

Image management is about presenting yourself to the world as you are at your best.

Human interactions are driven by impressions – sometimes first impressions. All too often people think it is only about how they look. In reality image starts from the inside and works its way out to the visible image. So one must start with the Self, then one considers the wrappings and accessories, and finally One considers the extensions of Self used in the image management processes.

THE SELF

The self is made up of layers – the Heart/Soul, the Mind, and the Body. You must begin the image management process by taking care of yourself from the inside out.

The Heart/Soul: To be comfortable in who you are you must work to be at peace on the inside. Some will refer to heart others may say soul or spirit. Regardless, seek to clear up any issues of heart or unease of soul before the search process.

The Mind: The mind is the tool that you use to continue learning, to assess your options, to manage your life. It must be clear and strong for you to reach your greatest power. Exercise it. Use it. Challenge it.

The Body: The body carries your heart, soul and mind to the world. You must feed it well. Keep it clean and well groomed. Exercise it to maintain its health. Be conservative in appearance. Avoid garish hairstyles or colors, tattoos, piercings, and other body art. Avoid using cologne or perfume or apply it sparingly. Too much can be annoying or induce allergic reactions. Don't walk in with the smell of smoke or alcohol clinging to you.

Others obtain a true sense of who you are through your eyes and your handshake. Command of heart, mind and body provides a multilayered foundation. All three of these foundational elements of who you are must be in balance for you to be at your best. Then you move on to the Outside.

THE OUTSIDE

The Self must wrap itself in clothing and accessories to move properly about the world. It is here that clothing and accessories play their role in our image.

The Clothes: must be **professional** as you enter the career search.

PROFESSIONAL ATTIRE FOR MEN	PROFESSIONAL ATTIRE FOR WOMEN
<p>Suit: Wear a dark or gray suit – solid or very subtle pinstripes.</p> <p>Shirt: Dress shirts should be solid, preferably white. Be sure your shirt and suit are clean and pressed.</p> <p>Tie: Muted colors in solids, stripes or small patterns.</p> <p>Shoes and socks: Leather, lace-up shoes in a dark color should be worn with dark colored socks that are mid-calf or over the calf in height. You do not want to show skin between your socks and pants when you sit down. Make sure your shoes are polished and the heels are not run down.</p> <p>Hair and facial hair: All hair should be neatly groomed.</p> <p>Jewelry: Wear a limited amount of jewelry. A watch and wedding or school ring are appropriate. Some employers will not view earrings positively.</p>	<p>Suit: Wear a suit – skirt and matching jacket or pants and matching jacket - in a dark color – black, navy or gray. Your skirt should be at least knee-length so that it does not expose your thighs when you sit.</p> <p>Shirt: A white, ivory, or pastel colored blouse should be worn under your suit jacket.</p> <p>Shoes and hosiery: Closed-toe pumps with medium or low heels in dark color. Shoes should be polished. Heels shouldn't be worn looking. Wear sheer hosiery.</p> <p>Jewelry: Keep jewelry simple and to a minimum. A watch, a single ring, and small earrings are a good choice.</p> <p>Cosmetics: Avoid using cologne or use it sparingly. Wear a conservative amount of makeup. Avoid extra long nails or attention-drawing colors of polish.</p>

The Accessories: As indicated above, accessories include jewelry. They also include other items you wear, carry or even own. Pens, pencils, briefcases, even water bottles make statements about who you are. Lose the backpack. Carry a portfolio or briefcase to interviews. Seek to make these statements consistent with who you believe yourself to be.

Also remember that your car, your computer, your residence are all extensions of who you are. If they are visible in public they may affect your public image.

Now that you have taken care of your SELF and properly clothed and accessorized your OUTSIDE, it is time to reach out to the world around you.

THE EXTENSIONS

Now it is time to gain command of that part of your image that reaches beyond arm's length. The primary extensions are paper, voice and manners. Many of these we talk about in other sections of **The Book**, but, here are few general notes about utilizing these tools.

The Paper:

- Calling / Business Cards – are very valuable. They should be classic in style and printed on quality card stock.
- Stationery – should include paper and matching envelopes. Simple and printed on quality paper. Typeface of this and your calling cards should be consistent.
- Resume – use the same quality for the resume as for your stationery.
- Letters – are your strongest evidence of writing style. Should be consistent with your general image.
- Forms – should be filled in completely and neatly just as you have done your own documents.
- Portfolios – a great opportunity to present elements of your background not appropriate for the other tools. A place to evidence your creativity.

The Voice:

- Social – your normal voice. The voice you fall into around friends. This is the voice normally used at receptions and parties. Centering yourself physically allows you better voice control. Centering yourself emotionally gives deeper meaning to your voice even in this social environment.
- Telephone – voice requires that you center physically. Stand-up. This is a better posture for voice control. Even though they can't see – dress like you were in the same room with the person on the other end of the phone line. This allows you to feel comfortable in your own self image.
- Formal / meeting – voice needs an air of authority, self confidence. Erect posture gives you better voice control. Spoke strongly and clearly. Listening more than you speak gives you greater power.
- Presentations – often call for a slightly more theatrical voice. Stand. Walk around. Practice. All of these add to your voice quality.

Each of these voices is you. You must seek to utilize the nuances of your voice as the situation demands.

The Manners:

- Etiquette is essential
- The importance of "thank you"

THE CAVEAT

It is essential in all of this is that you always remain true to yourself. You must always be honest in presenting yourself to the world. Seek to be consistent and always true to yourself. This will rightly be perceived as integrity.