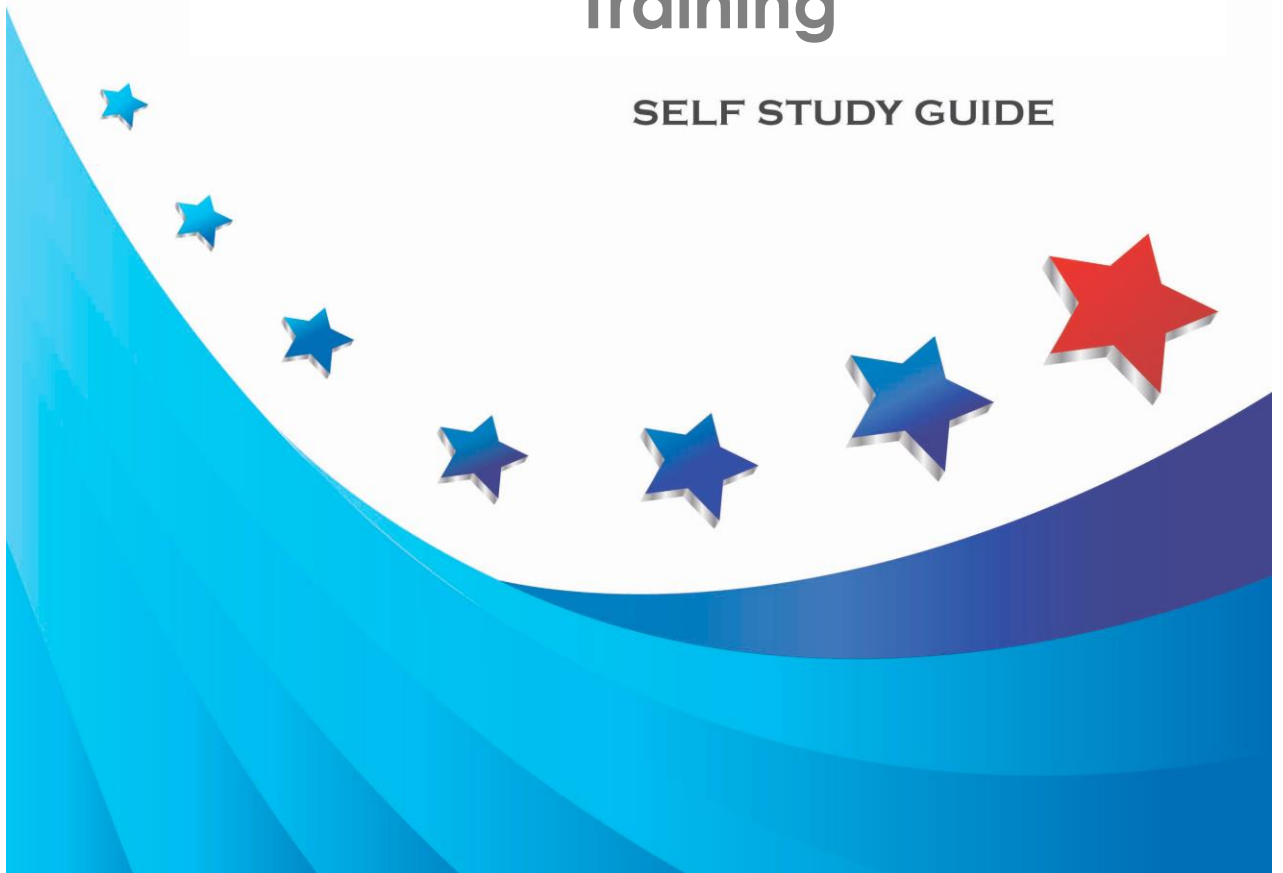




Certified Personal Stylist and Image Mastery for Women Training

SELF STUDY GUIDE



Lesson 2

Relay how first impressions are formed
Explain Halos and Horns

The First Impression – Your Image

What Is Image?

Think of your image as your promotional tool. It is your billboard, advertising all that is available, all that you are capable of delivering from you. Valuing yourself and your intrinsic qualities is all about developing the image for you that is most authentic, and that will help you realise your greatest potential.

