



BEST IMPRESSIONS® LLC



Be Your Own Person & Be Your Professional Best By Dawn E. Waldrop

So often in our careers we try to be what we think others want us to be. Success today is about being authentic. Authentic in our words and our dress. You can be your own person, feel comfortable and be your professional best.

Key into your personality. Meaning your preference in textures, patterns and accessories. Most people will be a combination of two personalities: *Natural*, *Classic*, *Romantic* or **DRAMATIC**. You may be classic on the job and natural when you go home. You may be classic in your choice of outfits but romantic in your choice of jewelry.

Natural men and women prefer a wash n wear hairstyle. No pattern. If they choose a pattern it may be a check, plaid, small dot or stripe. They like textures like tweed or corduroy. They prefer a thicker soled shoe. They wear little to no jewelry. Many don't even wear a watch and if they do it has a leather band. No metal for them. The woman wears little make-up. The natural man or woman will move to classic for on the job.

Classic style works in any profession. When in doubt go classic which is a tailored conservative look. The classic prefers no pattern or a subtle all over repeat pattern in a small print or paisley. They love silk, neat materials. The hair is a controlled style and the jewelry is curved and kept simple. A medium to thinner sole shoe is their preference. This woman wears fresh, natural looking make-up.

Romantic man or woman may need to tone down their look on the job. The romantic prefers a longer hairstyle. They love soft materials with soft prints. The woman loves ruffles or bows. They love to shop and want to know the latest trends. They love intricate and many pieces of delicate jewelry. The woman likes baby doll shoes or open-toe sling back high heel shoes. This is where the woman will need to tone down with a two inch closed pump with an ornament like a bow. The woman loves to wear make-up. It is important she goes for a day look and not an evening look. They prefer a thinner soled shoe.

DRAMATIC loves bold prints and bright colors. Geometric patterns or animal prints. Larger accessories. Even the watch will make a statement. Their shoes may be pointed, have texture and color. The hairstyle is an angular or blunt cut. The double breasted suit is a favorite—beware very few men and women can wear a double breasted suit. The dramatic like the romantic may have to tone down the look for on the job and save the total dramatic look for off the job. The same for the dramatic woman with her make up it is important she has a day look and not an evening look on the job.

If fashion dictates a personality you are NOT “do not buy it”. People will not remember if you were in fashion. They will remember if you are updated and professional.

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

