7 Days to a More Powerful & Magnetic Image

Sandy Dumont
The Image Architect™
Seven Days to a More Powerful and Magnetic Image

Polishing Your Professional Image

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A Message from Sandy Dumont

I hope you enjoy this book and that it enables you to make powerful and positive changes to your image. If you do so, like thousands of my clients, you can change your life. Then I hope you will enter my

First Annual SWEEPSTAKES CONTEST

Entry Dates: May 15 – September 30, 2011

Would you like to have Sandy Dumont come to your city and present an Image Boot Camp for you and a maximum of four other friends? Here’s all you have to do:

Submit a 150 word essay on your success story involving your personal makeover. Tell us about your experiences after making dramatic changes to your image – perhaps inspired by reading this book or Sandy’s Boxed Set of products.

Make the changes Sandy recommends and you’ll begin noticing changes right away in the way other people treat you. You won’t be dismissed ever again! Don’t be surprised when you are accorded immediate respect and credibility. Heads may also turn when you enter a room.

To enter, just go to: www.theimagearchitect.com/sweepstakes

• Complete the entry form
• Submit your 150-word essay
• Submit Before/After photos
Why it Matters

The way you look shouldn’t matter . . . but it does! The way you look and
dress announces the outcome that others can expect.

Your most important message is the one without words: your image.
Gentlemen, your image is your visual resumé.

Your verbal message accounts for a mere seven percent in terms of
influencing other people. Studies have concluded that we buy from people
we like. But the other side of that same coin is that we buy from people who
like us! And we know they like us because they have dressed to impress us.

If you’d scheduled the time for a presentation by a “professional” whose
services you’d hoped would improve your business, how endeared would
you be if he showed up looking like his comfort mattered more to him than
dressing to impress you.

If interviewing candidates for a job, would your goal be to hire someone
ordinary or would you be searching for someone extraordinary? Would you
seek disheveled or would you prefer state of the art?

Your potential clients, employers and others you hope to impress are no
different.

So when seeking to start a new relationship of any kind, would you rather
possess a magnetic pull for a certain kind of attention, or are you content to
resign yourself to being overlooked?

Just what makes a person extraordinary? When two people have identical
credentials, experts say that the choice boils down to who looks the part. In
other words, the one who looks the most polished, professional and in the know; the one who appears to have the most to offer.

**Make a Powerful First Impression**

Harvard University demonstrated that it takes a mere two seconds to make a long-lasting and in-depth first impression. Robert Cialdini, Ph.D. says that in today’s busy world we take shortcuts; we use stereotypes and rules of thumb to classify things according to a few key features.

One common shortcut concludes, “Expensive = Good.” Another, used in our daily lives as well as in business, leads us to surmise that “Looking Good = Good.” When a person looks good, it’s assumed that he is good at what he does.

“Don’t judge me by my looks, judge me by my skills and competence,” you might say. Unfortunately, we DO judge a book by its cover, and maybe more than ever in this fast-paced world. You need a state-of-the-art appearance at a single glance so that it’s assumed that everything associated with you outclasses the competition.

Perception is everything. If a single element of your image is dated; if you look “average” and not distinctive in some way, you may be perceived as ordinary. Because you represent your products or services they, too, will be perceived as ordinary. If your clothing, accessories or hair look dated, it will be assumed that your products or services are dated as well.

Cialdini has found that attractive candidates get more votes and that juries typically give more favorable treatment to good-looking people. He’s reported that in staged negligence trials when the defendant was better looking than his victim he was assessed an average of $5,623. However, when the victim was more attractive the compensation averaged $10,051. Also numerous studies have concluded that attractive people are judged to be more honest and more intelligent.

Cialdini’s book, “INFLUENCE, the Psychology of Persuasion” reveals in-depth, valuable information about influencing others.

Social psychologist Kevin Hogan, Ph.D adds that when you first see someone, you instantly categorize and/or filter that person into one of three
categories: Yes, No or Maybe. Most people go into the No category, he says, meaning you don’t care who they voted for, what they do, or anything else about them. Quite possibly you dismiss them completely. They might as well be invisible.

A few people fall into the Maybe category, but Hogan says it is very hard to go from Maybe to Yes.

A small percentage of people make the Yes category, Hogan writes in his book “The Science of Influence.” If you look attractive and high status, you will elicit an immediate Yes. He says that our brains instantly judge people within a group as either high status or low status. He notes that both humans and animals are wired to be attracted to the more higher-status individuals in any given group. High status people generally wear suits and look polished and professional.

Why an image consultant?
Click here to see a short video clip
The Mona Lisa Effect™

Without looking at the photo below, can you recall the color of Mona Lisa's dress?

It’s not black, as is commonly guessed.

Do you know if there are objects in the background of this famous painting? What are they? What are the colors of the objects in the background?

It’s not common that a person would remember the objects or colors in the background of this painting.

Yet people do recall the overall captivating impression. This is known as the Mona Lisa Effect™. The Mona Lisa Effect™ may be at work whenever you cannot simply glance at a person, but instead you want to gaze, and the memory of that person stays with you.
Mona Lisa is considered a masterpiece not because she was an extraordinary beauty, but because she was painted by a master. Leonardo DaVinci was a master of composition and of color. There are no distractions in the painting. We are compelled to look into her eyes and linger there.

Sandy Dumont, The Image Architect, is concerned with overall impression, not just image. When working with individuals or corporate group workshops, Sandy doesn’t just talk about clothes, image, fashion or Power Dressing; she stresses the importance of learning the secret to exuding an overall impression that captivates and creates a lasting and favorable impression. In the world of “impression strategies,” when your image hits the mark, details are not remembered because the sum total is greater than its parts. If, on the other hand, any one of those parts is out of sync or wrong, that is all that is remembered.

Just like Mona Lisa. It’s all about the impact you make upon others.

**Brand Yourself**

Corporate giants like McDonald’s and Nike know their customers are not buying products, they are buying an experience. Brands exist in our hearts, not in our heads. Branding is about how a product or service makes us feel.

Branding for people demands consistent quality. That quality must be consistent not only from day to day, but more specifically from head to toe.

Fortunately, personal branding is neither costly nor very lengthy. Unless you’re a politician or celebrity you won’t have to budget for extensive ad campaigns. The primary investment is educating yourself about the necessary image skills and applying them to update your image so that it personifies trust and professionalism.

Small video clip on Branding Yourself [here](#).

**Wide World of Business**

Businessmen throughout the world have a lot in common when it comes to business dress. A well-dressed executive from any major city in the world will look polished and professional no matter where he goes.
Each city may have some unique “rule” or fashion dictate, but these can usually be discovered by careful observation.

The guidelines within this Seven Days system will provide insight to looking professional, distinctive and dynamic in any big city worldwide. If you live in a small town or work in an informal office environment, these basic guidelines will serve you well when you travel to big cities for business or when you travel to Europe.

**Today’s Takeaway**

Here’s what your competition would rather you didn’t know: “Business Casual attire is history.”

When you dress in casual attire for business you’re announcing that the outcome will be ordinary instead of extraordinary. You may also be stating that your comfort is more important than impressing your potential client. Either way, you are not gaining trust nor increasing your credibility in the eyes of the beholders. What has a casual wardrobe actually been costing you? [Read more here](#).

Remember, never walk out the door as *ordinary* or *sub-par*, lest your products or services be judged the same.

Your prospective clients will appreciate seeing that you have taken the time to dress well for them.

“And rest assured, Gentlemen, I’ve got your back.”

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*Sandy Dumont is a sought-after expert in the field of men’s image. She appears in print, on radio and TV throughout the United States and Europe. In July 2009 she was featured in a six-page cover story in Money Magazine, plus an article in MAXIM magazine.*
Day Two:
Leadership “Suits” You

The secrets behind the power of a suit

Not long after the French Revolution, Americans invented the business suit as we know it. It was designed to flatter a man’s figure, conceal a paunch, and make him appear more confident, distinctive and powerful.

Designers noted then that military uniforms, with their epaulette shoulders, gave an air of power and confidence. So their suits featured padded shoulders. Shoulder lapels pointed outward, suggesting broad shoulders and forming the top part of an inverted triangle—the bottom portion of the triangle being formed by buttons at the midriff. Broad shoulders and a slim torso were not the only result of this clever “line.” Unlike snug military costumes, these new costumes easily camouflaged any bulging midrifts. Furthermore, uniforms denote a belonging to a certain group, tribe, culture or clan. Within these sects people collectively embrace specific ideals and principles.

The observation and application of such information was brilliant and began to set the standards for details still seen in business attire today.

Industry and company culture will always dictate certain details. But when it comes to making a great impression, the more you know about fit, line, color, and the statements they make on your behalf, the better “suited” you’ll be for any occasion.
Suit Styles

In general, two-button suits (Figure #1) fall better and are more flattering than others, because the top button falls close to the natural waistline. One-button suits also fall nicely and can make the torso appear slimmer. Three-button suits should be avoided, as they are less flattering to the male figure because they do not “break” at the natural waistline. Furthermore, they make you appear more “buttoned up.” Double-breasted jackets (Figure #2) “cut” the body in half with their straight line at the jacket’s bottom, so they are best suited for tall men. On the other hand, the “inverted V” that is formed at the jacket bottom in Figure #1 moves the eye upward, so it does not cut the body in half visually.

The suit in Figure #1 is a two-button suit, and because the closure is lower than that of the double-breasted suit, more of the tie is visible. This gives the tie more “voice.”

The most popular style jacket in the U.S. is the loose-fitting “sack” style. It is less fitted than the English style suit in Figure #3, below. Brooks Brothers generally features American and English styles, both of which usually have standard notched lapels and are slightly fitted. The French-cut suit is more stylized and quite nipped in at the waist and it often has peak lapels. If you work in a conservative industry or region, you may wish to opt for English style suits.
When I lived in London, my English neighbor, Edward, insisted that gentlemen’s suits are not for showing off, but to make you look like you are a member of a long-established group or an old family.

