

THE PROFESSIONALS GUIDE FOR IMAGE EXCELLENCE



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The Professionals Guide to Excellence.

Did you know that even the slightest flaw in your Image can sabotage your efforts to build a strong and powerful brand?

This e book is designed to give you practical, easy to apply tips and tricks to ensure you get noticed, paid what you are worth and enjoy sustainable business and success, all through the 5 essential elements of what constitutes your Total Image, or iBrand. Many of these tips are not taught at, and as such are a valuable resource for any individual wanting to stand out from the crowd and be an exceptional professional.



Excellence is no accident. You have to take action.

Image

Your Image is a powerful commodity, and how your Image is perceived by others is the key to whether you will ultimately attract clients to your business.

1. Appearances Count in Cold Hard Cash

Recent studies have shown that appearance certainly does count when it comes to attracting higher salaries. Identical resumes were sent to recruiters accompanied by different photographs of the person applying for the position. Starting salaries proposed ranged between 8 to 20 percent higher when the image presented by the interviewee was professional and well groomed over the same interviewee that looked average.

2. The Most Important Factor in Dressing Professionally

Appropriateness; it above all things signals that the wearer understands what level of dress is most suited to their industry, position, occasion, figure type, weight and the message that they wish to transmit.

3. People You Meet

People you meet will automatically accept the role that YOU have packaged yourself for. The first step in gaining a credible and professional image is realising that you can control the opinions of others, especially concerning what they think you are capable of. Everyday dress and wearing a uniform acts in a way that gives others a great experience of you.

4. Dressing To Win...

Is not shallow, vain or phony. You are simply setting an emotional and physical climate for success. People will see your presentation long before they get to know the wonderful



person inside. Dressing well makes people stop and take notice, thus affording you the added advantage of time to prove your worth.

5. Best Dressed

Your body type should play an important part when selecting suitable clothing items and colour. Not all uniforms suit all body types and no one is a standard size. Explore how you can have your uniform working for you.

6. Colour Makes a Difference

Your choice of colour will strongly affect the overall impression you make on others. More specifically, colour has been shown to affect how professional people are judged to be. The colours you wear should be indicative of your level of professionalism, sophistication and be appropriate for the occasion.

7. Easy As You Go

For all first time client consultations, be sure that your uniform and other appearance items are spot on. First time consultations call for maximum credibility. First impressions are vitally important to get right.

8. Professional Grooming Secret No.1

Use deodorant everyday.

9. Hair Flair

Find a good hair stylist. A current style and great cut can make the world of difference.

10. Professional Grooming Secret No.2

Use colognes and fragrances sparingly. At best they are a distraction, at worst some are known to cause migraines.

11. Your e-mail Voice

When it comes to e-mail, write in the same tone and manner as a formal letter. The tone of your e-mail may be difficult to judge. Humour and sarcasms can be misinterpreted.



12. Busty Issues (Secret Women's Business No.2)

To minimise the apparent size of your bust:

- ✓ Ensure that the hem of your sleeve is above or below the fullest part of your bust line
- ✓ Seek out shirts with horizontal buttonholes as they offer the most movement and the least chance of gaping



- ✓ Wear a good quality and well fitted bra
- ✓ Wear a small to medium shoulder pad
- ✓ Refrain from wearing clingy tops
- ✓ Tunics with a bust dart accommodate a large bustline without being bulky around the torso

13. Moving With a Mission

Walk with confidence and purpose. Look ahead and smile at those you meet. known to cause migraines.

14. Shirts

If you wear ill-fitting clothes your appearance will be unprofessional and you will display that you are unaware of your physical liabilities. If bad enough, you may even become a distraction to others.

15. I See and I Believe

Keep verbal and non-verbal messages consistent to ensure you are viewed as credible and trustworthy. What people see they believe. Thus, if ever there is a discrepancy between what you are saying and what others are seeing, know that they will believe the evidence of their eyes. For example, imagine someone telling you they were a success coach but you can see they are wearing tatty, out-dated clothes, are poorly groomed and they arrived in a beaten up old Holden.

