

Impression Strategies

That Catapult Your Career and Income

Lesson 4:

"Knowledge Is Power"

Earlier in this course I described how my personality went through a complete transformation when I got a red dress for my 17th birthday. My personality changed dramatically. But that is not all. My entire life changed, and all because of a red dress. I changed both inside and out.

I also discussed the fact that most people arrive at my studio thinking they look pretty good. It turns out they *may* look “perfectly okay” – but that’s not the goal I have for my clients, as you can imagine!

As the old saying goes, “You don’t know what you don’t know.” Most people walk out the door each morning and disgrace themselves – and they don’t even know it. Knowledge is power, and particularly when it comes to image strategies. You have already learned a few things that you did not know before, but there’s lots more to learn.

Do You Really Want To Play Russian Roulette With Your Image?

There are people in the world who enter a room and command attention. All eyes fall on them, and there is no doubt that they are good at what they do – and probably powerful or important. You’ve seen people like this, haven’t you?

Imagine how your world would transform if you could be absolutely certain that you could control the impression others have of you. You would walk into a room with an air of ultimate confidence, and you would emit an aura of authority and professionalism. All eyes would fall on you.

No matter who you encounter or what results you want to produce, there are specific strategies for gaining this kind of stature and respect. Imagine how your

world would transform if you could access those resources and apply those strategies to support all your efforts!

Is Your “Message Without Words” Sabotaging Your Mission?

Social psychologists and other experts have proven that when there is a discrepancy in a person’s verbal message and his/her non-verbal message, the non-verbal message is the one that is trusted. Your image and the message it sends is sometimes helping you, and contributing to your efforts in positive ways. At other times, your “message without words” may be hurting you, limiting you, and holding you back from fulfilling your true potential.

As we discussed in Lesson 3, Harvard University has proven that it only takes two seconds for a person to size you up. And it is not only in court where you will win – or lose – it is in all departments and walks of life.

How would it feel to enter a hardware store, grocery store or drugstore and be given deferential treatment *every time*? How would it feel to be treated like a VIP by clients and associates? It is possible with Sandy Dumont’s Impression Strategies.

“Wearing a suit” doesn’t mean that heads will turn when you enter a room or that you will be given deferential treatment at the drugstore. There is much more to Impression Strategies than “wearing a suit.”

There Are No Shortcuts Here . . .

Although you may have work to do in various areas, as described in Chapter 1, not a single element is overlooked when it comes to Impression Strategies. Most “image errors” are perceived subliminally. We know there is something we don’t like, but we cannot say what. As you learned in Chapter 2, masterpieces are not created randomly, nor are they created by sheer luck. They are created by those who have *mastered* their craft: *Masters*.

Masters know that little things can spoil the overall effect, so they make certain every detail is orchestrated and thought out. Masters improve upon Mother Nature when necessary. For example, if that winding cobblestone path leading to the enchanting country cottage has so many crooks that it takes away from the overall scene, a good artist will paint fewer crooks in the path. With the help of Impression Strategies, *you* will be on your way to becoming a masterpiece!

There are no shortcuts when it comes to image and Impression Strategies. You must learn to become aware of the effects every element of your image from head to toe. As with the famous parable, you will not benefit much from being given a fish. You need to be taught how to fish!

How You Can Benefit

Now, if you're like most of the people I speak with who've gotten to this point in the course, the wheels are starting to turn in your head, and you're wondering:

**"Is there really anything seriously wrong
with my image?"**

**"Wouldn't my spouse or friends
tell me if my image needed improvement?"**

It could be that there is nothing seriously wrong with your image. Most of my clients discovered that their image was "fairly good. "

What they also discovered was that their image didn't impress other people. Heads didn't turn when they entered a room. They looked good, not great.

Another thing they discovered was that none of their friends and associates had ever taken a course in color. They had never studied the powerful effects that color psychology has upon our judgment; nor had they studied, "line" in clothing and its powerful effects. Their friends were as uneducated as my client. So how could they ever be expected to give reliable feedback?

Furthermore, would you consider telling a friend or associate that his or her image needed improvement? Most people tell me they wouldn't.

There are many ways that Impression Strategies can help. Here are but a few:

Job Search: Impression Strategies can enable you to stand out head and shoulders above the competition – and be *memorable*, like Mona Lisa! If *you* were planning to hire someone for an important position, would you look for a person who was "fairly good?" Or would you look for someone who was great? When you fly, do you want a pilot who is "fairly good?" Or would you prefer to be in the hands of a seasoned expert? Furthermore, would you be happy if you saw the pilot board the plane dressed in jeans and a T-shirt? Dress to impress!

Sales: Get your foot in the door with ease. If you look polished and professional from head to toe, your credibility is unquestioned and trust goes up.

Promotions: Dress for the job you want, not the one you have. This has been said by many people.

Human Resources: With many hats to wear, Impression Strategies will enable you to dress for hiring and firing as well as liaising with the boss. .

Confidence: Research has proven that when you feel good about the way you look, your confidence increases. My 30 years research indicates that when you change on the outside, people treat you differently. They treat you with more deference, more respect. Then you change on the *inside*. Like I did when I got my red dress!

Leadership: My clients report that when they dress more professionally and more powerfully, they are heard better and accorded more respect, by both employees and clients.

Do You Want Even More?

One of the most interesting things I discovered was that clients often telephoned me to report that their love life improved dramatically after making image changes! Women, in particular, reported that their significant others “wouldn’t leave them alone.”

A client of mine from Washington, DC reported that when she stopped for coffee on the drive back home to DC, three men flirted with her. This hadn’t happened before.

Another woman stopped off at Lowe’s on the way home and had two men following her around the store. She explained to each that she was married, so they sighed and went on with their shopping. When she was headed back to her car, another man followed her and the same scenario ensued. She reported that things got even more interesting when she got home.

Naturally, women reported getting better jobs, promotions and more money. But a lot of them got married as well.

Male clients had the same success, even though they verbalized less. “Women hit on me at the grocery store, the hardware store – everywhere!” was the remark I heard repeatedly. And, quite a few men reported that they found the woman of their dreams and married her!



Dr. Maxwell Maltz, author of *Psycho-Cybernetics*, said, "We react to the image we have of ourselves in our brain. Change that image for the better and our lives improve." The surest way to improve your internal image for the better is to improve your external image. Look poorly and you'll be treated poorly. Look polished and professional and you will be treated as if you were a very important and special person. Small changes on the outside can result in enormous internal changes.

Lesson 5 will reveal even more. Come back tomorrow and you will discover more and more and more...