Italians, on the other hand, are famous for parading on the streets of Milan and Rome to show off their exquisite clothing and personal style. Italian-style suits almost always have peak lapels and are the most fitted of all, so they’re better for slim physiques. But know that because they are more stylized, they may invoke suspicion from conservative quarters, where “traditional” suits are revered.

If you’re overweight or fuller in the torso, choose a looser-fitting American “sack” style suit, or the slightly fitted English version that also camouflages any girth at the middle.

If you have an average build, you may also opt for the moderately fitted French style, which is nipped in at the waist more than the English style.

The bottom button of a suit is traditionally left unbuttoned; a single-button suit should remain buttoned. The top button of a three-button suit is left unbuttoned. A gentleman unbuttons his suit only when seated.

Vested suits look very businesslike and serious and can also help conceal a paunch when the suit jacket is removed. In England vests are extremely popular because of their extra warmth.
**Stripes**

Bankers and accountants are instinctively drawn to striped suits because of their affinity for ledgers, with their straight lines and columns galore. Thus, striped suits are wonderful if you are in banking and finance and are meeting with your peers.

Subtle pin stripes look very serious and powerful but also tend to look conservative. Stripes, however, are less versatile than solids because they remain a “daytime business” look.

Use chalk stripes with caution. In America they are deemed “gangsterish” in most regions. In England, they are the uniform of “the City,” the financial center of London.

While stripes will make you appear taller, they will not make you appear thinner. Multiple stripes, like a picket fence, cause the eye to linger over the multiple lines and make you appear wider.

**Color**

Color is the cornerstone of image consulting. It has a powerful influence that can be your best ally or your worst enemy. Color is also the segment of the vast arena of image that has been misunderstood the most by image consultants, menswear designers and fashion experts.

Colors are classified into two categories: warm and cool. Cool colors have subtle blue undertones; warm colors have yellow undertones. For example, cherry red and royal blue are cool; orange and spring green are warm. Contrary to common belief, the majority of the population has “cool” skin—skin with subtle pink undertones that are not always visible to the untrained eye. Skin that appears yellow is often sallow rather than truly yellow-toned.

Good business suit colors that are cool are navy blue, charcoal grey, black, dark “coffee bean” brown, and taupe (for summer suits). Warm colors are camel, chocolate brown and yellow-toned tans. For shirts, cool colors include Oxford blue, French blue, pink, some yellows, and striped shirts in
royal blue, navy and burgundy. Warm colors include ivory, robin's egg blue, and stripes in yellow and Chinese red. Please note that striped shirts must be in two colors only: white and the “color.”

It’s also important to be aware that there are two parallel concepts with regard to the “warm” and “cool” color classifications. Color does two things for every human. First, it elicits a psychological response from people. In other words, you can be perceived as dynamic or dull, happy or sad. Second, it either enhances or diminishes your physical appearance. You can look more attractive or less attractive; younger or older.

Color consultants must have an in-depth understanding of color and the complexities of its many variations and levels of application. Sandy’s next-level books (publication in mid 2010) will further explore color analysis; here you’ll glean the decision-making basics.

Solid-colored suits are more professional and versatile than striped. They are also more flattering because solid colors can make you appear taller and thinner.

The best suit color to wear in most business settings is navy blue. Dark colors signify authority and power, while blue evokes feelings of trust. In terms of branding—in personal relationships and in business—no message can trump that which implies credibility, expertise and trustworthiness. And navy blue looks good with most skin colors and tones.

Navy blue is also the most versatile suit color. As you’ll learn on Day Three of this book it’s compatible with an array of shirt and tie colors, which have the ability to raise or lower the “seriousness” of your suit as is appropriate for the occasion.

A man in a grey suit may risk looking passive or even powerless if he hasn’t the right shirt and tie. Day Three of this book explores such combinations. Light grey suits should be avoided, even in summer, because of their innate passivity. The one possible exception is a moderately-light grey herringbone suit, because the pattern prevents it from looking blah.

As attire gets more casual, even colors change. Earthy, sporty colors show up in casual attire—colors that evoke images of a country weekend rather than the boardroom. Although popular choices these days, brown, tan and
olive green are not typical business colors (especially if the brown has a “tweedy” look), nor are they very flattering to most people’s skin. Sallow skin turns visibly yellow when yellow-toned colors such as olive, orange, mustard or brown are worn. Furthermore, these colors are less versatile because they cannot be “dressed up” easily.

Some men choose these colors for their “earthy, natural” look. In light of everything discussed thus far, suits in grey, olive green and the brown family may be appropriate in some business environments, particularly those in connection with agriculture or the U.S. rural Midwest.

Some large multi-national companies based in the Midwest opt out when it comes to the East Coast power suit in navy blue and go for dark grey instead. Here, brown suits come in second place. As always, take your cues from upper management and company culture.

In the South, tan suits are popular during summer. Since sallow skin looks pinker when cool colors like royal blue are worn, the majority of people should look better in a “summer tan” suit in a cool taupe shade (Figure #4), rather than a warm tan or beige (Figure #5).
Good fabrics for hot weather include poplin and other cottons, lightweight crepe or tropical weight wool, and linen.

Because black is so complex a color, several factors must be considered when wearing a black suit: your coloring, your stature, your persona, and your profession. Black, unfortunately, can easily look too slick (like you’re headed for Vegas) or too sexy (like a ladies’ man or fashion icon). Neither look inspires trust in the business world. Unless you have an expert eye, ask for feedback about the image you project when wearing a black suit.

Never wear blazers or sports jackets for the boardroom or similar occasions. They’re no replacement for suits in a “power” setting, but they do have their place in men’s wardrobes.

A winning look depends upon the successful harmonizing of your suit, shirt, tie and accessories. Day Three will shed light on the latter three. Congratulations! You are on your way to a polished professional look that will increase your credibility and your confidence!
To discover the colors that make you look healthy and dynamic all the time, get Sandy’s online color analysis, which includes a “wallet” of your personal color swatches. Click on this link for more information. Normally $197, this investment is offered to “Seven Days” students for only $97. There is only one place you can order and it is right here.

Watch two short video clips about COLOR and SUITS.

(1) Color: click here
Color me correctly please! Click here to get the tip sheet about color mentioned in this video clip.

(2) Suits: click here

Get your FREE copy of Sandy's ebook about color, "Tattletale Looks" here.
Day Three:  
Shirts and Ties

Your choice of shirt and tie will enable you to raise or lower the level of your seriousness with a suit. White shirts, for example, are always more serious than blue, because they are more formal in nature. And the darker the tie, the more powerful it becomes.

High-powered, successful men wear expensive shirts, and you can tell it at a glance. Following the basic guidelines herein, buy the finest quality shirts you can afford. Stick with this reliable information about ties, collars and cuffs when creating your new image and you’ll sharpen your competitive edge. This next-level e-book provides deeper and more specific insight to all of the topics covered here.

Shirt Shape

Go ahead, flatter yourself. Take a little extra time to determine what looks best on you. Avoid shirts that are too billowy through the body. If your physique permits, choose a shirt that is somewhat fitted. This gives the impression that your shirt was custom made.

Cheap shirts have sleeves and cuffs that look skimpy, so make certain your shirt has ample fabric in the sleeves for comfort.

Collars and Cuffs

Of all the things that you wear, your shirt collar is the closest to your face. It is of the utmost importance. If your collar is limp, wrinkled or dingy, or if it pulls away from your neck sloppily, it will undermine the desired look of power and success.

Your shirt collar should have lots of body so that it maintains a crisp look. Make certain it fits perfectly so that it neither pulls away from the neck nor fits so tightly that the collar wrinkles and/or your neck rolls over its edge at the sides or back.
The height of your shirt collar will depend upon whether you have a long or short neck. If you have a long neck choose a high collar. A short neck requires a lower collar.

Your shirt collar should extend one-half inch outside your suit jacket’s collar.

There are numerous styles from which to choose. The Straight-Point collar (Figure #1, below) is the most versatile. Considered the “universal” style, it is worn throughout the world and is always a good choice.

Figure #1

Make certain that the collars of your shirts have removable stays, which will keep the corners from curling up.

Avoid “tie-less” band-collar shirts. They mostly conjure up negative images.

Look for two-button barrel cuffs. Some industries have a penchant for French cuffs, particularly the insurance field.

The cuff of your shirt should extend one-half inch below your suit jacket sleeves.
**Shirt Color Basics**

Most men should avoid pastel shirts; they can cause you to look pale and “washed out.” Pastel shirts include those in Oxford blue, pale grey and very pale pinks.

Unlike the Oxford blue (Figure #2, below), the classic French blue shirt (Figure #3) adds color to the face and promotes a “healthy” look.

![Figure #2](image1.png) ![Figure #3](image2.png)

The classic French blue is only about a shade or two darker than Oxford. Never wear a *dark* French blue shirt with a suit. *Any* color darker than classic French blue is too dark for a business suit and cannot be worn successfully with a tie.

Yellow and some pinks are fine for business, as long as they’re not too pale for your skin tone. Check your reflection in the mirror. If you “fade” into your shirt you need more contrast. Try a darker shade or different color. On the other hand, too deep a pink may appear “stylized,” making more of a fashion statement than a business statement. If your business is fashion, you can do it. In most other fields—like banking and finance, for example—such a statement will undermine your goal to appear powerful, reliable and trustworthy.
A yellow shirt, seen above in Figure #4, is a good choice for a black suit, because it will prevent the suit from looking severe. Yellow also provides ample contrast with the skin.

If you have grey hair, yellow could be jarring, or it could cause your hair to take on an undesirable yellow hue.

Green (Figure #5, below) is not a power color, so it is not recommended for a board room look. However, the tab collar and navy blue tie with small polka dots give it a somewhat more professional look.
The yellow-green shirt (Figure #6, above), with coordinated tie, is seen from coast to coast, but it is the opposite of a power look. It is a “fashion” or “stylized” look; and even at that it’s quite ordinary looking. Furthermore, the yellow-green colors do not flatter the skin tone of most people.

