

Dressing For Success: Image Consulting 101.

DRESS: Professional, Conservative, and Practical.

- Business Jackets: Blacks, Browns, Blues
 - Invest in quality jackets, but always buy them on sale! Good time is after Christmas, and after summer seasons.
 - Women are able to mix and match more than men—so get colors/styles that you can mix and match with different pants/skirts.
 - Choose basic colors that can be worn more often, but be yourself! You don't need to be boring, just classy.
 - Always hang your clothes up so they aren't ruined. Maintain the good ones you have!
- Shirts:
 - Collared shirts are preferred, sleeveless is fine if the neckline is appropriate with a blazer-NOT a sweater.
 - Sleeveless, collared shirts are great during summer recruiting to wear under jackets.
 - Watch the neckline, and midriff—keep it conservative. Midriff should not be bare under any circumstances. Wearing your shirts tucked in is classy and clean!
- Pants:
 - Several pairs of black pants are always a good investment. Stick to neutral and classic colors. Make sure the length is accurate so you can wear flats and heels with them.
 - Make sure they are quality material: nothing that looks like jeans.
 - No yoga pants! If you think they're too tight...they are.
 - Socks should match your pants—not shoes.
- Skirts
 - If your taking baby steps, its TOO TIGHT.
 - Watch your slits, and lines. Tights are preferred with skirts. (Basic nude or black..steer from bright colored and printed stockings.)
 - Length shouldn't be
- Shoes
 - Comfort is the most important when on your feet all day.
 - Avoid the platform shoes- 2" is good! Comfortable flats are awesome for training.
 - Open toe-d shoes are okay as long as you have polished toes!!!
 - Ankle boots are great for fall and winter—simple and streamlined, not chunky- fine heel.

MAKEUP: Just enough to make you look fresh and awake

What would the sharpest applicant (Ivy Leaguer) do to want to interview/work for you over an internship elsewhere?

Blush or Bronzer highlights your face and can provide a healthy glow especially during the sun-deprived winter months. Just don't clown it out with overly bright cheeks.

- Glosses/Lipsticks:
 - Neutrals and soft pinks.
 - I wouldn't really wear lip/gloss during a 90 minute interview and training that's going to be a lot of talking..i stick with simple Burt's Bees to stay hydrated.
 - Nothing with glitter. The flatter the color, the better :)
- Eye Makeup:
 - Shadows: Light pastels, beige and neutrals: they brighten your face without looking tired after a full day. They actually can make you look more awake. Darker colors tend to create circles under your eyes or look smeared as you sweat.
 - Keep it natural with earth toned eye shadows, and use mascara to open up your eyes. Eyeliner is not necessary, but if you choose to apply it, choose a natural brown vs. downtown-black.
 - Mascara: Waterproof (doesn't run or create dark circles)
 - Eyeliner: avoid as much as possible on super busy days—it can start to smear and make you look more tired than awake. I find that liquid liner lasts longer and cleaner than pencil if necessary.
- Blush:
 - Just enough to look fresh and vibrant.

Bottom Line: A makeup heavy face will detract from your professional look. A clean face with subtle emphasis on one feature will enhance it.

JEWELRY/ACCESSORIES

Try and avoid clutter.

- AVOID the big earrings that could be distracting. If they're pulling, hurting, or loud...go against them. Stick to small studs, or hoops.
- Nails need to be well kept and clean. Nail polish needs to be on or off, but not both! Try and stay away from the neon colors and stick with something not too flashy. Open toe-d shoes always need manicured toes!

Accessories are a way to set you apart and add personality to an outfit. Just remember to keep it clean and simple. Choose earrings or a necklace, not both and loud bangles can be distracting to others in the office. Keep your accessories silent!

A single chunky bangle, a single cocktail ring [on the opposing dominant hand for when you shake hands], and bold headbands are all signature pieces that can represent your fashion sense, but choose only one signature piece so that your accessories don't jump in front of the conversation.

Bottom line: if you look in the mirror and it seems too much, then it is, in this case take off one or two pieces

- Two words: understated & classy.

Role Model

During my travels to various regions for Vector University Training, I have the opportunity to interact with many district managers and candidates. I ask them who their role models are in this business and why. Their responses are the managers that have it together. They are honest, respected, balanced, well groomed, likable and genuine leaders.

When I look at the sales reports they coincide with the role models mentioned to me. Whether you realize it or not you are a role model. That means always putting your best foot forward. Michael Jordan was very conscious of his status. He always dressed impeccably even if he was running a quick errand. A reporter asked him why he made the effort to look his best all the time. His answer was you never know who you will run in to.

Your people are looking for role models and as a leader you need to consider all the perceptions you create. Be a great role model.

I wish you joy, abundance and wealth of all kinds Marty Domitrovich

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