



# Creating the Right Impression



**TREND**  
STYLE & IMAGE



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## Your Total Image

How would you like to be amazingly or almost unbelievably great or impressive, extremely good, pleasant and learn how to make all this enjoyable? Isn't this what life is all about?

How you would like:

- To feel fabulous everyday – inside and out?
- To have passion and excitement in your life?
- To find romance and intimacy?
- To feel special every day?
- To have confidence and self – esteem?
- To see the real you in the mirror?
- To Look and feel fabulous because here at Trend we have a saying:

*“Life is too short not to look and feel fabulous, everyday”.....Carolyn Rowland – Owner/Director*

Trend Style and Coaching's formula for “Total Image”

**Appearance x Attitude x Actions =  
Your “Total Image”**

It is important to have all 3, Appearance, Attitude and Actions to have a fabulous Total Image.

## Why bother with Image?

Image gives you the time and the edge, has a positive effect for interviews and meetings and is great for your personal confidence and self-esteem. A great image assists to build positive business relationships by establishing comfort, credibility and trust.

*"What if the rest of your life was the best of your life?"*

Clothes are the Universal elements of non-verbal communication  
"Clothes Talk and People Listen"

### The Right Image for Your Workplace

- ✓ It is important to discover the appropriate code of dress for each work place, even before applying for the position.
- ✓ Attending the meeting/interview dressed appropriately will give you a definite advantage
- ✓ Dress codes ensure that everyone gives the exact image that will solicit most work and imply greatest confidence in their level and field of expertise.
- ✓ It will make you most comfortable when you understand what level of dress you are expected to wear.

# Your Personal Style

Personal Style is about projecting an accurate sense of you. Over time your personal style evolves and you experience the many ups and downs that accompany a full life. As we change internally over time, and changes in fashion, we choose to take on various dressing styles to express those changes. What is right in one decade or period of your life may not be right for you in another. We learn to express our personal styles through the images and influences around us, via television, magazines, movies, peers and those who carry influence in our lives. For some, the passion for self expression has been smothered by the needs of others or rejected as something no longer able to be developed due to financial, emotional, family or social pressures. When this happens, your personal style comes to a halt and you may fall into a "Style Rut".

Your appearance does count in making more money and when it comes to earning higher salaries, whether you are working for yourself in your own company or for another company.

The most important element in dressing professionally is appropriateness. It signals that the wearer understands what level of dress is most suited to their industry, position, business, occasion, body type, weight and the message you want to broadcast.

Your perception is what you project and the first step with gaining a credible and professional image is realising that you can control the opinions of others, especially concerning what they think you are capable of. Dress and act accordingly to the perception you want to project that gives others a great experience of you and what you have to offer.

# First Impressions

When dressing for success, first impressions are important. When you leave a meeting, people will firstly judge you by and will remember:

55% Your Visual Appearance – How you look and act  
38% Your Vocal Appearance – The tonality of your voice  
7% Your Verbal Appearance – The words you say

Impressions regarding your competence, intelligence and reliability are formed within seconds based on your appearance.

First Impressions show your:

- ✓ Professionalism
- ✓ Seniority/Position/Success
- ✓ Ability
- ✓ Mood/Attitude
- ✓ Confidence
- ✓ Competency
- ✓ Self-Esteem
- ✓ Personality
- ✓ Income Level

Your image, manners and etiquette and the way you present yourself are as important to your career progress as the work skills and strategies you develop.

So you can see how important the first impression, your visual appearance is. Now this is not only how you look, it is also how you act and confidence is the key here so you can see how your confidence in wearing the clothes and feeling in the clothes you are wearing is.



## What are your clothes saying about you?

How you wear your clothes is also the key to success. The moment you pull and tug at your clothes you lose creditability and confidence in the eye of the perceiver so wear clothes you love, feel confident in and clothes that have the right fit for your body shape.

Be the best person you can be. Strive to live your life to the fullest and don't let one day go by without trying to live it the best way you can."

Every day we are judged by the way we dress. Good or bad, it happens. Your appearance sends out messages about who you are and the impression you want to make. 7 seconds is all it takes for the perceiver to judge your image, so 7 seconds is all you have to make that all important first impression.

You clothes speak volumes about who you are, how you feel about you and your general direction in life.

Have you ever been anywhere where you saw an image you were attracted to?

What was the attraction for you?

What did you like and how would you like to implement this into your life?

How much is not having the right image costing you?

