



“Image doesn’t cost—it pays!”

Sandy Dumont

PROFESSIONAL FROM HEAD TO TOE

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Image Tips

Consistency is important when it comes to branding yourself as someone with state-of-the-art credentials. Consistently wearing a suit doesn’t guarantee a polished and professional look. Your image must suggest “state-of-the-art” from head to toe. This means up-to-date hair, makeup, accessories and clothing. And don’t forget the importance of color, because it can make or break an otherwise good



image. Cindy discovered that the colors she chose from her “heart and soul” and the makeup she wore from habit didn’t get good results in the mirror. She updated her hair and earrings as well, and now her appearance matches her credentials.

TIP OF THE MONTH

Avoid wearing your suit, shirt and tie in solid colors. It will look bland and unimaginative, and you could be judged to be the same!

Equally bad is wearing a grey suit and white shirt with a tie that is in a pattern “perfectly matched” with the grey in your suit. For more image tips, get Sandy’s e-book “Power Dressing for Men.” Click the link below to order your copy.



NEW!

IMAGE PAYS

10 Secrets Women Use to Brand Themselves to Success

By Sandy Dumont

Available late November. Click the link below to order this life-changing e-book.

FORWARD THIS NEWSLETTER TO YOUR FRIENDS and ASSOCIATES!