16. Not Just Dress

Anyone who believes that a great visual image is the most important element of a successful person is completely wrong. It is a person's total image that determines just how fast and far they will progress. Total image involves: Hidden Image (attitude, honesty, confidence, self-esteem, knowledge, ability and experiences), Reputation, Visual Image (dress and grooming), Experienced Image (courtesy, caring, body language, people and communication skills) and Proven Image (you over a period of time). These are the five essential areas of Total Image that need to be managed if one is to become successful long-term.

Impression

The Impression you make on others helps build rapport and determines whether they like you, trust you and want to continue doing business with you. 5 The Initial Impression

1. You Never Get a Second Chance.

The evaluative judgements we make about someone on our first encounter are very powerful and extremely difficult to change. At any greeting, we tend to treat others like objects, placing emphasis on how they look and sound.



2. Choose Your Stereotype

From the moment the first photographic image was placed in a newspaper and the first silent movie began, stereotypes have been a major influence to the masses. Mention politician, used car salesman, homeless person, junkie or old woman and you'll instantly get a picture in your mind. In a nutshell, if you look like you belong to a top salon, you will be perceived as having the same attitudes and characteristics associated with that salon's public image. So choose your stereotype carefully. Ask yourself what are the characteristics associated with the image you want to project?

3. Selective perceptions

Individuals frequently see and hear only what they have conditioned themselves to, according to their own set of beliefs and values. Psychologists call it the LOLO effect. We lock on to what we believe to be true and lock out anything to the contrary. For example, if the person you are meeting instantly likes you, they are less likely to notice any small single act that may result in a



negative impression e.g. poor posture. However, when instant rapport is not achieved, the negative impression created is quickly associated with other negative characteristics which are unconsciously searched for.

4. Last Impressions

In the business world, it is said that you are only as good as your last meeting or encounter and so it is with impression management. While good impressions can be achieved in less than 90 seconds, the same can be just as quickly destroyed by a poor last impression.



Even when rapport has been established with a client or customer, never leave them feeling unappreciated, or brushed off as they are likely to dwell on the experience and associate it with other previous minor misdemeanours (now blown out of proportion) and may decide to check out your competition.

5. Good Impressions

In order to make a good impression, carefully consider which 'impression clues' will be consistent with your desired impression, position/status as well as expectations of your clients.

6. Subliminal Impression Components

The impression you make on others can be broken down into 4 basic components. Each is judged subliminally and by degrees e.g. Not only will you be judged as trustworthy or not but how trustworthy you appear to be will also be determined.

The four basic components are:

- ➔ Your Credibility: Your level of believability, apparent qualifications, level of intelligence, competence, trustworthiness, honesty and sincerity
- ➔ Your Likeability: How likeable: endearing, affable, emotionally expressive and sociable you appear to be and how much you are like them as portrayed through appearance, behaviour, voice, seniority, experience, nationality, age, sex etc.
- ➔ Your Personal Attractiveness: Not how slim, young or fashionable you are, but how well you manage and present yourself as you are. Great grooming and dress sense says much about your level of self-esteem, self-respect and confidence.
- ➔ Your Confidence: Your apparent level of power, ability, personal assuredness and authority, etc.

7. You as Seen Through the Eyes of Others

The first step in building a successful image is to determine what your current image really is. We all have an image and the challenge is to develop an accurate picture of yourself as perceived by others.

8. Impression Management (No.1)

Image is all about establishing a deliberate and favourable impression to assist others to believe the evidence of what they see. If you present yourself visually and behaviourally as a successful person in industry, others will respond to you accordingly.



9. Eye, Eye

Avoid eye wear with photosensitive lenses or those that are heavily tinted. Your perceived level of trustworthiness will drop considerably if your eyes are hidden or difficult to see. Good eye contact allows people to more readily identify with you and gauge your emotions.

10. Fashionable Fran (Secret Women's Business No.1)

Being seen as current is important regardless of age. However, avoid clothes or makeups that are high fashion or fashion forward unless your position and industry dictates that.

11. Insync Clothes

Avoid clothes that send inconsistent messages e.g., a high quality worn with tatty shoes or poor grooming.

