

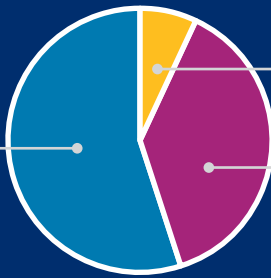
Getting to know...

Looking Good

6 SECONDS is all it takes for someone to form a first impression of you.

Whether it is a good or poor impression will depend on these 3 factors:

55% Visual
how you look and your body language



7% Verbal
the words you use

38% Vocal
the tone of your voice

The visual impact is most important because in today's digital age we are so used to having our eyes size up the person or situation and this behaviour will continue.

According to Image Consultant Ice Sherry Lee of Aphrodite Image Consultancy, when you look good, you feel good. When you feel good you will be more confident, you will stand straighter, you will smile more and you will even speak with more conviction.

The old English saying "Clothes maketh a man" holds true even today. Ice believes that it creates the initial impact. The key to success is to ensure that your clothes flatter your bodylines, scale and proportion. You should choose clothes that match your personality and complement your colouring. You should look current.

She identified 7 Image Destroyers for ladies:

- Messy hair
- Too much make-up
- Too much perfume
- Chipped nail polish
- Too many accessories
- Lipstick in teeth
- Excessive use of bright colours and wild patterns.

For the men, the 7 Image Destroyers are:

- Oily, messy hair
- Body odour
- Socks that are loose
- Trousers that are too short
- Scruffy shoes
- Belt that looks worn out
- Comb sticking out from the back pocket.

And one last thing for the guys, the colour of your socks should match that of your shoes. Not your trousers.

