



**WE POLISH...
YOU SHINE**



PERSONAL BRANDING GUIDE

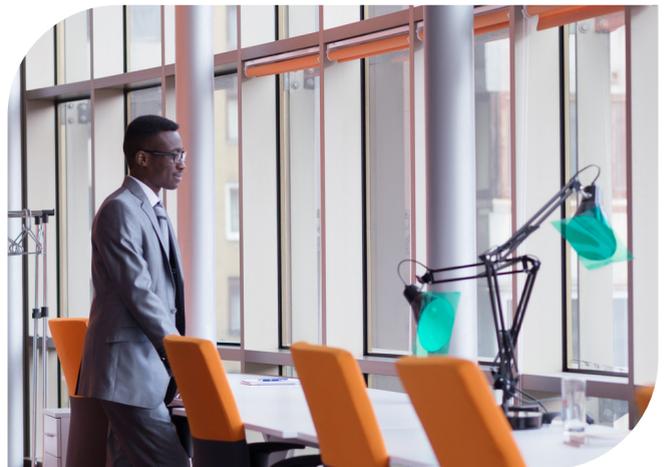
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She's Online Media



“If you want to know what your single most powerful competitive edge is, just look in the mirror. That’s right, it’s you.” ~ Jeb Blount, People Buy You





We Polish You Shine



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President*

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KEYNOTE SPEAKER & PROFESSOR***

Author Of

THE AUDACIOUS WOMAN: BLAZE YOUR OWN PATH TO PROSPERITY

Business Training

Leadership, Communications & Customer Loyalty Training

Personal Branding Strategy & Execution

Start-Up, Entrepreneur Training & Mentoring

Keynotes

E-Training Workshops

THREE SECONDS!

That's how long it takes to make a first impression that can have a lasting impact on your business and social life.

Do you ever wonder how some persons can walk into a room and heads turn?

Everyone gravitates to her or him. They exude an engaging, warm presence that is irresistible. They are magnets which draw positive attention to themselves.

They create a positive, memorable impression.

Contrast this with others who walk into the same room and are so uncomfortable and self-conscious that they hang around at the farthest end of the room, and do not make eye contact or attempt to meet anyone.

This is the power of first impressions.

We can all think of people who fall into both camps.

Yet, if they fall into the latter category of being uncomfortable or self-conscious, if they are lucky they may be given the benefit of the doubt from that first critical encounter.

Be aware it's said that it takes up to ten interactions to reverse a negative first impression.

IN THIS GUIDE, YOU'RE GOING TO LEARN HOW TO:

- Exhibit a confident, professional image, behavior and etiquette
- Master communication skills, and successfully manage social and business interactions
- Stand out and succeed with a compelling personal brand

***Ultimate Image Coach works with Clients to Polish Their Personal Brand
So They Shine with Confidence***

HERE'S HOW IT WORKS

From the moment we enter a room, we are examined from head to toe—our attire, hair, eye contact, smile, and communication style.

You may dismiss this as superficial, but it is real, and impacts your ability to be taken seriously in business and social settings.

Let's take First Lady Michelle Obama, for instance. Who among us is not guilty of anticipating what her outfit will be for a White House gala, inaugural, or state visit? Mrs. Obama's impressive Harvard Law degree, her stint as a hospital executive, and her leadership on issues of national and global importance, comparatively, seem to take a back seat.

Over three decades as a Corporate HR Executive, Personal Branding Coach, Professor, and Speaker, I have experienced the power of image as a key determinant of one's success in business and life.

The good news is that a person's image can be enhanced and transformed to create a compelling personal brand, and radiate a powerful image consistent with their brand.



Does Your Image Reflect Your Brand?



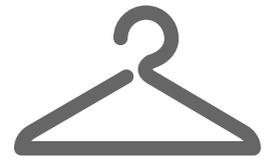
*ONE OF THE KEY
REASONS BUSINESS
PROFESSIONALS AND
LEADERS FAIL IS THE
INABILITY TO
COMMUNICATE—BOTH
VERBALLY AND
NONVERBALLY—A
CRISP, COMPELLING
BRAND.*

In other words, if there is a mismatch between what you are claiming as your brand and the one you exhibit through your image—such as appearance, behavior, and communication.

Your target audience will believe what they can readily see, what you display.

Let's break this down

APPEARANCE



As a leader or any business person, you are always in the public eye and under scrutiny.

The following tips will help you to exude the appropriate image to create the impression you desire.

● ATTIRE CHOICE

Fit, and neatness say a lot about your personality. It speaks to your self-esteem, attention to detail, and how you manage yourself and your business.

● COLOR CHOICE

Every color has a message... Use the palette of color choices to your advantage to convey your brand and desired message.

Color choices apply to your attire, your website, and Social Media sites.

For Ultimate Image Coach, the brand colors are green and purple (used on our website, business cards, etc.).

Green is the color of money, wealth and prestige;
and purple is the color of high quality and superior service.

● FIT AND STYLE

For the most part, the business landscape has shifted to one of being less formal.

Simply watch female television anchors and guests to see how they are decked out in tailored and colorful dresses, exhibiting a new-found confidence and pride in their femininity.

Men's attire for professional purposes is still formal with dark-colored suits, pants and shoes, and light-colored shirts.

Men, you can express your individuality in your tie choice.

Proper fit, style, and color still apply. How often have you purchased ready-to-wear outfits only to find they seldom fit properly; or the sleeve of a jacket was a half-inch off; or the buttons on the front of the blouse might not be placed in the proper position, which could result in embarrassing consequences?

