Seven Days to a Brand New You

Polishing Your Professional Image

Sandy Dumont
The Image Architect™
Other eBooks by Sandy Dumont

Tattle Tale Looks: What Message Does Your Image Send?

Business Casual is Dead - Long Live Classy Casual!

Seven Days to a More Polished and Magnetic Professional Image
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DAYS TO A BRAND NEW YOU Polishing Your Professional Image

Sandy Dumont
The Image Architect®
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
"It is not too melodramatic to say that your destiny hangs on the impression you make."

*Barbara Walters*
Day 1
The ABCs of Making a Good Impression

Why it Matters

Your image is your visual résumé. It works even faster than your written résumé. Professionals often hire others to edit the paper version, and it definitely pays to give the same detailed attention to your image.

It’s a fact that the way you look and dress implies the outcome other people can expect from you. Therefore, the impression that you make early on will often determine the quality of the relationship thereafter. No matter what stage of employment you currently find yourself – job seeking, safeguarding your position, or perhaps in line for promotion – experts agree that today’s relative market instability demands that you dress better than ever. Armed with the knowledge gleaned in this book, any woman can coordinate a professional image that suits her style, her lifestyle, her career goals and even her budget.

Make a Powerful First Impression

Harvard University demonstrated that it only takes two seconds to make a long-lasting and in-depth first impression. In his book Influence: The Psychology of Persuasion, Robert Cialdini, PhD, explains 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 that “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 they are good at what they do.

“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. In a single glance, your image must appear state-of-the-art so that everything associated with you out-classes 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 cites studies that show attractive candidates getting more votes, and juries typically giving more favorable treatment to good-looking people. He reports 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. Numerous studies have also concluded that attractive people are judged to be more honest and more intelligent. This information does not necessarily mean that people are superficial, but it does reveal that human nature has several “systems” set in place to aid us in making decisions. What does that mean for your image? In order to increase favorable results, it’s simply a wise course of action to develop an image that exudes professionalism and credibility. People cannot read your mind, so unless you give visual cues that you are trustworthy and an expert in your field, they’ll probably decide you’re not worth more of their valuable time.

depth, valuable information about influencing others.

I recently read the doctoral thesis of a young European woman on the subject of “Fashion in the Age of Modernity.” One of the themes that came through strongly was the connection between fashion and status or affluence.

As I mentioned before, your appearance announces the outcome other people can expect from you. Fashion is a powerful form of non-verbal communication that conveys more information than words can ever convey. Besides, words can be false or an exaggeration. Like body language, image gives powerful information that is extremely useful.

For example, which of the two young men below has the highest status in an office? Unfortunately, the “fashion” look the man on the right wears, carries little weight in terms of status. Dark shirts with matching ties may be in fashion, but they will not give you a high-status look. Dark shirts are too reminiscent of the Al Capone look. White shirts, on the other hand, are very formal and professional in nature; they suggest you are either a top executive or deal with top executives.
Dark suits also lend higher credibility and power to a man. Light-colored suits are acceptable in the Deep South, but when working globally, a dark suit will give you more stature. Your tie is also an important tool for increasing status. In general, stripes and small repeating patterns look highly professional, while abstract patterns and floral prints look less authoritative.

Which of the young women above looks the most important and successful? Chances are, you did not choose the young woman in the middle photo. She wears no accessories and no makeup, both indicators of status and authority. The woman below, left, has a more finished and professional than the woman to her right because of the necklace she wears. She would look more authoritative with earrings. One “accessory” that young professional women overlook is lipstick. Like other accessories, it also signals that you have more authority and credibility than your peers (photo, right). Accessories not only increase status, they enable a youthful-looking woman to appear more worldly, experienced and credible. With the addition of either earrings or a power necklace, the woman in the photo to the right would probably have won your vote in terms of status.
Author Kevin Hogan writes in “The Science of Influence” 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 even then, Hogan says it is very hard to switch from Maybe to Yes. A small percentage of people make the Yes category, Hogan says. If you look attractive and important, you will elicit an immediate Yes.

**The Mona Lisa Effect™**

Without peeking, what is 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?

Most people I ask cannot recall the objects or colors in the background of this painting.

Yet people do recall the overall captivating impression. Known as “The Mona Lisa Effect™”, it happens when you want to gaze, not simply glance at a person, and the memory of that person stays with you.

The 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. He eliminated all distractions in the painting so that we are compelled to look into her eyes and linger there.
At the Impression Strategies Institute™ we are concerned with overall impression, not just image. When working with individuals or corporate group workshops, we don't just talk about clothes, image, fashion, makeup or Power Dressing; we stress 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 composition hits the mark, details are not remembered; the sum total is greater than its parts. If, on the other hand, any one of those parts is out of sync, that is all that is remembered.

![Mona Lisa](image.png)

Just like Mona Lisa (shown above), it's all about the impact you make upon others.
The Impact

“It goes against my grain to think that I’m judged on my appearance instead of my credentials,” Lynne (below) exclaimed. “After all, I have a law degree and I’m very competent.” Lynne, an attorney, attended one of my image makeover workshops wearing a pale pink business suit. With her pale skin she almost disappeared completely into her outfit.

We replaced the pale pink color with a bolder fuchsia shade, and Lynne’s whole demeanor instantly appeared to change. She looked more interesting, more attractive and more powerful and successful. I asked her which attorney she would choose to fight for her in court: Miss Pale, or Ms. Powerful?

“It irks me to say it,” Lynne lamented, “but I’d have to choose the one in fuchsia. Now I can actually see how powerless and boring I looked in that pink suit!”
A polished image is a power tool at any age. Often, young women fresh out of college forego the right colors, lines and basic rules because they “don’t want to dress like Mom.” This is understandable, but the key is to glean the right information from Mom and then make changes based on your own body shape, skin tone, and area of profession. You want to be recognized and rewarded for your abilities, and a sure way to get noticed is by having a dynamic, professional image.

**Color Basics**

Lynne discovered that the “little girl” pink was not conducive to looking worldly, experienced and successful. She’d looked like a timid mouse, not an attorney who would do battle for her client.

Pastels suggest passivity, and I have noticed that women are drawn to pastels like lemmings to the sea.

Gender conditioning may have taken its toll on you early on as you learned to play in social groups, warning that if you dress to stand out from the crowd you will be seen as showing off. But it’s okay to stand out; it’s actually one of the major tenets of branding—for products as well as for people. You need to stand out from the competition, and we’re here to help you do it well.

Pastels simply aren’t powerful. The darker the color, the higher the authority, and pastels inherently contain white. Consider royal blue instead of pale aqua; racing green instead of seafoam green; and wear bold pinks like fuchsia, magenta or cherry red instead of pale pink. Of course, navy blue and black always look dynamic and professional.

Browns evoke warmth and earthiness, so they’re more appropriate for family time or leisure.
Lastly, always choose amethyst over eggplant; emerald over kiwi; and always be wary of orange. In other words, stay away from food colors. Jewel tones signify less flash and more class. Get your FREE copy of Sandy's book about color, "Tattletale Looks" here.

Finally

Prepare to tuck in, straighten up, put on a little lipstick and reassess your wardrobe, accessories and hair. In just a week's time, you'll have the tools you need to make a dynamic impression everywhere you go. So let's go!
Day 2

Power Wardrobe Basics

**Classic or high fashion?**  Click on title for short audio clip

A blazer suit with a single strand of pearls and discreet earrings are touted as the classic interview costume: simple and conservative. An applicant for a job as a Sunday school teacher would be safe in such an outfit. But this look misses the mark for those who strive to appear distinctive, worldly and professional in business.

Most of my clients tell me they prefer “classic” styles of clothing. Unfortunately, today’s “classic” tends to be decidedly unimaginative, ordinary and safe.

A blazer or blazer suit is simply too prudent and collegiate looking; ditto for a strand of pearls. Remember, “ordinary” clothing leads others to associate you with ordinary products and services.

High-powered female executives who’ve made it to the top wear designer suits and dress with flair. You need to dress as if you’ve already arrived. With one glance your look should say *successful, powerful* and *dynamic*. Remember, powerful brands aren’t packaged in plain brown paper.