Our appearance is based on three factors:

1. **Genetic** The genes you inherited from your parents give you the colour of your hair, skin and eyes, basic body structure, and your temperament. This is all determined in your DNA. To a certain degree these attributes are permanent. Nowadays some of this can be altered by a clever cosmetic surgeon but for most of us what we've got, we live with.
2. **Taught –Upbringing** There is also a learned factor, in your posture, body language and how you walk, which is related to your immediate environment and parental influence.
3. **Clothing choices, grooming choices** Changing the genetic and environmental factors of self-image is difficult, if not sometimes impossible, but you have control and choice in the way you present yourself. You can change your hair colour, level of grooming and clothing choices, as well as factors such as language usage, accent, body language, manners and behavioural standards.

Instinct & Beauty

One's opinion of beauty may be influenced very early but beauty is looked upon with interest by even infants. Infants who don't know what an ideal weight or Chanel lip color means. Infants will gaze upon a symmetrical face longer than an asymmetrical one. Even if that face is not of it's mother or father. Children often stare at beautiful women and mimic their moves -- even showing favoritism towards more attractive individuals.

Well children didn't learn it from their parents, it is instinctive. They aren't born knowing the Silver Chin Soft Tissue Assessment or Ideal Cheek placement. Infants are just born knowing what pleases the eye.

Even in the animal kingdom the preferences are around who has the best plumes, mane or horns. Who has the biggest this or that, the shiniest coat and brightest eyes. Even mother birds will tend to feed the most brightly coloured of their offspring first, fearing

the other may be sick so more energy is spent on the pretty, healthy ones. Even when the healthy baby bird's feathers are cut off the mother chooses to feed the other baby birds first, then diverts her attention last to the affected one.

Even the unattractive peacocks will stand next to the showier males in hopes to get the attention of peahens. The female peahen will be excited and attracted by the rich plumes of the colourful, attractive peacock but may be taken by the unattractive peacock in the confusion.

Even the lioness will choose the stronger, more attractive males to contribute their genes. Each species chooses the best of the group to produce their offspring with the best chance to survive and prosper. So, why all this favoritism? I know, we are not animals nor are we infants, but I am trying to point out that no matter how we are brought up our eye favors the showier, shinier, newer model. It is instilled within our very core.

The way you appear tells us everything about who you are and what you stand for. People will make judgments based on the information you give out. This is called your impression. When we meet somebody for the first time they make a judgement about us based on the messages we send out. Their judgement is formed by their beliefs, values, experiences and understandings.

According to Sociolinguist Albert Mehebian in his study (Silent Messages, 1971), a first impression is comprised of:

- 55% what you look like (clothing, grooming, body language)
- 38% how you sound (tone of voice, pitch, quality of voice, language and vocabulary, accent)
- 7% what you say (content)

So 93% of your image unrelated to what you say. This means that the first impression that you give is mainly visual. If you make a bad impression first off it can take 21 further meetings with someone to change that impression.

How a first impression is made:

1. People take in initial information – they notice body language, clothing, grooming, what you say and how you respond.
2. Based on this initial information, they form an impression and make decisions about what you are like and how they expect you to behave in the future.
3. They then see you through this 'filter'. Everyone likes to think they're a good judge of character, they seek information to confirm this initial impression and will not look for or even ignore behaviour that doesn't fit into their impression until you've met multiple times and the impression must be changed because it was so radically wrong.

Exercise: look at the following women and make as many assumptions as you can based on the first impression you get from these women there are no right or wrong answers here



Age			
Where does she live?			
What religion is she?			
Is she successful?			
What is her highest educational Level			
Who does she vote for (left, centre, right)			
What is her occupation?			
Car they drive			
Where does she live?			

Does she have kids? How many?			
Is she married?			
Would you trust her with a secret?			

What are the clues that helped you make these decisions?

Some examples of what our first impressions are based on

- Your hairstyle
- Your facial features
- The cut and quality of your clothing
- The colours you wear
- The accessories you have
- How clean you and your shoes are
- Your deportment
- Your handshake
- Your smile
- The amount of eye-contact you make
- And for the ladies – the way you do your make-up

Exercise

Who looks more professional the woman in the left or the right?



What have made this assumption based on?

Halos and Horns

We tend to attribute many positive personality traits to someone who has 1 positive trait, just as we attribute negative personality traits to someone who has 1 negative trait. This is the 'halo effect' and 'horn effect'. We make a cluster of beliefs about that person based on our initial reaction to that one trait.

