the first step to take in making yourself a priority?

DISCUSSION THEME 2

THE OUTFIT FORMULAS[®] STYLING PROGRAM

Over 100,000 members around the world have experienced the magic of Outfit Formulas[®], empowering them to organize their closets, make better shopping choices and build functional, fashionable capsule wardrobes. Alison explains how and why it works for every age, size, shape, and budget.



POTENTIAL QUESTIONS

QUESTION 1

What is a capsule wardrobe? Tell us about your journey to creating your Outfit Formulas[®] styling program.

QUESTION 2

You've intentionally built the Outfit Formulas[®] program to be accessible, affordable, and flexible by featuring pieces from every day budget friendly retailers and even encourage women to use pieces from their closet that they already own. Why are these tenets important to you?

QUESTION 3

Every woman is built differently and has her own unique taste. How can the Outfit Formulas[®] work for every woman?

QUESTION 4

Being mindful of budget is important and I imagine some women worry this program will mean they have to buy an entirely new wardrobe. Do the Outfit Formulas[®] build on each other or will women have to buy all new clothes every season?



DISCUSSION THEME 3

FASHION + STYLING ADVICE

Alison shares easy and helpful tips and tricks to start loving your wardrobe today!

QUESTION 1

Having a solid foundation of closet staples is the first step in creating a functional wardrobe. What are the 3 closet staple pieces women should start with when curating their wardrobe?

QUESTION 2

Clothes shopping can feel overwhelming, especially if you are getting out of your comfort zone and trying new things or are lacking confidence in your style. What advice would you give to a woman who is clothes shopping and unsure about the pieces she is trying on?

QUESTION 3

Retailers and influencers are constantly pushing new products in our faces. How can we keep up with the trends without blowing our budget every season? What are the current trends this season?

QUESTION 4

Your Outfit Formulas® program gives women space for creative interpretation and style. Do you have any advice for women who are unsure of how to determine what their personal style is?



DISCUSSION THEME 4

REAL TALK WITH ALISON

No fluff here. Alison gives an inside look into what it really takes to be an entrepreneur, author and empowerment influencer.

QUESTION 1

Real talk. Do you actually get up and put on makeup every day? Are there still days that you wear yoga pants?

QUESTION 2

You are very transparent with your audience and have openly shared your experiences struggling when your children left for college, taking hormone replacement therapy, getting Botox, marriage struggles and more. What motivates you to be so vulnerable?

QUESTION 3

Can you share the inside scoop on how influencers afford such nice homes, so many clothes, trips, etc? How do they have the time for social media when they have families?

QUESTION 4

Where should people go if they want to connect with you or learn more about Outfit Formulas®?

HELPFUL RESOURCES

| ADDITIONAL INTERVIEW TOPICS

These are other areas where Alison has a true depth of experience to talk about if you so desire.

- Running a business as a work at home mom
- Creative ways to make money from your blog
- How our look affects our confidence + how others perceive us
- Getting out of the yoga pants mom rut
- Entrepreneurship
- Life coaching + personal growth

| OTHER MEDIA INTERVIEWS

Alison has been featured in numerous media outlets. Highlights can be found [HERE](#).

| PHOTOS

Photos of Alison are available for download [HERE](#).

| TECHNOLOGY

Alison appreciates the importance of excellent sound and video quality during an interview. She records interviews in a private office, on a Toner microphone with a pop filter and her AirPods headphones. Alison is keenly aware of background noise concerns such as phone notifications, noisy jewelry, and outside noise pollution. She has the utmost respect for your time and will do everything in her power to control any undesirable interruptions during an interview. Please let her know if you have any special requirements at time of booking.



HOW TO
BOOK
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