**Power suits that pay dividends**

A power wardrobe contains several elements, but the most powerful
garment you can wear is a suit. This includes either pants or a skirt with a jacket that appears to be part of a suit or a red jacket that has black buttons would appear to be part of a suit when you team it with a black skirt, for example.

Consider replacing gold or matching jacket buttons (below) with black ones, just for that reason.

![Red jacket with gold buttons](image1.png)

The red jacket (below, left) can be worn with its matching red skirt, but it looks just as professional with a black skirt or black pants because the black buttons tie it together and suggest it is a suit. This particular jacket can also be dressed up far more effectively than a blazer jacket.

![Red jacket with black buttons on a woman](image2.png)
The other jacket (previous page, right) shows an example of another dynamic red jacket worn with black pants. It’s tied together with a black top underneath the jacket, so it looks like an ensemble.

**Jackets that say “professional”**

Limit the number of blazer jackets you acquire. In general, they have lapels like a man’s jacket, straighter cuts through the waist, and lengths that fall past the hip, making them look matronly and unimaginative. Most blazer jackets say “follower” instead of “leader.” When they are particularly long, they look droopy, as if you are wearing “daddy’s jacket.”

More feminine or stylized versions of the blazer jacket, which are usually shorter than a man’s jacket, look dynamic. They are often distinguished by nipped-in waistlines—unlike the typical male version (below).
For greater versatility, go for clean, simple lines. The two jackets shown above do not have collars. The simplicity of style makes both jackets slimming, and the fact that they are collarless enables you to span more seasons. Notched or rolled collars are slightly less versatile than those without. For one thing, they cannot be dressed up as much, and collars often limit the variety of blouses, necklaces or scarves you can wear.

**Lines**

Women’s figures are rounded and men’s bodies are angular. Men have square jaws, pectorals, buttocks and nails. We are rounded in those areas, and like the S-curve, rounded lines are appealing. Straight lines are rigid and masculine. Never forget this.

**Lines and Jackets**

The more tailored a look, the better. Both jackets shown below respect the natural hourglass figure of a woman. If you have a full figure, choose
styles that do not have pockets or bulky fabrics.

The two jackets below have pockets at the hip, making the waist appear smaller. Note: if you have prominent or protruding hips, this style is not for you.
The jackets above are suitable for anyone from a size two to a size twenty-two. Their simplicity and clean lines make them slimming.
Below left, a tailored jacket keeps the hourglass shape and flatters the figure. The shapeless jacket on the right does not. In addition, its black-trimmed pockets make the waistline look wider.

Also notice that the jacket on the right looks “buttoned up,” and, therefore, looks less feminine. The button placement is crucial: because the buttons don’t fall at the natural waistline, this jacket is less flattering to a woman’s hourglass figure. Any time you buy a jacket, keep in mind that your hourglass figure needs to be respected. And if you don’t have a perfect hourglass figure, find jackets that create this effect.

Skirts that flatter

Choose skirts with simple lines. Skirts that have outside pockets tend to add bulk and sometimes look less dressy than a skirt with sleek lines.
Skirt lengths are important, and there are four choices:

- Mini skirts
- Knee-length, which can be above, below or just at the knees
- Mid-calf length
- Ankle-length

The most versatile is knee-length; your legs and knees will determine the best length for you. If you have knobby or plump knees, your skirt can either end at mid-knee or an inch below. The length that is the most flattering is the one that enables you to see the curve above the calf, just below the bend of the knee. This soft line flows and curves out gently, eventually curving down toward the ankle. It creates the highly desired “S-curve” that is technically very harmonious. Even if your skirt covers the knees entirely, this curve still should be visible because it begins at the top of the calf. With mid-calf skirts half the “S” is hidden. This tends to make the legs look too “straight” or even matronly.

Mini-skirts are rarely appropriate at work, but your age, your legs and the industry in which you work will determine whether or not this is a wise addition to your wardrobe.

Think twice before wearing ankle-length skirts. Though they may be appropriate, they are less efficient in terms of getting around. Plus, they appear restrictive and the hard lines can make them look severe. Use caution with ankle-length suits in dark colors because they create a long, straight, dark line that can look forbidding.
Doris (above) chose to wear long skirts because they were in fashion and she thought they looked businesslike. Here, you can see the ankle-length skirt makes her appear weighted down (above, left).

Knee-length skirts look more balanced and natural than ankle-length skirts (above, right).

Ginny habitually wore long skirts because her legs are heavier than she wants them to be (following page). However, most often, the effects of this failed camouflage technique are more detrimental than “heavy legs.” Ginny discovered that very sheer black stockings and black shoes give a slimming effect to the legs (following page, right).
The two photos of Ginny were taken the same day, and you can see the powerful change with her persona. She wore long skirts to cover her “heavy legs” – not knowing that it was too big a price to pay. There are better ways to camouflage than hiding behind a droopy skirt.

Ginny also wore sturdy, “comfortable” shoes with her long skirts (above, left), believing that heels didn’t “go” with them. She didn’t realize that the combination of a long skirt and clunky-looking shoes weighed her down. This beautiful woman had simply been wearing all the wrong colors and styles.

Which version of Ginny would you want to have on your team?
Pants and skirts

Pantsuits are considered slightly less powerful and slightly less dressy than skirted suits. However, if they are accessorized well, a pantsuit can look just as professional as a skirted suit.

In New York City, pantsuits are actually preferred over skirted suits and are *de rigueur.* In the average American city, however, skirted suits are considered to have the competitive edge.

Take a look at the woman from New York (below). Her pantsuit is more dynamic and stylish than her classic black suit, so she looks equally powerful in both outfits. A pantsuit with a shapeless blazer jacket would not look as flattering nor elicit as much credibility, but all things equal, a skirted suit looks more powerful.
It’s hard to believe that only a few decades ago women were forbidden to wear pantsuits to the office. Today women enjoy the freedom that pants provide. Some female professionals whose job entails physical activity—including architects, information technology folks and those in auto sales—couldn’t perform efficiently in skirts.

Long skirts are an entirely different matter. They command little or no authority. The following two examples compare visual effects of pants to long skirts:

Sheila's dark-colored pantsuit (above, right) escapes the negative impact that the long-skirted suit worn by Doris has (above, left). The line formed
by the pants creates a subtle “S” curve, so it still flatters. The long skirt, on the other hand, looks severe because it forms an angular, solid “block” of color.

Rhonda (below) chose to wear long skirts because she was told that they would make her look taller and thinner.

Unfortunately, long skirts usually do just the opposite. In the photo on the right, Rhonda has cut herself in half by wearing two different colors, so she looks shorter. On the left, pants create a much slimmer line than that of the black skirt. Rhonda actually looks heavier in the long black skirt.
Pants with style

As with skirts, you can make your pants look as if they are part of a pantsuit by coordinating your pants with the top in some way.

Linda (above, left) wears black pants with her magenta top and ties it together with a black pin, so it looks as much like a suit as Sharon's blue pantsuit (above, right). Black buttons on a jacket are equally effective for giving separates the appearance of a pantsuit.

Sharon can follow Linda's lead and give her pantsuit a whole new look by teaming it with black trousers and adding a black pin, scarf or necklace to
tie the two colors together. Don’t make the mistake of introducing a third color, however, because your look will then become disjointed. In other words, with Linda’s fuchsia jacket, don’t wear a white shell underneath; wear a black one.

If you are larger on the bottom than on the top, choose pants in dark colors. If the reverse is true, choose pants in lighter colors with darker tops.

When wearing pants without a jacket, you must wear bold accessories for a more business-like look. Bold earrings and a dynamic belt should suffice, but a power necklace will definitely increase authority (below).
As you can see below, I’ve added a bold necklace to dress up these black pants and top.

Dress up classic blazer pantsuits with a bold pin or brooch and bold earrings. Resist wearing an ordinary-looking white blouse with your blazer.
suit or you could easily look like a conference hostess (below, left).

