

HOW TO REBUILD YOUR IMAGE FOR SUCCESS

Part II

How You Can Create A Powerful New Image For Yourself

Perhaps you have been thinking about the look you are currently projecting and you want to update or adjust your current image. Are you wavering between the person you once were and the person you are today? Do clients treat you with respect? Are strangers surprised



when they learn about certain professional accomplishments you've made? Pay attention to these messages, they are clues that are telling you it's time to change your image to get the reactions you want. If you'll allow yourself to admit it regardless of how attractive you are, you can still benefit from some aspect of image enhancement.

The first step is to make a firm decision to change your appearance. You will need to make a strong enough commitment to go through your closets and drawers. One thing you must do is discard all unsuitable, ill-fitting clothing that no longer supports the person you have become. You must get rid of what you do not want, to make way for what you do want. Closely scrutinize your wardrobe and give-away, swap with friends or sell anything that does not reflect the way you perceive yourself. Are you holding onto clothing you should have discarded long ago? Before and after each season, weed out the tired, shabby, or out of style items in your closet—you'll look better, feel more stylish and have more hangers. Free yourself of old memories and possessions. Imagine how wonderful it would be to open your drawers or the



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doors of your closet to find everything streamlined and beautiful. Now think of how all those outdated and worn out wardrobe items are distorting your fantasy. Elimination decreases clutter and unnecessary chaos.

You can start becoming more organized right now in spite of the way things look. Don't hold yourself back, face your fears of dealing with the process. Take the problem-solution approach. Figure out approximately how long it will take you to go through your closets and drawers. Schedule a time to evaluate your wardrobe and be ruthless. Devise a plan of attack. Be practical with your time slotting. You will probably have more energy in the early morning. You can make your closet more efficient by rearranging shelves, adding a stackable shoe cabinet or other space savers and by storing out-of-season garments in a cedar-lined chest. For the sake of convenience and efficiency consider placing the most frequently worn items in prime accessible spaces.

AUTHORITATIVE CAREER WEAR

The successful aesthetician's business uniform should be tasteful and expressive. You will want your working wardrobe to include the appropriate items to accommodate your everyday business obligations, off-site career engagements and dressy business-related occasions. Make a complete inventory to determine if you have the right clothing and accessories to meet the demands of your career. If not, plan your clothing purchases carefully by supplementing with what you already own. Do not go shopping unless you are prepared for it. To avoid fashion mistakes and impulse buying. Make a list of what you need and carry it with you. You will get the most for your money if you select a few high-quality pieces made from season-less fabrics such as gabardine, suede, wool challis and leather. Focus on the basic elements of your career wardrobe such as blazers, skirts and slacks in classic, simple enduring styles that you will be able to count on for years to come.

An aesthetician's career life spells activity. Reaching, bending, sitting, standing and walking—all of the motions in your day are made better by wearing the right clothing. Your business attire must be non-restrictive and allow you free stride. Never wear outfits that do more for your figure than your career. Plunging necklines, clinging or see-through fabrics worn in the workplace will rob you of presence and quite frankly do not communicate a strong business statement.

Making yourself the kind of person whom clients want to deal with involves having more than just knowledge of your products or services. It involves conveying the right personal image.



Looking good is the first step in creating the impression of being good. One of the best ways to win your client's initial confidence and persuade them to follow your recommendations is to appear authoritative. If your goal is to get your clients to follow your advice then you will want to avoid fashion styles that convey weakness or indecisiveness such as; bows, ruffles, lacy or frilly blouses and pinafores. For a person to look self-assured their overall appearance must reflect and be in harmony with their age, personality, profession, mode of living, personal taste, body silhouette and facial features.

Practical wardrobe basics such as; structured tops, jackets, pleated trousers and tunics worn in the workplace will increase your professional credibility. And of course, there is no greater wardrobe staple than the business suit. Certain styles will be more becoming on you than others depending on your body type. Develop a clear, unclouded awareness of which fashions look best on you. Then select only those outfits whose lines do the most for you. Regardless of what you choose to wear to work, make sure it fits comfortably and is properly tailored.

THE UNPRECEDENTED IMPORTANCE OF IMAGE

Looking stylish takes time, energy and money, but you will find the results of your efforts extremely gratify

ing. Your appearance announces to others your professional standing, economic status, authority, intelligence and validity. Working in a beautiful salon is not enough. It is just the beginning. Thousands of dollars each year are spent on slick facades, elaborate reception areas and posh treatment rooms to impress clients. Yet, the appearance of experienced, competent and educated practitioners who work in these elegant settings is often overlooked.

You must capitalize on your physical attributes if you wish to create a lasting impression of enduring significance. Wise are the aestheticians who package themselves well, for they sell for what they're worth.



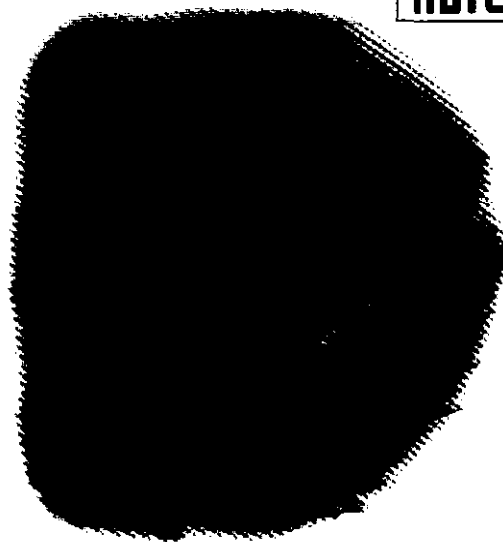
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