

EMBRACING YOUR ESSENCE

*Dressing energetically: beautifully aligned
from head to toe and inside out*

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Own the Stage – Speakers’ Tips

People make an assessment of you in the first 3-5 seconds they see you, and 50% is based on what you are wearing! That’s according to Harvard Business school.

The old saying that you never get a second chance to make a good first impression has never been truer. You are the face of your brand, no longer your logo or tagline.

As entrepreneurs we may not be aware of these powerful tips and suggestions to improve your image and so boost your income. They’ve made a difference for my clients, and they can for you as well.

1. People look at your head first, then your face, then your outfit.

Being well groomed is essential if you’re a gentleman with shaved face, trimmed beard, current haircut. Ladies should have a nice current hairstyle that looks pleasant. Wear mascara for sparkly eyes. And always wear lip color to have a congruent look.

2. Check the mirror and ask yourself, “Do people see you first or your outfit?”

Look in a full-length mirror every day and squint your eyes and ask yourself what you see first: you or your outfit. Always wear a medium solid neutral color to be seen and heard more easily. Check how your hair looks. Wear mascara and lipstick to look fresh and have a “camera ready face”. Do you feel good in what you have on? It will help your self-confidence!

3. Color is a silent influencer.

Everything we buy is influenced partly by the color we’re attracted to. I suggest you wear medium solid colors that won’t distract the eye so that focus stays on your face. Don’t wear dark colors such as black, brown or navy that can make you look like a floating head on Zoom. The fashion world has us programmed that we only look professional in these dark colors, but it’s no longer true. Don’t wear white; it reflects the light and can make you appear heavier. Lastly, no bold prints; they distract the viewers’ eyes. Remember, we assess each other in less than 5 seconds, and you want to look your absolute best on camera and on stage.

4. People are only attracted to you when you're attractive.

Looking attractive creates confidence and draws people in. Connection is what we need to get potential clients, a soulmate, colleagues, and friends. You want to make them attracted to you and more curious.

5. Your Zoom room office

Have a neutral background that doesn't distract from your face, like busy displays, multiple colors on the walls, or curtains that will all distract your audience. Great lighting is essential. Have a ring light (available on Amazon). They are a low-cost item that make you more easily seen. The light should be high and shine down on your face with no shadows. Make sure the focus is always on helping you be seen and heard in a positive way.

6. Watch out for reflection on your eyeglasses.

Avoiding reflection on your glasses makes it easier for your audience to focus on what you're saying. A wonderful simple trick is to slant the arms of your glasses up about an inch above your ears. Check on your camera to see if the angle is right to eliminate glare.

7. Current marketing photos of you are critical to create trust in your branding.

You should look similar online, in marketing materials, on Zoom, and on stage. Being congruent creates credibility. Find a good photographer for a new headshot every 1-2 years to show that you are current with the changes in your life.

8. Always have an extra complete outfit - even shoes - ready to go when speaking on stage or Zoom.

Things often happen that are out of our control. When you are prepared to make a quick change on the spot, it will save you embarrassment and frustration.

9. Know how and where to shop for the best outfits for your business by working with an image stylist.

It's hard to be attractive when you feel overwhelmed, hate to shop or just guess what might work. Believe it or not, it can take a lot of stress out of your life. The latest statistics say people only wear about 25% of the clothes in their closet, men and women alike! You need to see your wardrobe as an investment in you and your business so you attract the right people you want to work with. Think about how much time and money you have spent on the clothes you have. Ask yourself why you aren't you wearing some of them.

One of the latest statistics is, people make an average of 20% more income when they work with an image stylist and embrace a fresh current appearance.

I'm passionate about helping people be confident from head to toe inside out being their most authentic beautiful selves.

[If you'd like to know more, click here to get on my calendar to chat](#)