Lastly, don’t forget that blazers worn with turtlenecks look very collegiate and will diminish credibility instantly (above, right).

**Tops that work**

The most versatile tops are the basic shells that come in a myriad of colors, fabrics and prices. They can be found with short sleeves, long sleeves or no sleeves at all.
The Short-sleeve Shell Top

Choose a cotton or silk jersey or knit shell with a scoop neck. It will go with jeans as well as with a very dressy outfit. Wear it as-is with jeans, but imagine it with a fabulous straight skirt in black. Just add a spectacular belt, some great earrings and a pair of simple black heels with sheer black stockings, and voila, you are ready to go to dinner in a fancy restaurant. Tee-shirt styles are not as professional looking as scoop-neck styles.

Blouses with collars lack the versatility of simple shells in solid colors because they often confine you to a daytime look see photo below). Most importantly, their classic nature can give a more conservative look, and they require more maintenance. Nevertheless, a classic white shirt in a crisp cotton fabric looks highly professional when accessorized well—bold belt, earrings—and paired with dynamic pants or skirts. It can lose some of its oomph when worn under an old-fashioned blazer jacket because of its “uniform” association but if this is a look you like, jazz it up with bold earrings or a dramatic pin.
The French Blue Shirt

In a category all by itself is the “man-tailored” French blue shirt (below, left) in quality cotton fabrics. It is a businesslike yet non-aggressive color, so it softens black and makes it look approachable and “friendly”.

Below, I’m wearing the same black jacket in both photos. The French blue shirt gives a softer, almost naïve look and softens the effect of the black jacket.

The black shell (below, right) makes the jacket look more powerful. However, without the bold necklace, the effect could be severe.
The “Skinny” on Fabrics

Wool gabardine and crepe are the most versatile fabrics. They also look the most professional and they span several seasons.

Silk is also a good option; and nubby weaves look particularly business-like.

Newer fabrics with a percentage of spandex keep their shape and resist sagging and creasing. As a result, they are especially suitable for skirts.

Ultimately, skirts and pants in quality fabrics wear longer, flatter the figure more and keep their shape better.

Pockets, pleats, tweeds and corduroys all add bulk—stay away from these bulky fabrics and styles if possible.

Color and pattern matter. Remember that pastels and browns are passive while navy, black and jewel tones imply power and class. You may wear a small pattern in a shell, but stay away from floral patterns (they diminish the look of power), horizontal stripes (too leisurely), and plaids (too sporty and busy).
Accessories have the power to make or break your look. Without them, you run the risk of looking “ordinary.”

If you were interviewing candidates for a job, would your goal be to hire ordinary or would you be searching for someone extraordinary?

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 and professional gets the job.

Never walk out the door with an un-accessorized suit. The exception to this rule is if it has elaborate buttons or other details.

**Earrings and lipstick: Don’t leave home without them!**

Earrings (along with lipstick) are your power tools. Earrings give you that extra edge to complete a professional and polished look, but they must be just right for you. The first rule of thumb is that your earrings must be fairly bold, so that they make a statement. At the same time, they must not stand out excessively or they will attract too much attention—which means the earrings wear you instead of you wearing them.
Earrings should always hug the face and be viewed from the “front.” An earring which falls sideways, creating the look of a large round circle, will be more of a distraction than a compliment. Giant hoops are a perfect example of this. Because they are large and tend to protrude rather than hug the face, they also tend to grab attention.

Instead of large wire hoops, imagine a pair of chunky oval hoops, at least somewhat larger than a quarter. These hoops hug the face rather than protruding out, as large, thin wire hoops inevitably do. They appear to be a part of you; they don’t command attention, but you do!

Kay wears a pair of very large chunky hoops in the “After” photo. These earrings would not work as well with shorter hair; they’d be overwhelming. Because of Kay’s beautiful pink skin tones, she looks better in silver earrings than gold ones. Other professional-looking styles are “doorknockers” and various takeoffs on hoops. Note that flat “clips” are not in the “power” category.

Kay (below, left) is an interior decorator and needs a look that is both creative and distinctive. The simple addition of earrings and a bold lipstick (below, right) give her a more professional and dynamic appearance.
The Polished Professional

The two styles of chunky hoops worn by Rowena (above) give her the look of a serious polished professional. She also looks quite powerful.

Barbara (above) wears round clips in the “Before” photo and doorknockers in the “After” photo. The large clip earrings in the “Before” photo are barely visible, blending in with her skin so they make little or no impact. In fact,
they clash with her silver hair. Silver doorknockers, on the other hand, make an impact and give her a more authoritative presence. Most importantly, they hug Barbara’s face and do not overwhelm.

LaVoria (above) also wears very bold earrings, but they are designed to hug the face so that they add rather than detract from her overall image. Her dramatic earrings also complement the bold Omega necklace and her black suit.

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Another great earring style is the “flat hoop” (hoops forming only half a circle). The chunky “flat hoop” (previous page, bottom left), and modeled by Rowena (previous page, bottom right), forms a flattering shape that hugs the face and doesn’t stick out. It also makes the face look slimmer. These earrings are electroformed of sterling silver, so they are very lightweight and comfortable.

Classic “clip” and button earrings usually look too “safe.” They may either diminish your power or produce a too-conservative look, so that you easily appear severe or old fashioned. Classic diamond, pearl or gold studs are normally neutral in effect and rarely look powerful.

Wearing no earrings would be even worse.

Accessories (and a little lipstick) totally transform Barbara’s look (facing page, below). She wears medium-size chunky hoops, but because her hair is voluminous, she could also wear slightly larger earrings.
Necklaces

Necklaces come in an endless array of styles, colors and lengths. The most powerful and dynamic look is a short chunky necklace consisting of multiple strands (below). When it is close to the neck, it also can be used to block bad garment colors.
A single, thin strand of pearls (below, left), genuine or faux, suggests demureness and simply does not lend authority. Chunky, Chanel-type pearls (below, right) look worldlier. Even better choices, however, are the necklaces and silver collar shown on the facing page.
Doris, Christine and Sharon (clockwise from top left) favored pearls, and all three wore them to their makeover session. They look attractive and pleasant but far from the extraordinarily dynamic women they truly are in the “After” photos (following page).
Pendants Look Collegiate

Pendants hanging from a long chain usually suggest a “collegiate” look. Dionne (below) demonstrates how this style often ends up looking like you are wearing your boyfriend’s class ring on a long chain.

Classic gold chains worn alone are neutral in effect. The more massive chain necklaces are, the more authority they will convey.
Bold pendants attached to a shorter necklace look more businesslike (previous page, bottom left). However, the classic Omega necklace (in sterling silver, previous page, bottom right) is one of the best choices by far for a power look.

**Pins & Brooches: Real power tools**

Bold pins or brooches have the potential to be real power tools. They can do more because they enable you to wear dark colors that you may have thought were too severe. A case in point is a solid black suit or jacket that looks severe or stand-offish when worn without accessories. Adding a bold pin changes the look from severe to authoritative. (See below.)

Brooches should be worn near the top of the shoulder if the style of your suit or jacket permits it. This ensures that your face remains the focal point.
point. When pins are worn on the lower part of the lapel, they tend to bring the eye down and away from your face.

Lipstick, earrings and brooches keep the attention on your face, and your face is the focal point of your entire body.

Quira, a high school senior working in a law firm after school to earn money for college, wanted to look more professional. She learned that jackets lend immediate credibility. The fuchsia jacket gives her the look she needs in order to be perceived as a trusted professional instead of an inexperienced greenhorn. The black brooch visually ties the jacket to the black pants to look like a suit, and note the added bonus of Quira’s slimmer-looking figure.
Pins don’t have to be gold- or silver-toned. “Silk” flowers, or even decorative Lucite ones, are equally effective. Amy’s suit jacket looks much more stylish with the addition of a Lucite flower pin (above).

Both women above added pins to their suits, giving them a more finished and dynamic look.
Don’t forget to wear your pin the same place you would put your name badge at a business conference. Pins should lead the eyes up, not down.

This is a particularly dramatic brooch in lightweight sterling silver (above). It is both feminine and powerful, and is beautifully sculpted.