White shirts are the most reliable and versatile in a highly-professional setting. They look professional and can be worn at all hours and for all occasions. Because they are formal in nature, they are the choice for CEOs and upper management. French blue shirts are a good choice if you want to appear less formal and more approachable. It is a good choice for sales managers or sales staff.

A Few Pointers on Stripes and Patterns

Striped shirts always look businesslike. They convey that their wearer is “upright.” However, striped shirts are less formal than solid ones, so do not wear them in the evening for a dressy or festive occasion.

The ideal stripe is the pencil stripe (Figure #5 above and #8, below). This stripe has a little more white than color. The shirt in Figure #7 is a narrower “London” stripe. Because the stripes are closer together, they can sometimes blend together and make the shirt appear paler than it is. For that reason, look for London stripes in deep, rich shades instead of lighter ones, so the overall effect is not faded. The shirt in Figure #7 has bold blue stripes.
Small window pane checks (Figure #9, below) and Tattersall checks are popular on the west coast of the United States. However, on the east coast these shirts would most often be considered a sport shirt and not considered appropriate for a high-powered formal look.

There’s more to know about stripes and patterns, but in short remember the following:
• Striped shirts should consist of one color *maximum*, plus white.
• Medium to dark blue stripes are the most professional looking.
• The larger the stripe, the sportier the look. However, if the stripes are so thin that they nearly run together, the overall effect may be that of a pastel shirt.
• Other patterns can be worn when assembled skillfully. First acquire the skilled eye.

**If Your Tie Could Talk, What Would it Say?**

You may have the most expensive suit in the store, but if your tie isn’t right, your power will be diminished dramatically.

Your tie can communicate an endless number of messages:

  • I’m just one of the guys.
  • I’m powerful and friendly.
  • I’m powerful and threatening.
  • I’m a clown.
  • I’m not very serious.
  • I’m classy and elegant.
  • I’m not a refined person.
  • I’m headed for the Boardroom.
  • I’m headed for the country club.
  • I’m headed for Las Vegas.

When you get dressed for an important event, are you certain that your tie sends the message that you intend?

The color, the pattern and the fabric of your tie are all vitally important. You’ll find, gentlemen, that you don’t need a red Ferrari in order to evoke a sense of excitement and power. A red tie will do, at a fraction of the cost!

Ultimately, choosing an appropriate tie is both an art and a science. This Seven Days course provides some basic guidelines to start with.

When choosing a tie, it is the overall effect that you are looking for.
Incidentally, bow ties can sometimes look more whimsical than powerful. Ask for feedback from a trusted friend or tailor if you are not certain if a bow tie suits you. If you choose to wear a bow tie, avoid pre-tied, clip-on versions.

The biggest mistake most men make is matching their tie with the suit and/or shirt color. Jason was no exception. He brought all his suits to the image makeover workshop in my studio. He had suits in navy blue, black, grey, brown and olive green. I asked him to show me how he put his suits together each day.

I soon discovered that Jason “matched” his ties to his suits. “Bad idea,” I told him. Ties need to stand out – make a statement, in essence. After all, it’s often the only thing that differentiates you from all the other men at a business gathering. Think contrast – contrast with your shirt and your suit.

If you have a navy blue suit, for example, don’t wear it with a blue tie or any other dark tie that may appear to blend into your suit. Choose a red tie with small blue stripes, for example. Or a yellow tie with small blue dots or other repeating patterns. You want the color that “matches” or harmonizes your suit (or shirt) to be the secondary color, not the dominant or primary color. That’s how you do “matching.”

A good rule of thumb is: don’t get creative. Classic patterns are discreet, and for good reason. They look classy! “Old Money” never shouts — only “New Money” does. The blue tie in Figure #10 has a repeating pattern, which is generally good, but the pattern is too big. It shouts and does not look serious or professional. It ultimately ends up looking “gangster-ish.” The tie in Figure #11 has discreet patterns and looks classy and businesslike.
The most important rule of all: *your tie must dominate both your shirt and your suit.* In other words, it must stand out at first glance and not blend into either your shirt or your suit. You do NOT want to match your tie with your shirt. No exceptions.

Think *contrast.* Pastel shirts require ties in darker colors. Darker colors also have more power.

**Ties in a Nutshell**

- Don’t wear a solid blue tie with a navy blue suit and white shirt. This looks unimaginative and boring. Think contrast.
- Never wear a red tie with a yellow shirt; it signals food (think *ketchup and mustard*) and will not look refined.
- With dark suits, consider bold colors such as those in the red or yellow family. Adding black to a color makes it more authoritative. Adding black to red produces burgundy; and a wine-colored tie with a dark suit is more authoritative (board room) than a bold red one, for example. A bold red tie is friendlier, but it is still dynamic and powerful.
- Do not wear pastel ties in the summer in serious business settings. A better choice would be any striped, polka dot, or repeating-pattern tie with a bit of pure white. The white color immediately distinguishes it as a summer tie. Pastel ties are for the country club or the Deep South.
• Gold, in general should be limited to the tiniest stripe or subtle polka dot, as it easily looks flashy.

• For now stay clear of black (particularly solid black), grey or silver-grey ties. Unless you know what you are doing, you may look like a funeral director or a chauffeur.

• For all tie color schemes, try to have the “secondary” color in your tie pick up either the suit or shirt color, if possible. The primary color in the tie should contrast rather than match the shirt or suit. In other words, please do not wear a mostly blue tie with a blue suit.

Of the two combinations above, which has the most power and authority? The dark grey pinstripe suit in Figure #13 is powerful and businesslike, given its complementary deep red tie. Figure #12’s Chinese blue tie is more suited for the country club or other non-power settings. Thus, Figure #12 is an incongruous look. Figure #13 combines a powerful suit, shirt and tie, and is ready for the boardroom.

Patterns and Fabrics

• Recommended tie patterns: discreet polka dots, stripes (rep ties), solid colors, Ivy League or other small, discreet repeating patterns. This includes the club tie with its solid background and “heraldic shield” or other “club” pattern such as sailing boats, fish or golf balls. Keep in mind that the larger
• Always wear a pattern in at least one item: either your shirt, suit or tie.
• With striped suits, avoid busy tie patterns. Small discreet patterns are best. A striped tie can be worn with a striped suit or shirt, but only if you have an expert eye. In general, the stripes in the primary color must be quite large so as to avoid giving a “busy” look.
• Avoid floral prints, pastels, cartoon motifs and large abstract or irregular patterns. If you want to distinguish yourself from the rest of the crowd, there is a better way: brand yourself as the man who always wears ties in bold (but classy) colors in distinguished-looking patterns!
• Wear paisleys and plaids only with sportswear or for informal occasions.
• Silk fabrics are preferable. High quality “polyester silk” fabrics also work.
• Avoid embossed silks with raised textures, including ties with embossed “designer” emblems as they are distracting.

Avoid ties with horizontal stripes or abstract patterns that form vertical stripes. Diagonal stripes are best, as they will not take the attention from your face and give it to the tie, as horizontal or vertical stripes do.
Look at the two photos above. Both ties have attractive, businesslike colors. However, the horizontal line of the tie in Figure #14 has a jarring line, like a dead end street. The jarring line attracts the eye and will take the attention from the face and give it to the tie intermittently.

On the other hand, the diagonal stripe of the tie in Figure #15 stretches out into infinity. It does not take attention away from the face.

![Figure #16](Image)

The scattered abstract pattern of the tie above is incongruent with the seriousness of the blue-grey pinstripe suit. Pinstripes are the most serious of all business suits and they require an appropriate tie. It may have numerous patterns, but it must impart a businesslike appearance. The tie above looks too scattered to make its wearer look serious.
The tie above is aesthetically attractive, and it is perfectly coordinated with the dark French blue shirt. But this is not a boardroom look, it’s a “fashion” look. This look is quite popular for the moment, but it is likely to give the impression that your wife dressed you – or a well-meaning but uninformed clerk in a department store. That is not to say that wives do not have good taste. It is to say that women adore aesthetically attractive prints and patterns, and they love coordinating ensembles that look stylish and fashionable.

Unfortunately, stylized or “fashion” looks diminish power and must be saved for dinner with friends or spouse.
This is the same blue-grey pinstripe suit as in Figure #16. As you can see, the red Ivy League tie looks far more businesslike and powerful.
Here is the same suit once again, this time with a “perfectly matched” blue tie. This is a common mistake made by many men and the vast majority of department store sales clerks. As you can see, the tie is nearly invisible and makes absolutely no statement. It diminishes the power of its wearer dramatically. Because the color of the suit is in a medium rather than a dark shade of blue-grey, it demands a tie with a bold color to prevent it from looking lifeless or somber.
Here we see the same suit worn with a very powerful tie. The red tie in Figure #18 is powerful and dynamic, but the wine red tie above is much deeper in color, so it has more authority. Remember, the darker the color the higher the authority. The powerful tie above has made this suit look as powerful as a suit in a much darker color.
Here’s another look at the blue-grey pinstripe suit. This time it is worn with the same wine-colored power tie as in Figure #20, but it is now teamed with a less-formal French blue shirt. As you can see, even without the highly-formal and powerful white shirt, the wearer maintains a look of authority.

This is a great look for a CEO on occasions when he wishes to look powerful but less intimidating or formal than he would with a white shirt.
The dark grey pinstripe suit above looks businesslike, and it could easily look quite severe. However, the addition of a regal purple tie gives it an elegant dimension that softens the overall effect. The purple cannot be any darker than that shown above, or there will not be enough contrast between the tie and the suit.

A purple tie can make most dark suits look less severe, yet classy and elegant at the same time. Make certain the purple has a bit of red in it, or the tie will be too dark to be effective. At the same time, ties in the purple family that are too pastel are not powerful.
Below, the black suit to the left (Figure #23) looks far more formal than the one on the right (Figure #24).

