

Your
POWERFULSM
presence

125 WAYS TO
AMPLIFY
Your
PROFESSIONAL
IMAGE

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Introduction:

FEEL

THE POWER

OF YOUR IMAGE

Do you remember what it's like to feel uneasy when meeting a room full of strangers? The key to confidence in any situation is confidence in your image.

Why Focus On Your Image?

Many people believe that your professional image is made up of your appearance, body language, tone of voice and attitude. But a professional image truly consists of your personal conduct and how you project yourself to the world. It's the energy you bring into a room and the way you make others feel when they meet you. Your professional image is sometimes called your *personal power* and it has a huge impact on your success.

What Is Personal Power?

It's the personal magnetism that draws others to you so you can make the connections and develop the relationships that are critical to success in your business and personal life. Your personal power is made up of:

Your belief and love of self

Your confidence and credibility

Your reputation and attitude

Your ability to express yourself and your ideas

Your knowledge, skills and experience

Your ability to hold your own in any situation

Your respect for yourself and others

Your appearance and body language

How Does Personal Power Help Me?

In the world of physics, charged particles create magnetism that attracts particles with a complementary charge. In the world of human interaction, your "charge" – your personal power – attracts people who sense that your personal power complements theirs.

Success in your business and personal life depends on your ability to attract and influence key people. Your personal power influences every interaction you have because it determines:

Introduction: Feel the Power of Your Image

How others perceive you

How they relate to you and what you have to say

Whether they trust you and your abilities

This means whether you dream of building a home-based business or rising to the highest level of management in a global corporation, your professional image is vital to your success. Consider these facts:

Opinions are formed and people are sized up quickly in today's fast-paced world – studies now show as soon as seven seconds!

93 percent of a person's conclusion about you is influenced by your appearance, body language, tone of voice, and attitude. Only seven percent is influenced by what you say.

The moment you meet someone, she begins to subconsciously assess whether to get to know you better.

With this in mind, can you see why it is vital that you give your professional image top priority?

When you strengthen your personal power, the most important person the changes will influence is *you*. You'll act with more confidence, and inspire more confidence in those around you as well.

How Can I Build My Personal Power?

To increase your ability to attract and gain the attention and respect of others, follow the tips in this book for developing your image in these six areas:

Introduction: Feel the Power of Your Image

Your Inner Self

Your Communication

Your Business Style

Your Etiquette

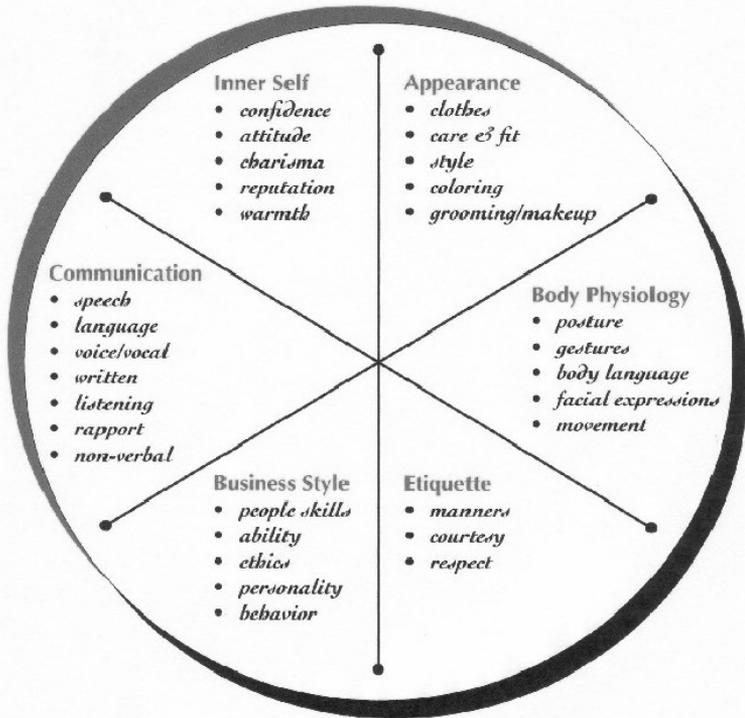
Your Body Physiology

Your Appearance

Each of these areas contributes to the complete picture: your Personal Power WheelSM.

Introduction: Feel the Power of Your Image

PERSONAL POWER WHEEL



In the next chapter, take the Personal Power Wheel assessment and discover which areas most need your attention.

Introduction: Feel the Power of Your Image

Assessment:

DISCOVER

YOUR POWER

Your professional image is all about how you project to the world and how you conduct yourself. One way to discover what kind of energy you bring into a room is to ask yourself, how *do* people feel when they meet you?

Taking an honest look at how you are perceived by others requires courage. You must be willing to see the small details that may seem insignificant to you, but are detracting from your ability to draw new people into your life.

This exercise will help you assess behaviors that either increase or decrease your personal power, and spur you to identify areas for improvement. It's sometimes difficult to understand the image you project to others. If this is the case, you may want to ask a trusted friend, a partner or mentor for his assessment. Keep in mind that feedback is a gift, even if it is sometimes difficult to hear.

Assessment: Discover Your Power

This chapter presents a two-part assessment.

In the first part, you'll rate your behavior and attitudes in each of the six personal power areas, and then tally your results.

In the second part, you'll use those results to map your own Personal Power Wheel, where you can see overall your areas of accomplishment as well as those that need improvement.

With this picture of your strengths and needs firmly in mind, you can make the best use of the remaining chapters in this book.

Assess your Professional Image

This section offers six short assessments, one for each area of your Personal Power Wheel. They'll help you discover your satisfaction with your professional image and how you present yourself to others.

As you work through an assessment, evaluate each statement and mark the response that indicates how frequently the statement is true for you:

A Always **U** Usually **S** Sometimes **R** Rarely **N** Never

Answer each question honestly so that you have the most realistic picture of your image.

At the end of each assessment you'll calculate your total number of points for that area. Your score indicates

Assessment: Discover Your Power

whether your mastery of the area is *Super!*, *Good!*, or *Needs Improvement!* Here's how to interpret your results.

Needs Improvement!

Your intent and desire to polish your professional image is evident, but perhaps you have not had any training in this area. Consider it a gift to learn that you need improvement, because once you become aware of a problem, it's much easier to focus on it and take steps to move ahead. Start by adopting the habits, behaviors and attitudes described by the guidelines in the chapter for this area.

Good!

You have demonstrated many of the important aspects of a successful professional image. Your focus can now be on honing your expertise in the areas needing improvement, or with a little more effort, you can continue to increase your score in this area, thereby attaining a higher level of success and earning the recognition you deserve.

Super!