**Scarves: Elegant but not powerful**

Scarves are not always effective power accessories. The average scarf falls into the “ladies lunch” category: pretty, but not authoritative. A scarf’s most useful purpose has to do with its color; it can add a bold dimension to an otherwise washed-out or conservative look, or it can block the “bad” color of a garment so it does not have a negative effect upon your face.
Watches and Wrist Jewelry

Today, colorful and “frivolous” watches are worn as much as a fashion accessory as a time piece. Use common sense when choosing a watch, and the most important consideration is that it doesn’t stand out more than you. Consider “company culture” and the fact that styles and trends differ from region to region. Take your cues from upper management.

Bracelets that jangle and make noise or distract in any way will create a deflection from your message. Save them for your personal life.

Belts: The underrated accessory

Belts are one of the most underrated accessories, yet they give a finished look to skirts and pants and impart a degree of authority. The addition of a belt will take your pants from “average” to dynamic and professional. The next time you have a weekend retreat or workshop that requires casual dress, wear a pair of dark “office” trousers, a scoop-neck top in a bold color, and a leather belt with a bold buckle. You will stand out from the crowd.

If you are high-waisted, collect belts in your favorite colors so they match your tops. Wearing a belt the same color as your top will make your waist appear lower. If you are long-waisted, match your belt to your pants so that your waist will look higher.
Choose leather or other natural products when possible, and look for belts that have bold, but not gaudy, buckles. Horseshoe-shaped belt buckles are bold and fashionable looking. The photo above shows a variety of horseshoe-shaped belt buckles as well as an art deco variation (far right).

Belts shouldn’t be gaudy, but they should be distinctive. You don’t want the belt buckle to command the attention. If the buckle is two-toned you will be able to wear that belt with both gold and silver jewelry, as well as jackets with gold or silver buttons.

Today, wide belts are very “in” and provide a dramatic look (examples on following page). They come in a myriad of fabrics, styles and colors. They are designed to make the waist look smaller.
Try to choose simpler styles and colors that tend to “stay in fashion”.
Above, I demonstrate that accessories make the difference between looking ordinary and looking polished and professional. Belts take pants or a skirt to another level. Add a necklace and you are ready for dinner in a nice restaurant.

**Shoes**

Shoes should support your message, not be the message. If you feel compelled to look at a person’s feet, something is wrong.

Shoes should be as simple as possible. Plain leather pumps in a solid color are the best choice for business. Not only are they versatile, they make your feet look smaller than “fussy” shoes with bows and multiple colors. Wide feet look better with a lower cut vamp, which is slimming. Narrow widths look better with a higher cut vamp.
Generally speaking, heels – even one-inch versions – have more authority than flats.

Take a look at this great dark red business suit, worn by Maribeth, a dynamic corporate motivational speaker from Chicago (below). Red’s a great hue for Maribeth, and it’s also her signature color, since her company is called Red Zone Marketing.

In the “Before” photo Maribeth wears pant shoes. Their high tongue makes her feet look bigger and more prominent. Pant shoes should never be worn with a skirt, because they make the feet look clumsy – a label you don’t want. They may also appear matronly and give the appearance that you are ready to do menial chores. Shoes with a high tongue are actually called “pant shoes” and should only be worn with pants.
Liz (above) looks fantastic in her purple suit, a color she would not have worn prior to her Image Makeover. But her feet command too much attention in the “Before” photo (above, left), due to the fact that her shoes are in a light color and have a “chunky” heel.

If it is medically necessary for you to wear flats, choose very simple styles that are low cut and have a little “cleavage.” They look less “functional” or sporty than “sturdy,” chunky-looking flats. Here is an audio clip about shoes and high heels.
Handbags and Briefcases

As with shoes, the simpler the handbag style, the better, and dark colors are more versatile. Leather is best, but in the summer look for great looking beige or off-white handbags in other materials, including linen.

After you've found your “perfect” handbag, one that goes with nearly every outfit, think of “secondary” handbags that can brighten a drab ensemble. It isn’t necessary to match your handbag to your shoes, so if you have a great red handbag to jazz up your black suit, opt for black shoes because they go with your suit.

A word of caution: In business settings, resist stuffing your handbag so full that you cannot locate your keys and other items easily. The stereotypical image of a woman foraging hopelessly through her purse detracts from your “power” image.
Briefcases also should be quite simple, and they should not overwhelm you. Take a look at the woman on the previous page. Her choice of bag is awkward: we can’t tell if it’s a purse or a briefcase because it is an odd design and irregular size. You can’t go wrong with a black leather portfolio or briefcase. As with handbags, resist stuffing your briefcase when calling on clients. Bring along only the items you will need for the occasion.

Raincoats

Pastel raincoats in pale aqua and pale mauve do not look professional. The classic Burberry trench style raincoat (and copies) is still the most popular style for a raincoat. A black raincoat is somewhat more versatile because it can be worn day or night. Coats cinched in at the waist look very stylish (examples following page).
Rainy days are usually dismal, so why not think about a RED raincoat to combat the dreariness. The style I model here is one that can also double as a dress – provided you like dresses. The material has enough stretch to it that it will accommodate a business suit underneath. Of course, this is not a “classic” style like the traditional Burberry raincoat in beige, so it may not look “stylish” for too many years.

**Conclusion**

*Accessories are magical tools that separate the “ordinary” woman from the extraordinary woman.*  Click on this link for audio clip about this topic.

Without accessories, you will be an unfinished masterpiece. Or, in the words of all the designers and fashion coordinators that I’ve encountered, “You won’t make a statement.” Make certain you make a statement every time you enter a room!
Day 4

Finishing Touches

The focal point of your entire body is your face, which means that your hair can make or break your image. Even when your outfit is state-of-the-art, if you have a dated hairstyle, you will be judged to have a dated appearance.

A dated appearance suggests dated services or products. A bad hair day can ruin your day, but a dated hairdo can ruin your career.

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

Dr. Marianne LaFrance, Professor of Psychology at Yale University and director of the study “First Impressions and Hair Impressions” confirms that a Bad Hair Day affects more than your appearance. It impacts performance, self-esteem, social insecurity and self-criticism. It is no wonder then, that the term “Bad Hair Day” has become part of the vernacular for a bad day in general.

Professor La France’s studies revealed that different hairstyles quickly lead others to ‘see’ different kinds of people. Thus, she asserts that the frame around the face can significantly alter how a person is perceived.
The above photo (left) was taken after a walk on the beach. My hair is naturally curly, and I must straighten it daily in humid weather. It’s worth the effort, don’t you agree?

“Dated” Hair

My 30 years’ experience suggests that a dated hairdo undermines even the most dynamic “power suit.” It is the number one “image killer” of American women today. These two women (following page, top) are typical examples. The woman on the left has a Seventies shag haircut in multiple layers; the hairdo of the woman on the right is even more dated. Neither woman looks her best.
The three women below are guilty of the most prevalent “sin” when it comes to hair: washing it and letting it dry in the car on the way to work. Their hair looks unkempt and messy.

Unfortunately, it could be assumed that not having time to style their hair could be a sign of disorganization and poor time management.
The most polished and professional hairdos are European looks that are somewhat straighter (see below). All have “pointy” layering instead of choppy layering. They look uncontrived and professional.
“Bangs” and “Fringes”

Bangs/fringes that are too short or too uneven (below, left) are not as flattering as those that are angled (below right).
Bangs/fringes that have pointy wisps are also very much in style now. The four photos below provide good examples of up-to-date styles.

The most “natural” looking styles are inevitably the ones that have an expert “precision” cut. As with most things in life, when things look oh so simple, it is usually because they are performed by a master. Just as
there are great masters of music and art, so too can we appreciate master hairstylists!

The photos below depict short hairstyles that look stylish and flattering. Note that they are longer than usual in the back, so the hair frames the face nicely. Hair that is shaved or shingled too short at the nape of the neck is less flattering.
Pageboys/Bobs

Most pageboys look dated and collegiate; and when they end at the jaw line, they create a hard line that makes the jaws appear somewhat square (below, left).

