



## The POWER of COLOR By Dawn E. Waldrop

**Color** is a very powerful business tool. Few people think about **color** as a communication tool. Color subconsciously affects how we interact with each other. Watch how people interact with you on a day you wear dark colored clothes. Observe how people interact with you when you wear light or bright colored attire.

You will find people to be less friendly when you wear dark colors. On days you wear light or bright colors people will be more approachable. Dark colors create authority, intimidation or power. Power professional colors are black, charcoal, navy blue, burgundy, plum dark forest green and dark brown. If you are unsure of what dark colors to wear choose the color **navy blue**. Light or bright colors are approachable, fun and more casual. Wearing a light shade of gray or tan will create approachability compared to a dark charcoal or dark brown.

Think about:

- The message you desire to send. How do you desire to be perceived?
- What your industry and position level is with the company.
- Your clients industry and position levels you interact with.

For example: As a national speaker I am in front of many different professional people. Before each program I think about my audience. Am I presenting to bankers, insurance, finance, accountants or lawyers? If so, I choose a dark color suit. Reason: I want to create a very power professional message. Am I presenting to college students, advertising, or healthcare? If this is my audience. I choose a bright colored outfit to create an approachable professional message. If I walked into a hospital training session for a group of operating room staff wearing a dark navy blue suit they would not be as open to listening as they would be when I am wearing a teal, royal blue or magenta suit. These professionals are saving lives and brightness in their day is a plus.

It is very important to go through a personal color consultation. Learn what colors work **best for you** and **why**. Our skin undertone harmonizes with the eye and natural eye color. The great thing is we are born with either a blue or yellow undertone and it never changes.

Color is the reason WHY

- You love and wear certain clothes while others hang in the closet not to be worn
- You look healthy in certain outfits while other pieces make you look like you don't feel well
- People remember YOU and not what you worn

You fall into one of six color categories. Once you understand your best colors you will

- Save time shopping
- Ease of coordinating outfits
- No longer waste monies on things you don't wear

**Utilize your best colors as a powerful business tool.**

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.

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