When your score is *Super!*, you are consistently following the guidelines for that area of the Personal Power Wheel. You've done a great job of putting into practice the techniques that ensure your image is attractive, confident and that of a top-notch professional. You have guaranteed yourself a professional edge in your business. Congratulations!

Assessment: Discover Your Power

Inner Self

1. I am clear on the image I wish to project to my family, friends, and business associates.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
2. I spend time at least twice a year reevaluating my professional image.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
3. I am confident when meeting new people and building relationships.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
4. I create warm connections with everyone I meet.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
5. I easily engage the cooperation of those who can help me reach my goals.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
6. In a stressful situation, I remain calm and patient.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
7. I speak and act with integrity and have a good reputation.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
TOTAL for each frequency:	<input type="checkbox"/>				

To tally your results, multiply your score for each frequency with the value shown below.

<input type="checkbox"/> A	Always:	x 4 points	=
<input type="checkbox"/> U	Usually:	x 3 points	=
<input type="checkbox"/> S	Sometimes:	x 2 points	=
<input type="checkbox"/> R	Rarely:	x 1 points	=
<input type="checkbox"/> N	Never:	x 0 points	=
TOTAL POINTS			

7 to 14: Needs Improvement!

15 to 23: Good!

24 to 28: Super!

Assessment: Discover Your Power

Appearance

1. I emphasize quality over quantity in my clothing purchases.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
2. My business wardrobe is based on classic pieces of clothing.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
3. I am aware of my body type and how to flatter it.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
4. My wardrobe selection for the day is tied to whom I will be meeting.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
5. I receive compliments on my professional appearance.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
6. I use color strategically in my business dressing.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
7. My nails are reasonably short and well manicured.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
8. My hairstyle has been updated within the last two years, and my hair is clean and manageable.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
9. I am careful not to wear too much perfume or cologne.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
10. The clothing in my wardrobe is clean, in good repair and ready to wear.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
11. I maintain my shoes and keep them scuff-free.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
12. I always have my clothes altered to fit me properly.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
TOTAL for each frequency:	<input type="checkbox"/>				

Assessment: Discover Your Power

To tally your results, multiply your score for each frequency with the value shown below.

A	Always:	x 4 points	=
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U	Usually:	x 3 points	=
----------	----------	------------	---

S	Sometimes:	x2 points	=
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R	Rarely:	x 1 points	=
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N	Never:	x 0 points	=
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TOTAL POINTS

12 to 25: Needs Improvement!

26 to 40: Good!

41 to 48: Super!

Assessment: Discover Your Power

Body Physiology

1. I stand, sit and walk with good posture.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
2. During conversation, I maintain eye contact to keep my partner engaged.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
3. I smile sincerely to let others know I am friendly and open.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
4. I am comfortable using simple gestures to emphasize my message.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
5. I know and honor the cultural norms for personal space.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
6. I move with confidence: I walk purposefully and stand without leaning.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
7. I avoid distracting mannerisms such as fidgeting.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
TOTAL for each frequency:	<input type="checkbox"/>				

To tally your results, multiply your score for each frequency with the value shown below.

<input type="checkbox"/> A	Always:	x 4 points	=
<input type="checkbox"/> U	Usually:	x 3 points	=
<input type="checkbox"/> S	Sometimes:	x 2 points	=
<input type="checkbox"/> R	Rarely:	x 1 points	=
<input type="checkbox"/> N	Never:	x 0 points	=
TOTAL POINTS			

7 to 14: Needs Improvement!
15 to 23: Good!
24 to 28: Super!

Assessment: Discover Your Power

Etiquette

-
- | | | | | | |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| 1. I know how to make proper introductions. | <input type="checkbox"/> A | <input type="checkbox"/> U | <input type="checkbox"/> S | <input type="checkbox"/> R | <input type="checkbox"/> N |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
-
- | | | | | | |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| 2. When introduced, I stand up and initiate a handshake with my hand extended, thumb up and out. | <input type="checkbox"/> A | <input type="checkbox"/> U | <input type="checkbox"/> S | <input type="checkbox"/> R | <input type="checkbox"/> N |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
-
- | | | | | | |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| 3. I respond to invitations and send thank you notes promptly. | <input type="checkbox"/> A | <input type="checkbox"/> U | <input type="checkbox"/> S | <input type="checkbox"/> R | <input type="checkbox"/> N |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
-
- | | | | | | |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| 4. I arrive on time to appointments and when needed cancel and reschedule in a timely manner. | <input type="checkbox"/> A | <input type="checkbox"/> U | <input type="checkbox"/> S | <input type="checkbox"/> R | <input type="checkbox"/> N |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
-
- | | | | | | |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| 5. I have my business cards in a carrying case to keep them clean and have them with me at all times. | <input type="checkbox"/> A | <input type="checkbox"/> U | <input type="checkbox"/> S | <input type="checkbox"/> R | <input type="checkbox"/> N |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
-
- | | | | | | |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| 6. I include social talk at a business lunch, and focus on business after the main part of the meal is complete. | <input type="checkbox"/> A | <input type="checkbox"/> U | <input type="checkbox"/> S | <input type="checkbox"/> R | <input type="checkbox"/> N |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
-
- | | | | | | |
|-----------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| 7. I practice good table manners. | <input type="checkbox"/> A | <input type="checkbox"/> U | <input type="checkbox"/> S | <input type="checkbox"/> R | <input type="checkbox"/> N |
|-----------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
-
- | | | | | | |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| 8. I don't chew gum, eat or drink while conducting business on the telephone. | <input type="checkbox"/> A | <input type="checkbox"/> U | <input type="checkbox"/> S | <input type="checkbox"/> R | <input type="checkbox"/> N |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
-
- | | | | | | |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| 9. I only answer my telephone when I can talk; otherwise, I let it go to voice mail. | <input type="checkbox"/> A | <input type="checkbox"/> U | <input type="checkbox"/> S | <input type="checkbox"/> R | <input type="checkbox"/> N |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
-
- | | | | | | |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| 10. When writing e-mail or instant messages, I avoid humor or emotions that can be misinterpreted. | <input type="checkbox"/> A | <input type="checkbox"/> U | <input type="checkbox"/> S | <input type="checkbox"/> R | <input type="checkbox"/> N |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
-
- | | | | | | |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| 11. I make sure I'm in a quiet place when I use my cell phone so that my words won't be overwhelmed by background noise. | <input type="checkbox"/> A | <input type="checkbox"/> U | <input type="checkbox"/> S | <input type="checkbox"/> R | <input type="checkbox"/> N |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
-

Assessment: Discover Your Power

Business Style

1. I encourage people to give me honest feedback.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
2. I keep my calendar current and refer to it every day.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
3. I put first things first: I am proud of the way I manage my time and the tasks I need to complete each day.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
4. I am proactive: I put my energy into efforts that make a difference.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
5. I look for solutions that let everyone win.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
6. I am open about my skills and achievements, and welcome learning about the skills and achievements of others.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
TOTAL for each frequency:	<input type="checkbox"/>				

To tally your results, multiply your score for each frequency with the value shown below.

