



# SmartStart !Instant !Impact

*Success tips and tactics for powerful personal marketing*

## 5 Ways To Make Sure You Always Look the Part

Image isn't everything but it does take you a long way in being perceived as a successful person. And you are always being judged. Don't be deceived when you see the top dogs dressing down. The reality is image counts. Good looks and a well put together package are great; but you'd also better be backing it up with substance. Here's how to make sure you do that.

1

You need more than the right stuff, you need the right look. I'm not talking about your "threads" here. I mean having the look in your eye that says you're serious about success, in for the long haul and not burning daylight. Successful people have a hungry look. Practice yours.

2

Make sure you portray a successful image. First and foremost there should always be visible evidence you take pride in your appearance. It's called good personal grooming. Take regular baths or showers. Have clean well-kept hair. No razor stubble or out-of-control beards (men), only light makeup (women). Fresh breath. Light (barely noticeable) scent.

3

Opinions are formed about you long before you open your mouth. Dress to impress. You don't need a lot of money to do that. Forget about making a "fashion statement". Dress for the job you want, not the job you have. Wear clothes that fit. Keep them pressed. Polish your shoes and keep them in good repair. Dress up for meetings and presentations—it's a sign of self-respect.

4

Smile in a way that comes across as sincere and confident, but not arrogant. Make eye contact when you are speaking with others. If your handshake is limp, practice shaking hands with a hammer until you build up a better grip. (A weak handshake is a big turnoff and leaves a very bad impression of you!) Make sure you know how to enter and exit a car in a fluid, graceful motion.

5

Pump up your language, not your volume. Speak clearly. And specifically. Never ever swear—it instantly marks you as a weak person incapable of appropriately expressing ideas. Know what's going on in the world and around you so you can carry an intelligent conversation with ease. If you look and sound clueless, people assume you are. It helps to be well read; but at the very least know what's selling in both fiction and non-fiction markets.