

TRUEYOU IMAGE

IMPACTFUL IMPRESSIONS



*First Impression
Sabotage & How to
maximize your 3-10
seconds*

4 points to ensure a
lasting impact

First Impression Reflection:

Are you sabotaging your 10 seconds?

Have you ever wondered why a certain interaction may not have gone that well? You thought you were a shoe-in and then it just didn't pan out? Don't get it wrong- sometimes it's just not meant to be. That interview. That date. The meet & greet. Here you will learn- No matter which meeting, we hold all the cards.

We hold the key to making our very best first impression. Make a successful imprint with who we interact with and ensure its memorable! We have between 3-10 seconds to make our first impression.

That's it- make or break. It's also very challenging to reverse or change someone's impression of us once it's made. Any first impression we make deserves focus to ensure we're putting our best foot/face/self forward.

I've set up 4 point model to ensure a successful and impactful First Impression. I also challenge you to humble yourself enough to think back and consider your past impressions- could you have done things a little differently to ensure a greater response? Again, there are those times that it was just not meant to be- however never again let your First Impression be the reason it didn't go well.

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TAKE NOTE

*You never get a
second chance
at your first
impression—
Invest in the
Importance!*

— ALIYA SINGH

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WHY IS IMAGE SO IMPORTANT?

**First Impressions can
make or break a result of
any interaction.**

**You are your living/breathing
business card.**

**Confidence shows in your
personal presentation.**

**A great Image communicates self-
love, care & respect**

**People see you before
they hear you.**

**Non verbal communication is just as, if
not more important than verbal.**

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CONSULTING & ARTISTRY



4 Points to an Impactful Impression

- 1) LOOK POLISHED
- 2) DRESS THE PART
- 3) SHOW ETIQUETTE
- 4) BE YOURSELF

1- *Polish up!*

This first tip is the most important in my opinion- it's the first thing someone will notice and the last thing they'll hold on to!

- **GROOMING:** Memorable but for the right reasons. Light polishing to create a 'clean' look is key. Grooming is essential to be distracting in other ways.
- **SCENT:** Good hygiene is imperative to ensure you're looking out for a fresh scent. Try to avoid heavy perfumes- many are allergic or may be distracted by the strong scent. If it's light and faint, it'll make a better impression! Daytime and Evening demand different strengths as well.
- **BREATH:** Great breath is especially important for a first meeting of any kind. Avoid gum at all cost! Opt for breath mints and keep them with you if possible.
- **HAIR/NAILS:** In professional settings, have your nails polished in a neutral color otherwise no color at all. In a more fun environment, show your personality! The point is to avoid chipped or unkept nails. Same concept for hair- classic polish and a more fun atmosphere can handle a little more personality!

2-Dress The Part!

You're seen before you're heard.

Dress for the occasion. Dress for success.

This may seem obvious but you'd be surprised. A first impression is mostly visual, keep in mind the 3-10 seconds. Many times, a word is not even spoken yet...however the impression is already made.

This means that visually looking the part is extremely important. TY is all about personal style so I want to be clear- be yourself but be appropriate. Certain meetings demand certain attire and that's always non-negotiable.

Always check the dress code before a first meeting to help ensure a great first impression.

Dirty/unkept or inappropriate attire can be deemed rude and unprofessional to whomever you're meeting with.

You may not land that job or hit it off on that first date all because of your choice of attire.

3-Show Etiquette!

Basic Etiquette shows respect and adds a great touch.

Use these tools with every impression- not only your first!

EYE CONTACT: Make sure you're greeting with great eye contact and engagement. It show that you're paying attention, are not distracted and genuinely care. Again, try not to overdo it- blink! - Otherwise it can also make your contact uncomfortable. Try to not look around while they're speaking, its rude and dismissive. Especially if you're looking at your phone- it can come off that you don't find them interesting. Keep in mind we're talking about first impressions only, of course this isn't always the case once a bond has been made.

POSTURE: Please don't slouch, it's a terrible visual. Hunching your shoulders gives off an insecure and unkept form. Straighten your back, hold your shoulders direct and sit with your hands comfortably in view. A great posture presents a very solid, confident demeanor. "Change your posture, change your life" - Tony Robbins. There has to be some merit to that. The power of posture is unmatched!

HANDSHAKE: A firm handshake is how adults communicate very quickly who they are and what they represent. A firm, sturdy handshake will immediately let your contact know that you are confident and sturdy in who you are. A weak one shows the opposite- timidity and insecure. This may not be the case...however the impression has already been made. Unsure...? Test your handshake out on a few friends and ask their take on it. A firm handshake is more of a westernized greeting, however use it in appropriate settings to ensure you're being represented the way you'd like.

4 – Be True You!

Most Importantly...Be Yourself: Everyone else is taken.

**The good news is that once you've mastered 1-3,
this one comes easy. Be TRUE to YOU.**

**If you've shown your best self, then just leave the rest to unfold
as it should. Being anything other than yourself is a very short
lived journey. This is also the best way for your contact to truly
know, respect and connect with the real you.**

**Often times, we're not given a solid chance based on things we
could have controlled or done differently.**

**- *SMILE!* - People always remember a great smile. It's the easiest
and simplest way to show peace and seem friendly. It also gives
your greeting a very personal touch. Be careful not to overdo it,
it may come off as forced, but that's in extreme cases. A great
smile makes you approachable and will bring down others' wall.**

Ladies- check for lipstick on your teeth!

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Especially in today's fast paced, instant approval world where patience runs short, a First Impression is extremely key in our success.

We aspire to make a bright and lasting imprint on anyone we make contact with. We get one shot to give it our all so come prepared with your full arsenal to make the most impactful impression you can!

Need a hand? A closer look at what's working and what's not? I'm here to help. An Image Consultant can help bring out your best self to make more meaningful connections and to help ensure you present your best Self!

Let's start with your Style Profile and see where we can help!

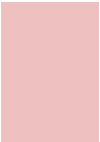
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How can TrueYou help?



IMAGE CONSULTATION

Let's create a plan to best present you to the world. Unique and custom to you.



WORK WITH ETIQUETTE/IMPACTFUL IMPRESSIONS

Let's evaluate basic etiquette and ensure appropriate behavior to make an impactful first impression!



WARDROBE AUDITS/PIECE DISCOVERY

Let's ensure your clothing presents you to your most potential and represents who you are!

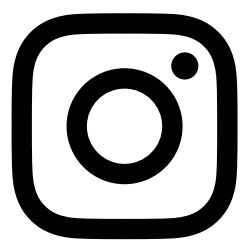


HAIR/MAKEUP

Let's discover your best colours, features and enhance your appearance!

Let's get social!

CONTACT US



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