![Figure #23](image1) ![Figure #24](image2)

White shirts always look more powerful than blue, and particularly when worn with very dark suits. Both suits above look powerful because of the dark burgundy tie with subtle stripes. Because the stripes are very subtle, this tie looks more powerful than a classic striped tie in the same burgundy color.
When wearing a tan summer suit, a tie in a deeper shade is required. The dominant color here is burgundy, and it makes a nice contrast with both the shirt and the suit. One of the secondary colors is close to the color of the suit, so it ties everything together.
The Ivy League tie above is a good choice for a summer tie, because of the white in the repeating pattern. Furthermore, the brightness of the tie’s color softens the potential severity of the navy blue suit. The contrast with the shirt and tie is excellent, and there is overall color harmony with shirt, tie and suit.
The tie above is typically seen in the summer, because of its pastel appearance. Remember, pastels convey passivity not power. Furthermore, the tie is so pale that it does not provide a strong contrast with the white shirt.
Ties with a subtle raspberry hue (Figure #27) are gaining in popularity. They look particularly nice with a French blue shirt, due to the fact that raspberry has an underlying hint of blue.

They also look very classy with a white shirt, as you will see below.

The two ties above are in the raspberry family. They are not quite red and definitely not wine or burgundy colored. Ties with a raspberry hue are a great addition to the tie scene, because they always impart an “old money” look when worn with a grey or navy blue suit.

If you live in a fairly cosmopolitan city and have more brown suits and/or sport jackets than you would like to own up to, you will be happy to learn that choosing the proper shirt and tie can often enable you to wear brown successfully in the city. The biggest mistake most men make is choosing “harmonizing” earth tone ties in paisleys, plaids or other less formal patterns. Resist choosing a tie with anything but a tiny dash of brown in it.

Your message without words, your image, is often more powerful than your words. Your tie, without a doubt, speaks volumes about you. Choose it carefully.
Final Comparison

Take a look at the suit below for a final comparison of the effects of its shirt and tie:

The classic grey pinstripe suit in Figure #30, with dark “matching” blue-patterned tie looks “blah,” even somber, so you may appear unapproachable, dismal or powerless. It is a common mistake to “match” the tie with the suit. Think *contrast*.

In Figure #31, the same pinstripe suit worn with a burgundy tie looks powerful and authoritative. Ties in the maroon, burgundy and raspberry family are typically the best choices for a grey suit, as they provide a rich look and a nice contrast. Here, however, the dark tie may cause its wearer to look unapproachable to junior level employees. This is a boardroom look.

To make the same suit remain businesslike but friendlier, change the shirt from formal white to a less-formal French blue, and wear it with an energetic red power tie, as in Figure #32. This is a good look for a corporate sales manager who must look authoritative and friendly. Red ties bestow authority, but can look either friendly or forbidding, depending upon the shirt and suit worn with it.
A Rogue’s Gallery of Ties

All the ties above were donated by clients at the end of their Total Image Makeover workshop with Sandy Dumont. These ties represent a lot of money, but not a single client hesitated to throw, on an average, 95% of his ties into the “discard” pile.

Remember, if your tie could talk, it would reveal so much about you. The color, the pattern and the overall harmony with your suit and shirt must be taken into consideration. If any one of these elements is out of sync, it can destroy the overall effect.

When it comes to image, the devil is in the details. And when it comes to ties, the devil is definitely in the details! In the two seconds that it takes for someone to size you up, make certain your tie elevates that judgment rather than lowering it.

Wearing the right tie is important.
Listen to a short radio clip about this topic from NPR radio [here](#).
Day Four: Those Devilish Details

The devil is truly in the details. If you get everything else right but have scruffy shoes, unkempt hair or old-fashioned-looking glasses, your whole image will be undermined.

In this chapter we’ll take a look at all those seemingly-unimportant details and find out just how critical they really are. The particulars of every component—from tie clips and cuff links to shoes, hair and outerwear—are more than technicalities. These fine points have the power to make or break your look. Without attention to such detail, you run the risk of looking “ordinary,” or worse, disheveled.

Remember: Never walk out the door as ordinary or also ran, lest your products or services be judged the same.

Tie Tacks, Tie Clips, Collar Pins

At this moment in time, neither tie tacks nor ties clips are fashionable. Thus, they can come across somewhat contrived. Therefore, unless your tie clip, tie tack or stud is a family heirloom and near and dear to your heart, it is best not to wear any of these accessories.

Most good ties have tabs at the back of the front portion of the tie, making the above-mentioned instruments unnecessary. Never tuck the thin portion of your tie into your trousers. Instead, tuck it into your shirt, between button closures, if you don’t have a tab built into your tie.

Collar pins are necessary only with Eton shirts that come with tiny holes to accommodate your collar pin.
**Cufflinks**

Cufflinks should be small and discreet. The most traditional are round or oval and are fashioned of silver or gold. They can be worn with nearly any shirt.

*Figure #1*

If you choose to be more unique or distinctive with your cufflinks make certain they are not too large, which might be considered gaudy.

**Watches**

Corporate culture or regional preferences may dictate your choice of watch. In the insurance and pharmaceutical worlds, Rolex watches are very popular. Attorneys, however, often prefer the ultra slim Cartier watch.

*Figure #2*

*Cartier Tank Watch (left) - Rolex Oyster Watch (right)*
Traditionally, large bulky sport watches are not considered businesslike because they don’t fit well underneath shirts. Save them for sports activities.

**Belts**

Keep your belt fairly simple. Plain black leather or reptile skin is recommended. A small discreet buckle in silver or gold is the most appropriate.

![Figure #3](image)

Navy blue and grey suits require black belts. Brown suits or trousers should be worn with brown belts.

**Shoes**

The two most traditional and professional business shoes for men are wingtips (brogues) and cap-toed lace-ups (see Figure#4 below). These shoes are stylish and flattering. Black shoes are worn with dark suits in most cities in the United States and in Europe. However, in England and in many cities on the East Coast of the United States, brown wingtips, like the ones below, are considered appropriate with a navy blue suit.
Black cap-toed shoes are perhaps the most versatile shoes, because they can also be worn with a tuxedo if they are polished to a regal shine. Wing tips are never appropriate for formal attire, however. They are a business shoe.

Shoes with a square toe come and go, but they generally make the feet look clumsy, so they are not recommended (See Figure 13, below).
In general, keep the shoes simple. Stay away from slip-ons and loafers for serious business.

**Socks**

Gentlemen always wear over-the-calf executive socks (see Figure 6), which will not expose a hairy leg when legs are crossed as the mid-calf or crew socks do (Figure 7). Don short socks with sportswear only.

![Figure #6](image1)
![Figure #7](image2)

When your socks have lost elasticity discard them. Droopy socks look sloppy—a big distraction.

The eternal question is whether the socks should match the trousers or the shoes. The answer: with a dark suit and black shoes, socks should match the shoes. Men needn’t wear navy blue socks with a navy blue suit and black shoes. Black socks can be worn with all dark suits when worn with black shoes.

When men wear khakis or other brown-family pants, it’s rare that the shoes and pants come close to matching. The best color choice for socks then is something that is nearly in between the two colors, so that it blends and disappears into both shoe and pants.

Socks should always go unnoticed. Solid-colored socks are much more professional looking than patterned socks. If you do wear a pattern, make sure it’s very subtle and barely visible. Large patterns are eye-catching and will take the attention from your face to your feet.
Hair

The focal point of your entire body is your face, which means that you want to get it right when it comes to your hair. You can wear the most expensive accessories and custom-made suits in your perfect colors, but if your hair is unkempt, inappropriate or dated, you will be judged accordingly.

A recent university study validates my findings regarding the importance of hair. It concluded that your hairstyle dictates the first impression you make, significantly overpowering the impact of facial features.

Marianne LaFrance, Ph.D., director of the study First Impressions and Hair Impressions and professor of psychology at Yale University, confirms that a “bad hair day” affects more than a person’s appearance. It impacts performance, self-esteem, social insecurity and self-criticism, as well. It’s no wonder then, that the term “bad hair day” has become part of the vernacular for a bad day in general.

The Image Architect has championed the importance of hair for 30 years. Professor LaFrance’s studies are important because they revealed that different hairstyles quickly lead others to “see” people differently. Thus, she asserts that the frame around the face can significantly alter the picture—or how a person is seen.

Men have fewer options than women do when it comes to hairstyle. But when something’s “off” it’s just as noticeable. For instance, Donald Trump’s notorious comb-over is the first thing you might notice about him. Comb-overs don’t work because they’re “irregular” looking. Anything out of sync with the norm catches the eye. A man’s comb-over is akin to a woman’s overly-teased, bouffant “big hair.” While such a woman may appear to have more hair, she also appears out of sync and “dated.”

Your face shape will help determine the best style for you. Generally, you never want to duplicate a structural line that is out of balance or irregular. For example, if you have a pointy chin, an open-necked shirt will make a “V” and accentuate your pointy chin.
The man above has given his head an irregular, inverted-triangle, shape in Figure #8, due to both his haircut, which is too narrow at the ears, and his “pointy” goatee. The immediate impression is one of an inverted triangle, which is not a classic shape, so it looks irregular. He looks better with hair that’s fuller on the sides, to broaden his thin face, and cropped narrower on the top to prevent his face from looking too long and thin (Figure #9).
As you can see from Figure #10 above, shaving the man’s goatee gives him a more classic face shape, so the overall effect is more harmonious. If you have a small chin or jaw line, facial hair is an option in terms of camouflage. However, remember that beards are not the norm in most traditional business environments. Make certain that a beard does not lower your credibility in the eyes of colleagues and those you seek to impress.

“Designer” beard stubble is a fashion look, and never acceptable in the business world.

Hair that’s a little longer in the back will help to give a round face a longer appearance (Figures 11 and 12, below).

Sideburns can also slim the face and help camouflage full cheeks. Make certain your sideburns are not exaggeratedly long, however.

Most often, it’s better to allow the hair slightly cover the top of the ears. This creates a smoother, uninterrupted line. Both of the men pictured above have fairly short hair that looks tidy and professional, despite the fact that their hair covers the tops of their ears.
Cropping the hair too short around the ears makes the ears more prominent. Both of the men below look clean-cut and professional, but the man in Figure 13 has hair clipped above the ears. Therefore, his ears are more prominent than those of the man in Figure 14.

