

Dawn Waldrop
BEST IMPRESSIONS® Inc.
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Helping organizations increase revenues through the image of the employees.

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These FREE articles bring you information designed to enhance your professional skills.

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Are You Underestimating the Power of Your Appearance?

How do you wish to be perceived? What is your career goal? What is the relationship between how you dress and achieving that goal? Evaluating your attire to meet your career goal is quite an eye-opener. All of a sudden you become aware that your clothes may not be communicating how you desire others to perceive you.

True Story

I work in a hospital in a major city. No one had ever offered me any opportunity in my fifteen plus years on the job. I had never thought about my attire as a tool to help me achieve my career goals until I sat in a presentation by Dawn. I went home, read her book, Best Impressions How To Gain Professionalism, Promotion and Profit. I cleaned out my closet, had some clothes tailored and purchased a couple new outfits. I only bought two outfits because that was all my budget allowed. What was different this time when I shopped was I gave thought to how I wished others to perceive me. I then purchased my new outfits to communicate that perception. Well it paid off big for me! For the first time I was offered the responsibility to support two senior vice presidents of the hospital. Along with that came a raise in pay of several thousand dollars. I now have made it my goal to invest in my professional clothes.

How we present ourselves through our choice of attire is a very powerful tool that affects our income. Yet, most people just dress for their job with very little thought to their choice of attire or accessories. Today too many professionals are trying to dress the same as their coworkers or their clients. Stop!

Even though casual dress policies have grown in today's workplace, appearances can actually bolster a person's success at work. The December 18th issue of The Wall Street Journal stated Casual Dress is OUT. On Wall Street and at big companies, employees are dressing in suits again. Perhaps it is a reaction to the bubble bursting in Silicon Valley. No one wants to look like a dot-commer or venture capitalist these days. Employees anxious about layoffs figure that if they look neater, they may be perceived as more conscientious and therefore less expendable.

Be aware that the manner in which you present yourself can negatively affect your career. It is therefore important to take the necessary steps to develop the awareness, judgment and a system that leads you to **consistently** present yourself to achieve the results you desire.

Experience a consultative approach that customizes your personal and professional objectives in a way that makes your life simpler and highlights value to your career. The key to this coaching is teaching individuals how to make wardrobe decisions without prescribing a dress code.

To support your aspiring career goals, it is important to dress more professionally and appropriately, while maintaining your authenticity and individuality. The individual who presents a professional presence accelerates their own success as well as the organization's success. These are individuals who are looking to brand themselves for career success and advancement no matter the dress code or lack of a dress code.

Successful professionals are the ones who optimize every aspect of their effectiveness. The smart people recognize that presentation matters and that improving their image makes a strong business statement. These individuals are re-framing the rules of dress, shifting back to dressing more professional to support their success. Appearance is a significant component in how they will be perceived, how successful they are and will continue to be.

Dawn Waldrop, National Speaker, Business Consultant and President of Best Impressions Inc. will create this powerful awareness for you and help you develop an action plan to achieve the success you desire. Dawn consults with businesses on how to increase revenues through the image of the employees and coaches executives how to present their best image for financial success. She is author of *Best Impressions How to Gain Professionalism, Promotion and Profit.*

www.best-impressions.com dwaldrop@best-impressions.com 888.577-BEST

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