12. Hairy Issues

You risk losing authority in the eyes of many if the length of your hair exceeds the norms for your age, position or image you want to portray. In saying that, a good style that's current and suits you and your overall image is what you want to strive for. Untidy hair can be seen as unwillingness to conform to conventional professional standards.

13. In the Eye

Your eyes are your most important facial communicators. Looking a person straight in the eye communicates confidence, honesty and interest. Eye contact should be engaged as you would hold a conversation with brief breaks to gauge reaction and allow the other person to respond.

14. The Devil's in the Details

It's the small details that most often let people down; dandruff, laddered hosiery, food caught between the teeth, bleeding lipstick, oily hair, chipped nail polish, missing or straining buttons. Pay attention and maintain the most polished appearance you can at all times. Little things say a lot.

15. Speaking Professionally

Strive for a conversational speaking style. The best rate of conversation is judged to be between 125 and 150 words a minute. Individuals who use a conversational speaking style are viewed as more pleasant, likeable, and friendly than those who do not. When engaging in persuasive communication a slightly faster rate has been shown to be effective. Speaking at a rate of over 200 words a minute reveals an unacceptable level of anxiety.



16. Engaged and In-the-Moment

A 'Lights are on but nobody's at home' expression ranks as the lowest in terms of attractiveness and credibility.

17. The Call Back

Never leave a message and ask the other person to call you back if they do not have something substantial to gain from the call. It is your responsibility to return the call.

18. The State of Your Place

It's not just your personal image that needs constant attention. The things that surround you also communicate messages to others. Look around. What is your desk like? Is it organized and busy, or a hassled landscape of paper, coffee cups, folders and pens. What is your vehicle like? What impression would it give your customers or clients about you and your

19. Bounce Back

The way a message is delivered always affects the way it is received.

Impact

How effective the impression you make will affect how much of an impact you can have on your clients to engage and convert them to regular, loyal, high paying clients. Your communication style is vitally important when looking to have positive impact on your clients.

1. Colour Impact

Personal colour profiling is a valuable tool in ascertaining which colours most enhance your natural colouring. By wearing colours that enhance your skin, hair and eyes, you will be seen as more youthful, competent, vibrant and healthy looking.

Contrast is a vital factor in impression management. When the onlooker's brain picks up contrast (colour difference) it literally wakes up, and results in the person being remembered, listened to and taken notice of. When low contrast is worn, it often results in the wearer becoming almost invisible.

High Contrast (bright, dark combinations). Power dressing, often results in others feeling inferior.

Medium Contrast (light, dark combinations). This is the most people friendly and professional.

Low Contrast (little or no colour difference between garments). This combination is seen as elegant and even at times fashionable, but in business or whenever 'presence' is required it creates a forgettable, boring and ineffectual appearance.



2. Impact Killers

- ★ Commencing anything with an apology
- ★ A weak handshake
- ★ Being late
- ★ Being unprepared for your client
- ★ Closed body language
- ★ Ignoring mistakes
- ★ Forgetting names
- ★ Presenting out-of-date information



3. Body Language

Be aware of the messages that your body conveys. Rely on vocal variety, posture and facial expression rather than your gestures to portray confidence. Gestures can be distracting. Avoid nervous habits, such as clearing your throat, sniffing your nose, holding your hand in front of your face while talking or touching your hair constantly.

4. Stand and Sit Up Straight

Poor posture reflects poor self-esteem.

5. My Space

Do not invade someone's personal space without an explicit invitation, generally stay at one arms distance.

6. well groomed

Stand with your weight equally on both feet. This will eliminate shifting of the body and fatigue and will make you look more energised.

7. Engage

Learn to smile and nod your head when you are listening to another person to let them know you are listening, comprehending what they are saying and interested.

8. Don't Lean on Things

You lose 50% of your power when you show others that you need assistance to remain upright.

9. Become an Ace Conversationalist

People love talking about themselves. When starting a conversation, introduce yourself and ask non-threatening questions to ascertain areas of similarity e.g. children, sport, holiday destinations, localities, people you may both know. Ask the questions, find the areas of likeness, listen and find the next area. However, do not monopolise a person's time. Be alert for verbal and non-verbal signals of 'enough'.