![Figure #13](image1.jpg) ![Figure #14](image2.jpg)

A classy look is timeless, as is Cary Grant’s stylishly-trimmed hairstyle in the Figure 15, below. Notice that his hair just brushes the top of his ears, as does the hair of the man in Figure 16. Classic looks of any kind remain popular because they’re intrinsically harmonious and classy.

![Figure #15](image3.jpg) ![Figure #16](image4.jpg)
If your hair is cropped above your ears it’s better not to have sideburns as long as those in Figure 17, above. Either grow the hair, as the man in Figure 18 did, or shorten the sideburns.

“Long” hair (Figure 19, below) may be more acceptable in a big city than in a small city. Long hair in a small or conservative city may cause you to look like an outsider.

As with everything, my advice is to look to top management for clues as to what denotes the look of success in your arena.
Michael Jordan (above) sets the standard when it comes to looking polished and professional with a cleanly-shaven head. Some of the most powerful and dynamic men sport this look. It’s always an option for any city in the world, and it’s a much more normal look than a bad comb-over.

For men with graying or grey hair, here’s some good advice: Never wear a suit with underlying grey tones, as Clinton’s suit has in the Figure 21. Grey undertones can cause the hair to look dull. Wear pure navy blue or black
instead. Charcoal grey (Figure #22) that’s nearly black will not usually have a negative effect. Brown, however, may look jarring with grey hair that’s nearly white.

If you would like personalized information as to whether or not you should change the color of your hair, get your color analysis done. Purchasers of this “Seven Days” men’s book are entitled to a personalized color analysis by Sandy Dumont at half price. You will also receive feedback about your current hairstyle. Order your online analysis here.

Hair & Image
Watch two small video clips dealing with this topic.
Clip #1: Click here
Clip #2: Click here
Outerwear

A raincoat or a wool overcoat will keep you dry or warm. But that is not its primary purpose in a highly-competitive market. Your raincoat and overcoat should also express who you are. Keeping warm or dry becomes of secondary concern when it comes to increasing your credibility.

Men who live in a tropical or temperate climate may not need a topcoat and may opt for a trench coat instead. If you live in a cold climate it’s better to “freeze to death” than to wear a car coat or quilted ski jacket over your business suit.

Car coats (Figure #23), including duffel coats and pea coats, thoroughly undermine a professional appearance when worn atop a suit, most particularly quilted versions or those in popular washed-out beige or brown colors. The man above looks washed out and dreary in his yellow-toned beige car coat.
Navy blue is the most flattering, versatile, professional-looking and practical color for an overcoat (Figure #24). And with the addition of a long white silk scarf, your navy blue overcoat is ready to be worn to the opera.

Your overcoat should be long enough to cover the knees, but no longer than mid-calf. Only tall men can carry off an overcoat that reaches mid-calf. Short men would look like they’re wearing “daddy’s coat.”

The trench coat looks the most powerful and the most dashing of all raincoats. Burberry’s of London has set the standard for trench coats, and this classic and much-copied style is still the benchmark for a smart and professional-looking raincoat (see photos below). Look for buttoned-down epaulets, a separate yoke at the back and buckles at the cuff.

![Image #25](image25.jpg)  
*Image #25*  
*Taupe (cool) Burberry*

![Image #26](image26.jpg)  
*Image #26*  
*Beige (warm) Burberry*

The best color for a trench coat is a classic khaki in beige. Cool versions of this color are generally referred to as taupe—a kind of grey-toned beige—which is perfect for men with cool skin tones. Beige, with its subtle yellow
undertones, is a good color for men with warm skin tones. Remember that a larger percentage of men actually have cool skin.

Fur coats are considered a fashion look, not businesslike. Remember, Old Money is discreet and never shouts.

**Briefcases**

Briefcases should be of leather fabric and of simple design. Classic colors are black, brown and tan. Make certain they are not so large that they overwhelm you. Below, left, is a slim portfolio style document carrier. Right, a full-size briefcase is seen.

![Figure #27](image)

Accessories can make or break you professional image. Choose them knowledgeably and wisely.
In autumn of 2008 I began volunteering my expertise to a local group of about 13 motivated job seekers who were dedicated to the task of supporting and assisting one another in their new-found searches for employment. The group, called The “It” Factor Job Club, was one of the first in the country to get onboard with Tory Johnson of Good Morning America’s Job Club initiative. With the guidance and devotion of facilitators Laurie Baggett and Michelle Pippin, as well as professionals in the community who offered their services at no charge or discounted rates, the 13 original members all found jobs by the end of the months-long session. A second session formed in the fall of ’09, ushering most of another 20-or-so members to success by year’s end. Baggett and Pippin joined forces with Tory Johnson during that time to launch an even larger, more comprehensive national Career Club initiative, called WaggleForce (www.waggleforce.com).

The dynamic men and women of The “It” Factor came from diverse career situations—from high-powered executives who’d been laid off as their companies downsized or closed, to stay-at-home moms and retirees re-entering the workforce and those who sought advancement within their industries.

Most were on a budget until their financial pictures became more predictable and stable. Many had to become open-minded about accepting jobs they’d never before considered, meaning they’d need to sharpen every skill they could in order to appeal to a variety of employers. All faced fierce competition on the outside.

One young female member of the group worried that she might not get a job because she didn’t have a suit or even a suit jacket to wear to an interview. I asked the owners of Second Act, a very nice consignment shop in Norfolk, if they could help. The Bergers agreed the young woman and the other members of the group could purchase interview garments at a 50% reduction. We were able to find beautiful suits or jackets for very nominal prices, thanks to the generosity of Dorene and Donald Berger.
Some of the gentlemen in the Job Club already had suits, but at the workshop session I presented to them, I noticed that the ties they wore were not professional looking, so I got ties for them. Follow the guidelines in this book and you’ll have no trouble looking great on a shoestring budget.

If you are young and starting out, or if you suddenly find yourself looking for a job and need a professional wardrobe quickly, a consignment shop could enable you to find your wardrobe needs without breaking the bank. Just follow the recommendations in this book, and you’ll dress to impress.

Assess your wardrobe

When you look inside your closet, don’t fret if you only have a navy blue suit or two. Actually, that’s a great start. As you’ve learned, navy blue is the most powerful, versatile and useful in terms of color. In addition, navy blue will give any fabric an instant upgrade in terms of quality appearance over any other color.

Don’t worry if you have several look-alike suits. You’re going to build your great variety with your shirts and ties.

For leisure, one sport jacket will usually do. Though navy will allow you more use, leisurely occasions invite more individuality in attire. Choose a color you like; just make sure it compliments your skin tone.

Make a list

The basics of your power wardrobe should include any of the following:

- One or two navy blue suits
- One grey suit
- One black suit (optional)
- One tan suit for summer (optional)
- Five days worth of shirts
- Five days worth of undershirts. Wear t-shirts year-‘round, as they protect your shirts from perspiration and give them more body and substance.
- Two pairs of shoes. Wear them alternately, allowing one to air out for 24 hours while wearing the other.
- Five pairs of new (not droopy) black over-the-calf socks
- A black and a brown leather belt with discreet, simple square buckles
- One sport jacket

**Budget**

Looking powerful and successful doesn’t necessarily require spending a lot of money. But it does mean spending money wisely—on the clothes that are guaranteed to open doors, close deals and put you on the fast track to success. As you now understand, a closet full of clothes in the wrong colors or styles represents wasted money. Conversely, clothes that enable you to get ahead, make more money and increase your confidence represent an investment in your future.

If you’re just starting out and can only afford one suit, buy a navy blue suit in the best quality wool you can afford. Choose a tropical-weight wool for warm climates.

Cheaper fabrics don’t hold up as well and they wrinkle easily. It’s better to own one or two nice suits than to have several of lesser quality.

In due time it’s wise to own a second suit so that you can wear one while letting the other air out. London’s best tailors will tell you to let a suit air for at least 24 hours before returning it to the closet or wearing it again. This will help you avoid the need for frequent dry cleaning, which can affect the integrity and appearance of the fabric.

By varying your shirts and ties, no one will notice that you are wearing the same suit, as you learned on Day Three. Some powerful politicians and businessmen wear only navy blue suits, because they have discovered their effectiveness. Rest assured they have not gained a reputation for “wearing the same suit every day.” Instead, they have a reputation for always looking polished, professional and highly credible.
Shopping basics: suits

First priority: the solid navy blue suit in wool gabardine, crepe or worsted wool.

When purchasing a grey suit, fabric is of utmost importance. Solid wool flannel tends to look better in darker shades like charcoal. However, herringbone patterns—perhaps the most elegant and professional choice for a grey suit—look great in medium and medium-dark shades.

Remember that unless your profession or region gives the stamp of approval, a brown suit may not be a practical addition to your wardrobe. Pick up a brown sport jacket for weekends, ball games, etc. if you’d like.

Olive green suits are most often purchased by men who already own suits in the classic colors and want a little variety. Like brown suits, green suits are less versatile but may be worn for business in certain regions or industries. Remember Jason from Chapter Three? You may recall that he had suits in navy, blue, black, grey, brown and olive green. He revealed that he rarely wore the olive green suit because he couldn’t find a “matching” tie in green.

As you know, ties shouldn’t match your suit; they should be in a contrasting color. And it’s no wonder Jason couldn’t find a green tie to go with his green suit. Green simply isn’t a standard suit color; and it definitely isn’t a “power suit” color. It’s an Army camouflage color that allows you to blend into your background!

If your closet happens to be host to an olive green suit, here’s how to make it look more businesslike and authoritative: wear it with a French blue shirt and a red Ivy League power tie. Or a great yellow tie with a secondary color that picks up blue from the shirt or green from the suit.

I asked Jason how he happened to choose an olive green suit, and he reported that it was recommended by the salesman in the shop where he bought it. “Did he by any chance ask you what suit colors you already had?” I queried.
“Yes,” Jason said, “and he immediately whipped out the olive green suit since I had all the other colors. “

“That’s exactly what I thought. Happens all the time,” I chuckled. I explained to Jason that he needn’t buy another olive green suit ever again. “They’re not very versatile because they always remain daytime and “dressed down.” Furthermore, it’s a color that isn’t flattering to most skins. Worst of all, it’s a very drab color, and it can make you appear drab.”

