

## The Impression “30” Rule

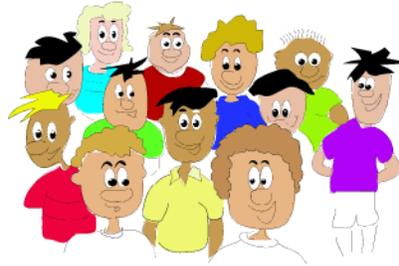
You are judged **within the first 30 seconds** of meeting someone on many things (right or wrong).



# The Impression “30” Rule

People make judgments about your...

- Educational level
- Career competence & success
- Personality
- Sophistication
- Trustworthiness
- Social heritage



## What do people look at?



- Clothes
- Hair
- Posture
- Smile
- “Body language cues

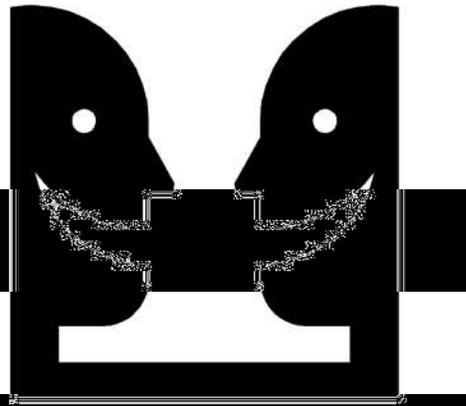
## In face to face encounters...

- **7 %** of impression comes from verbal messages.

- **38%** comes from



- **55%** comes from appearance & body



# The A+ Image

The clothes you choose should be...



- **Appropriate**
  - to the job, region, occasion
- **Attractive**
  - Enhance your features, coloring, build
- **Affordable**
  - Fit your budget

## Quick Checks for Females



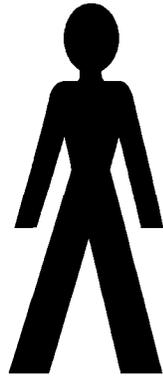
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Use the “Quick Checks for Females” and “Quick Checks for Males” silhouettes in poster or overhead transparency format as visual “prompts” during class discussions on what is appropriate and inappropriate business attire.

Starting at the top of the head, write in suggestions from students for visual cues that could form a negative or positive first impression.

Example: Starting with the head, a well-groomed, clean, professional looking hair style could be a positive. A negative could be too much makeup.

# Quick Checks for Males



# Felony Fashion Failures for Future & Current Entrepreneurs



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## Female Entrepreneur's Fashion Felonies

- Too tight, too short, too revealing clothing
- Open-toed shoes, stocking seams showing
- Too much make-up or perfume
- “Gappy” garments showing skin or underwear



## Female Entrepreneur's Fashion Felonies

- Shoes—wrong color, style, or height
- Out-of-date or too-trendy hairstyle
- Gaudy, jingly, clangy jewelry
- Torn hems or visible linings



## Male Entrepreneurs' Fashion Felonies

- Baggy, too-tight, poorly fitting clothing
- Scuffed/unpolished shoes, sandals, sneakers
- Visible “skin” between socks and slacks
- Clip-on, too-short, or too-long ties



## Male Entrepreneurs' Fashion Felonies

- No belt
- Belt not matching dress shoe color
- Earrings, visible piercings, tattoos
- Unkempt (uncombed, unclean) hair

# Skirts/Slacks



- **Men**
  - Single or full break only
  - Wool or poly wool blend
- **Women**
  - Knee-length or just above
  - Wool or poly wool blend

# Reminders-Accessories

- **Neckwear**
  - Your chance for color/style
  - Know how to tie, untie
  - No clip-ons!
- **Jewelry:**
  - Gold or silver tone
  - Appropriate size
  - 1 ring per hand
  - No other “rings” visible



# Shoes

- **Style:**  
Women-1½-2” heel  
Men-Cap toe or oxfords
- **Composition:** Leather
- **Colors:**  
Women: taupe, navy  
Men: cordovan, black



# Reminders



- **Men:**

- Buy over-the calf socks for business attire
- Black, navy, or taupe/tan depending upon slacks

- **Women:**

- Have “backups”
- Neutral tones are best

# Consider this!

- # 1 reason for rejecting job applicants-poor appearance
- Americans see their own reflection up to 55 times a day
- Starting salaries range 8 to 20% higher for better appearance
- Most of us wear only 50% of what's in our closets...buy for quality/durability

