

# N E W S L E T T E R



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Image Tips

Image  
inations  
by Sandy Dumont

“I am not always as brave as I seem to be. I must rely upon my uniform to keep my courage up.”

General George S. Patton

## IF YOUR TIE COULD TALK, WHAT WOULD IT SAY?

You may have the most expensive suit in town, but if your tie isn't right, you may send out the wrong message. Look at the two photos opposite. One tie has a jarring line and demands that the eyes fall from the face to the tie. The line of the other tie stretches out into infinity, so that the focus remains on the face and not the tie. Which tie do you prefer??



Welcome to our first issue of IMAGE TIPS. Each month we will feature image tips for both men and women. Stay tuned for more and exciting upcoming events and image tips that are reserved only for my special clients.

You are probably aware that a man's tie is his most powerful image tool, but what is the female equivalent? You will find out in the next issue of IMAGE TIPS. Hint: the face is the focal point for all human beings, so it is definitely not shoes. In fact, if your eyes are riveted to a person's feet, something is wrong. For those of you who are impatient, you will find the answer on Sandy's website in the Press Room.

### NEW!

#### POWER DRESSING FOR MEN

7 Secrets Guaranteed to Open any Door and  
Put you on the Fast Track to Success

By Sandy Dumont  
THE Image Architect

There is a 50% chance that what you are wearing at this moment may not make you look more trustworthy, professional, distinctive—or attractive. If your office attire has been chosen from habit or inspired by DotCom teenagers, TV quiz-show hosts, or “experts” in *business casual*, you need to do some catching up on the latest power dressing secrets. Secrets that Sandy Dumont has previously shared with only her most valued clients. Sandy's book is easy to read and shows you step-by-step how to create a powerful and professional image. It is complete with color photos to guide you. **NOTE:** the tie on the left, above, has the jarring line. Go to Sandy's Web Site to order the book.