To determine the right length of a jacket stand with your hands at your side and curl your fingertips up. If your proportions are “average,” the bottom of your suit jacket should fall approximately at the bend of your fingers. This is just a general guideline and may not work if your arms are very long or short. Just make certain the jacket falls about an inch or two below the buttocks.

Above all, be certain your suit fits well. An ill-fitting suit is a dead giveaway that you’re inexperienced. Suit collars that stand away from the neck and shoulder area are particularly distracting. Baggy suits also look bad. Sleeves should just cover the wrist bone, and your shirt should extend a half-inch beyond that.

**Shopping basics: shirts**

Buy the finest quality shirts you can afford. White shirts are the most reliable and versatile and perfect for executives. They look professional and can be worn at all hours and for all occasions (see Figure #1 below). Own at least three. Both the shirts below have a straight-point collar, the most versatile and popular style.
You should also have one or two in French blue (Figure #2). This color is perfect for sales management and other positions in which you want to evoke trust and friendliness. Make certain the blue color is no darker than the one shown above, or it may look gangsterish. Add a yellow shirt for variety if you’d like; plus a blue-and-white striped shirt or two—the stripes being a strong, dark royal blue, not a grey-toned blue. You can add other colors and patterns as you gain knowledge.

The spread collar (Figure #3) has been gaining in popularity recently, but it is best suited for men with very thin faces or chins. The straight point collar (Figure #4) actually accommodates the tie knot better.
Remember, your shirt collar should have lots of body so that it maintains a crisp look. Be sure it fits perfectly. If you have a long neck choose a high collar. A short neck requires a lower collar.

Stays prevent the corners of your collar from curling up. Never purchase a shirt with sewn-in stays, as once they’re ironed or cleaned their impressions become visible. Buy shirts with stays that can be removed before cleaning or ironing. Since they’re easy to lose, purchase extras.

Avoid “tie-less” band-collar shirts. Choose two-button barrel cuffs, unless your industry calls for French cuffs. Be sure the sleeves have ample fabric, leaving room for comfort. Remember, your cuffs should extend one-half inch below your suit jacket sleeves and your collar should extend one-half inch outside your suit jacket’s collar.

**Shopping basics: pants**

Wear trousers, not those baggy khakis of the casual mindset. Cuffed trousers are deemed more businesslike and formal than those without cuffs.

Be on the lookout for regional preferences, however. On the West Coast of the United States, for example, cuffed trousers are often seen as old fashioned. Trousers without cuffs make the legs appear longer than those with cuffs.

**Shopping basics: ties**

When choosing a tie, it is the overall effect that you are looking for. Think *contrast*. Pastel shirts require ties in darker colors, not matching colors. The biggest mistake men make is wearing a pale tie with any shirt, which contributes to an overall passive or “washed out” look. Darker colors also have more power. The best colors for ties are in the red family, which say *action*, *enterprising*, *courageous* and *daring*. Yellow is good too; it’s *mental*, it says, “He’s bright.” Be careful with blue, which can tend to blend too much into a suit.
Here’s an inside scoop: Raspberry and magenta are quickly becoming a substitute for red! And for good reason: their hints of blue.

The grey pinstripe suit (Figure #5) is worn with a raspberry-toned tie in a very subtle pattern. This is a tie color that’s gaining popularity because it brings out the best in both grey and navy blue suits. Below are examples of ties in raspberry. Figure #6 has navy blue stripes to coordinate beautifully with a blue shirt or navy blue suit; and Figure #7 has small blue dots that do the same. Both ties are available on my website www.theimagearchitect.com.
Purchase ties with stripes or discreet patterns. When considering ties in a solid color look for heavy silk twill, because the twill forms a subtle stripe to keep it from looking so “flat.”

For all tie color schemes, try to have the “secondary” color in your tie pick up either the suit or shirt color, if possible. The primary color in the tie should *contrast* rather than *match* the shirt or suit. In other words, please do not wear a mostly blue tie with a blue suit.

Generally, silk ties are best. But a polyester tie that looks and feels like silk is quite acceptable. Let this shopping list help get you started:
- One true red tie with a club or small repeating pattern (optional: solid red tie in heavy silk twill which gives the appearance of a subtle stripe)
- One red, raspberry or magenta striped tie
- One burgundy tie with small, discreet polka dots
- One yellow tie with stripes or a small, repeating pattern
- One medium-blue striped tie

**A note from Sandy**

Gentlemen, this book will save you time and money, because you’ll never again waste money buying clothes that don’t make you look more powerful, credible and successful. I am truly excited about the steps you’ll soon take on the road to business and personal success.

I’ve been as thorough about color as I can be at this level, but it’s important to realize that color is truly the cornerstone of image. My upcoming next-level courses will delve deeper into the analysis and application of color, but suffice it to say at this point that it’s very important to determine the correct shades of navy blue and tan for your skin tone, as both exist in warm and cool versions. Furthermore, sport shirts and sport jackets exist in all four color categories.

If you’d like to make your shopping experience even more effective and efficient, I recommend you take the step to discover the exact colors that make you look and feel your personal best. I have had immense success with my online color analysis using electronic photos. In appreciation of your confidence in “7 Days to a More Polished and Magnetic Professional
I’m offering you a special 50% discount on this personalized color analysis. This service normally entails an investment of $197, but you will pay only $97. Your personalized color analysis includes your personal color swatches in a handy “wallet” for shopping, and feedback about the best color eyeglass frames for you. More info about online services can be found here or even better, place your order for an online analysis here.
Day Six:  
Pulling it All Together

You’ve learned essential basics to looking dynamic, successful and powerful—secrets that will enable you to open doors and close deals. You’ve begun to build a wardrobe that will speak for itself—and for you.

You now know more about your own personal “uniform” and can use this information to dress more attractively, confidently and powerfully. Guided by Sandy Dumont’s expertise, the ultimate goal is for you to develop your own sense of personal style. You didn’t learn how to drive a car overnight, or master a computer in one easy lesson, so be patient with yourself. It takes a little while to pull it all together so that who you are on the inside is reflected on the outside. Ultimately you’ll learn how to personalize your “uniform” and look distinctive as well.

Assembling the essentials

No longer should you question your “right” to dress like the dynamic and influential man you are. Remember, vitality and competence are qualities desired in any relationship—business and personal.
John, the very successful manager of a stock brokerage firm, thought that he would be less intimidating to others if he wore soft colors (see Figure #1). He instinctively wore a professional-looking navy blue suit, but confessed that he thought a white shirt and red “power” tie (Figure #2) would be too strong and “overwhelming” to others. As you can see, he was wrong. The drab “Before” man blends right into his suit, practically fading away on his prospective clients. John’s “After” photo reveals a more dynamic, healthy-looking and vibrant person.

Which man would you be more likely to approach at first glance?

Spoken lines send messages. So do unspoken lines. Let’s recap what the lines of your suits say:
Both of the suits above are dark navy blue. But the two-button suit in Figure #3 looks more “open” and “friendly” than its double-breasted counterpart in Figure #4. Double-breasted suits appear more serious because they’re more “buttoned-up.” Notice, though, that the choice of ties plays a part also. Here, the slightly brighter tie in Figure #4 takes the double-breasted suit’s severity down a notch, while the darker, Ivy League tie in Figure #3 gives slight rise to the authority of the “friendlier” two-button suit. Interesting, don’t you think?
Figures #5 and #6 illustrate how a white shirt can be made to look forbidding or friendly, depending upon your choice of tie and suit. The dark red tie in Figure #5 looks more formal and, thus, somewhat less friendly than the bright red tie in figure #6. Wear white shirts for more formal occasions or to appear more authoritative.

Wear a striped shirt on occasions when you want to appear less formal, such as when networking, conducting or attending a staff meeting, calling on clients who are not CEOs, etc. Unless you’ve developed an expert eye, avoid wearing a striped shirt with a pin-stripe suit.

A high-quality French blue shirt (in a medium tone) worn with the proper tie can prevent a dull grey suit from looking sad or passive (see Figure 8, below).

Figure 7

Figure 8

Figure 7 above illustrates a typical blue tie which would (mistakenly) be chosen to harmonize with a grey suit. However, the look is too passive, even when paired with a white shirt. A better use of blue is a French blue shirt, as seen in Figure #8, paired with a red striped tie, which keeps the grey suit from appearing too somber.

The French blue shirt can also turn a sporty-looking brown suit into a business suit. In addition, French blue is very flattering to the skin, giving a flush of color and making you look healthy.
The brown-suit combination above (Figure #9) looks alright. However, it doesn’t evoke power. White is the most formal of shirt colors, but it does not have congruity with a “country weekend” color such as brown. A French blue shirt (Figure #10) will take the brown suit into the business arena.

Above, you see the same suit, but with shirts and ties of different colors. The white shirt’s not bad, but a French blue consistently has more harmony with a brown suit. Burgundy or deep red ties look marvelous with a French blue shirt, and their innate power makes them the perfect color to augment the “business” look of a brown suit.

Yellow shirts (see below) typically provide ample contrast with the skin, and blue is a good tie color with a yellow shirt.
The yellow shirt in Figure #11 above makes the dark suit look friendlier. The yellow also harmonizes nicely with the gold stripe in the blue tie. Remember, never wear a red tie with a yellow shirt (the combination implies food colors, ketchup and mustard, and doesn’t look refined).

Remember to wear at least one of your three items (suit, shirt, tie) in a pattern. A solid-color shirt, tie and suit combo looks boring and amateurish.

As for your ties, these basic guidelines will start you off right:

- Resist the temptation to “match” your tie to your suit. Always think contrast for the primary color. The smaller secondary color may contain the color of your suit, or something close to it.

