

Impression Strategies

That Catapult Your Career and Income

Lesson 1:

The Way You Look Shouldn't Matter ...but it does!

Welcome to your free course on ***Impression Strategies***. I have a wealth of information to share with you, but first let me tell you a story. Then we'll get started with Lesson One.

When I was a young teenager, I hated the way I looked so much that I wanted to crawl into a hole and disappear. My mother cut my hair and made my clothes. Needless to say, I had a bad hair day every day. And my clothes were in such dreary, washed-out colors that I looked like a grey mouse. My minimal colors created a minimal personality. I was so painfully shy and awkward that very few people sought me out for friendship.

My sister, who was 14 months younger, was just the opposite. She was outgoing and popular – a cheerleader who went with the captain of the football team. Everyone wanted to be friends with her.

When I was 17, I got a red dress for my birthday. When I looked at myself in the mirror, I was transformed on the spot. "This is the way I *should* look. This is the person I was *born* to be," I said to myself. From that moment on, I changed myself both inside and out. You see, red represents courage, and that dress gave me the courage to tell my mother that I didn't want to be a concert pianist. That was what she wanted. Red is life itself, and that red dress enabled me to begin developing my own personality, instead of fading away in the shadow of my sister's overpowering personality.

My life changed dramatically. I went from a gray mouse to an internationally-known speaker and presenter who helps others catapult their careers and their income. And it all began with a red dress.

You Don't Need a Red Dress to Change Your Life

With new-found "red dress" confidence, I moved to Washington, DC and enrolled in a top-notch fashion school. Even before graduating from the two-year school, I began getting modeling jobs. Within a short period of time, I was one of the top models in Washington, DC. You will learn in this free course the secret that enabled me to get hired after being in fashion school for only a few short months.

When I was in my twenties, I moved to London. There I picked up a number of ancient books about color and gemstones, color and astrology, and color psychology. I had already learned about color analysis in fashion school, but now I began deepening and rounding out my studies.

I took advantage of being close to Savile Row and garnered as much knowledge as I could from the master tailors and suit makers that held court there in London's exclusive West End. I learned that every pattern and every color has deep and important meaning. Nothing is designed without purpose or significance. As it should be.

My interest in art, which began in my early school years, was another key ingredient along the path to formulating my unique theories. Theories that enabled me to develop Impression Strategies Systems containing secrets that cannot be found in any other book on the subject of fashion or image consulting. Theories that can enable *you* to captivate others and make a lasting, favorable impression. Systems that can ultimately catapult your career and income. And you won't need a red dress! Not even a red tie!

What Successful Business People Say . . .

Before we continue, I thought you might want to hear what successful business people say about my Impression Strategies Systems:

"I've worked many years in the business world and a part of that strongly connected to the world of fashion and glamour. In spite of all I *thought* I knew, Sandy Dumont had exciting things to show me that were unique and new, as well as changing a few of my preconceived conceptions. You watch the transformation in the mirror and you can't believe what your eyes are telling you! There are a lot of people claiming to be 'experts' in this field – Sandy Dumont truly is."

- Julie Jenney
Managing Producer
CBN Television

"Your presentation for the International Association of Facilitators (IAF) in Stockholm was incredible. The audience loved your Impression Strategies systems – they are invaluable tools for facilitators. We look forward to having you present again to ICA in Brussels."

- Richard H. T. Alton

Institute of Cultural Affairs
Brussels, Belgium

"Sandy's system is pure genius and she is a true professional. Sandy is the only person I've met who educates the client's eye to see what color does to the client's face in terms of making them look tired or rested; happy or sad; washed out/yellow/sallow or pink and healthy."

- **Sue Hall**

Image Consultant
Los Angeles, California

It's Time You Learned To Strategize About Your Image

It's time for you to discover the exciting Impression Strategies that can enable you to enter a room and be noticed, to command respect, and receive deferential treatment.

Before I start the first Lesson, however, I've got to warn you that everything I say flies in the face of what is out there in all the books about image. That's because what I do is much more than image.

You see, most of the information in print about business dress or choosing colors that make you look better are filled with dated or amateurish information.

You may find that some of the things I say conflict with what you have heard in the past about business dress, color, etc. However, ask yourself this: do you feel supremely confident about the way you look every time you walk out the door? Are you absolutely certain of the reaction that you will have from others?

One important thing to remember is this: Being "in style" is not the same as "having style." Being *in style* means that you are dressed in the colors and styles of the moment. *Having style* implies that you are eternally stylish and elegant.

Learning to Take the Leap and Stop Dressing Randomly

Everyday, business leaders and aspiring executives walk out the door without any idea about the effect their appearance will have upon others. They know nothing of Color Psychology or the effect that the style of glasses, jacket or shoes they are wearing will have. In essence, they are playing Russian Roulette with their careers. We've all done it. That's why some days we get the results we want, and other days we strike out.

