



DRESS FOR SUCCESS

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THE VISUAL IS VITAL.

Before you open your mouth, you have already delivered your first message. Will your audience perceive you as attractive and successful—someone they want to emulate? Your audience wants to look up to you. Does your visual message match the fabulous speech or workshop you have so carefully prepared?

Or will they worry that you struggle with basic life skills?

When you project health, fitness, confidence, and attractiveness, your audience begins to receive your message at first glance. You would never dream of presenting information that is out-of-date or poorly organized, so be sure your personal presence matches your message.

Here are some of the most common mistakes professional speakers make. Could any of these statements be made about you?

1. Your clothes and shoes look tired.
2. Your hairstyle is out-of-date.
3. You look okay from the front, but not so great from the back.
4. You're afraid that looking current will keep people from taking you seriously, so you look boring instead.
5. You haven't changed your clothes to fit your changing physique.
6. You only get into your "speaker's look" just before you go on stage.
7. You haven't figured out how to eat healthily and exercise on the road.