

The power of image – more than skin deep?

Creating a positive first impression is essential in the business world. And like it or not, that includes looking good. People like being around and aligned with the successful and confident types, so taking time over your personal presentation really can offer more than just a superficial reward



Your body

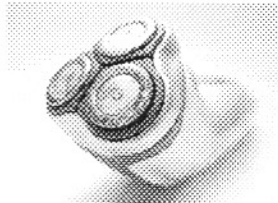
Does it give you pain or pleasure?

You have undoubtedly often heard the expression: 'He or she wears clothes well.' Probably you've used that expression yourself.

People who make that statement generally mean it to be the ultimate compliment. They are saying that the person who wears clothes well has superb total presentation.

But let's think about that phrase a bit more.

What that phrase is really saying is that the person has a great figure, attitude and manneisms to display

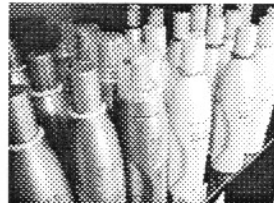


the clothes. This is known as 'body magic'. Attractive, vital bodies can serve as a short cut in getting to know others.

With a few exceptions, we were born with perfectly shaped bodies. If we don't use them properly, they will show the neglect: what we don't use, we lose. Some of your best features aren't inherited – they are developed and moulded.

Beauty

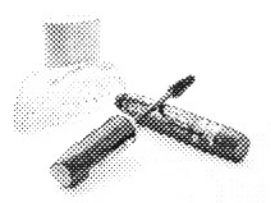
Our culture is one that adores handsome physiques on men and stunning figures on women. There is no doubt about it; well-proportioned,



vitaly alive bodies receive respect, admiration and attention. We frequently make choices about who to interact with based on people's physical appearance.

"Attractive, vital bodies can serve as a shortcut in getting to know others"

It may seem a cold fact, but it is still a fact we have to face – others judge us by how we look. And no matter how bright or witty or alive we are, what they first see is our physical presentation – our body. Attractive,



good-looking people have a halo effect on others; they look like they can do other things well too

Does size matter?

People most often determine your

future with them based on their first encounter with you. Please remember: whether we like it or not, as your size increases, your chances in work and life can decrease. Chances for the following, and more, can suffer:

A QUALITY REFERRER BASE IN 25 DAYS. IMPOSSIBLE?

The 25 DAY CHALLENGE will give you all the tools you need to build a quality referrer base

IN JUST 25 DAYS!

The 25 DAY CHALLENGE provides you with a tried and proven action plan that gives you the specific steps and tools you need to get real results FAST.

We show you:

- Who to call
 - What to say
 - What to do
 - How you do it
- AND how to keep track of it all!

The 25 DAY CHALLENGE includes a DVD and workbook giving you step by step instructions and an easy to use TRACKING MATRIX.



SUCCESS BROKER COACHING
Utilising CoreNet Virekas Sales Systems

To find out more, please call us on 1300 734 622 or visit our website at www.snbroker.com.au



- relationships
- career opportunities
- promotions
- clothes that fit well
- respect
- health

It affects every aspect of your life. But don't be ashamed of not liking your figure. Stop putting so much attention on what you don't like. Literally, lighten up and do something about it!

Your hair

This is the second most important feature for men and women after their bodies. How many times has your hair been butchered by a hairdresser? This is especially common for women. Be careful to pick the right hairdresser. A good warning sign is if they want to cut it or change the colour before you have even consulted them about your needs. Watch out!

Considerations for a great look:

- your hair type
- quality and condition of your hair
- how handy you are with it
- face shape
- your lifestyle (career and personal)

"Your hair speaks before you open your mouth. Keeping your hair alive communicates 'I care about myself'."
Lela Glendza, master hairdresser

Simple tips for men and women

Keep it simple!

Keep it youthful if you're young. As you age, contemporary is more important than youthful.

Depending on your personal feelings you can colour your hair, but be aware of the chemical compositions.

"Some of your best features aren't inherited - they are developed and moulded"

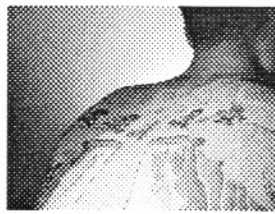
Think lifestyle and appropriateness. Shorter styles generally work best in business situations.

Make sure your hairdresser understands business attitudes and is not just interested in being 'creative' or winning awards. Alternatively find a new hairdresser you like and trust.

For women only

Younger women should maintain a contemporary hairstyle, but be wary of getting caught up with continuous changes and all the latest fads. Stay within three shades of your natural colour and tie up long hair for interviews and/or meetings for maximum influence.

Mature women should avoid frumpy, matronly styles that date



them. Shoulder length or short is usually advisable.

Keep the colour alive. Remember to think lifestyle and appropriateness.

The mid-length bob is one of the most popular cuts because it is easy to care for and offers maximum styling versatility.

