



11 TINY TURNOFFS THAT SABOTAGE YOUR IMAGE



Contents

Introduction	<u>2</u>
Suit Yourself Not Others	<u>2</u>
It Doesn't Fit	<u>3</u>
Scruffy & Grungy	<u>4</u>
Poor Hygiene	<u>4</u>
Body Odour	<u>5</u>
Bad Breath	<u>5</u>
Dreaded Dandruff	<u>6</u>
Ragged Nails and Chipped Polish	<u>6</u>
Visible Undergarments	<u>7</u>
Stuck in the Past	<u>7</u>
Mix and Match Mistakes	<u>8</u>
Wayward Hair	<u>9</u>
Clown Make-up	<u>10</u>
A Bad Handshake	<u>10</u>
Conclusion	<u>11</u>
Kimberly Law	<u>12</u>
Testimonials - What Our Clients Say	<u>13</u>
Other Publications by Kimberly Law	<u>15</u>
Image Power	<u>15</u>
Bushido Business	<u>16</u>
How We Can Help You	<u>16</u>

Introduction

When it comes to our image it's the little things that count. And whether alone or all together, they make a statement.



Yes, first impressions do count. Whether we like it or not we are all judged within the first few seconds of that all important first meeting. Even though over time we may have the opportunity to change others' impressions of us, for many of us the way we package ourselves can get in the way. Our packaging consists mainly of those little details and mannerisms that make up the way we appear to others, or in other words, our image. And this can have a huge influence on our success, or lack of, in our social and business relationships. In this Special Report we will describe 11 Image Mistakes and what to do about them.

1. Suit Yourself Not Others

As an image consultant one of my main focuses is to encourage clients to dress in a way that reflects their personality in an authentic way. However, one of the biggest mistakes both women

and men make is not taking the occasion, or their purpose into consideration. If you don't look the part it will affect your credibility at work and how you are perceived by others in every arena. Others may feel uncomfortable around you if you don't fit their expectations.

The key is to take your lifestyle and goals into consideration, without sacrificing your likes and dislikes. If you are unsure of the appropriate way to dress for an occasion, consider your purpose and dress accordingly or follow the lead of others.

Then add a few finishing touches that reflect your personality. If you are still in doubt a professional image consultant can provide the answers.

2. It Doesn't Fit

It doesn't matter how gorgeous or well-made a garment is, if it doesn't fit you properly it won't look good. Clothing that is too tight it will emphasize every bump and bulge. Clothing that is too big it will make you appear frumpy.

Clothing that fits well will be the right length in the torso; hemlines and sleeve lengths will be at the right length; the shoulders and details such as pockets will be in the right place; there will be no wrinkles or pulls and the garment will comfortably skim over the curves of the body.

Unfortunately, many women and some men do not know how important it is to get a good fit and as a result, they have a wardrobe full of unflattering clothing. The solution is quite simple, if it doesn't fit either don't buy it or get it altered to fit you properly.



Although it is fine to drop things off at the dry cleaners for minor alterations like hemming, for more extensive alterations I would suggest finding someone with experience and knowledge of

how to modify a garment. When your clothes fit great, they will look more expensive and you will feel and look great every time.

3. Scruffy & Grungy

Your clothing and accessories can be perceived as a reflection of your personality. If your clothes are wrinkled, stained, faded or held together with safety pins; if your shoes are scuffed or your heels are worn down, or if the metal on your accessories is starting to change color from wear, you may be sending a message that you are lazy or don't care about details. Those little details are noticed. Clothing and accessories should be clean, wrinkle free and in good condition.



4. Poor Hygiene

Hygiene... when done right it may go unnoticed. When neglected it's the first thing people are aware of. Good grooming really does make a big difference. Poor hygiene or perceived poor hygiene will instantly influence people's impressions about you and can hold your social and business relationships back. Far too often people neglect regular bathing, skin and hair care, teeth brushing, flossing, etc. Hygiene is not only important for our general health but when neglected it can be the cause of body odor, bad skin and bad breath.

Body Odour

No matter how much we bathe for some of us body odor can still be a problem. A good deodorant or antiperspirant can help. Deodorants neutralize bad smells by destroying bacteria-causing odour. Antiperspirants block the sweat by closing the pores. This helps stop the flow of perspiration, keeping you dry.