<input type="checkbox"/> A	Always:	x 4 points	=
<input type="checkbox"/> U	Usually:	x 3 points	=
<input type="checkbox"/> S	Sometimes:	x2 points	=
<input type="checkbox"/> R	Rarely:	x 1 points	=
<input type="checkbox"/> N	Never:	x 0 points	=
TOTAL POINTS			

6 to 12: Needs Improvement!

13 to 20: Good!

21 to 24: Super!

Assessment: Discover Your Power

Communication

1. I regularly acknowledge and appreciate the contributions of others.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
2. I offer sincere, specific compliments.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
3. I change the volume and pitch of my voice for interest and emphasis.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
4. I have a reputation for being a good listener.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
5. I ask open-ended questions to strike up a conversation and keep it going.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
6. I smile while I am talking to keep my tone warm.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
7. I communicate my positive attitude with warmth, confidence, and courtesy.	<input type="checkbox"/> A	<input type="checkbox"/> U	<input type="checkbox"/> S	<input type="checkbox"/> R	<input type="checkbox"/> N
TOTAL for each frequency:	<input type="checkbox"/>				

To tally your results, multiply your score for each frequency with the value shown below.

<input type="checkbox"/> A	Always:	x 4 points	=
<input type="checkbox"/> U	Usually:	x 3 points	=
<input type="checkbox"/> S	Sometimes:	x 2 points	=
<input type="checkbox"/> R	Rarely:	x 1 points	=
<input type="checkbox"/> N	Never:	x 0 points	=
TOTAL POINTS			

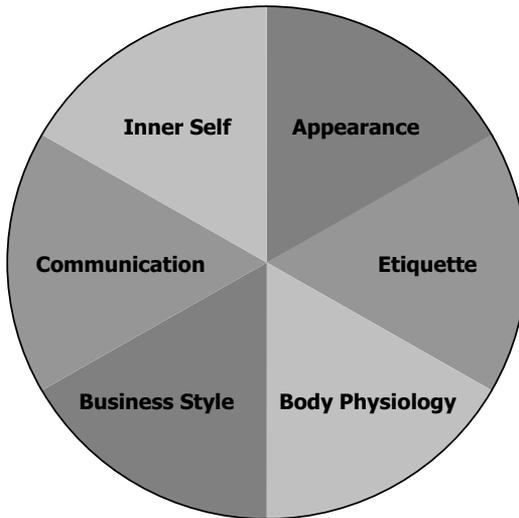
7 to 14: Needs Improvement!

15 to 23: Good!

24 to 38: Super!

Interpret Your Results With Your Personal Power Wheel

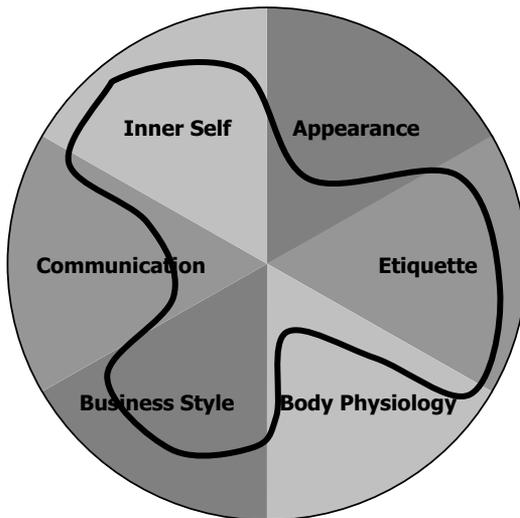
This exercise helps you visualize your Personal Power balance and identify areas where you can most productively focus your next efforts for improvement.



Get out your pen! In each segment, place a point that represents the score you received. Super scores go nearest the outer rim, Needs Improvement scores nearest the center, and Good scores in the middle. Draw a curved line connecting the points. The segments with the smallest area “covered” by your line are the areas where you need the most improvement.

Assessment: Discover Your Power

For example, the following Personal Power Wheel shows the test-taker received Super scores for Inner Self and Etiquette, a Good score in Appearance and Business Style, and Needs Improvement in Body Physiology and Communication.



Notice the areas in which you are satisfied and those in which you want better results.

Be kind to yourself! You are most likely doing much better than you think. Throughout this process, be sure to acknowledge the progress you have already made.

Your Personal Power Wheel assessment has revealed the areas that could most benefit from your attention and efforts. Jump right to the chapters for those areas and read the guidelines on how to improve.

Assessment: Discover Your Power

Power Source: **YOUR INNER SELF**

Your Power Source is the self-image that powers your all-important confidence, attitude, charisma, reputation, and warmth. It sets the most fundamental “charge” that attracts others to you.

You can't fake your Inner Self. You can't buy it or ask anyone else to project it for you. It is uniquely and reliably *you*, which is why others tune into it as their best source of information about you.

A strong inner self together with a good self-image can change for the better the way you look at the world, which automatically improves the way the world looks at you.

1. To thine own self be true—be you!

This also means be the best you can be. Don't hold back. Your time is now; your day is today!

2. Love yourself.

Appreciate who you are and the role you play in this world. Why be critical of yourself? Negative self-talk will shatter your confidence, destroy your self-image and sabotage your chance for success.

3. See yourself as being of equal worth.

You waste energy when you compare yourself with others and what others have. Treat yourself as worthy, and others will follow your lead.

4. Accept compliments graciously.

A simple "thank you" takes only a moment. Then relax and truly enjoy the compliment. This is your opportunity to see in yourself what others see.

5. Think positive.

Yes, things can go awry. But when you spend time imagining and anticipating disaster, you drain your own energy. Get in the habit of picturing great experiences ahead. When you do encounter a challenge, this habit can just about always turn a disaster into a good outcome.

6. Sustain a positive attitude.

Your attitude affects your behavior. Why? Because your mind and body are one system. If you change one, the other will follow. Try it! Laugh out loud and try to scowl at the

same time. It's impossible. Remember, attitude is the first thing people pick up in face-to-face interactions.

7. Develop a can-do attitude.

When it comes to attitude, "can do" will have the greatest impact on your life. It will lead you to believe in yourself, your abilities and the fact that one person can indeed make a difference. When you have a can-do attitude, people will see you as a cheerful, effective person, someone they can admire and emulate. Your attitude becomes contagious and improves the lives of all those with whom you come in contact.

8. Go for the funny bones.

This doesn't mean memorizing a long list of jokes and becoming a comedian. It simply means using light-heartedness or humor to break through awkward moments, emotional heaviness or conflict. Humor can uplift the atmosphere and win people to your side. Sharing laughter and smiles inevitably brings people together.

