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 vocal tone, pacing, inflection.
- **55%** comes from appearance & body language.
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
Quick Checks for Males
Felony Fashion Failures
for Future & Current Entrepreneurs
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- Out-of-date or too-trendy hairstyle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