Situation vs Personality

How often do you meet someone who is angry and assume they're an angry person and behave in that way all the time? But do you know why they're angry? Have you found out why? In some cases, we assume it's their personality rather than the situation – such as just having received bad news – which if it were us, we'd put our anger down to the situation, not our personality.

If you understand these errors in perception you can better understand how others form impressions on first meetings. As people assume you have a cluster of traits – you can attempt to control which cluster you and your client fits into.

The messages and statements that can be communicated with the image you present include: age, ability, personality, gender, individuality, income, popularity, ethnicity, mood, values, membership, culture, loyalty, attitudes, rank or status, intelligence, roles, interests, and lifestyle.

There are three golden rules which you must always remember as an image Consultant

RULE #1 Always make a good first impression

RULE #2 You only have a few seconds to make a good first impression

RULE #3 You never get a second chance to make a first impression

Clothing Cues

Clothing clues the messages our clothing gives to everyone around us.

The following chart outlines the clues that clothing can give to the occasion we may be attending, to the style of personality that we may have and even to our personal values.

The occasion section will cover different situations that you may be in and the style of clothing you may wear that can reflect that occasion. In the personality section there are three personalities highlighted these are the very energetic person the sensitive feminine person and the serious aloof style of personality.

Lastly the values section shows how you can decipher about person's personality and values towards time, money, beauty, acceptance, influence the need to impress, the desire for practicality, the joy of comfort and the importance of nature.

Exercise - read through the following chart and analyse the messages and the clues that lead to these messages. Can you think of any other occasions, personalities or values and some of the clothing clues a person may wear to represent them?

Message	Some clothing characteristics or clues	
Occasions	Casual, informal, sporting	Crew or V-necklines, jumper, T-shirt, shorts, jeans, sweaters, blazer, parka, canvas shoes, sandals, sweats, caps, unstructured and loose clothing
	Corporate Business	2—3 piece matched suit, firm to crisp fabric, straight and A-line skirts, shirtwaist dress, coatdress, overcoat, court shoes, collared shirt, high heels
	Dressy, formal, sophisticated, glamour	Wider scoop or lower neckline, strapless, long fitted sleeves, Juliet sleeve, draped bodices and skirts, long skirt, palazzo pants, satin or beaded dress, long skirt, sparkling jewellery, jewelled sandals; tuxedo, dinner suit, cummerbund and patent leather shoes.
Personalities	Energetic, fun, friendly, approachable, outgoing	Full-curved lines, bright colours, gathers, pleats, knits, plaids, prints, polka dots, soft fabrics, bold contrast, scoop neckline, open collar, short or puffed sleeves, colourful trims, casual larger jewellery
	Serious, stern, aloof, authoritative	Straight lines, restrained curves, dark or dull colours, black, gray, firm or stiff fabric, small patterns, pinstripes, high or buttoned collar, long sleeves, straight and A-line skirts, matched suit, minimal trim, small to medium conservative jewellery
	Calm, quiet, gentle, ladylike, supportive	Solid colours, subtle colour contrasts, small and floral prints, fitted styles, princess seam lines, soft, thin, delicate sheer fabrics, soft gathers and flair, bows, small or delicate jewelry
Characteristics	Time	Easy-care fabric of manmade fibres or blended fibres; shops the catalogs/ebay, organised wardrobe
	Value for money	Basic classic styles, durable fabrics, sales important, clothes in excellent condition, shops ebay
	Creativity	Unusual clothing combinations, adds personal touch, artistic mix of textures
	Beauty	Well-designed, high-quality clothing, harmonious colour schemes,
	Fashion slave	Clothing like friends, follows the leader's dress or what's in fashion,
	Influential	Tailored looks
	Impressing – ego driven	Expensive, designer, or name-brand clothes, one-of-a-kind
	Practicality and modesty	Non skimpy, loose-fitting styles, opaque fabrics
Comfort	Soft fabrics in simple, loose-fitting styles, non-irritating styles and fabrics	
Genuine quality	Real leather and suede, 100% wool or silk, real gemstones	

Used with permission From "Wardrobe Strategies" by Judith Rasband, Fairchild Books, 2002 pg 9

Before you finish fill in what you have learned from this lesson

Outline the clothing clues which demonstrate 3 different occasions

Outline three separate emotional personalities through clothing clues

What are 5 of the assumptions we make based on appearance about a person?

Identify at least 10 elements which a first impression is based upon

You can refer back to these answers should you wish to receive your CEU's at the end of the course