



BEST IMPRESSIONS® LLC



The Silent Power
“Professional Presence—Subtle yet Powerful”

By Dawn E. Waldrop

What do you find frustrating when trying to dress for your job? Everyone has many answers to this question. From not knowing what to wear to how to coordinate the outfit for the day.

Think about those days when you get dressed and you **totally** feel good in your outfit. Watch how others interact with you when you feel confident in what you are wearing. Now, think about those days when you put on an article of clothing or accessory and don't feel your best. You don't know why, you just know you feel uncomfortable. Observe how others interact with you on those days. The difference is amazing!

The items that work best for you are the clothes you love and wear all the time. The reason some clothes hang in the closet not to be worn is because they are not your best. Those okay outfits are the clothes that you are unsure of wearing when you put them on. That is why it is so important to learn from a Fashion Academy trained image consultant what does work best for you in color, style, texture and pattern. Once you learn the **WHY** you will always look and feel your best.

To learn more see the book: Best Impressions How To Gain Professionalism, Promotion and Profit.

When an actor plays a part they become the character through the costume, hairstyle, make-up and accessories. Attention to detail is important so they look authentic, feel comfortable and the audience can easily recognize their character. When dressing for your job you too have a role to play. Your attire, hairstyle, make-up and accessories represent the role you are in.

Is your attire sending the message of the role you play?
Can a customer tell what you do for a living?

Paying attention to details is subtle yet extremely powerful. Some people think if it is that subtle how can it make such a powerful difference. With that thinking they don't even try the suggested. That is the secret—doing it! Once you do, you then experience the power.

For example wearing long sleeves creates authority and a higher level of professionalism and respect versus short sleeves. Short sleeves creates a more relaxed, casual message. Watch how people interact with you when you wear long sleeves versus short sleeves. Watch how you feel and act in long sleeves versus short sleeves. The difference is subtle yet powerful.

Your appearance is a powerful tool that can work for you or against you. Naturally you want that tool to work for you just as the actor does. So think about how you desire to be perceived, what is your role and choose the appropriate attire to send that message.

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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