



Personal Image Re-boot: Competence and Credibility Made Visible Prepared for Michigan Library Association

AN INTENTIONAL PERSONAL IMAGE

*Image isn't everything. It is, however, the first message you send in your interactions with others. Don't let your image form by default. Make sure yours is created **on purpose!***

What We Notice in Others (And they, in us)

1)	_____
2)	_____
3)	_____
4)	_____
5)	_____
6)	_____
7)	_____
8)	_____

- Of the 8 elements we notice in the appearance of others, _____ and _____ are judged most strongly.
- Judgments in first time personal interactions are made within _____ seconds and _____ minutes.
_____ judgments are made the fastest.

Top 5 Credibility Boosters

1. Three-piece outfits (Bonus points for a jacket)
2. Direct eye contact
3. Personal Best colors
4. Waist-up concentration
5. Attention to neatness & grooming



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Wardrobe Audit Quick Tips

Updating a wardrobe can be a daunting task when you don't know where to begin. Start with these tips for a DIY closet edit that will quickly create space for new, image-boosting acquisitions.

Out-take Assessment

	Pitch it	Fix it	Release it (Donate/Resale)
• Garments that are too large (can they be altered?)	X	X	X
• Garments that are too small	X	--	X
• Any items not worn in at least 12 mos.	X	--	X
• Closet "orphans" (have no mates)	X	X (shop?)	X
• Outdated style	X	--	--
• Zero attraction to item (i.e. gift/guilt factor)	X	--	X
• Garments in ill-repair (stained, torn, snagged)	X	--	--

Bringing the Focus to Your Face

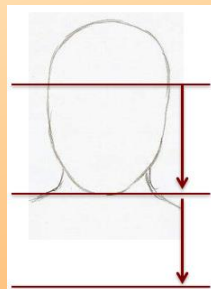
Personal Proportion Points

Consider your Personal Proportion Points as ideal targets for points of emphasis around your face (i.e. position of neckline opening or placement of accessories). (Below measures are referenced from center of hollow between clavicle):

First Proportion Point

#1 _____

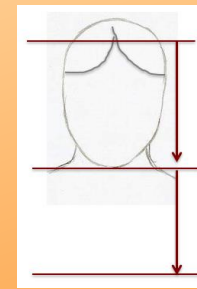
(Determined by measuring from widest point of face to chin, then repeating that distance from chin, downward.)



#2 _____

(Determined by measuring from hairline to chin, then repeating that distance from chin, downward.)

Second Proportion Point



Note: If you wear bangs, measure from the bottom of bangs, instead of hairline, as your starting point.

The Details that Count: Grooming

- *American Economic Review*: Women who wear makeup can earn up to 30% more income than those who do not.
- *Stockholm University*: Favorability goes up for clean-shaven men in white-collar jobs (i.e. lawyer, aspiring executive, sales professional.)
- *London Guildhall University*: of 11,000 surveyed, "unattractive" men earned 15% less than those deemed attractive*. Plain women earned 11% less than "attractive" counterparts.

* Factors influencing "attractive" perception: eye contact, dress, posture, upbeat personality, and strong listening skills.