10. Umm

Avoid taking too long to answer questions. This makes you appear indecisive and incompetent especially when it is accompanied by looking down.

11. Be 'Open'

Use 'open' gestures whenever possible to relax those you are talking to and to appear open, honest and communicable.



12. The State of Your Face

Do you know what your face says to others? It is the most controllable non-verbal cue, and it also is the one people rely on most to gauge your attitude, feelings and emotional state. You might be able to “fool” yourself into feeling better than you really do simply by smiling.

13. Making Your Point

Emphasize the most important points you are making with appropriate changes in volume and pitch; a monotone voice has been found to be very damaging to credibility.

14. Vocal Impact

To appear assertive, interesting, dynamic and confident:

- Speak clearly
- Articulate and pronounce your words well
- Speak using a wide pitch range and varying your rate
- Articulate your ideas clearly
- Pronounce your words well
- Portray confidence by using a lower tone and slowing down your rate of speech.
- Pause a moment before and after important points and ideas to give them more impact and weight and to increase the likelihood that it will be remembered.
- If you like an idea let your voice also portray that fact.
- Do not use fillers such as “ah, you know, um, etc.” and incomplete words or sentences.

15. Impression Management No.2

Impression management refers to all the strategies and techniques used by individuals to control the image and impressions that others form of them during social interactions. In order to successfully manage impression management, you need to know how different behaviours will be accepted by the person/people in question, and what expectations they have of you. You need to become skilled at naturally and precisely performing the verbal and non verbal acts that will create your desired image.

16. Rise to the Occasion

When being introduced, rise to the occasion, look the other person in the eye, smile in a friendly way and offer your hand.

Integrity

How you deliver integrity in your business will ensure not only loyal clients but staff too. Integrity is as much about respect for others as it is for your business and overall Image.

1. Client and Team

Be consistent and caring. Constantly nurture relationships and maintain open lines of communication, not just when you want something, but on a regular basis.



2. Keep Quiet

There are many inappropriate topics of conversation. These include private matters e.g. weight, health or marriage problems, gossip, negative comments about competitors and confidential company information.

3. Your Image

Seldom are the impressions formed about you based on rational thought or independent investigation. They are the products of hundreds of associations made between your outwardly obvious characteristics and the invisible to learn about the power of personal image management if you are serious about your future success in the salon industry.

4. Oh Dear

Do not broadcast problems. It probably will not help you, and it can't help others.

5. Take it Up

Have a problem? Take it 'up' the line of command, never down. Discussing your personal or professional problems with peers will only bring them down and cannot help your position.

6. Content and Ego

While we can all talk, there are many times when we are not 'communicating'. Too often, the words we use get misinterpreted, and when this happens barriers are set up and relationships change.

When we communicate with each other, we do so on 2 levels:

- i. Content (facts information)
- ii. Ego (feelings judgments)

Think about the way you talk to others (both at home and at work) and try to ascertain how

many of your comments have a positive or negative message attached to them. Take a moment to think before you speak, rehearse upcoming difficult conversations and listen for the messages within other's comments.

7. Take a Check-up From the Neck-up

Don't add insult to injury. If things haven't gone as planned, don't immediately start to call yourself names. You wouldn't put up with someone else calling you a loser or an idiot, so don't put up with the same behaviour from yourself. At these times, I remember one or two of my favourite sayings – 'It's not what happens to you that matters, but how you react to it' and 'That which does not kill me will only make me stronger'.

8. Yes, I can

Have a 'can do' attitude. It's ultimately the attitude that will have the greatest impact on your life. A 'can do' attitude will lead you to believe in yourself, your abilities and the fact that one person can make a difference. Not only will they see you as a positive, cheerful person, your attitude will become contagious and will in turn affect those who you come in contact with.