The most effective way to update a pageboy is with “pointy layering” as with the photo above, right. The soft pointy layering allows the hair to hug the face and frame it, softening the jaw line and giving the illusion of a more perfect oval face.
Compare these two photos of Patricia. A computer program was used to lengthen her hair into a more flattering cut. In the “After” photo (above, right), her jaw line no longer appears square. It appears slightly square in the “Before” photo (above, left) because the straight line of her hairstyle creates a horizontal line across her jaw.
Take note that a round face will look thinner with longer hair that is fairly straight. If the hair is lifted or teased a bit at the crown, it will also make the face look longer and, therefore, thinner. By the same token, a long face will look thinner with long straight hair, as you can see from the photo below.
Curly Hair

If you have curly hair, do not let it grow “wild.” More than any other hairstyle, curly hair needs a precision cut to look businesslike and professional.

Take a look at Susana, below. In her “Before” photo (below, left) her hair is very curly, and the weight of it makes it hang limp. By shortening it a couple of inches, she achieves more fullness with her hair – and it also looks more distinctive and attractive (below, right).
The rendering above of a wavy or curly hairstyle has a very good line; it is angled at the jaw line and thus frames the face nicely.

**Thin Hair**

The best disguise for thin hair is to get a hairstyle that has a wispy look to it. That way, it says “wispy hair” instead of “thin hair.” This can mean bangs/fringes that are wispy (but angled instead of straight) and long wisps at the back instead of a severe straight line at the nape of the neck. Wisps that softly frame the face like “pointy layering” are also recommended.
If you prefer short hair the style above, left is particularly good for baby fine or thin hair. The perception will be one of wispy, attractive hair instead of thin hair.

If you prefer medium-length hair, the above, right style is perfectly suited for baby fine hair that is straight. It is also a good example of pointy layering that frames the face beautifully. Note that the layering helps to soften her otherwise strong jaw line.

“Teenage” Hair

Long “teenage” hair is often a delight to see, as it resembles a horse’s mane flowing in the wind. It is untamed, and some admire that. However, in a professional environment, it immediately diminishes credibility and “presence” because of its “teen” association. On the other hand, long hair
to the shoulders with a great cut looks very professional and elegant.

Kim (above) is a university student who came along for a personal image workshop. She wanted to be prepared for job interviews when she graduated a few months later. These photos were taken on the same day; we simply smoothed out Kim's hair and tucked it under a bit so Kim could see how it would look with shoulder-length hair. It isn't necessary to cut long hair drastically. Sometimes two inches can make a huge difference.

Julie (following page, top) also changed her appearance dramatically by changing her hair. Julie is on her way to becoming a nurse. A more sophisticated hairdo enables her to look more professional and experienced. Julie noted that her new look was accompanied by increased credibility and trust.
“Flips”

“Barbie-doll” flips (below) still continue to be popular, but they require hair with lots of body to be carried off successfully. Be cautious of your hair’s characteristics when considering adopting this look.
Shags can also easily look messy, so update yours by getting a smoother version.

Hair is more than your crowning glory

Below are three women from an image training course in Brussels. Compare these “Before” and “After” photos and you’ll see that hair makes a big difference! They not only look more attractive, but more confident and sophisticated.
Silver vs. gray

Women with gray hair need to exert an extra effort to make certain that the first impression others have of them is not “gray haired.” Instead, with dynamic image tools, you project the image of a worldly and sophisticated woman with striking silver hair.

Barbara’s gold clip earrings clash with her silver hair (above, left). Silver clips flatter her hair, which is striking and has become part of her new signature look (above, right). When she wears earthy tones (above, left), her hair appears dull. The impression you are left with is “a woman with gray hair,” rather than the striking woman that you see above, right. Branding yourself with a signature image requires that you have every element of your image in total harmony.
More research from the professionals

Research at California State University reveals that the fair-haired are rejected more often for jobs and paid less for top managerial positions.

In general, you will command more authority if you have dark hair.

This strongly suggests that blondes need to dress more authoritatively than brunettes. It does not mean that blondes must dye their hair black in order to get ahead. What it does mean is that if you have blonde hair you need to have a more high-fashion sophisticated hairstyle. You may also need to wear more authoritative colors and styles than your dark-haired counterparts.

Nails and Manicures

The nails of professionals should not be too long. Long or short, they will look the most professional if they are neatly filed and clean. If you do not have the time or money for regular manicures, use a clear nail polish. The two color choices for nail polish are:

1) Anything in the red family; fuchsia, true red, cherry red, even slightly orange red – but not too orange. If your nails are short, red nail polish would not be appropriate.

2) A neutral French Manicure.

Square-tipped nails may be fashionable, but their straight, angular lines are masculine, suggesting rigidity. Their sharp edges subtly and subliminally suggest sharpness in one’s personality, and the unnatural shape can be a distraction. Nails with rounded tips look more natural and therefore more professional.
Long nails that are simple but perfectly manicured suggest refinement and femininity.

CONCLUSION

Dated hairstyles suggest a dated “you.” No matter how expensive and fabulous your business suit, it will be ineffective if you have an old-fashioned hairdo. Use the following guidelines to help you find your best hairstyle.

- If you have the hairstyle you had in school, chances are it looks dated. Long hair—regardless how ravishingly beautiful—that even faintly resembles teenage hair will cause you to look inexperienced and will likely undermine your credibility.

- If you have a “wash-and-go” hairdo, it may look too casual and even somewhat sloppy.

- Precision cuts are best, whether your hair is long or short, curly or not. Unkempt hair does not look professional.

- In general, curly and/or blonde hair will look less authoritative than straight and/or dark hair.

- The pageboy hairstyle can look dated. A newer version of the pageboy is straighter at the ends and has long “pointy” layering.

- Bangs/fringes have changed radically within the past few years. All square lines should be softened and angled.

- Never, ever dye your hair red. Red hair is actually orange; it will make the skin tone less even and require you to wear more makeup. Let Mother Nature do red hair unless you have an expert eye and thorough information about color and color psychology.
• If you have black hair or very dark brown hair, do not get golden blonde highlights or streaks. Instead, play up the wonderful contrast between your hair and skin.

• If you have dishwater blonde or mouse brown hair, DO get blonde streaks near your face.

• The importance of a good haircut and an *up-to-date*, flattering style cannot be emphasized strongly enough.

• Most women need a correction with style, not with color; so consider a color change last.

• If you are not certain about your current hairstyle, collect photos of hairstyles that you like and ask for feedback from a friend, or better yet, your hairstylist.

• Audio clip about the hair issues of African American women: click [here](#) to listen

• Audio clip about what to do with grey hair: click [here](#) to listen.
Day 5

Using What You Know

Assess your wardrobe

Are you among the majority of women who only wear 20 percent of what they have in their wardrobes?

Often women have too many "basics," and in such diverse color that they need three or four different handbags and pairs of harmonizing shoes with which to accessorize. Often a good percentage of the colors don't even flatter them.

If your wardrobe consists of garments in beige, camel, brown, grey, black and navy you already need at least three handbag/shoe colors. It's much better to keep your basics to black skirts and pants, with a few items in grey and navy blue. Don't buy any more camel, beige and brown. Remember, those colors are derivations of brown and do not add "power" to your professional wardrobe; they're also warm, and the skin tones of most women are actually cool.

Contrary to popular belief, your best colors cannot consist of both warm and cool tones—and it is your skin, not your eyes and hair that determines your best colors. If in any doubt, have your colors done by a professional. But be aware that even they may be working with outdated color concepts.
Dark colors convey authority, and dark blue in particular conveys both trust and authority. Black, on the other hand conveys authority, but it may cause some women to look severe or even threatening.

Christine Comaford, a dynamic multi-millionaire entrepreneur and author of “Rules for Renegades,” once spoke of her early career days when she had her own technology consulting firm. Things weren't going well. After being rejected 35 times in a row, she decided to check out the competition to find out why they were successful. She discovered that there was a certain look her competitors had that she didn't. She concluded that her prospects didn't trust her because they didn't feel comfortable, so she made appropriate changes to her own image.