# Discovering your Best

## Self-Image

Your self-image can be improved by working on your total presentation.

The way you.....

- ✓ Dress
- ✓ Move
- ✓ Speak

Self-Talk is vital for the success or failure of an individual.

Believing in you is one of the most essential elements to achieving success. Self-talk is something we all do every day and it can create success or failure. The power of self-talk is amazing. If you tell yourself that a phone call you are about to make will be fruitful, it usually is. The reverse is, of course, also true.

In the end try to realize the incredible power of self-talk, positive or negative. It can control your future.

Believe in yourself and your future.

What we say to ourselves controls how we

- ✓ Feel
- ✓ How we behave
- ✓ What we attempt
- ✓ Effects chances of success
  
- ✓ How you look, talk, write, act and work determine whether you are a professional or an amateur.



The only way for you to experience a full life is go keep growing.

You are either “Green and growing or ripe and rotting.”



## Basics – Men

- Clothes that suit your physical shape
- Suit, tie and shirt in coordinated colours/patterns
- Short and clean hair; should not touch shirt collar
- Hair in nose and ears are trimmed
- Avoid heavy fragrance
- Clothes are clean and well pressed
- There are no buttons missing or falling hems
- Nothing is torn, stained or discoloured



## Basics – Women

- Clothing should suit your physical shape, personality and profession
- Choose simple, carefree hairstyles
- Keep make-up subtle and blended
- Keep finger nails short to medium length
- Avoid too bright colours (fuchsia, orange, purple) in nail polish
- Avoid chipped nails
- Avoid heavy fragrances
- Clothing clean and well-pressed
- No buttons missing or falling hems



An investment in a Style Consultation, Colour Consultation, Wardrobe Audit, Personalized Shopping or a Transformational Package will produce massive results for your Professional Image.

## Male Image Breakers

- ✓ Scuffed/dirty shoes
- ✓ Ties to long or short
- ✓ Shirts missing buttons/gapping
- ✓ Stained or torn clothes
- ✓ See through business shirts
- ✓ Hair sticking out everywhere
- ✓ Bad breath and body odour
- ✓ Belts or pants pulling under belly
- ✓ Poor attempts to hide baldness
- ✓ Visual Clutter

## Female Image Breakers

- ✓ Perspiration stains
- ✓ Strange contacts
- ✓ Bra strap showing
- ✓ Errand shoulder pads
- ✓ Too much/too little makeup
- ✓ Dark lip liner
- ✓ Wrinkled scarves
- ✓ Missing buttons
- ✓ Fallen hems

## Ecology

Your Image also extends to the ecology around you, your car, office, desk and surroundings. They are also an important element of your Image and First Impressions.

## Office Image Breakers

- ✓ Dead Pot Plants
- ✓ A very messy desk
- ✓ Too many family photos
- ✓ Inappropriate Posters – “You are mad to work here but it helps”!
- ✓ Non work related magazines
- ✓ Shopping and Gym bags
- ✓ Eating at your desk
- ✓ Desk blotters with scribble
- ✓ Celebrity or religious posters
- ✓ Toys, especially stuck to computers



“The road to success is only 6 inches long and extends from one ear to the other” .....



## Thoughts to Live and Work By

- ✓ Don't do anything as though you were an amateur
- ✓ Anything you do, do it as a professional
- ✓ Share your ideas and be proud of them
- ✓ Think like a professional and move up to professional standards
- ✓ Never let anyone say you lived an amateur life

See situations and handle it like a professional

Creating a Successful Future:

*Are you where you want to be?*

*To become successful and maintain success it is important to:*

1. Enjoy what you are doing
2. Know what you want and the reasons behind this
3. Know what you value and your beliefs around this
4. Know who you are modelling for success in your life
5. Know your ongoing goals
6. Align these goals with your life's values
7. Take huge action, every day

## Creating New Beliefs

Some new beliefs for you to enjoy:

- ✓ I now believe I am awesome
- ✓ I now believe I can create the ideal life
- ✓ I now believe I have all the resources required to create my ideal life
- ✓ I now believe my life decisions are up to me
- ✓ I now believe people have great intentions
- ✓ I now believe I can do whatever I put my mind to
- ✓ I now know I have a successful wardrobe to go with these beliefs!
- ✓ How many more personal beliefs can you add to the list?



