



Is Your Image Impressive Enough to Influence? By Dawn E. Waldrop

Your image is a representation of who you are and how you wish others to see you. Your overall appearance creates an impression.

What impression do you send visually? Is it inspiring, striking, notable or extraordinary? Successful professionals have mastered the skill to influence through their presence. From the moment they walk in the door you can feel their power to influence. Research has shown these individuals receive more help frequently, are better liked, more persuasive and are seen as possessing more desirable personality traits and greater intellectual capacities.

Here are the three components to creating an image impressive enough to influence.

- Choice of attire
- Fine details
- A well put together look

Step into your closet and inventory each article of clothing you wear in your job. Make sure each piece sends a professional message and creates the impression you desire. When others meet you they can tell who you are. A healthcare professional not the patient, a teacher not the student, a sales representative not the client, a manager not a support person, a support person not the janitor, the president of the company not a staff person.

When you shop give serious consideration to each piece of attire and accessory you purchase to make sure it visually speaks professional. An image that says you are a specialized expert, skilled, trained and qualified.

Next look at your accessories and condition of your attire. Is everything impeccably clean and neatly pressed at all times? Choose good quality accessories for work. Take the time to shine your shoes everyday. Make sure the outfit is tailored to your unique body structure. Have you gained or lost weight? If so, have those items tailored. Those professionals who have the power to influence are consistent in their image.

Do a closet inventory twice a year to purge those items you no longer wear and replace with pieces that are tailored and fit your career goals. A closet inventory will also keep you current in your look because the clothes manufacturers change the materials. A material that was in five years ago will appear outdated today.

Influential individuals have learned how to create a well-put together look. The color and style of the outfit enhances their personal coloring and body structure. As well as their choice of material and pattern expresses their personality. These individuals have invested in image experts to help them fine-tune their image. You know what looks best on you. It is important to understand the why. Once you are taught **why**, you no longer will purchase an outfit that does not compliment you in color, fit or personality. This educational process gives you more versatility in your wardrobe, creates ease of dressing saving you time and money.

When you master these components you create a power. Your image sets the tone for how receptive a potential client or co-worker will be to you every time they see you.

This power to influence moves people in positive directions.

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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