9. Anticipate acceptance.

Regardless of rank, social prominence or what you have heard about someone's personality — if you expect acceptance, chances are good you will get it. If you don't, you definitely won't!

10. Keep a good reputation.

Your reputation is your most valuable business asset. Know what others are saying about you. The fastest way to destroy a good reputation is to be known as someone who does not follow words with actions.

11. Convey your best silent message.

As author Tony Alessandra notes, “emotional energy has many components, but the most important are a positive attitude, enthusiasm and self-confidence.”

12. Believe in yourself.

Believe in your product. Believe in your service. Believe in your worth. Remember the maxim: whiners make excuses; winners just get the job done.

13. Check your attitude.

Monitor your attitude constantly, and learn how to turn it around if it starts to sour. A bad attitude always works against you. Hostility, rudeness, rolling your eyes, foul language, superiority to people in lesser positions, complaining, pessimism, anger – these reveal a lack of self-control, are never excusable and always catch up with you.

14. Keep growing!

Appreciate yourself at every age and every stage! Keep learning by attending workshops, participating in tele-classes, reading books, and listening to tapes. Fill your mind with fresh ideas and experiences that will keep you at the top of your game. Honing your skills always builds your self-confidence and your personal power.

Power at a Glance: **YOUR APPEARANCE**

Your appearance – your clothing and grooming, its color, appropriateness, and style – gives everyone you meet their first glimpse of your personal power.

Like it or not, people are often judged by their appearance because it conveys their commitment to building good relationships. A book is judged by its cover, a home is judged by its curb appeal, and you are judged by your dress and grooming.

When you look your best, you project excellence. You feel more professional and will be treated more seriously.

Looking your best doesn't have to cost a lot. Follow these guidelines and you'll soon look and feel great.

15. Audit your closet annually.

The task is to let go of what no longer works. If you haven't worn something in two years (aside from formal evening attire), say farewell and donate it to a charitable organization or, if it is in good shape, bring it to a consignment shop.

16. Know and use your best colors.

You can have your colors "done" by an image professional, or use your hair, skin and eyes as the basis for your personal palette. Color is key to your clothes, hair color and make-up selection. Use it to strengthen or soften your message and express emotion.

17. Assemble a "finished" look.

Follow the Rule of Threes: wear at least three items of clothing on your upper body – for example, 1. your undergarments; 2. a blouse or shirt; and 3. a scarf, tie, vest, jacket, cardigan or special piece of jewelry.

18. Check the fit.

How good an outfit looks depends not only on the suitability of the style, but how well it fits. Whatever the style, a garment that fits well lies smooth without pulls or wrinkles; its vertical seams fall straight and its horizontal seams run parallel to the floor. It's too big if the neckline or front closures gape open and too small if you can see horizontal creases or the outline of your underwear. If needed, have a tailor alter the length of sleeves, slacks, pants, skirts and jackets to complement your proportions.

19. Go for the classics.

Uncertain what to wear to a business appointment? Or even a social event with people you don't know well? Opt for a classic suit or simply a jacket with a contrasting skirt or pants. Even if the business culture is casual, you will have a professional, "take me seriously" look that shows clients you take *them* seriously.

20. Commit to good grooming.

Never shortchange personal hygiene, from using anti-perspirant to keeping your teeth clean and your breath sweet. Whatever your hairstyle, it should be clean, neat, and up to date.

21. Control your cologne.

Love perfume? Keep in mind that it can turn off many people. At the very least, keep it light. But to play it safe, avoid it!

22. Understate your cosmetics.

Take another look in the mirror. Is your jaw a dividing line for make-up and your natural complexion? Blend it in. Blush should give you a glow, not qualify you for a clown act. Eye makeup should enhance your eyes, but not take over. Make subtlety your watchword. If you are uncertain, make an appointment with a qualified makeup artist and ask for a lesson. These people are pros and can show you how to do it right!

23. Conceal your "foundations."

The reason they're called undergarments is that they're not for public viewing—not when you stand, sit or bend over.

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Don't reveal even a peek, like black or colored bras under light-colored clothing. Flesh-colored undergarments solve the problem beautifully. Avoid VPLs (visible panty-lines) and make sure your straps are secure and not dropping onto your arm.

24. Perfect the first 12 inches.

Follow the Rule of 12: the first 12 inches from your head down should feature impeccable grooming. Your hair, collar, tie or scarf and other accessories should be a reflection of the quality person you are.

25. Polish the last 12 inches.

Follow another Rule of 12: The last 12 inches from the floor to mid-calf should be very well maintained. This includes shoes that are polished and look like new, even if they are not. Always check your hems, whether wearing pants or a skirt.

26. Cover your legs.

Save the bare limbs for casual occasions. In a formal business environment, bare legs are a real no-no.

27. Choose the right stockings.

Men's socks must be "over the calf." No one wants to see hairy legs. Sock color should match or blend with shoes or pants. Women's hose should fit well, not bag at the ankles or knees. Practical rules for choosing color: Neutral shades always look good. Avoid white hose because they can imply you're a health professional. Avoid opaque hose because they look like tights. You might want to think twice

about wearing any dark hose because they show runs easily. Never wear dark hose with light shoes.

28. Prepare for the inevitable.

Carry an extra pair of sheer hosiery in case of emergency, or at the very least, a bottle of clear nail polish to stop runs from growing.

29. Protect your footwear on the road.

To preserve shoes while driving, wear “driving shoes” — an old pair that you leave in your car. Wearing your good shoes can scuff the heels and going without shoes can run or soil your stockings.

30. Like the clothes you wear.

If you feel good in what you are wearing, you’ll feel confident and exude personal power.

31. Make modesty your policy.

Sexy or revealing clothes won’t win any admirers in a business environment (except in soap operas). A skirt or dress with a thigh-high slit, a wraps that gaps when you sit down, or a shirt unbuttoned to reveal your cleavage or chest all divert attention from *you*. What you wear is what you sell!

32. Choose ornaments carefully.

Jewelry can make an outfit — or break it. Avoid jewelry that clangs, clatters or distracts. Forget the “cutsie” hair ornaments like bows, clips and ribbons. A safe rule is no more than four pieces of jewelry at a time, excluding your watch. Use jewelry to convey your personal business style.

33. Shop at least twice a year.

Plan what you need to cover your lifestyle for the coming season, and shop as early as possible for the best selection. You can shop later to take advantage of potential sales, but keep in mind that you'll have fewer choices, which means you'll spend more time accomplishing your goal. Early March is a good time to shop for spring; early September is when to think fall. Remember, "must haves" in the store can become orphans in the closet if they don't coordinate with other pieces or fit properly.

