



Creating Your Unique Image Brand
By Dawn E. Waldrop

Today it is much harder for employees to navigate how to present their best image for business success without giving up their authenticity. The dress rules have changed but the business expectations remain the same. We can no longer default to the business uniform. We must develop our own uniform that builds our own brand.

Men and women who are the best dressed in business have the same common denominator. They have made it to the top of the ladder for success. They have mastered the ten ingredients for success: solid image, communication skills, marketing know-how, passion, management expertise, creativity, resourcefulness, high energy, business instincts and organizational ability.

What is required to brand your image?

- Wear appropriate clothes for the particular business situation.
- Wear clothes that enhance your personal coloring and body structure.
- Add your own personal signature.

When you master these three components you place yourself above the crowd. Your presence sets the tone for how receptive others are with you. That does not mean you have to purchase expensive designer clothes every season. Nor does it mean you have to spend a lot of time to shop. You do need to spend some time planning. Time spent planning your image is well worth it in the long run.

Keep it simple, pay attention to detail in the fit of the outfit, accessories and your grooming. People do take notice. Develop your own signature look that people will recognize you by. One of the ways to bring out the best in yourself is wear the right clothing for your body structure and the colors that best enhance your personal coloring. Visual image is our most obvious form of communication.

What is your brand or look? Is it distinctive, sophisticated, well put together, professional, conservative, comfortable, fun, classy, elegant, approachable, tailored, vibrant or classic? When you shop choose attire to communicate who you are. Find your style without trying too hard. Beware of fashion forward clothes they go out of style quickly and are not worth the money spent. Don't let your clothes wear you. We communicate visually. It is the reason we notice appearance and the messages it sends. It is important to take the time to consider both when creating your best look.

Here are some successful executives who have branded their image.

President of Advertising Agency: Susan enjoys conservative, comfortable, quality clothing. She prefers a more subtle impact on her clients.

Bank President: Tom's attire is conservative to casually elegant. He believes that style and color of clothes show fit the person.

VP of Publishing Firm: Mary's look is distinctive, sophisticated and well coordinated at all times.

Develop your own brand and you will have mastered the skill of a solid image.

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.

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