

## Does your cloth cut the mustard?

For many women, especially in business, this is a crucial element of success. Whether you are a top line professional lawyer, running an IT business or selling products via a network marketing format, we all need to consider our physical impact on others.

When you review your marketing plan, you should also include an **audit of your image**. Why? Well, we all accept that people buy from people, whether you interact face-to-face with clients or not. How you dress affects how you feel, so even if you work in telemarketing, you still need to sound confident and that you are smiling before you are dialling! The action of reflecting on your physical impact affords you the scope to adopt tools to enhance it. To find out more, read on...

As an award winning image consultant, and having spent most of my career in sales and training roles, I have seen lots of examples of **memorable** good and bad image projection. **Personal image is the importance you give your appearance, voice, body language and behaviour**. So ask yourself these questions right now:

- How does your appearance impact on others?
- What words do people use to describe you?
- What does your image say about you?
- What does your image say about your company/brand?
- Are you creating your desired impression?
- Have you acted on feedback?

The key with the above is **consistency**. By creating and having a consistent (personal brand) image you are controlling the judgements of others. Your appearance speaks volumes without saying a single word. It usually reflects your personality, ability, status, salary level and success. Just think about the different perceptions you get from someone wearing a bespoke suit verses a polyester suit? I know this is an extreme, however, the latter can be an image breaker.

It's widely accepted that the subliminal judgements of others, or first impressions, are made up of **93% on how we look and only 7% on what we say**. So, overlooking this crucial element can cost you and your business dearly.

I've written before, albeit briefly, on the **psychology of colour**. This approach is influenced by certain professions and 'uniforms'. We all acknowledge that the darker the clothing, the smarter the image. By combining darker matched items with a light coloured shirt or top projects **high contrast** – which is used to create an **authoritative** look. Conversely, when you combine a light to mid-tone jacket (undone) with a mid-tone top or separates, it projects **lower contrast** – which is used to create a more **persuasive** look. What colours make up your working wardrobe? Why did you choose them? [Colour Analysis](#) helps de-code the shades and tones of harmonising characteristics for you to use to maximum effect. (By the way, mustard only suits around 2 out of 10 women!!!)

So, going back to earlier, whether you are selling services, products or both, you are either selling yourself or brands. The latter is easier to quantify and is taken more seriously. However, I know that by reflecting and investing in you the person (from whom your clients are buying from), is the easiest and quickest change you can make which affects your bottom line or success. Big claim...**but**, if your image is **reflecting your values, qualities and qualifications** to your **clients, peers and competitors**, there is scope for being more analytical to gain the advantage.

A few points to summarise:

Success is dependent on **effort**. You can **control** those judgements. Use the **Power of Colour** to improve your results. Be mindful of body language, voice and behaviour. **Confidence** wins hearts, minds and influences those around you.