



DOC ALI'S ITGIRL

"Sex appeal is fifty percent what you've got and fifty percent what people think you've got."

~ SOPHIA LOREN

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Are you an IT Girl?

One of those women who walks into a room and suddenly all the men want to date her and all the women want to be her new BFF? She's mysterious, yet warm. Scarce yet available. Strong yet feminine.

Doc Ali has been around ITGirls for most of her career. She helped Scott Baio see who was not IT for him, and showed the girls at Charm School how to get IT. Here are some Doc Ali tips on how to become the IT Girl in your life.

1. The IT Girl knows who she is, what she likes, and how she wants to portray herself. She is clear on her values and lives them.
2. The IT Girl knows she is Valuable and Rare. She sees herself and what she offers the world as unique and special.
3. The IT Girl knows she is good at what she does and embraces it without apology.
4. The IT Girl knows what she deserves and asks for IT. She knows that **NEEDY IS CREEPY** and keeps that mantra in mind at all times. She does not sell out, over-compensate, or over-compromise.
5. The IT Girl stands by her values. Integrity is at her core, and she does not sell out because of a fear of loss or need to please others.
6. The IT Girl is **BUSY!** People see that her time is valuable and limited. She consults her calendar and if it's free, only offers limited time.
7. The IT Girl is positive and happy. She only shows her cards to a limited number of people. If rejected, she sees it as their loss, but also is wise enough to utilize the information to better herself and/or her business.
8. The IT Girl has an aura of mystery. Mystery about her life, her projects and even her thoughts. She doesn't spill every thought or her innermost secrets to the world.
9. The IT Girl takes care of herself and IT shows. She brands herself at all times. How she speaks, what she wears, how she acts, and who she surrounds herself with.
10. The IT Girl is warm, gracious, and of service. She is happy for others' successes. Never catty or gossipy because she doesn't need to compete. She acknowledges that when a woman competes with another woman, she demeans herself.

The IT Girl *knows* she is one in a million.