*"Go Confidently in the Direction of Your Dreams, and Live the Life you have ALWAYS imagined"*

## Keys to Happiness

*Happiness is not the art of building a trouble-free life – it's the art of responding well when trouble strikes.*

Someone asked the Dalai Lama how he remained so happy. His reply was “to just be happy”.

The key to happiness is to just be happy and to take off all the rules we place on happiness.



### Keys to Happiness

Love  
Optimism  
Courage  
A sense of freedom  
Proactively  
Security  
Health  
Spirituality  
Altruism  
Humor  
Purpose  
Appreciation  
Gratitude

Write down:

Top five reasons you love someone?

Top five favorite things to do?

Ask yourself how you can remove all rules around happiness and just “be happy”?

# Trends Formula for Success

Failure is not a single event. We do not fail overnight; it is the inevitable result of a buildup of poor thinking and poor choices. Now why would someone make an error in judgment and then be foolish enough as to repeat it every day?

The answer is because he or she does not think that this or they matter.

Those who have not bothered to read a single book in the past 6 months do not realise the immediate impact of growth in their lives. Repeat this for another 6 months, then another 6 months and the danger arises.

Those who eat incorrectly are contributing to future health problems. The joy of the moment overshadows the consequence of the future.

Those who smoke or drink too much go on making poor choices year after year because it does not seem to matter. The pain and regret of these errors in judgment are delayed for a time in the future.

Consequences are seldom instant. Instead they accumulate until the inevitable day of reckoning finally arrives and the price for poor choices is made, choices that didn't seem to matter in the moment.

Now for the great news, just like the formula for failure, the formula for success is really easy to follow and it only takes a few simple changes to your life every day and to practice and practice these changes.

Success brings with it many rewards. Thinking, speaking and feeling successful every day, making changes to your life creates the future of your dreams. Don't get caught up in the moment, where triumph doesn't matter. It is important to pause today to think about tomorrows possibilities.

By starting to exercise your body and mind you feel a new vitality almost immediately. When we begin reading, we experience a growing awareness and a new level of self-confidence. When you have positive self-talk, you find a new awareness of what you can achieve and how you feel about you – how amazing you really can be.

The real magic of change is you will amend your way of thinking. If you were to start today to read the books, attend the classes, exercise, eat healthier, listen more and observe more, then today would be the first day of a new life, leading you to a more successful future.

This success formula is easy when you make a conscious and consistent effort to change subtle errors into positive and rewarding choices. Never again would you settle for a life of existence – not when you have tasted the fruits of life and achieved the success you have always sought after.

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# Motivation

What if it wasn't about "getting" motivated, but trusting you already are?  
What if you didn't have to "push through" the laziness or uncertainty, and always notice the motivation that was already within you.

It's not a lack of motivation - every emotional state exists within you always - it's simply noticing what is already there. Think about a time you wanted more courage to do something - you found the courage, did the thing, and felt pleased - where did the courage come from? It didn't get shipped in. It didn't arrive by post. Where do you notice it? It has to be within you for you to notice it.

Motivation is the same deal - you have all you need within you now, and it's simply about noticing these qualities, rather than buying into the illusion that they need to show up.

Trends tips for Motivation -

1. Focus on and acknowledge yourself for the times you are motivated
2. Work out how you noticed it - and replicate the steps exactly
3. Acknowledge the reality that the motivation is there, and it's only waiting for you to notice it
4. Don't confuse fear with lack of motivation! Get real about what you are afraid of and deal with that, rather than rationalising it as "not motivated"
5. Anchor motivation every time you notice it and keep stacking that anchor (Call Trend for more information on Anchoring).



## Shaking Hands



In certain situations, it's correct for the more senior or higher-ranking person to offer their hand first. For instance if you were invited to meet the Governor-General, Prime Minister or President, you wouldn't thrust your hand out, but pause until they make their move.

Generally speaking, European and American influence has had an effect on handshaking protocol. In Europe all women shake hands upon meeting and leaving one another, while in the US women offer their hands to both men and women alike in business, but rarely socially.

Always shake hands firmly - don't paralyze the nerves in the other person's fingers, but don't give them the limp lettuce touch either. A handshake should be firm and convey your warmth and confidence.

A limp handshake will make you appear hesitant, shy or disinterested; while a bone crushing handshake will indicate you are over authoritative or controlling.

Turning your palm downwards so that the other person's hand is on top of yours will signify that you are submissive or nervous, while a handshake that turns the other person's palm downwards is indicative of dominance.