Here it is: We all have a gaping hole in our education when it comes to the technical side of getting dressed in the morning. Most people think that pinstripes make you look thinner, for example. They don't. They DO make you look taller, but they also make you look wider. There are dozens other fallacies out there that are walking down the street this minute. We don't get born with a manual for Power Dressing or Camouflaging Bulges or Weight, so we walk around in all the wrong styles and colors most of the time. If you're like me, and most people I work with, you often pass people on the street and wonder if they have a mirror at home. I'm sure you've seen people who:

- Wear colors that aren't flattering
- Wear unflattering styles
- Wear inappropriate styles
- Wear unprofessional garments
- You can fill in the list...

How Do I Know If I'm Making "Image Mistakes"?

While you usually know when you have on something that makes you *feel* good, it doesn't necessarily mean that you look your best. With 30 years experience, I have discovered that most people choose clothing from the "heart and soul." In other words, they "love blue" – or "love long skirts" – or whatever. Next, clothing is chosen from habit. And we all have good and bad habits, don't we? Well, now is the time to start forming good habits.

In fact, the first step is to start unpeeling layers and layers of habit. In other words, we need to begin the process of discovery. It begins with discovering the styles and colors that increase power and trust. And the ones that make you look more friendly, approachable and memorable. It is a powerful tool, and one that can be easily learned.

Where are you now in your career? And where do you really want to be? Do you find that doors open easily for you? And once they are opened, are you treated with respect and admiration?

When you know where you are now, and you know where you want to go (your goal), but you don't know the best way to connect the two "locations," a gap is formed that you must find a way to bridge.

Impression Strategies are The Bridge

In all the success stories I've personally participated in, rarely did a client arrive at my studio dressed for success. Indeed, most arrived looking as if they had purposely dressed for a really appropriate "before " photo. And yet, they thought they looked pretty good.

But I always began with the absolute confidence that I could apply my ***Impression Strategies*** systems to bridge all the gaps necessary to teach a person how to have a presence so powerful and so unique that heads would turn when he or she entered a room.

Like me and everyone else, you want to be unique. You want to look distinctive and classy, and you want a proven System you can use to zero in with laser-like precision on the best success solutions for you -- right?

And you want a System that you can use not only in your working environment but also in your personal life. And on a daily basis, right?

That's what *Impression Strategies* are about -- a simple System that ensures that no matter where you are, at work or at play, that the impact you have upon others will be extraordinary.

Why Do I call it "Impression Strategies"?

There are tons of image consultants, books, tapes, courses and seminars out there claiming to help you improve your image. **But image is not enough.** It is how you are perceived that is important. Perception is everything, and you must learn to manage the perception that others have of you.

How do you do this? To begin with, you need to know every single factor that will be subject to judgment when you encounter another person. Those factors are:

- Hair
- Makeup for women
- Clothing

- Accessories
- The “line” (shape, style) of all the above
- The color of all the above
- The Color Psychology factors of all the above
- Body Language
- Comportment

All nine of these factors are crucial to your success. If any one of them is perceived to be dated, inappropriate or unflattering, you will not be judged favorably.

In the world of image, if you do everything right, no one consciously takes note of the fact. Do one thing wrong, and that’s the only thing that is noticed, right?

But as important as these nine factors are, you will still come up short if all nine factors are not in harmony with each other. You will not achieve. . .

the Mona Lisa Effect...

...which is when we cannot recall any details about a person and are left only with an overall evocative impression. The *Mona Lisa Effect*. In other words, the overall impression of a person is captivating and memorable. It is the magical moment when **the sum total is now greater than its parts**. It is how legends are made.

You've heard the adage, "Give a man a fish and you feed him for a day. Teach him to fish and you feed him for a lifetime."

It's true.

If I just give you a few image secrets that worked for me (no matter how powerful they might be), you'll get fed for a day.

But if I give you a System that takes you step-by-step through every single facet of *Impression Strategies* until you are master of **yourself**, you will achieve ultimate confidence. You will walk out the door every day with the secure knowledge that you will make a profound impression upon everyone you encounter.

You're about to learn a System that will enable you to dress for the moment, the person and the occasion. You can use it to quickly and easily

stand out in a crowd – whether it's at the company picnic, a weekend retreat, the office, or the boardroom.

Impression Strategies Systems are the secrets I previously shared with only my preferred clients. Now, I'm going to share it with YOU.

By applying the simple "what to do" and "how to do it" secrets you'll discover in the next few Lessons, you can achieve at levels far beyond what you imagine to be possible -- no matter how large or small your goals are in life.

To find out what ***Impression Strategies*** entails and take your first step on the journey of applying it to create your own Signature Image, read Lesson 2.