- Your bold red tie (solid, or repeating patterns) is appropriate for boardroom meetings, staff meetings and lunch or dinner meetings. The red striped tie is slightly less formal but can still be worn to all the preceding occasions. However, a striped tie is not dressy enough for an elegant soiree, because of its “business” connotation.
Because burgundy is a “black added” color, ties in this shade look more powerful than their true red counterparts. A burgundy tie with subtle polka dots (Figure #12) is both classy and elegant, so it can be worn to boardroom meetings as well as to the opera. A burgundy-striped tie (Figure #13) still looks highly authoritative and businesslike, but it is not at home at the opera or at elegant soirées. Worn with a navy blue suit and white shirt, these two burgundy ties personify the boardroom look. A burgundy tie worn with a French blue shirt can considerably augment the authority of a brown suit. Worn with a French blue shirt and a grey suit, it can increase the level of rapport or friendliness.
This grey herringbone suit (Figure #14, above) looks very elegant and powerful, thanks to the burgundy tie and white shirt. Remember, ties in the red family give a grey suit a more elegant and classy look, while white shirts look more powerful than blue.
The two grey herringbone suits above are worn with the same raspberry-toned tie. With its blue undertones, this is an especially effective and elegant color choice for a grey suit. Grey suits always need ties in bold colors to counterbalance the “blah” nature of grey.

- Yellow ties look both businesslike and dynamic, provided they’re not so pale that they fade away into a white shirt or become overwhelmed by a blue shirt. They are suitable for most occasions, but stripes always look less formal.

- A blue striped (see Figure #11) tie is not at all threatening, so it’s appropriate for any occasion that demands you look businesslike but friendly. Stripes help to maintain a business air, and your blue striped tie can be teamed with secondary stripes of yellow, red or tan. Chinese Blue and similar blues actually have white added, making them technically pastels. As a result, they’re better suited for the country club or a summer garden party. Pastels are not power colors.

- Rather than wear a pastel tie in summer, choose a tie with white as a secondary color. For instance, choose a red tie with white—rather than cream—polka dots, or a blue and white striped pattern. The white in these combinations brighten the primary colors to a “summery,” pastel-like appearance without looking passive or washed out.

- Lastly, make certain that the tip of your tie comes just to the middle of your belt buckle. Most men wear their ties too long, and it’s very distracting.

Needless to say, if you want to look classy and professional, you must wear your trousers at (not below) your waistline.
Trousers

Flat-front trousers are more popular today than those with pleats. Even pleated trousers are more subtle today than in years past. Flat-front trousers look best on those with flat abs, so your physique may determine the style that suits you best.

If you have a slight protruding tummy just below the natural waistline, pleated trousers will conceal it more effectively. Otherwise, the tummy protrusion may cause a permanent horizontal wrinkle a few inches below the natural waistline. Pleats will prevent this from happening.

If your problem is like Ed the Plumber in the photo above, pleats may give you a more comfortable fit and also provide a bit of camouflage.

Trousers that are too short or too long can ruin your entire look. You may wear an expensive suit, but too-long trousers that droop dramatically around the ankles make you appear sloppy. Trousers that are too short cause you to look like a country bumpkin.
Trousers with cuffs require only the very slightest break at the shoes. Trousers that do not have cuffs can break a little more; plus, they should be slightly longer in the back than in the front.

Accessories are simple:
- Most good ties have tabs at the back of the front portion of the tie, making tie clips and tacks unnecessary.
- For collars, remember to use removable stays. Collar pins will be necessary with Eton shirts that come with tiny holes to accommodate the pins.
- Keep cuff links simple and small. Gold and silver are best, and they can be round or oval, or possibly square. The gold oval cuff link is the most classic and professional looking.
- Because black cap-toed lace-up shoes can be worn with a business suit as well as a tuxedo, they have the most versatility. However, wing tips have a certain prestige. You choose.

Care of clothing

Never go un-ironed! Your shirts should look crisp and clean, always.

The moment your white shirt takes on an off-white appearance and no longer looks gleaming white, you must replace it. Part of the original attraction to white shirts for business is white’s connection with purity, and thus, honesty. Cream-colored, ivory, ecru and off-white shirts simply do not convey the same subliminal message of purity, cleanliness and honesty.

Stretched or “droopy” socks, as well as any element of your wardrobe that is worn or damaged beyond quality repair, must also be replaced.

Remember that suits and shoes should be worn for one day and then left to air out the next. Thus, as your budget permits, purchase a second suit and a second pair of shoes if you haven’t already.

Exclusive tailors in London suggest that after every wearing, you hang your suit in a steamy bathroom or even outdoors if possible. Further, they advise that dry cleaning be avoided as much as possible, since the chemicals used
are hard on fabrics and cause them to lose their resilience. If you perspire heavily, it’s even more important that you air out your suits after having worn them.

Here’s Sandy’s personal suggestion: “Buy a professional clothes steamer from Jiffy Steamer. It will save wear and tear on your clothing and ensure that you always look polished and professional. Wrinkles literally melt away with this fabulous machine. I wouldn’t be without one! You can have a Jiffy Steamer shipped to your home without any shipping charges if you give the following code when you order: Image 13. Here is the link to Jiffy Steamer’s Web site.”

**Comportment and posture**

According to the dictionary, comportment is defined as one’s demeanor or bearing; a conduct or behavior that conforms to what is right, proper or expected. Behavior that is **right** could be reflected in an “upright” bearing, just as **proper** conduct could be implied through an honorable or proud demeanor. Good comportment often goes hand-in-hand with pride and confidence.

There’s a fine line between a look of arrogance and an air of confidence. Consider the stance of many dictators or heads of state, with heads held high, chests extended and hands clasped behind the body. Tilt the head a little too far back and one takes on an air of arrogance. Look straight ahead and the pose is one of confidence and determination. Droopy shoulders, on the other hand, suggest defeat or heavy burdens.

Robert, pictured below, is a confident and competent manager. However, droopy shoulders in his “Before” photo suggest diminished confidence.
Robert’s “After” photo (Figure #19) reflects a man who knows he looks good. Squared shoulders and good straight posture tell of pride and confidence. When you know you look good, it shows in your demeanor!

The most expensive power suit cannot undo the unspoken message of insecurity or weakness that is perceived with drooping shoulders and poor posture. Good posture doesn’t cost a cent and is worth a million dollars. Here is how to achieve it:

- Stand up straight with your arms alongside your body.
- Take a deep breath, engage the abdominal muscles and get a “proud chest” with squared shoulders. Unless you do the next step, this posture can make you look arrogant, so proceed to the following step.
- Maintain that posture but let the shoulders relax a little when you exhale. You will look self-assured and successful!

Developing good posture is the first step toward the kind of comportment and mannerisms that say you are proud, confident and honorable—head and shoulders above the rest!
Stefaan (above) is the most confident in the center photo, with both hands exposed. A hand in the pocket (Figure #20) suggests insecurity, so both hands in the pockets (Figure #22) is the least relaxed and confident looking.

Presence, like good posture, can be acquired. Most often those who are judged to have a powerful presence exude confidence in the way they dress as well as in their comportment. Just as poor posture can undermine presence, poor dress can challenge the most wonderful posture. In fact, body language often changes as a person changes from business to casual clothing. Comportment and confidence go hand-in-hand, as do proper attire and presence.

There’s more to learn about body language, and Sandy’s forthcoming e-book delves deeper into the topic. For now, remember this: The next time you pose for a picture, enter a room, apply for a job, ask for a raise or a date or stand in line at the grocery store or bank, think, “proud chest.” You may get better service or results and more respect; you may even improve your finances. At the very least, you will inspire others!
To you, from Sandy:

When shopping for clothing, if someone tells you that an item looks good on you, ask them why. If they can’t tell you why it’s right or not right for you, you might be in the hands of an amateur. Trust those who understand how to use line strategically and those whose knowledge of color seems to jive with what you’ve learned thus far. Though color analysis is complex and there’s much more for you to learn, you’ve been given enough information to discern at the “basics” level.

Now let your attire announce that you are serious about who you are and what you do. And don’t be surprised to find that by dressing in a more serious manner, you actually become more serious at work. The way you dress defines who you are not only to others, but to the person in the mirror before you leave the house for the day.
Don’t Get Stuck in “No”

If heads don’t turn when you enter a room, your image isn’t powerful or classy enough. Experts agree that looking powerful and upper class leads to high credibility. And as we know, high credibility leads to increased opportunity. You never know where opportunity lurks, so always look your best for any occasion.

At first sight, experts say, people are instantly evaluated—labeled a prospective “Yes”, “No”, or “Maybe.” According to Timothy D. Wilson, Professor of Psychology at the University of Virginia and author of “Strangers to Ourselves,” upon first meeting another, your unconscious mind goes straight to work and processes information instantaneously. The conscious mind, unaware of the process since the two “minds” don’t communicate, calls this feedback intuition or a gut feeling. You just didn’t click with the person, or conversely, maybe you fell in love with them at first sight. Wilson asserts that the unconscious mind normally makes the decisions and the conscious mind goes along with it.

First impressions, Wilson concluded, are made and interpreted by the adaptive unconscious, the part of our brain which has the ability to size up our environments, interpret them and initiate behavior quickly. Without these non-conscious processes, we would be overwhelmed and find our environment too chaotic to function effectively. On a calm moment, our senses are detecting about 11 million pieces of information per second. Our non-conscious filter examines the barrage of information reaching our senses and decides what to admit to consciousness.

That first impression is often permanent and rarely given a second thought. Unfortunately, most people are processed, literally, as “No,” according to Kevin Hogan, author of “The Science of Influence.” Hogan, whose work we referenced earlier in this book, asserts that the amount of respect a “no” person gains from another is “nil”, and the answer to a question they might
ask would likely be a polite but certain “no.” In fact, they risk being dismissed entirely - and permanently.

On the other hand, there are some to whom an initial response is “yes.” Chances are you’ve met some. They are attractive, they have good taste, they appear to be healthy, and you like them. Others take notice when they arrive. People assume that they have something of exceptional value to offer, or possess more knowledge than the average Joe does. They may receive superior service at a restaurant, store or in almost any setting. Even before having spoken they’re categorized as “high status”, and further, as attractive—rather than the more common “lower status”, not attractive, or somewhere in between.