The famous Bill Clinton double-hander shake (the left hand coming out to rest on the other person's arm) conveys real interest and delight at meeting them.

- ✓ When do you shake hands?
- ✓ When don't you shake hands?
- ✓ When you meet or farewell someone (unless they are higher-ranking and don't offer their hand)
- ✓ You congratulate someone
- ✓ You enter an acquaintance's home or they enter or leave your house
- ✓ When the other person is eating with their right hand
- ✓ When they have their hands full and can't offer their hand

# How you will make more \$\$\$ working with an Image Coach

## 1. Appearances count in Cold Hard Cash

Recent studies have shown that appearance counts when it comes to receiving higher salaries. Identical resumes were sent to recruiters, accompanied by different photographs of the supposed interviewee. Starting salaries proposed ranged between 8 to 20% higher when the image presented by the interviewee was professional and well groomed over the same interviewee that looked mediocre.

## 2. Appropriateness

Most important factor in Dressing Professionally

Appropriateness shows that the wearer understands what level of dress is most suited to their:

- Industry
- Position
- Business occasion
- Figure type
- Weight
- Message wanting to transmit

## 3. People you meet

People you meet will automatically accept the role that YOU have packaged for yourself. Realizing you can control the opinions of others is the first step in gaining a credible and professional image, especially concerning what they think you are capable of.

## 4. Dressing to win

You are setting an emotional and physical climate for success. People see your image long before they know the wonderful person inside. Dressing well makes people stop and take notice, thus affording you the added advantage of time to prove your worth.

A confident image will open doors for you in the first 7 seconds of meeting, creating a huge advantage for you.

## 6. You never receive a second chance

Judgments we make about someone on first encounter are very powerful and extremely difficult to change. At any initial meeting we tend to treat others like objects, placing emphasis on how they look and sound.

## 7. Choose your stereotype

Choose your stereotype carefully. Ask yourself what are the characteristics associated with the image you want to project?

When you have the right image and the knowledge to apply this information every day changes many aspects of your life.

“Dress and act for the career you want, not the one you are in” – Carolyn Rowland

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## Keys to Success

- ✓ Speak kindly and positively to yourself. Sack your internal critic.
- ✓ Live by the Golden Rule – Do unto others, as you would have them do unto you. Be honest at all times.
- ✓ Be willing to take calculated risks
- ✓ Establish goals, both long and short term. Put them in writing where you will see them daily. Read them aloud ever day. Work constantly to achieve them.
- ✓ Plan your day. Establish priorities. Draw up a “must do” and “could do” list daily, with at least five items under each heading. Set deadlines and do the hardest or most unpleasant tasks first.
- ✓ Work towards improving your image.
- ✓ Meet someone new every day and leave them with a good experience of you.
- ✓ Use the “touch it once” rule: perform one task at a time and work until it is completed.
- ✓ Don't procrastinate – Do it now.
- ✓ Become your own best advertisement.
- ✓ Decide on your destiny. Don't let anyone steal your dream.
- ✓ Be persistent. Winners never quit, quitters never win.
- ✓ Make time for yourself.
- ✓ Learn to actively listen to people using your ears, eyes, heart and intuition. Look at the person and develop empathy.
- ✓ Learn to ask “open” questions, Help guide them to decisions.
- ✓ Learn something new every day.
- ✓ Don't ignore problems.
- ✓ Be professional: Look, act and sound the part.
- ✓ Be positive, pleasant, enthusiastic and outgoing.
- ✓ Use the other person's name
- ✓ Appreciate mistakes and failures for what they are, valuable learning opportunities.
- ✓ Don't dwell on the past.
- ✓ Think solutions, not problems.
- ✓ Believe in yourself, expect to succeed.
- ✓ Never, ever think you know it all.

Thank you for taking the time out to expand your life and peruse our E Book. Please contact Trend Style and Coaching via our website [www.trendstyleimage.com](http://www.trendstyleimage.com) or call 1300 94trend to book a consultation.

We look forward to hearing from you. In the meantime, enjoy your own personal journey.

*"Life is too short not to look and feel fabulous, everyday"* Carolyn Rowland

**Live life with passion.....**



## **Yours in Style**

### **Carolyn Rowland**

Diploma Business and Life Coaching  
NLP Master Therapist  
Advanced Practitioner of Matrix Therapies  
Time Line Therapist  
Practitioner of Hypnotherapy  
Professional Image Stylist