34. Pack like a pro.

Spend time on the road? The last thing you want is creased clothes because the last thing you want to do is iron. Call your local luggage shop and sign up for their packing course if available. Meanwhile, remember this: a sure-fire way to avoid creases is to pack dresses, jackets, skirts and pants with dry cleaner's plastic between the garments. A hand-held steamer is often a valuable travel companion.

35. Organize your surroundings.

Your personal power rests in everything around you. Yes, your clothes and grooming communicate messages to others, but what about your desk? Is it organized and tidy or a bewildering landscape of paper, folders and pens? What is your office like? Does it tell people you are sloppy and unprofessional or efficient and successful?

36. Prepare for the unexpected.

You never know where opportunity awaits. Think twice before donning sweats or jeans when traveling or doing

Power at a Glance: Your Appearance

errands. You'll never know whom you'll meet and what they might think. Aim for comfort, yes, but do it with style.

37. Look before you leave.

Always review your overall appearance before you leave your dressing area. If you don't already have a full-length mirror for checking yourself from head to toe, get one.

38. Check your "packaging."

Ask yourself, "If the products or services of my company were packaged the way I package myself, would they sell?"

Power at a Glance: Your Appearance

Power on the Move: **YOUR BODY PHYSIOLOGY**

What is your body telling others about you? Your posture, gestures, and facial expressions can telegraph your personal power across a lobby, convention hall or football field. That means it can influence someone who's too far away to hear a word you're saying. Your body is first to your emotions, which are valuable clues in any situation. But don't let an uncomfortable feeling make you look uncomfortable. Follow these guidelines to make sure your body language is telling a great story about you.

39. Greet people with a smile.

The way you treat people often determines how they treat you. Start with a smile. It is hard for people to be rude or cold when they see you smiling and being gracious.

40. Project good posture.

Slouching communicates sadness and lack of confidence. Stand and sit up straight. You'll not only look better, you'll feel more self-assured.

41. Walk with confidence.

Follow the Rule of 12: the first 12 steps you take should be those of confidence. Whether you are walking from the parking lot to an office building or down a hall corridor, walk with a purpose – with vim, vigor and vitality. People who walk 10 percent faster than others normally do are perceived as getting more done!

42. Stand balanced on two feet.

Stand with your weight equally on both feet. This will eliminate shifting of the body and fatigue. It will actually make you more energized.

43. Stand on your own.

Lean on things and lose power. That's right. Leaning against a table or the wall gives the impression that you need assistance to remain upright.

44. Bend gracefully.

At some time we all have to bend. Do it from the knees. It's not only good manners – your rear doesn't stick out in the air – but good sense: it protects your back from injury.

45. Gesture with intention.

Gestures are great to reinforce your message. Not so great is to over-gesture, play with things in your pocket, cross your arms, point a finger, or fiddle with your hair.

46. Control your facial expression.

Know what your face is saying. Your face is your most controllable non-verbal cue. It is also the one people rely on most to gauge attitude, feelings and emotional state. You might be able to “fool” yourself into feeling better than you really do simply by smiling.

47. Maintain eye contact.

Eyes are the messengers of the soul. Yours should always be looking at the person to whom you are talking. When eye contact is lacking, communication becomes uncomfortable and your intentions can be easily misunderstood.

48. Manage your demeanor.

Demeanor makes a difference. Clicking your shoes on the floor, tapping and clicking pens, constantly moving or frequently shifting your weight can irritate others and lose opportunities for you. If you are impatient or irritated, hide it and nurture those opportunities.

49. Identify unconscious mannerisms.

Ask a friend or film yourself while talking. You may not know that you fidget, yawn, play with your hair, tap your feet, move your tongue inside your mouth or have some other distracting mannerism. Distracting mannerisms can create negative impressions. They can be very difficult to detect in yourself, but all too easy for others to spot.

50. Control your body language.

Know what your body is saying both to you and those around you. Let your body tell you how you feel, but don't let it dominate your image — keep your physical attitude positive so you portray the image you want. Body language accounts for more than half of what other people respond to and make assumptions about. Most of the time we don't even think about it! If you become conscious of your body language, you're 50 percent ahead of the game.

Powerful Interaction: **YOUR COURTESY AND ETIQUETTE**

How you behave and treat others reflects on your professionalism. In fact, many believe that the way you handle the details of social interaction reveals your true nature. Make sure your manners and courtesy show your respect and high regard for others, and you'll soon see that respect and regard returned. Follow these guidelines to put your personal warmth into action.

51. Receive gifts graciously.

Most of us love getting gifts, but fail to thank the giver appropriately. It begins with a simple thank you – two magic words. Appear pleased, even if it is something you don't like. Find something positive to say, if only to acknowledge the effort made by the donor. Handle the gift with respect. Don't toss it on the floor or forget to take it home. Finally, write a thank you note. Even if you thanked the giver in person, a hand-written note shows you spent a bit of time, just as the buyer spent time selecting your gift.

52. Write thank you notes—make it a habit.

Remember how pleasant it is to receive a thank you note in the mail? You immediately think good thoughts about the sender. Help others think kindly of you by sending thank you notes. You don't have to wait for a wrapped gift! Once you start looking, opportunities to express appreciation will quickly reveal themselves. You can write a note to someone who helps you make an important connection; someone who spends a precious hour with you offering valuable expertise, experience or advice; someone who interviews you for a job; or simply says the right thing to improve your mood or spark an idea. Put your appreciation in writing and let people know they've made a difference!

53. Send timely thank you notes.

"Thank you" – that small written gesture means a lot, and it means a lot more when the memory and energy of the occasion is fresh. Send your note within 48 hours. Two days – that's your turnaround time!

54. Give business gifts appropriately.

When giving a business gift, remember to:

Wrap the gift with appropriate paper.

Personalize and sign the card.

If possible, present the gift in person.

55. Be an appreciative guest and gracious host.

Follow these indispensable party practices:

RSVP. Never assume it is understood you will or won't be there.

If you are the host, offer a variety of drinks, both alcoholic and non-alcoholic, and a variety of foods.

As the host, you are responsible for speaking with all the guests and bringing people into the conversation.

As the guest, you are responsible for mingling and meeting new people.

Carry drinks in your left hand, so your right hand is available for handshakes.

Sip and talk; let the ice cubes melt.

Avoid smoking.

Write a thank you note to the hosts.

Thank the guests for coming.

56. Entertain with aplomb.

When you are entertaining a client out of the office, remember:

It is still business. Inappropriate behavior will always count against you.

Attend – even if you are not in the mood. If you cannot make an out-of-office business event, explain why.

Dress appropriately.

Network – meet and greet.

Limit business discussions.

Limit alcohol.

Maintain a positive attitude.

Your family and “significant others” represent and reflect you. Coach your relatives to act accordingly.

Send thank you notes.