Once she changed her image, she started closing sales left and right. Before assessing your own wardrobe and setting out for the stores, find out what changes Comaford made.

Now back to your own closet. Ask yourself, “Do I have the right colors, the right styles, too many look-alike items?” What about accessories? Are there too many pieces of “fun” or funky jewelry that aren't appropriate for the office? They're fine for leisure, but don't buy any more while shopping for your professional image.
If you have colors from all four categories – warm, cool, muted and bright – reassess. The right colors will make your skin glow; the wrong ones will make your skin appear dull, and may even make you look tired or ill. Don't keep colors that don't flatter you. Once you've determined whether your skin tone requires you to wear warm or cool colors you'll know what you need to keep, what you need to give away and what you need to purchase. Streamline the basic skirts, pants and suits. Choose one color and create a well-rounded wardrobe.

By the way, your shoes should never be several shades lighter than your outfit – a difference of a shade or two of the same color is acceptable.

Make a List

Compile a list of the important items you need to complete your personal and power wardrobe. Having a list in-hand while you shop will help prevent you from making compromises or buying things that you don't really need.

Budget

Most of the things that end up in the back of our closets are usually bought on sale, because that's when we make compromises. “I really wanted fuchsia, but all they had was pale pink,” one might resign. Or, “They didn’t have a jacket in the style I love, so I got a blazer jacket instead.” A bargain isn't a bargain if you don’t wear it.

Realize that quality pays and that certain items are versatile enough to be worn for both business and leisure. For example, a well-made shell in your “perfect” color will last longer than one of lesser quality; it will always look great on you; and it will go as well with a suit as it will with your best
pair of jeans. Along those lines, stay away from that grungy, tattered jeans look. It makes an unflattering or negative statement that you can’t take back.

Don’t worry about the ability to afford designer suits. A trained eye can spot good copies that will give you the look you want. (Read my article “It Costs the Same to Look Classy as it Does to Look Brassy”.) Learn to recognize quality materials and cuts. Fashion magazines may help, but sometimes they feature exaggerated versions of what you’ll eventually see on Main Street. Check out exclusive boutiques to see what they feature. You can always go hunt for the same in thrift and upscale consignment stores – just be patient; it may take a few trips before you find your “perfect” pieces.

Begin with a few good jackets and team them up with a well-made black skirt or a well-made pair of black pants. Kaspar, LeSuit and Tahari are labels that very often have jackets with designer looks and cuts at affordable prices.

Keep colors coordinated if you’re on a budget. You’ll find this approach to be simple, efficient, and cost-effective. Your shoes should match or coordinate with your skirt or pants, but you can wear black shoes with almost anything if necessary.
The shopping mindset

Shopping strategically and cleverly can save you time, money and frustration. It can put you on the fast track to success, and in this economy it’s empowering to know what not to spend your money on.

At most department stores today, the racks are loaded with blazer-style suits and jackets that are shapeless and boring; and to make matters worse, they are usually in dreadful colors. These fashions make women look powerless and frumpy, and they do not reflect women’s natural strengths. (Read my article “Are You a Substantial Woman?”)

If women are to narrow the gender gap at work, they need to dress powerfully. At the same time, they need to maintain their femininity, because it is an asset not a liability. This is not the same as looking sexy or “cheesecakey.”

Without a doubt, the days of Casual Friday and Business Casual are coming to a screeching halt. (Read my article “Interview Dress.”) You need to dress either for business or for casual activities. In professional settings casual attire never gives you the advantage over the competition.

Do consider versatility while shopping, however. If you juggle your career with your hobbies or duties as a volunteer, wife and mother, it’s usually a good idea to buy basic items with versatility in mind.

Unlike a man’s business wardrobe, your collective wardrobe can do double duty. Remember the example of a great, quality shell that goes from business to blue jeans in a snap? Why not take advantage of this bit of good fortune? Women are also fortunate in that they can wear more dynamic colors in a business suit than a man can. A red business suit, for example, can make more of a statement about being enterprising and dynamic than a dark navy blue one can (following page).
There are three things you should keep in mind when you go shopping with your list in hand: (1) color, (2) style and line (3) accessories.

The following lists are a few reminders that will get you off to a good start; and a list of basic components follows:

Seven Days to a Brand New You

Page 84
Points to remember

- The darker the color, the higher the authority.

- Choose solid colors instead of patterns or prints; they have more versatility and can take you to a casual event or a very formal one. Prints, with the exception of vertical stripes, usually look less dressy. Vertical stripes have more versatility than any other pattern; their crisp lines look businesslike and they are perfectly at home at casual events. In dramatic colors, they look very dressy. Remember that large prints often make you look larger than you are.

- Bold colors give you a dynamic look, and can make you memorable and distinctive-looking. However, use caution with fuchsia, bright yellow and peacock blue, as your “color” may be noticed more than you. Team your fuchsia jacket, for example, with a black skirt or pants. Or, anchor your bold yellow or peacock blue pantsuit with a large black pin, such as the classic Chanel black fabric camellia.

- Some bold colors are classy and some are flashy; learn to make the distinction. Food colors like lime green, bright lemon yellow and orange are usually flashy; high-fashion colors such as magenta and racing green are classy.

- Earthy colors from the autumn palette make most people look less dynamic because they easily suggest country weekend. Autumn colors often contain grey and may impart a somber appearance. “Grunge” colors look grungy and far from dynamic. Steer clear!

- Gray is a popular color because it makes people feel safe; it may be so safe that it looks passive, even negative. You must use an accent color to make it look dynamic. Yellow, fuchsia and peacock blue are good examples of colors that give grey a bit of pizzazz.
• Consider building a wardrobe around basic black skirts or pants by adding power jackets in various colors (see list below).

• Keep shoes simple. You can't go wrong with plain black pumps. Remember that open-toed shoes diminish authority.

• Keep handbags simple and professional-looking. Don’t stuff them full.

Components of a Basic Professional Wardrobe

• 2 Black Skirts (wool crepe or wool gabardine recommended; try cotton twill for summer)
• 2 Pair Black Pants (same as above)
• Jackets in your favorite (power) colors
• 2 Pair Black Shoes
• Leather Belts (in black or to match jacket color)
• Tops/shells in your favorite colors (wear alone in summer, under jackets in winter)
• 2 Pair Bold Earrings (or more)
• Black Leather Handbag
• Bold Pins/Brooches
• Bold Necklaces
• Watch a video clip dealing with You and Your Wardrobe: click here

The above items will give you the makings of a solid professional wardrobe. In a pinch or on a budget, you can begin with one skirt and one pair of pants and make “suits” of them with a few jackets in different colors. One pair of plain black pumps will get you off to a good start.
Navy blue is another possibility for building a basic business wardrobe. However, unlike black, it is not always possible to match the many shades of navy blue, so you may need to purchase your original “navy blue suit.” Then you can wear the skirt with a burgundy top, a purple one, a red one, a yellow one, etc.

If you are smaller on the top than on the bottom, you could wear your navy blue jacket with a dark navy plaid skirt or pants and make it look like a suit. In the summer, it could be worn with white pants for a sporty nautical look.

Department stores usually have great-looking costume jewelry that won’t break the bank. If “the real thing” is in your budget, buy gold or silver earrings. Because they often are hollow, they are much lighter than imitation metals. The lighter weight enables you to wear them comfortably for hours.

Happy shopping!
Day 6

Putting it All Together

Goals and examples

Remember Lynn, the lawyer in pale pink who attended my Total Image Workshop? She said, "It irks me to think that I'm an intelligent woman, with a good education, and you're telling me that people are not going to judge me on my merits; they're going to judge me on the way I look. This really makes me mad." The truth is that most people you encounter aren't psychic. They can't read your mind and determine that you have a fabulous education or that you're brilliant. Their first source for information about you is often your appearance. And people have claimed for centuries that appearance is a pretty reliable standard for judging a person.

