



BEST IMPRESSIONS® LLC



Are You Under Estimating the Power of Your Appearance? By Dawn E. Waldrop

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 little thought to their choice of attire or accessories. Too many professionals are trying to dress the same as their coworkers or clients Stop!

True story

I work in a hospital of a major city. For sixteen years I have been passed up for promotion. I never gave any thought that my attire could be a tool to help me achieve my career goals until I sat in a presentation by Dawn Waldrop. 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 few new outfits. My budget would only allow for a few. What was different this time when I shopped was I gave thought to how I wanted to be perceived as a professional and my goal was a promotion. 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 promotion came a huge increase in my income. I now have made it my goal to invest in my professional clothes.

Evaluating your attire to meet your career goals is quite an eye-opener. All of a sudden you become aware that your clothes may not be communicating your goals. 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 that 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 simple and highlights value to your career. The key to this one-on-one coaching is you learn how to make wardrobe decisions tailored to who you are and your career.

Successful professionals optimize every aspect of their effectiveness. They recognize that presentation matters and that improving their image makes a strong business statement. To support your aspiring career goals, it is important to dress more professional 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 the individuals who are looking to brand themselves for success and advancement no matter the dress code or lack of a dress code. They know dressing professional sends the message as more conscientious and therefore less expendable.

These individuals are re-framing the rules of dress, shifting back to dressing more professional (from too casual) to support their success.

Appearance is a significant component in how they are perceived,
how successful they are and will continue to be.

Dawn Waldrop is a National Speaker & Image Consultant. Founder of Best Impressions® LLC in 1989.

A leading expert on attire in the workplace she motivates professionals how to present their best image for success through keynote presentations, half/full day training sessions, one-on-one coaching & personal consultations.

She is the author of the book: Best Impressions How To Gain Professionalism, Promotion and Profit.

www.best-impressions.com Call Dawn to discuss a tailored presentation for your group 330-483-0411