Deodorants and antiperspirants come in many formulas such as: sticks, creams, sprays and solutions. Different situations may dictate which product to choose. If you tend to perspire a lot under the arms or commonly have perspiration stains on clothing, an antiperspirant may be more effective. Both deodorants and antiperspirants should be applied on clean skin. If body odour or excessive perspiration is still a problem your doctor will be able to make some additional recommendations.

Bad Breath

Keeping that great smile basically comes down to two things: brushing and flossing at least twice a day. However for some of us bad breath can be more challenging to manage. A good mouthwash that neutralizes odour or kills bacteria will help for the short term.

For longer term results, remove trapped food and bacteria by flossing and brush your tongue (as far back as you can reach), the inside of your cheeks and the roof of your mouth. Scrape the back of your tongue with a spoon or a tongue scraper (available at most pharmacies) to remove even more bacteria. If bad breath is still a problem, see your doctor or dentist. There are medical remedies for this problem.

↗ Dreaded Dandruff

Dandruff is an embarrassing problem that for some just won't go away. Dandruff shampoos come in a variety of different formulas with different active ingredients. If you have already tried one without success, try one with a different active ingredient. You may find it works.

If dandruff is accompanied by a rash, redness, scaly or itchy patches it may be a skin disorder like seborrhea, psoriasis or be an allergic reaction to an ingredient in your shampoo or other hair products. A dermatologist may be able to help pin-point the problem and make a recommendation.

5. Ragged Nails and Chipped Polish

Although many of us think that dry, ragged nails and chipped or poorly applied nail polish won't be noticed, it will. Like scruffy and grungy clothing it will instantly attract the eye leaving the onlooker wondering about your lack of attention to detail or if you simply don't care. To be well-groomed, hands and nails need to be in good condition.



If nail enamel is worn it should be neatly applied and removed or repaired when it starts to chip. This does not mean that women need to wear nail enamel, but it does mean that you manicure (groom) your nails regularly... once a week is a great practice. All nails should be at the same length. For men that means short. For women that means whatever length you like as long as they don't impair the use of your hands. Keep cuticles and hands soft with cuticle cream and a good hand lotion.

For more tips on personal care see our publication '[Personal Care from Feet to Hair](#)'.

6. Visible Undergarments

Foundation garments such as bras, panties, slips and shape-wear are meant to form a good foundation for everything worn over them. Unfortunately many women today get it wrong. Some display their undergarments for the world to see. Some wear the wrong size or style creating unwanted bumps, bulges and panty lines. Others choose styles that can't possibly provide the needed support.

Underwear is meant to be discrete while performing two very important jobs - hold everything in place and help to provide a smooth line for the garments worn over top. Always wear appropriate undergarments, but make sure they aren't visible. The easiest way to ensure this is to wear the appropriate undergarments when you shop for new clothes. If you are unsure about fit, have a professional fitting at your local lingerie or department store. That way you will ensure that everything hangs properly and you are well supported.

7. Stuck in the Past

Some of us forget that styles change. We think that classic means it never changes even a little. Yes classic means timeless but even timeless evolves with subtle changes. Consider the cell phone. It has evolved from the telephone. In the mid 1980's when I had my first cell phone I was carrying a brick, and proud of it. As time went on cell phones got smaller and smaller. Then over time they developed different features until today, when they have so many features, you would hardly call them telephones any more.

However, you can still use them to make a call. Who knows what telephones or cell phones will look like tomorrow. Maybe we will go back to the retro look of the brick again... or maybe we won't. My point is, clothing will always be clothing. Accessories will always be accessories. Hair and make-up will always be hair and make-up. And phones will always be phones. But



the style, how they are used and the way they are worn will change over time. Don't get stuck in the 1980's or in 2008!

8. Mix and Match Mistakes

Ever have those days when you just throw something on without much thought of whether the pieces even coordinate or work together? Unfortunately many of us have those days far too often. When coordinating an outfit it is not just about making sure the colours don't clash. It's about choosing colours, fabrics and styles that complement each other. Learn to read your clothing and accessories.

✓ **Start With Basics And Then Accessorize**

Basics are clothing pieces in neutral colours that have few distinct details. This makes them easy to coordinate. And because they are not very memorable you can wear them often. Mix and match your basics easily with up-to-date styles, prints and patterns. Or add extra pizzazz with coordinating accessories. For more tips on [Wardrobe Capsules](#) watch the video.