Remember, *it's still business!* The importance of maintaining your professional demeanor cannot be emphasized enough. Your participation in any social event – from joining in a softball game to attending the symphony – will be judged as part of your professional performance.

57. Respect other people's time.

This means being on time for appointments and, when it's necessary to cancel an appointment, doing so in a timely manner. It also means keeping meetings, luncheons and other appointments from being excessively frequent, long and unstructured.

58. Set time limits for meetings and luncheons.

Want to keep a meeting or luncheon short? Set time parameters when scheduling. “Would noon to 1:30 be convenient?” you might ask your guest. Just make sure the restaurant can provide timely service.

59. Include social talk at mixed gatherings.

Talk business only some of the time at a gathering that is both business and social. At a business lunch, focus on the topic at hand only after the main part of the meal is finished. Documents may go on top of the table – briefcases, never.

60. Practice good table manners.

Nothing turns people off like poor table manners. Talking with your mouth full, shoving too much food in your mouth, slurping and overloud chewing do nothing to enhance your reputation for self-control.

61. Plan for the check.

To master the check quandary, plan ahead. When you invite someone for a meal, make it clear you will be the host – that you will be paying. If the agreement is “dutch,” simply split the check in half. Forget the old technique of figuring how much you owe for your dish and someone owes for theirs. It wastes time and looks childish. Most restaurants will take two or three credit cards and split the charge for you.

62. Plan for tipping.

Be prepared. When traveling, keep a ready supply of change and small bills for tipping. If tipping seems

Powerful Interaction: Your Courtesy and Etiquette

uncomfortable to you, remember that the hospitality industry factors its wages with the assumption that tips will supplement employee income. For people who work in restaurants and hotels, it's like working on commission.

General rules of thumb:

Cab Driver: 10 to 15% of your fare

Doorman: \$1 to \$3, depending on the extent of the service

Bellman/Porter: \$1 per bag, or \$3 to \$10 if there are many bags

Concierge: No tip for small services; \$5 to \$10 for making reservations or getting tickets

Chambermaid: \$1 to \$2 per day, more for special tasks

Bathroom attendant: 50 cents to \$1

Parking attendant: \$2 to \$5

Hair stylist/manicurist: 15 to 20% of cost of service

Room service: 15-20% of items delivered, if not already included in the bill. Do not confuse service charge with tip.

63. Introduce with intention.

Introductions too often are done in a haphazard way. Business introductions are based on rank rather than on gender. Each person's first and last names should be offered. For example, introducing a customer: "Mary Smith, I would like you to meet the president of our company, Heloise Jones. Heloise, this is Mary Smith, who is

contemplating buying our product.” When appropriate, try to mention something of mutual interest, for example: “Mary, I understand you and Heloise are both harp players.”

64. Shake hands firmly.

How you shake hands says a lot. A big mistake for women is giving a “dead fish” handshake rather than one that is firm. Men often err by shaking a woman’s fingers rather than her hand, or by clasping with a “bone crusher” grip that conveys a dominant, controlling message. Handshakes belong just about anywhere you meet a business associate, even outside the business setting, such as shopping malls or grocery stores.

65. When in doubt, introduce by last name.

First name or last name? When in doubt, use a person’s last name: for example, Mr. Smith or Mrs. Jones. Let them invite you to use their first name and never, never assume a nickname like Chuck for Charles or Maggie for Margaret. When you are unsure of how a woman would like to be addressed, use the term “Ms.” If she prefers “Mrs.” she may tell you at that time.

66. Repeat names as you are introduced.

How do you remember names? Repeat the person’s name as you are introduced. Also, try to use the name at least once during your conversation. When someone forgets *your* name, repeat your name with a smile. By doing so, you’ll spare the person added embarrassment.

67. Reintroduce yourself when you forget a name.

Forgot someone's name and here he comes? Welcome him with a handshake and reintroduce yourself. In most cases anyone will respond with his or her name. At that point, it's nice to say, "Of course, Jim, it's good to see you."

68. Place your nametag on your right shoulder.

Nametags can save the day if you put yours on your right side. Why is that? With your right hand you reach forward to shake a hand, thus making it easy for the other person to see your name and remember it (if they've forgotten) or register the name (so they won't).

69. Carry business cards.

Always have your business cards with you. Make sure they're not tattered or folded and are always close at hand. Keeping your cards in a card case makes it easy to tuck them in a pocket or purse, and keeps them in good condition.

70. Honor your business cards.

They represent your business, your mission. You want others to respect and value your card, so show that you respect it! As much as possible, try to avoid passing out business cards like a dealer at a poker game.

71. Observe business card protocol.

The protocol for exchanging business cards is similar to that of the handshake. Usually the senior or higher-ranking person starts the process. Wait for the senior executive to ask for your card first. If she does not, present yours and ask for hers.

72. Hand out business cards after the meal.

The only time to hand out business cards during a meal is when that meal is over. At a private dinner party, business cards should be given out only when requested.

73. Turn off your cell phone.

Survey after survey reveals the most annoying tool of contemporary life is the cell phone. If you are at a business lunch or in a meeting, turn yours off. If you must leave it on for an anticipated emergency call, set it to “vibrate.” Excuse yourself and take the call in another room. Then, keep it short. No personal calls, ever!

74. Make calls in a calm environment.

When planning to make a call, think about background noise and how it might affect the person on the other end of the line. Loud parties, sirens, traffic, and general public noise can turn your professional call into a disaster. Unless your message is truly urgent, wait for a quiet moment to place your call.

75. Talk in a normal voice on the phone.

Talking loudly doesn't make it any easier to hear over the phone, so lower your voice or move to a quiet zone.

76. Leave appropriate voice messages.

Voice mail is great—when you leave a useful message. Give your full name, your phone number, the reason you are calling (not just a mystifying “call me”) and a good time to reach you. Have you ever had to replay a voice message two or three times to understand it? When *you* leave a

message, speak slowly and concisely so that your recipient can understand it the first time.

77. Get permission to snap cell phone pictures.

Ask for permission from colleagues before using your cell phone camera to snap pictures. The cameras can interfere with privacy, so be ready to provide a valid business reason to use yours.

78. Choose a professional ringtone.

When your cell phone is audible, what does it say about you? Consider the image you want to project in any environment in which it might ring.

79. Write e-mails “face to face.”

Courtesy and a presumption of innocence work miracles in e-mail messages. When you are writing a message, imagine that you are looking directly at the person and talking with him or her.

80. Proofread your electronic messages.

E-mail and IM (Instant Messages) are the newest way to foul up a relationship. Some hints for success: proof your e-mails as you would a hard copy document; remember that people you are e-mailing may not know you or your sense of humor; be succinct rather than verbose with your messages and only send a message to everyone in an address group when the subject pertains to all of them.

