



"Think Zink" May Newsletter

Impression Management
"Dress as if You Mean Business!" May 2007

Dear Sarah:

What's your "Impression Quotient"? What do people think when they see you - not just for the first time, but EVERY time?

You create an impression of yourself every minute of every day. Your impression is created daily and over time - yet, do you take the time to manage your impression?

In this newsletter, you'll find all sorts of ideas, hints, tips and tricks to put forth the best impression you can.

If you have any ideas for future newsletter topics, [contact me](#) and let me know.

Writing a newsletter and need

In This Issue

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WHAT you wear sends a message. HOW you wear it sends a message. Your posture, hygiene, make-up, jewelry, shoes and hairstyle send a message.

What are you telling people? Do you come to work looking as if you are more concerned about what happens "after five", or that you simply don't care about how you look, or that you're on top of things and concerned about your success and the success of your company?

As an employer, I wouldn't want to see the "real you" in the workplace. Instead, I want to see the "you" that I THINK I hired - the person that is professional, capable, and focused on success. Save the fashion statements for your personal time.

As you browse through this month's "Think Zink" newsletter, think about what you wear, how you wear it, and the impression you are giving others.

Then find the tool that will help you send the right message!

some "snippets" of information? You are welcome to quote anything in this e-zine, provided you give credit to Sarah Zink Business Training.

Warm Regards,

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Sarah Zink
Sarah Zink Business Training

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Dress for the Occasion!

Whether perceptions are real or imagined, they emphasize how your appearance instantly influences how strangers, peers and superiors view you.

TOOL: Use the rule of three (3) questions to determine what you wear to work: **WHAT** am I going to be doing today? **WHO** is going to see me today? **WHERE** will I be going today?

Tip: Even if you work in an environment where you aren't seen by the public, make sure to consider yourself a professional and dress well. Even casual dress can look professional.

NOTE: You can reject that your dress speaks volumes, condemn people for being small minded, and claim that you are "above it all" and forever be frustrated that people don't treat you as you deserve or expect to be treated, **OR** you can use this knowledge to your advantage and make it work for your success. The reality won't go away simply because you don't like it.

Makeup, Please!

Is make-up important? Well, BluesuitMom.com says, "Women who wear makeup earn 20 to 30 per cent higher incomes. This startling statistic comes from the Hamermesh-Biddle* study revealing that attractive people have higher incomes, in general."

It is critical to realize that makeup, even the bare necessities, can add that "finishing touch" to a woman's image.

Tip: If your work look at your "After Five" look are the same, you need to re-evaluate your work look. make sure to save your "After Five" look for the evening.

Hair, Hair Everywhere

Tip: Your hair should be a finishing touch, not look like "icing on the cake", so to speak. If people are distracted by your hair, whether your are a man or a woman, they aren't taking you seriously.

TOOL: Keep it simple. If you are a woman with long hair, keep it pulled away from your face with a simple clip. If you have short hair, whether you are a man or woman, it should have a style - "bed head" is your after-five look.

Bling, Bling

Tip: Jewelry, whether for a man or a woman should be minimal, and add to the look, rather than distract.

TOOL: Follow the "Five-Piece" rule when accessorizing: wear only five accessories: whether it's a watch, rings, bracelets, or earrings, keep it simple.

Online Resources...

[SideRoad.com](#)

[Ezine Articles](#)

[About.com](#)

[Business Attire & Etiquette](#)