✓ **Don't Cross Seasons**

If it is obviously something that would be worn in the summer, don't try to coordinate it with something in a winter weight or style. Different fabrics have different weights and textures. Similar weights and textures are easier to coordinate; i.e. light weight with light weight; heavy weight with heavy weight. Thicker textured fabrics look more casual and are generally built for warmth. More refined fabrics appear dressier. Cotton screams sunshine and warm temperatures.

✓ **Don't Mix Prints**

It is easier to mix one print with one or more solids than it is to coordinate prints and patterns together. A simple method is to choose your print piece first. Then coordinate one or more solids in colours that repeat the colours in the print. A good rule is to never wear more than 3 colours at one time. A print is considered 1 colour; i.e. 1 print + 2 solids = 3 colours.

✓ **'If The Shoe Fits', It Doesn't Mean You Should Wear It Or The Hosiery.**

There are some things that should never be worn together. Badly coordinated shoes, hosiery and clothing should be one of the first things on your list: casual and sport shoes with tailored or dress clothing,, socks with sandals; open toed shoes with reinforced toe nylons; sport socks with non-athletics shoes (or the other way around); Shoes and hosiery that draw attention to each other (unless that is your intention).

Coordinate your foot wear carefully. Sandals look best with bare feet. Although women's dress sandals and open toed shoes always look better with bare feet, during the cooler months for a more formal look they may be worn with sandal-foot nylons (not socks). Sport socks in white or any other colour should never be worn with anything other than athletic shoes. The general rule for hosiery is the lighter weight the hosiery the more dressy it becomes. The same goes for shoes (except flops and beach sandals... of course.)

9. Wayward Hair

Hair can be your crowning glory. It frames your face emphasizing the shape, angles and lines of your face and its features. It can help balance the body or make you appear taller or shorter. It also emphasizes your personality, can indicate your lifestyle and can say a lot about how you feel about yourself. Many people forget about their hair. We also over-process and damage our hair with perms,



styling tools and colour products. Some of us use unflattering colour products. Even worse, some of us put off those regular haircuts until their hair becomes straggly and full of split ends. It is important to consider your hair very carefully to make sure that it sends out the right message.

“A great haircut that takes your hair qualities into consideration and is properly maintained it is the most important aspect of beautiful hair. It will appear healthy and flattering. A flattering hair colour will add extra pizzazz to the haircut or make you appear younger.

Together, they can be your crowning glory.”

10. Clown Make-up

Wearing the wrong make-up colours will definitely create an impression; perhaps not the one you were hoping for. The wrong foundation colour will make you look like you are wearing a mask. While the wrong eye, cheek and lip colours can look clown-like. Together you may look like you are wearing too much make-up. Or even worse they can age you, make you look tired or even sick.

Foundation should match as closely as possible to your natural skin tone. Once applied, if you can see it, you have chosen the wrong colour. Eye, cheek and lip colour is meant to enhance the natural colouring of your skin and features. The easiest way to achieve this is by using muted and neutral colours or sticking to colours that repeat your natural tones and undertones.

For step-by-step make-up instruction see our publication '[Masterful Make-up in Minutes](#)' or book an appointment for a [make-up lesson](#).



11. A Bad Handshake

A handshake leaves an instant impression whether we like it or not. A weak, sloppy or over aggressive grip can leave a person wondering if you are weak, sloppy or overly aggressive.

For a great impression approach the person, make eye contact and smile. Introduce yourself with your first and last name.

Shake hands firmly, web to web. Lean into the handshake. Hands should be vertically parallel. Shake hands 2-3 pumps. Maintain good eye contact throughout the introduction.

This shows confidence and sincerity. [Meet & Greet Like a Pro](#)

Conclusion

Perception is everything. And unfortunately it really doesn't matter what we think. Our image will always be at the mercy of others, whether we like it or not. Those tiny turnoffs that we would like to forget about will be noticed by others, causing our image to fall short of our potential. However all of them can be remedied with a little forethought and skill. Use these tips to enhance you. You will make a better impression and you will be glad you did.



Kimberly Law

In today's fast paced world, there is no second chance to make the right impression. Even though most of us would like to be judged on our ability and our personality, the reality is that initially we are judged by the image we present. And this perception affects how others react to us. Kimberly Law, AICI CIP, believes that anyone can have a great image. With a little tweaking in one or more of the areas that represent your personal image, she can show you how to look and act your very best!

Kimberly Law, is a Certified Image & Etiquette Expert and principal of Personal Impact International founded in 1999. She is a published author, speaker and works with companies, men and women helping them refine their look from head to toe and enhance professional communication, increasing confidence and personal effectiveness.