9. Global Etiquette

Etiquette is the ability to get along with others, demonstrate good manners, perform acts of consideration and put others at ease. True acts of courtesy are performed, not out of a sense of obligation or in a patronising way, but out of genuine respect, care and thoughtfulness for the person/ people in question. Regardless of cultural, political or religious differences. In today's global economy what makes you feel comfortable may not be the same thing that will make someone from another culture feel comfortable. In all foreign exchanges, follow the Global rule of Etiquette which says "Do unto others as they would have you do unto them". Make it your responsibility to find out what you could do to make your guests as comfortable as possible.

10. Dealing with Problems

Successful people have learned how to become skilled at developing and nurturing relationships. When problems occur, they take immediate steps to investigate the problem and where possible strive for reconciliation.



- Never ignore a problem: It is far better to face a problem than to take a risk and let it fester. Almost no problem is insurmountable.
- Resist the urge to defend your position: This serves no useful purpose, as there are always two sides to a problem.



- Control your temper: This also includes crying. Crying and angry outbursts will only make the problem worse.
- Look for areas of agreement not disagreement: This is the number one rule in negotiation.
- Say sorry, if you need to; Be big enough to admit and apologise when you are/have been in the wrong.
- Reconcile, where at all possible.
- Agree to disagree: If no agreement can be reached agree to disagree.

11. Appointments

Be on time for all appointments. Know who you are seeing, what their history is and what the purpose /objective of this appointment might be.

12. Reputation

This is your most valuable asset in business. You must know what others are saying about you. The fastest way to destroy a good reputation is to be known as someone who does not follow their words with actions.



Identity

Being in touch with your values, and receiving recognition for your efforts motivates you to perform at high levels, that have positive effects on your clients and your team. This makes you a powerful client magnet and successful in your own right.

1. Evict Your Personal Critic

Self-talk is the most powerful, confidence boosting or soul destroying force we own. If we continually barrage our thoughts with negative comments about ourselves, our abilities or probable outcomes, we are destroying all possible hope of success. Take charge, recognise when your critic emerges and replace the negative talk with confident and uplifting words. Uncover your special gifts.

2. Change Negatives First

Initially, it is more important to eliminate undesirable aspects of your image than to incorporate new behaviours. Negative image traits have more power to destroy your image than incorporating new positive traits do of improving it.



3. The Just-Like-Me Factor

Strive to meet the expectations and sophistication level of the most professionally presented person within the salon with whom you are going to work with. This rapport building exercise will pay great dividends.

4. Assertiveness

Assertiveness is based, like so many fine qualities, on confidence. It's not the conviction of always having to be right but a confidence based on feelings of self-worth. It tells you that your needs and opinions are valid, and as important as anyone else's; that you too have a voice and a right to be heard. It is being willing to speak up but not shout, more interested in finding solutions than aggravating problems, or ignoring them and hoping they'll melt away. Aim to always be constructive not destructive.

5. Self Talk

Stop telling yourself you'll fail. Nobody goes through life without making mistakes and experiencing failure. However, some invite failure by brainwashing themselves with negative self-talk and expecting failure. We are often our own worst enemy and our self-talk becomes self fulfilling prophecies. Negative beliefs often become distorted and you'll end up blowing everything out of proportion. Commit from this minute to only positive input. Tell yourself you can do things well and be satisfied with the knowledge that mistakes are



natural and failures are inevitable.

6. The Attitude Difference

Pay attention to others and become an excellent listener. Keep an open mind and listen to both sides of an argument: most people talk too much and listen too little.

7. Lessons of Life

Mistakes are life's learning opportunities. They are only ever failures if you repeat them. When you make a mistake: **Acknowledge it, Correct it, Learn from it, Forgive yourself and Move on.**

8. Beliefs

The most important beliefs are the ones we hold about ourselves.

“Every man stamps his value on himself. Man is made great or small by
his own will” Fredrich von Schiller 1759-1805

9. Paranoia

Do not take everything personally. Although it's important to be self aware, you do need to realise that many things that happen have to do with other people. Paranoia feeds on itself. If you catch people you know talking together without you, do not immediately assume they are talking about you – it's better to mind your own business and get on with your day

10. This Too Shall Pass

Become resilient. Learn to bounce back quickly after rejection or disappointment. Know that your feelings always show through your behaviour and tone of voice. Never allow yourself time for a 'pity party'.



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