81. Don't be an IM addict.

Don't expect people to answer your IM immediately. Instead think about whether the other person is free, and

always be sure to ask them if they have a minute before you start an IM conversation. Remember, if they're on line, they are involved in something, so don't assume they want to stop to talk to you now.

82. Don't send messages while in a meeting.

What does it say to others if you're typing while they're speaking? "My business is more important," or "I don't care what you have to say?" Be courteous and remain focused on the task at hand.

83. Use normal type in e-mail messages.

Over-using boldface type, large font sizes, or all capital letters is considered impolite – THIS LOOKS AS IF YOU ARE SHOUTING in e-mail language.

84. Use blind carbon copies carefully.

Carefully consider the use, and possible misuse of "blind carbon copies" (BCCs), where each person who receives a message does not know the identity of the other recipients. Using BCC can create an atmosphere of mistrust, thereby undermining your communication efforts.

85. Don't gossip.

Gossip, off-color remarks, and inappropriate jokes or comments say more about the person talking than the person being talked about. When you gossip about others, you undermine your own credibility because your listeners might assume that you'll gossip about them as well.

86. Keep gum chewing private.

Gum chewing is unattractive and conveys that your top priority is not clear communication. Save gum chewing for off hours.

87. Be good to business assistants.

What goes around comes around. Be good to the secretaries and administrative assistants of business associates and they will be good to you!

Power of Partnership: **YOUR BUSINESS STYLE**

How you build relationships and partnerships is the cornerstone of your ability to influence others.

Professionals know that effective collaboration extends their impact far beyond what they are able to achieve on their own, so it makes sense to focus on your business style and ensure that it reflects your highest standards for partnership.

88. Encourage feedback.

Find a mentor or someone who will tell you the truth. You want a 360-degree picture of yourself, so you'll need to ask for feedback from those who know you at work, at home, on the tennis court, or wherever you're mingling with others. Make sure each individual is not only candid, but also familiar with your behavior in that situation. For example, you wouldn't ask your mother about your speaking ability in a business meeting unless she were on the board of directors – and maybe not even then!

89. Find a role model.

Visualize the “professional” you aspire to be. Identify someone you admire who can be a role model of professionalism and pinpoint the qualities that set her apart. She probably has qualities, traits, and a uniqueness that convey her professionalism and success. Observe how she behaves, how she conducts business, how she communicates, and how she treats others. In all likelihood, what sets her apart is:

Her “can do” attitude

Her clear communication

Her impeccable wardrobe and grooming

Her courtesy and integrity

Observe her in action, ask her how she developed her professionalism, then follow her example.

90. Let people know you.

A guarded, secretive personality puts people off. Share your contributions, skills, interests, and knowledge. And, as you do it, welcome *their* interests, skills, contributions and knowledge!

91. Celebrate and acknowledge success.

Celebrate your successes and acknowledge the contributions of others. Remember, success breeds success. And, no one is an island!

92. Honor your personal calendar.

Your personal calendar, whether on computer or in a date book, may be your second most valuable business tool (the first is yourself). Keep it current. Once you've made a business appointment, enter it immediately. Check your calendar at least once daily so you don't miss anything.

93. Think win/win.

With a win/win frame of mind, you create agreements and solutions that are mutually beneficial. In a win/win arena, the atmosphere is cooperative, rather than competitive. With win/win, one person's success is not at the expense or exclusion of the success of others.

94. Prioritize your tasks.

Put first things first. You have the power of choice. The most important thing you can do as you strive to balance work, family and other interests is to prioritize. You *can* manage your time if you determine what must be done immediately, what can be put off a day or a week and what

can be done when you have the time. Recognize that there will be interruptions, so factor that into your time management. Keep lists. Cross things off. By keeping a clear sense of direction and value for what is really important, your ability to say yes to some things will also make it possible to say no to other things.

95. Deliver on time.

If you commit to deliver your product or service by a certain date, make sure it happens. If there's an unavoidable delay, let your customer know about it as soon as you know.

96. Be proactive.

Put your energy into things you can do something about. Your circle of influence will increase if you are positive, make and keep commitments, and view life in terms of opportunities, not problems.

97. Bestow little kindnesses.

Never underestimate the importance of little kindnesses and courtesies in building relationships. Small discourtesies and even the slightest forms of disrespect serve no purpose except to chip away at people's respect for you. Kindness pays big dividends.

98. Apologize when things go wrong.

Apologize sincerely. Mistakes happen. What's most important is to take responsibility without casting blame, and act fast to solve the problem.

99. Choose personal power actions.

Focus your personal power on living by the principles of self-awareness, being knowledgeable, proactive, and unrestricted by the attitudes, behaviors and actions of others. Remember, you are free to choose your actions.

100. Invest in your business.

Invest in tools that show you mean business. From broadcast communications such as your Web site, brochures and business cards, to your interactive communications such as your voice-mail system and e-mail account, the right tools can have a considerable impact on the way others view you and your business.

101. Prepare in advance.

A hobbyist is always running late and when she finally gets where she is going, has forgotten something. A professional is *always* ready to do business. Follow the Scout's rule: "Be Prepared." Don't be caught without your business cards, brochures, date book or PDA. Prepare for every meeting a day in advance. Make mornings stress-free by making sure your clothes are cleaned, pressed, and ready to slip on.

102. Network with style.

Become involved in your community and develop a reputation for being professional and reliable. Whether at a local Chamber mixer, a Little League game, or at the grocery store check out, you never know where you will make an important connection. Be the person others want to meet and watch your business soar!

Power of Partnership: Your Business Style

Power of Connection: **YOUR COMMUNICATION**

Good communication means clearly transmitting to others what you want them to perceive, whether by written, spoken, or non-verbal body language. Good communication helps others feel more comfortable and appreciated. When you make others feel valued, they will want to work with you.

Improving communication skills enhances your ability to quickly connect with other people. No one wants to work with someone who makes them feel threatened or unappreciated. Clear communication helps you connect faster with other business professionals and potential clients.

103. Make every call an opportunity.

Because one of the most important communication tools for a business professional is the telephone, your answering technique conveys an image of both you and your company. View every call you make and every call you receive as an opportunity to build good public relations.

104. Communicate professionally by phone.

Customer service and first impressions begin with the way you communicate by phone. If you have a home-based business, teach children to answer the phone properly or ask them not to answer. Your outgoing calls are equally important. Keep your tone friendly and upbeat, yet professional. One way to improve your phone skills is to record your incoming and outgoing calls and listen for how you can improve.

105. Record a professional voice-mail greeting.

Have you ever been put off when you call a business and are greeted by a family message or children's voices? If you receive professional calls at home, record a professional greeting at the very least. Better yet, invest in a dedicated business phone line or use separate voice mailboxes to differentiate family calls from business calls. Check the professionalism of your office voice-mail greeting too.