Most people, Hogan says, fall into the “no” category. A few fall into the “maybe” category. However, not eliciting a “yes” is as effective as having elicited a “no.”

Experts agree that you need to look polished and refined from head to toe and on all occasions. Even in casual attire, if you want to register a “Yes!” with those you meet while out and about—from a trip to the mall or the hardware store to the corporate weekend retreat—you must look like you just left the country club, a polo match or your yacht. If it looks as if you are going to a garage sale, you will very likely be dismissed and relegated to the “no” category.

**To you, from Sandy**

A few years ago I conducted a workshop for a prominent insurance company. During a break, one of the top salesmen questioned my advice to wear business attire to the client’s home for the follow-up call to seal the deal.

“Clients always tell me not to dress up, because we’re only sitting around the kitchen table to sign the papers, so I usually wear khakis and a polo shirt,” he said. “I don’t want to lose rapport with my client by being too dressed up.”
This gentleman was a leading expert in his field. But he’d been heeding the wrong advice.

Of course the client would rather you to dress informally, I told him. And here’s why:

Imagine telling your client that you’d researched his situation thoroughly and concluded that, with three children to put through college, he needed an additional million more of coverage than originally advised.

The client thinks, “Ouch! That means I’ll have to cough up more money than I’d planned!” Saying “no” to advice by a man sitting across the kitchen table wearing a polo shirt and chinos is easy. But saying “No” to an obvious expert in a professional-looking business suit? What would it say about how much he cared for his children’s future if he declined advice from an expert? This is called the Expert Impact™ (read the full article here) and it starts with a polished, professional image.

Today’s economy presents new challenges. When interviewed recently, Stephen Viscusi, author of “Bulletproof Your Job: 4 Simple Strategies to Ride Out the Rough Times and Come Out on Top at Work,” spoke about the most important things you can do to avoid losing your job today. Viscusi, who is billed as America’s Workplace Guru, is quick to point out that his book is designed to save you from your worst enemy at work – you.

Look Good. That’s number one on Viscusi’s list. He says that even if your company has a “business casual” policy, you should dress upward, taking a general cue from the Big Bosses in terms of style, and then aim carefully to dress a notch or so above your colleagues. The way you look and dress tells your boss how serious you are about yourself and your job. This is a time to be serious. (Read my article “Job Security in Difficult Times” here)

I’m clear about my stand that business casual attire is history. In reality, the trend was a “Business Casualty” and will soon join the ranks of other passing fads, such as the leisure suit. (Read article “Making the Case Against Business Casual” here)

Remember, your image is your visual résumé; the way you look and dress announces the outcome your potential clients can expect. If you have employees, insist that they look like they’ve dressed to please your clients as
well. Clients are clever; they pick up the message that you have dressed to impress them, and they will consider your firm to be very special.

Let these principles be your guide:

- A polished image is a power tool at any age. Perhaps the way you look shouldn’t matter when it comes to being hired, promoted or selected for an important task – but it **does**! It is our nature to judge; we have been doing so since the beginning of time. We often qualify people in advance. Make certain that when they judge you, you are dressed to impress!

- One of the major tenets of branding for products also applies to people. Your message and your appearance must be consistent. This means that your appearance or persona needs to be consistent **from head to toe**, hence the projection of an image which instantly establishes a sense of trust and credibility. Every element of your image must be state-of-the-art so that at a single glance you are associated with state-of-the-art products or services. Additionally, you must **consistently** look professional.

- A dated appearance implies dated products or services.

- In today’s competitive market you need to dress “up,” not “down.” Business casual attire implies that you have a laid-back attitude. Would that really be your most powerful statement?

- Dressing well doesn’t have to cost a fortune. Looking great is simply a matter of two little things, which happen to be the cornerstone of image: color and line. With a trained eye and the experience you’ll gain as you implement what you’ve learned thus far, you’ll be able to spot great deals on quality clothing at department stores and consignment shops alike.

- Keep the attention on your face—it’s the focal point of your entire body. If someone’s looking at your feet, tie or hair, chances are you’re missing your mark.
• Keep your hair well-cut.

• One of the best rules for men is this: Keep it simple. Don’t try to get too creative. Stick to classic colors and patterns.

• Classic looks of any kind remain popular because they’re intrinsically elegant and refined.

• In general, two-button suits fall better and are more flattering than others.

• Remember that color has a language all its own – make sure it’s communicating effectively on your behalf. Have your colors done by a professional whom you can trust – preferably one who has been trained at my school, Impression Strategies Institute – to distinguish between color myth and color reality. Because of misinterpretations in the study of color and color psychology, many color analysis systems today are based on flawed, unscientific information.

• Keep in mind that a navy blue suit implies power, stability and trustworthiness in business.

• Always have at least one of your three items (suit, shirt, tie) in a pattern. A solid-color shirt, tie and suit combo looks boring and amateurish.

• White shirts are the most reliable and versatile. They look professional and can be worn at all hours and for all occasions.

• Striped shirts are less formal than solid, so don’t wear them in the evening for a dressy or festive occasion. Choose a medium to dark blue and white striped pattern. The larger the stripe, the sportier the look; stripes too narrow blend with the white for an overall (and undesired) pastel look. Choose stripe width with this in mind.

• Your tie must dominate both your shirt and your suit. It must stand out at first glance and never blend into either your shirt or your suit.

• Realize that you are perhaps your most important observer, as you are also the producer of your own show—or not. How do you see
yourself? Does your outward appearance project an inner knowledge that you are a dynamic, extraordinary and exceptional professional? If not, why not? Remember, the way you look and dress defines who you are not only to others, but to the person in the mirror when you leave the house each morning.

The image skills that you’ve learned here will not replace your talent or your integrity. However, they are powerful tools that can augment your other skills. (See article, “An Image Consultant’s Eye on Ethics”)

Here’s a dose of my confidence for you:

In the past you’ve probably gone to the clothing store not really knowing what looks good on you. If you’re like most men, you’ve asked for help and advice from a salesperson. But what you weren’t aware of is that they likely knew no more about color, line and image than you did!

Clothing store salespeople are trained to advise you based on the trends reported by a national company, which have absolutely nothing to do with the actual effects of these items on a person’s skin tone, body shape and personal/professional “statements.” The so called experts are simply conveying to you what’s “in.” Much of the men’s fashion industry is off track and leading men farther down the path to fashion looks, not “power” looks.
Robert works for a corporation with branches throughout the country. “I’d love to get out of the boring department I’m in and do fundraising,” he mentioned, “but I haven’t had any luck convincing the powers that be.”

“I think I know what the problem is, Robert,” I said to him, “and it’s easy to fix.”

“Tell me more, Sandy,” he said as he leaned forward in his chair.

“How would you like to have an image so special that heads turn, doors open and deals get closed?” I asked.

“Are you kidding? Is that what you do?” he grinned.

“That’s what I do.”

Robert bounded from his seat and exclaimed, “When can we get started? If I’m going to convince people to give my company lots of money, I’d guess I’m going to have to spruce up my image.”

Robert is a fit and attractive man. Like most men, when it came to his professional wardrobe he relied upon recommendations from sales staff at men’s shops. And like most men, he didn’t know how badly advised he was. Robert’s “matching” shirt and tie is yellow-green, and green simply isn’t a business color. Furthermore, Robert’s tie is very busy, and the pattern is too large. Business ties should have small and discreet patterns, not ones that shout.

Robert took to the recommendations I made like a duck to water. He saw for himself that changing the colors and styles he wore impacted his appearance profoundly. It didn’t escape Robert’s attention that heads now turned when he entered a room. Robert’s wife liked his new look, too, and he was delighted with her reaction.

Best of all, Robert’s boss was impressed with his dynamic new look. Not surprisingly, Robert got the job he had yearned for.

I don’t teach cookie-cutter solutions. I instill awareness and timeless, indisputable knowledge. Like Robert, you are now equipped to shop as an educated and astute consumer, with a discerning eye for what not to wear.
and confidence in your decisions! My wish for (and belief in) you is that you’ll never again be known for being “trendy.” Instead you’ll be known for always looking refined, elegant and professional. Don’t wait another minute. Put these skills to work for you today!
Special Offer: 50% Discount on Personalized Color Analysis to Readers of This System Only

I recommend that you take the step to discover the exact colors that make you look and feel your personal best—the colors that make you appear healthier, more dynamic, professional and powerful. Navy blue and tan suits come in both warm and cool versions. Furthermore, shirt and tie colors exist in all four categories. Train your eye once and you’ll never again spend time and money on the wrong wardrobe items.

An Image Architect Personalized Color Analysis normally entails an investment of $197, but you will pay only $97 for the following:

- One month of personal feedback, which includes two half-hour telephone sessions
- Feedback via e-mail (color photos may be included with your queries)
- A “wallet,” valued at $47, with your personal color swatches as well as input about the best color eyeglass frames for you

Each client is unique and I will spend the time with you that’s necessary for the most professional results. Please submit the required photos listed below to me. For best results include the optional “e”:

(A). A minimum of three color photos, either digital or standard:
   a. One headshot with a white T-shirt
   b. One or two headshots in shirts/tops in your favorite colors
   c. One headshot in a color you do not like (optional)
   d. One headshot with your favorite shirt, coat and tie
   e. (Optional) For the best results, please send full-length photos of a representative variety of all your various “looks” (suit/shirt/tie combos)

(B). A completed questionnaire: Click here to get one

Click here to order your Personalized Color Analysis by one of the world’s leading experts in color analysis and image strategies. Together we’ll get you ready for anything!
Sandy’s upcoming ebook includes more elaborate and in-depth information about the topics covered in this book, as well as the following additional subjects:

- Color Analysis
- Brand Yourself
- Eyewear
- Leisurewear
- Patterns

Read more by Sandy Dumont. If you found this book helpful, we also recommend Sandy’s other e-book for men, “Business Casual is Dead - Long Live Classy Casual!” (For more information click here.)

Indeed, are we too casual?
Listen to the radio show dealing with this issue here