She has been featured as an image and etiquette expert across Canada, the USA and most recently China through local and national [media](#) such as Global TV news, Breakfast Television and CTV News. The Vancouver Sun, Province, Globe & Mail and Taiyuan Daily News. She has also been featured in Chatelaine, Flare, Best Health and Nick JR magazines.

She is one of one fewer than 200 consultants, world-wide and the first in Western Canada to receive international recognition as a Certified Image Professional (CIP) through the Association of Image Consultants International (AICI) (www.aici.org). She is Past President of AICI, having served as AICI's International President 2011-2013. She is also a Founding Director for the Institute of Image Training and Testing International (www.iitti.org).



Testimonials - What Our Clients Say

"Ms. Law provided my wife and I with two afternoons of superb advice and clothes selection. My wife is delighted with her new wardrobe as am I. We will use her again. She was magnificent."

- **A. Robinson, Vancouver, BC**

"I really thank you for giving your fantastic presentation to our 'Women in Engineering (Vancouver Region) group. We truly enjoyed your talk on business dress and appreciate to have learned about the new trends in the business fashion world. All the best, and please don't hesitate to contact me anytime."

- **A. Lanz, Executive Director, Women in Engineering**

"Kimberly was informative, upbeat and made the transition fun. It was personalized & she took my likes and dislikes into consideration. Everyone noticed the change in style and I received many compliments."

- **K. Sharbina, Vancouver, BC**

I enjoyed your personality and watching you move so quickly through the store, easily picking out clothes that were both flattering to me and fit! I will be back for spring purchases.

- **K. Krucik, Boston, USA**

"As a rapidly growing company providing business management services to a variety of industries, we wanted to ensure we stood out from our competitors by presenting ourselves as highly

professional and valuable. Kimberly Law helped us create a detailed, yet flexible professional dress policy as well as presented our staff with a professional dress workshop, customized to our dress code. The workshop was extremely informative and enjoyable. Our staff have commented on how much they learned and how little they knew about their previous clothing choices. Now our staff understand how to dress to impress and we can confidently say that we obtained our goal of dressing the finest in our industry."

- **C. Norcross, Caron Business Solutions Inc.**

"I was impressed with just how much information was packed into my two sessions. Kimberly is charming as she is knowledgeable. I can unreservedly recommend her services."

- **L. Carr-Harris, Burnaby, BC**

Thank you so much for everything you did for me on such short notice! I feel much more comfortable dressing and shopping now and I have received only compliments! What I appreciate the most is your understanding of my situation as a new mom and your flexibility. You helped me regain my confidence as a woman not just a mom and I feel great! I have been and will continue to recommend your services to my friends, family and colleagues. I will also retain your services again in the future.

- **L. Waldron, Richmond, BC**

"For several years as Executive Director of SFU's Management of Technology MBA program I engaged Kimberly Law to provide workshops on Dining Etiquette, wardrobe planning, and appropriate dress for business to each cohort of MBA students. I found that Kimberly was professional in her demeanor and poised in her presentation... In short, I am happy to recommend her services to others."

- **T. Brown, MOT MBA Programs, SFU, Vancouver**

Other Publications by Kimberly Law

PERSONAL IMPACT E-Series

Formal Dining for informal People

Minding Your Manners Everyday Matters

Presence & Poise the Communication Factor

Upwardly Mobile Clothing for Upwardly Mobile Men

Upwardly Mobile Clothing for Upwardly Mobile Women

Wardrobe Wizardry Working Magic in Your Closet

Personal Care from Feet to Hair

Masterful Make-up in Minutes

[Personal Impact Guides](#)

IMAGE POWER

Top Image Experts

Share What to Know to Look Your Best!

20 leading image experts show you how to update your style with hundreds of how-to's on every aspect of your image.

A must have resource for every woman!

[Image Power](#)

BUSHIDO BUSINESS

The Fine Art of the Modern Professional

Inside Secrets of Success.

<http://www.personalimpact.ca/store/books/bushido-business/>

How We Can Help You

Personal One on One Image Consulting

Seminars / Workshops

Colour Analysis

Body Shape Analysis

Make-up Lesson

Personal Style Analysis

Wardrobe Planning

Business Casual Wardrobe Evaluation

Business Etiquette

Shopping Strategy and Excursion

Etiquette

IITTI Certification Prep Training (www.iitti.org)

<http://www.personalimpact.ca/services/>