Grooming products

Keep it simple and tasteful. Aim for quality and as much as possible, natural products. Beware of many manufactured products, as they may not be good for your health.

Facial hair - men

In western culture, studies show that facial hair on men is disliked by over 90% of women - especially beards!

Some of the reasons given include:

- untrustworthy
- hiding
- unsure
- insincere
- unattractive
- disorganised

Are all of these reasons true? Not always, as I have been honoured to have numerous clients with facial hair that have the highest. My experience suggests other reasons as well, but the important factor to keep in mind is that in creating a positive first impression the first few moments are critical.

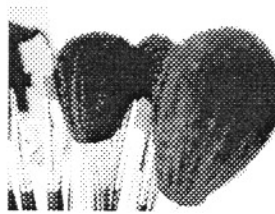
Keep this in mind as you are potentially missing out on half the population. If your facial hair is for religious, cultural or other personal needs, the question you may want to ask is: 'Could my beard be sabotaging my career or business in the culture I presently live in?'

Partners with facial hair

Change, programming and/or conditioning may make us feel comfortable and safe with who we are, what we do and what we have etc. With this in mind please be empathetic if your partner decides to discard facial hair. It does not necessarily mean he does not love or care about you any more. Supporting your partner's decision at this fragile stage of his transformation is true empowerment in the relationship. Give it a chance and if he does not like the new look he can always revert back to how it was.

Hair - nasal and ears

Keep them trimmed. Buy yourself an electric trimmer.



Eyebrows

Keep them trimmed and thinned out. *"When you look good, you feel good."* Dr D Bellin, author of *Beautiful You*.

Make-up - women

Keep it simple and tasteful. Stick to

"Attractive, good-looking people have a halo effect on others; they look like they can do other things well too"

classic contemporary colours to suit your complexion.

Freshen up at intervals during the day. Learn to apply your own make-up by somebody that has the knowledge and attitude.

Beware of the latest 'faddy' colours. If you decide not to wear any make-up, for whatever reason, the minimum suggested would be lipstick.

Fragrance

Avoid offensive and overbearing fragrances, especially with overly synthetic chemical bases.

Your hands

Fingernails should be clean and manicured for a professional image. Long nails are out.

Give yourself a treat by visiting a manicurist occasionally to get pampered - this includes men and women.

For women - French buff, or manicure, is the most polished finish on your nails. Coloured nails are generally only for the very young and trendy and are not recommended in professional business environments. You can get away with it in certain professions like fashion, beauty entertainment, etc, and/or after hours social outings.

Your teeth

Keeping your teeth in top condition is important for presentation. See a dentist for professional advice.

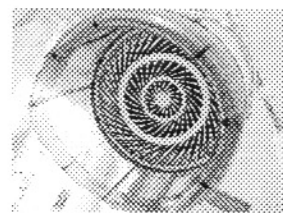
"Positive oral health works hand-in-hand to leading a positive and healthy life."

Dr Paul Soan, dentist and master NLP practitioner.

Bad breath

Bad breath is extremely offensive and will cause people to avoid you. Keep a small breath freshener spray in your office desk, briefcase or car. If you smoke it is important to use a breath freshener spray or tablet. After a business lunch or after consuming alcohol make sure that you don't have a record of this on your breath.

If you have consistently bad breath, pay a visit to your dentist to make sure that your teeth are in good condition. If



you have any decay in your mouth this can affect your breath. If the problem is not being caused by your teeth, then pay a visit to your doctor. Certain disorders of the digestive system can affect your breath.

Having bad breath is a personal statement about your general lack of grooming. Your total executive image can be ruined by this one factor. Avoid unpleasant breath with regular brushing, flossing and mouthwashes.

Body odour

Body odour develops after the normal human function of perspiration. In many cultures it is accepted as an aid to physical attraction, but in most western cultures it is viewed as embarrassing and unacceptable.

The easiest ways to deal with it include washing regularly and using an antiperspirant. Crystal salts are also excellent and are readily available in pharmacies and health stores. Deodorants can be effective, but will only mask the smell.

As in bad breath, body odour is a very sensitive area and one that should be treated as soon as the person becomes aware. Buy him or her some natural body spray!

Avoid manufactured, synthetic ingredients or any with aluminium chlorohydrate contents commonly found in many stores.

Body art

Avoid wearing rings or studs on eyelids, nose or lips unless for religious or cultural reasons as it can be viewed as rebellious, undisciplined and down-market. Mouth studs are also likely to be a turn-off to potential employers, and/or clients.

Tattoos

It is recommended tattoos be covered at all times. Not recommended for professional situations.

As in facial hair, the above are not generally acceptable even if the political correctness movement at times says it is. Remember, the question that you may want to honestly ask yourself is this: 'Is it sabotaging my career, business or life?' ✱

Jan Mitchell, CEO of Image Group International, is an award-winning author, speaker, image coach and first designer with Christian Dior.