106. Answer only when you can interact positively.

Has your call ever been answered by someone who is so rushed and stressed that you wish he had let your call go to voice mail? Answer your phone only when you can manage the call gracefully; otherwise, let the call go to voice mail.

107. Don't eat while talking.

Munching and sipping sounds will distract your listeners. Don't chew gum, eat, or drink while on the phone.

108. Answer your phone with your full name.

Make callers feel at ease—let them know immediately who is speaking. Answer your business phone with your full name.

109. Smile with your voice.

Smile, even when you are on the phone. A “smiling” voice—whether making calls or receiving them—sets the tone for the entire conversation.

110. Recognize your non-verbal messages.

As much as 93 percent of the social messages you send are conveyed non-verbally—from how you look, to how you sound, to (finally) what you actually say. Non-verbal communication is older and more trusted than verbal communication. It is more emotionally powerful, expresses more universal meaning and can be the most difficult to interpret. Be conscious of the non-verbal messages you are giving people. Know that your nonverbal messages strongly influence how others perceive you. Be willing to assess and perhaps alter your nonverbal behaviors and habits. This may mean asking others for help in changing ineffective or distracting non-verbal messages.

111. Don't use foul language.

For some people foul language is simply part of their vocabulary. For most, however, it remains what it is: foul language. Play it safe. Eliminate foul language from your vocabulary.

112. Begin with appreciation.

Follow the Rule of 12: the first 12 words you speak should include some form of thanks, if appropriate. When meeting someone for the first time, express your gratitude. For example: "Thank you for scheduling this meeting," or "It is a pleasure meeting you," or "I appreciate the time you have taken to arrange for us to meet."

113. Be a listener.

Listening can pay off as much as talking. Most people talk too much and listen to little. A winning trademark is to pay attention to others and become known as an excellent listener. Be a learner, not a teacher.

114. Be responsive.

Check your e-mail and voice messages at least once every day. Whenever possible, respond to your messages immediately. When you can't, reply briefly to acknowledge that you have received the sender's message and say when you will follow up. When you're away from your desk for days at a time, change your voice-mail greeting to let callers know when they can expect to hear from you, and if possible, set up an "out-of-office" message to automatically reply to incoming e-mail.

115. Mirror body language to create a bond.

A secret to instant rapport: subtly mirror the position and gestures of those with whom you want to create a bond.

116. Use tone of voice to make a point.

Use appropriate changes in volume and pitch to emphasize what you are saying. Studies show a monotone voice damages credibility.

117. Articulate to appear confident.

Want to appear assertive, interesting, dynamic and confident?

Speak clearly.

Articulate and pronounce words well.

Speak using a wide pitch range.

Vary your rate of speech.

Articulate your ideas clearly.

118. Think before you speak.

The way a message is delivered always affects the way it is received. You may be sending negative messages without even knowing it. Think about the way you talk to others and try to ascertain how many of your comments have a positive or negative message. It's not always easy, but try to take a moment to think before you speak. You might want to rehearse upcoming difficult conversations and listen for the messages within each other's comments.

119. Compliment others.

A few words of admiration can break the ice, make friends, win admirers and invariably, make people feel good. It can be as simple as “keep up the good work.” The important thing is to be consistent, be specific, be direct and eliminate qualifiers. It also helps to be timely and if you can, give the praise in writing or in public. It is very important that you don’t confuse praise with feedback!

120. Acknowledge compliments.

When compliments come your way, acknowledge them. It may seem like modesty to argue that you don’t deserve the praise, but the fact is, when you dismiss a compliment, you’re dismissing the person who gave it to you.

121. Capture attention in 90 seconds.

Observe the 90-second rule: you have 90 seconds in which to capture attention in a face-to-face meeting. You do it with your likeability, but hold on to it with the quality of rapport you establish. The four keys to success in this are: what you look like, how you move, how positive you seem, and how you make people feel.

122. Know what you want.

Do you want to get results from your meetings? If you don’t know what you want, you have no message to deliver and no basis for connecting with other people. When you let others know how they can accommodate you, you increase the chances you’ll get the results you want.

123. Communicate your positive attitude.

In face-to-face situations, your attitude controls the quality of every interaction. Avoid being embarrassed, dutiful, conceited, bored, angry or pessimistic. To project useful attitudes, be warm, enthusiastic, confident, obliging cooperative, helpful, resourceful, calm, and courteous.

124. Ask open-ended questions.

Stop talking and start asking. An easy way to strike up a conversation is to begin with a statement about the location, then ask an open-ended question. For example, start with "What an elegant room!" Then ask, "Where do you think our hostess found those table arrangements?"

125. Be first to offer information in an exchange.

It's easy to learn about a person's interests, background and more if you begin with that information about yourself. For example, if you say, "Hello, I am John," you are likely to get, "I am Paul." If you say, "Hello, I am John Smith. I work with Gail in the accounting department," you are likely to get a response of "I am Paul Evans. I work with Gail's husband at ABC Inc. We're in marketing."

Power of Connection: Your Communication

LIVING YOUR PERSONAL POWER

Developing your personal power does not happen by accident, nor will it come about overnight. It is something that you'll consciously develop over time by paying attention to the details and making small, daily improvements to your professional image.

Focus on the areas needing improvement as indicated by the results you charted in your Personal Power Wheel. Use the guidelines in each section to help you remember actions you can take to improve your image. Small incremental changes in these areas will gradually and surely improve your professional presence, and just as surely increase your chances of promoting your business in the world.

On this journey, be as patient and as generous with yourself as you would be with your dearest friend. Remember how far you've come, congratulate yourself, express gratitude to those who have helped you, and welcome each day with enthusiasm, excitement, and expectancy.

Living Your Personal Power

ABOUT THE AUTHOR



Marion Gellatly, AICI, CIM is a recognized leader in the field of image development. She is one of a handful of individuals who have earned the title “Certified Image Master” from the Association of Image Consultants International (AICI). This designation indicates Marion has achieved the highest level of recognition in her profession through assessment of all areas of her professional portfolio and by demonstrating exceptional levels of competence.

Marion is currently serving as 2005-2007 President of AICI, which educates, supports, and promotes image professionals in over 42 countries worldwide. In addition, she is an executive team member for the Direct Selling Women’s Alliance where she is the Director of their online Image Center.

About the Author

In 1991, she launched Powerful Presence, an image-management training and consulting firm. In addition to professional image development for individuals, in 1998 she expanded into the area of business etiquette and protocol.

With 20 years in the corporate world, Marion offers particular expertise in assisting men and women with developing the skills and confidence to refine their professional presence as a business tool and to handle business situations with tact, diplomacy and respect for others. Her goal is to assist professionals in gaining that competitive edge. She believes that in today's world, polish truly does build profits.

Visit www.powerful-presence.com to learn more about Marion.