Vanessa, a successful stock broker and one of my VIP clients, recently decided to give romance another spin. She posted a photo and her profile on a well-respected Internet dating site and waited. And waited. And waited. Three months later she'd not received a single call. During her image session she mentioned that she'd likely not renew her membership at the dating site. I encouraged her to try again, but with a photo and profile that reflected her new, more confident and dynamic image. Days after posting her new photo Vanessa was bombarded with queries. She now had several men who were interested in getting to know her. She hit it off best with Mark, a successful surgeon, with whom she’s been extremely
happy ever since. Vanessa also humbly admitted to being the “star” of her high school reunion not long after her makeover. “Everyone was ‘Oooh’ing and ‘ahh’ing,” she cheered. In fact “it was kind of embarrassing,” she admitted, because she knew that she was “outshining everyone.”

Lead, don’t follow. There are many rungs up the corporate ladder; lead from where you are today. One of my favorite stories is that of a young woman’s experience among her peers at a new job. “Nancy” noticed the gap in levels of professionalism and associated respect between her peers in the office and the company’s higher-level management. Regardless of the job for which each was responsible and the level at which they performed, those in the office who dressed like “kids” were treated like “kids.” The more mature, more experienced, leaders in the company dressed like leaders. They had a standard for professionalism which silently stated, I know who I am, what I’m doing, and where I’m going; my product/service is exceptional.

Nancy followed my suggestions, taking cues from her higher-ups and implemented the changes that gave her an edge. When the company sought to promote someone from her level to the next, she was the candidate chosen.

When assembling your professional look, remember that “the devil is in the details.” We’ve covered color, line and other essential concepts in previous chapters; here we’ll expand on them.

Ill-fitting garments can make you look less classy. They are often judged to be cheap in general and will likely cause others to think that you are careless, sloppy or even less educated. Beautifully tailored garments, on the other hand, send the message that you are refined and elegant. Pay attention to little details. Droopy hemlines or those that are coming undone look bad, as do sleeves that are too long or skimpy looking.
Suggestive attire is perhaps the biggest mistake women make, sometimes without even knowing it. Be sure not to look “cheap” in any way. At the very least you may unwittingly label yourself a “bimbo”, or not of much value to the company. Who knows what else they might be thinking.

**A little makeup goes a long way**

Makeup is not about covering your face with color. Nobody needs a foundation that completely changes the look of their skin. Makeup is about adding color that looks natural. It’s about enhancing your own features, making your eyes look bigger, your cheekbones look higher and your lips look fuller or thinner to achieve a beautiful, balanced look.

**Foundation**  Click on the link for an audio clip

Color is so visual, it is sometimes hard to make the distinction between a peach-toned foundation (which is warm) and a pink-toned one (which is cool) while in a store – even “experts” may make mistakes. But we will attempt it here, as practice for when you’re shopping. Keep in mind, however, that these colors may not be printed accurately.

![Warm Colors](image1.png) ![Cool Colors](image2.png)
To determine whether your foundation is warm or cool, place a dollop of it on a piece of white paper and put it between the two groups of colors (previous page). The ones on the left represent Warm foundations colors, and the ones on the right represent Cool foundation colors. Which one does your foundation “marry” with? By this we mean, with which group does your foundation appear to belong or harmonize? (Note: different computer monitors will have nuances in regard to the colors you see. Sometimes colors are distorted.)

Don’t be surprised to discover that your foundation has yellow-green “ochre” tones. This dreadful color is often recommended by “experts” in a vain attempt to get rid of pink tones on the face. It will not make anyone look more attractive!

According to dermatologists, one of the most negative side effects of overexposure to the sun is excessive sallow skin tones in later years. Thus, if you are past forty and have spent a lot of time in the sun, it may be necessary to combat the tendency toward sallow skin by introducing more pink tones into your foundation than ever before. Foundations that have a subtle pink undertone will “magically” soften the lines on your face without leaving any line of demarcation. Do not let anyone try to “match” your sallow skin! On the other hand, don’t go overboard with an intensely-pink foundation, as it can produce an unnatural look as well. Look for subtle pink undertones in your foundation.

Click here to listen to a short audio cut about Makeup Applications.
Blusher

Choosing a blusher is just as confusing. Look at the two pink colors below. Which one is warm and which one is cool?

If you place a piece of pure white paper over the center color (covering it with your hand may not suffice), you will find that the two pink colors appear to be nearly the same. They could be typical shades of lipstick or blusher, and chances are, you would not suspect that one pink is warm and the other is cool.

However, when the white paper is lifted and the two squares are CONTRASTED with the peach color, one of them appears Warm – more salmon (with yellow tones) in color, while the other one is Cool – more blue tones. Can you tell which pink color is warm? It is the one on the right.

Even cosmetics companies don’t necessarily know the difference between warm and cool tones. Furthermore, they tend to change their formulas “overnight.” Suddenly, a trusted product that was once cool is warm! And just as there are different dye lots with fabric, cosmetics companies have different batches for colors with the same name. Therefore, we cannot give a list of color recommendations in print as it may turn out to be unreliable.

All of this means that you can’t rely on labels and color names to determine your proper makeup colors. But with the knowledge of your skin’s true underlying tones and what to look for in colors – warm or cool – you
will have a better chance of determining what's really in the bottle, tube or compact and how it really looks on your face. Keep in mind that even clear packaging has subtle coloring that often skews the makeup's true color.

When it comes to blusher application, forget the old-fashioned “V” wedge, which shouts “makeup.” And don’t put your blusher low on the cheeks, as is often recommended.

Dusting your face with translucent powder as a final step is not recommended. Ordinary powder, unlike mineral powders, clogs the pores and gives you a "made up" look. If you have oily skin, get a small packet of paper blotters from the drugstore. It's a healthier way to get rid of shine. That oily T-zone is just Mother Nature's way of cleansing and purifying the system; you don't want to impede this.
Lipstick

Remember that lipstick is the number one way to bring attention and color to your face. Brown lips are not natural-looking or feminine, nor are they attractive. This includes peach brown-tones and pink brown-tones. The universal lipstick color is a medium fuchsia (see photo below); nearly every woman can wear it beautifully. L’Oreal Colour Riche #640, Wild Plum, is a good example because it’s somewhat sheer, rather than opaque.

While most fuchsias are cool, many are warm. Shocking Pink and most other pink-family colors are about half and half. The two colors below on the left are cool. The two colors on the right are warm.

Never make your top lip fuller at the outer edges (below, top), as Joan
Crawford used to do. In terms of body language, this “curled lip” suggests distaste or dislike. The fullness of the lips should be at the center, at the “cupid’s bow” (below, bottom).

Eyebrows

The most natural eyebrow is the “gull wing” shape (following page). It begins at the point where the tear ducts are and arches at approximately the outer edge of the colored pupil of the eye.
The photo below illustrates an all-too-common mistake, plucking eyebrows that are initially too bushy into an unnatural shape. If you aren’t an expert, let a professional re-shape your brows.

Posture  Click on this link for an audio about the importance of posture.

Here’s a tip worth a million that doesn't cost you a cent: Develop good posture. Here’s how:

Stand straight.

Breathe in (the yoga method) by filling the lower abdomen, the middle abdomen, and then the lungs. You will now have erect, squared shoulders.
With your arm hanging straight, let your middle finger begin to reach down your thighs. This will let your shoulders relax and allow you look completely natural, while still maintaining your "proud chest."

You will look supremely confident, capable, proud and dynamic!

Try to maintain that throughout the day and you'll see that your attitude will change as well. You will feel more confident, capable, proud and dynamic.

Maribeth (below) made a few changes to her image, but one of the most powerful was her posture. You can see how much more self-assured and confident she looks on the right!
Laurie is an author and business coach. She discovered that jackets convey immediate credibility when you have a youthful appearance. She added polished-looking makeup and accessories and found her signature image – an image that put her career on the fast track.
Jackie looks far more polished and professional with bolder “doorknocker” earrings and clothing colors. She’s changed her makeup colors from golden beige tones to the more flattering pink tones. Her washed-out grey hair now appears “strikingly silver.” She looks younger, prettier and more sophisticated. With her new tools, Jackie now projects the image of the worldly and sophisticated woman she truly is.
Joyce also discovered the power of dressing more professionally by wearing a suit jacket. Even though she lives in a tropical climate, she realized it wasn’t necessary to dress for the weather, but to dress to impress her clients instead. She changed her makeup and hair color, both of which were warm. Distracting dangly earrings were replaced by bold chunky hoops, and now her “look of success” brings increased success to her business.
Colleen

Colleen’s job required that she travel several times a year. She noticed that the Business Casual attire favored in her office didn’t serve her well when she traveled to cities such as Washington, DC. Her goal was to achieve an image that gave her immediate credibility and respect when she entered a room. Her Business Casual attire didn’t work, but her new look accomplished that, and more.
In a nutshell, remember:

Pastels decrease authority and may cause you to look passive, delicate and powerless.

However, use caution when wearing bright colors, such as fuchsia, bright yellow and peacock blue, as such colors may get more attention than you. Team that fuchsia jacket with a black skirt or pants. Anchor your bold yellow or peacock blue pantsuit with a large black pin.

Bold colors, including black, can overwhelm you if you wear them with the popular “nude” lipstick colors. Wear lipstick in at least a soft pink. Fuchsia looks good on most people, so don’t be afraid of it.

According to a 2001 Harvard study, we make an in-depth and long-lasting first impression in three seconds. In today’s shaky economy, while job losses continue to escalate, most of us choose service or product providers who look as if they will go the extra mile for us. We don’t have time or money to waste, so we won’t give the slightest consideration to anyone who looks like he or she might waste either. Casual attire suggests a casual attitude, and this era demands serious professionals with serious attitudes. (Read more here.)

If you would like to know more about how to dress for different body types and shapes, click here for an audio clip. A video trim dealing with this topic can be watched here.

Here is some precious advice from Sandy for women in business. Why don’t you look at this small video snip to get some ideas. You could also listen to a recording here about business dress for success.
Day 7

Overview

“The way you look and dress implies the outcome other people can expect from you.” Sandy Dumont

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. His advice resonates with today’s job seekers, and those who seek promotion, as well.

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, he says. Take a general cue from the Big Bosses in terms of style, and then aim carefully to dress a notch or so above your colleagues – but not better than the Big Boss, obviously. 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”.)
Guiding Principles to Keep in Mind

- Your image is your visual résumé.
- Remember 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.
- 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?
- It actually costs the same to look classy as it does to look “brassy.” Looking great is simply a matter of two little things, which happen to be the cornerstone of image: color and line.
- Perhaps the way you look shouldn’t matter when it comes to being hired, promoted or selected for an important task – but it does!
- 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.
- “Line” is essential. Women’s figures are rounded and men’s bodies are square and angular. Like the S-curve, rounded lines are appealing and flatter a woman’s figure. Never forget that straight lines are rigid and masculine; they do not flatter a woman’s figure. Apply this knowledge to everything from jackets to shoes to fingernails. Powerful women wear suits and jackets more often than not. A skirted suit is more powerful than a pantsuit.
Straight-cut blazer jackets signify a lack of imagination. Wear one and you’re likely to look like you’ve borrowed Daddy’s jacket – especially if you forego accessories and professional makeup. The one exception is when a blazer jacket is in a bold color or has high fashion tailoring. Choose suit jackets with a distinctive style and you will not only stand out, you will look head and shoulders above the competition.

Heels not only make you appear taller, they also look more powerful than comfy flats. Appearing taller is usually a good idea, since men often “tower over” women and may therefore intimidate them. High-tongued “pant shoes” are for pants only. When worn with skirts of any length, they make the feet look large and clumsy.

Accessories make the difference between looking ordinary and looking polished and professional. Without accessories, you will be an unfinished masterpiece. Or, in the words of numerous designers and fashion coordinators, “You don’t make a statement.” Make certain you make a statement every time you enter a room!

Lipstick, earrings and brooches keep the attention on the face, which is the focal point of your entire body.

Makeup is not about covering your face with color; it’s about adding color that looks natural and enhances your own best features.

Get a good, “grown-up” hairstyle that frames the face.

A polished image is a power tool at any age. Perhaps you believe that the way you look shouldn’t matter when it comes to achieving happiness or success in life. 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! 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. In the mean time, keep in mind the following principles:

• Black and navy blue imply power, stability and trustworthiness in business.
• Black is a “big city” color. When worn without accessories or lipstick, it can look severe. Accessories transform black into an exciting color rather than a somber or severe color.
• Pastels, browns, beiges, floral prints and most other patterns do not signify “power,” nor do warm golden colors look dynamic on most women.
• Stay clear of “grunge” and “food” colors. Instead wear colors that work with your skin tone and evoke a sense of energy and professionalism. Do consider jewel tones and fuchsias
A Personal Note from Me to You

We're more creatures of habit than of change

You’ve come thus far with me and I’m truly excited about your next steps toward inner and outer image transformation. Do yourself an important favor, as your own “biggest fan.” Vow here and now that you will not fall back into your comfort zone.

So often when we learn a new skill we find that it takes a little effort to stay on track. It’s human nature. We’re used to doing things another way, and the familiarity feels both comfortable and safe. We’re used to the process, and to the results. For the most part, we tend to prefer that things be “predictable.”

Most people come to my Total Image Workshops with the hope of learning a new way, engaging in a new process, commanding new and better results. In a way they’re exploring the “adventuresome.”

You may think that your old comfort zone feels cozy, but the truth is there’s something that’s disturbed you enough to shift – to read this. You know that the “same-old same-old” makes you blend in with everyone else, and by the end of this course you understand why that’s simply not acceptable for you. If you really want to change your image and your life, relocate your comfort zone. Reach for the stars. Grow in your sense of confidence, inner beauty, strength and great potential. Develop your own sense of personal style and let your image reflect all that you are.

Don’t settle for ordinary. Ever.

It’s good to be remembered, but not for the wrong things. You want to be remembered for all the right things. As Coco Chanel said, ‘A girl should be classy and fabulous.’

You are a precious gem. Now go out and dazzle the world!
Important Note from Sandy Dumont:

If you would like a more in-depth and greatly-expanded version of this book, stay tuned. Later this year, I will launch the book that I have worked on for ten years. It is the culmination of a lifetime of research into color and color psychology. It will also have even more information about makeup, hair, accessories and wardrobe advice. It’s the kind of book that can truly change your life.
Additional Articles by Sandy

“Become Above-Average with a Signature Image” “Modesty and Sex Appeal”
“(Imposter) Looking Good Only When the Need Arises”
“Dismissed Before You Open Your Mouth?”
“Do You Dress Like a Leader?”
“Looking Like a Million on a Shoestring Budget”

Special Offer: 50% Discount on the published Personalized Color Analysis and Makeup Consultation rates reserved to Readers of This “7 Days” Ebook.

Personal Feedback Services from Sandy Dumont, The Image Architect®
All of the perks of a personal Image Consultant joined with the flexibility and convenience of the Web - what could be better? Choose the Personal Feedback Services you want, submit the necessary materials to Sandy and receive her feedback - all from the leisure of your own computer. If you would like personal feedback of any kind, it is necessary to submit the following to Sandy Dumont: See the list of requirements

Personalized Color Analysis (published on website as $197)
Discover the colors that make you look healthier, more dynamic, professional and powerful. Train your eye once and you'll never again spend time and money on the wrong wardrobe items. To get the best results from this option, please submit the required photos, including the optional "g." - on the list of requirements (see above). Each client is unique and Sandy will spend the necessary time with you to get the most professional results.

You will receive:
- Color analysis
- Makeup consultation, feedback and product recommendations, valued at $49
- 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" with your personal color swatches, valued at $47
- All this at the special price of $97

Book your personalized Color Analysis here

Makeup Consultation (published on website at $97)
It is necessary to submit the photos and questionnaire, as set forth above (Click on See the list of requirements link). Sandy will then interview you on the telephone and recommend foundation, lipstick and blusher products from a selection of specific brands. Guaranteed results for $47!

Book your personalized Makeup Consultation here

Seven Days to a Brand New You