● FIT AND STYLE

You might not be aware of your wardrobe faux-pas, but others will, and that is all they will be focusing on.

You could have an irreversible blind spot which could ruin your message.

On the flip side, you might be aware of the imperfections in your attire, and become totally distracted by calling attention to it. Your confidence would be impaired.

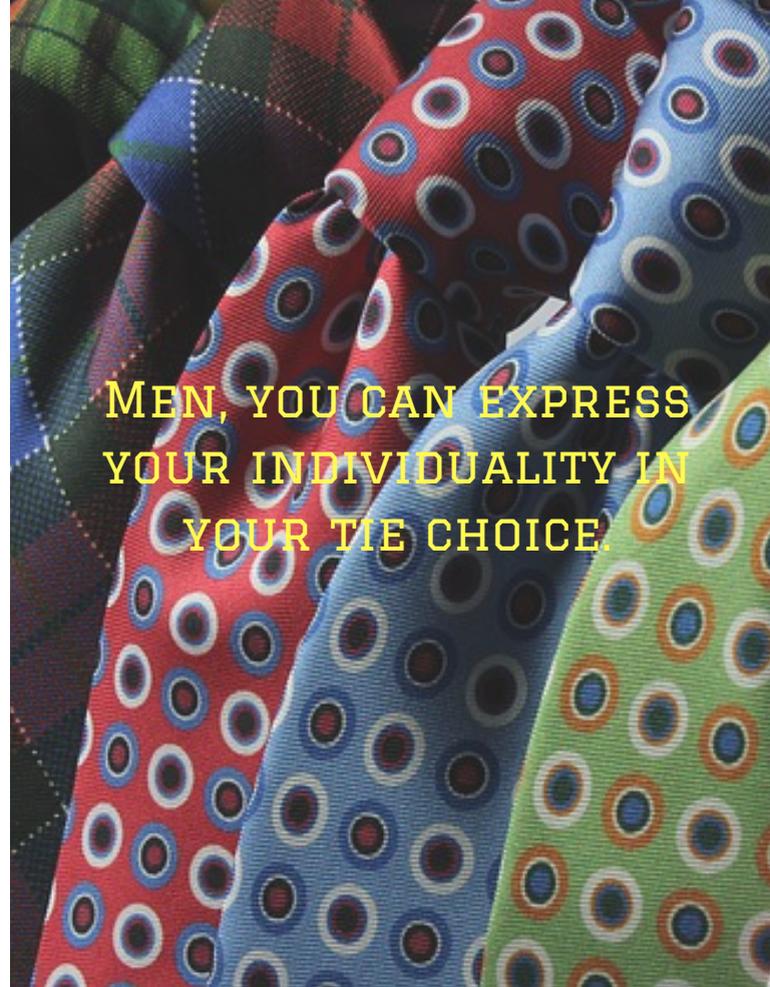
To not only avoid these distractions, but to ensure your image is spot on, I suggest you secure the services of a seamstress or tailor.

If you are going to be on television, just know that the camera makes you look fifteen to twenty pounds heavier. On the plus side, a warm smile and great posture make you look ten pounds lighter and ten years younger.

● DEVELOP YOUR SIGNATURE STYLE

Be prepared to make a statement.

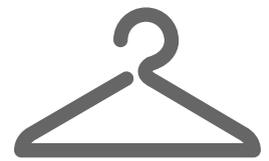
I have found handbags, broaches, a piece of jewelry from a favorite destination, or a scarf are great statement pieces, and make wonderful “ice-breakers” at networking events.



**MEN, YOU CAN EXPRESS
YOUR INDIVIDUALITY IN
YOUR TIE CHOICE.**

*My signature piece is a broach.
Each one has a story.*





● POISE AND POLISH

Your posture, how you walk, and the way you carry yourself speak volumes about your image.

Invariably, at business and social events, networking colleagues will comment on how “on-point” and polished my daughter, Tamara, and I look.

They ask how we pull it together each time. When I share with folks what I do, they usually say, “You are such a great representation of your brand,” or “I totally see you doing that.”

That’s the point, Your brand and image are inseparable, and on display every time you interact in person or online.

It is the authenticity factor. The scenario I just described represents the way my daughter and I get most of our business, by being poised, polished, and authentic.



BEHAVIOR

Forbes reported that the “Top 3 skills companies hire for are professionalism, high energy and self-confidence.” I couldn’t agree more.

Every semester when I meet new students, I can project which ones are going to be successful in my course, no matter what I am teaching at that point.

It is not the ones who have the best qualifications or most impressive introduction. But it is the students who conduct themselves in a polished and engaged manner.

It is the way they carry themselves. They lean forward and connect. They exhibit an attitude of learning readiness.

Social skills and behavior are key differentiators in one’s perception of your brand.

Daniel Coleman, the father of Emotional Intelligence (EI), tells us that **EI** is a much more important determinant of business and personal success than the traditional Intelligence Quotient (IQ) metric.



Coleman breaks it down as follows:

- **SELF-AWARENESS**
How we come off to other people
- **SELF-MANAGEMENT**
Grace under fire
- **SOCIAL AWARENESS**
How we handle corporate politics
- **RELATIONSHIP MANAGEMENT**
Communicate effectively and build interpersonal relationships

Often, in personal branding training sessions, college classes, and at networking events, I tell my audience that, in my four-decade career, I have only applied for one job. The rest came as a result of building lasting, reciprocal relationships.

I am a serial networker and have been fortunate to prosper in the toughest of economic times. I was not the most technical at any job. I am confident that I have been successful because of my ability to connect with people and form enduring relationships.

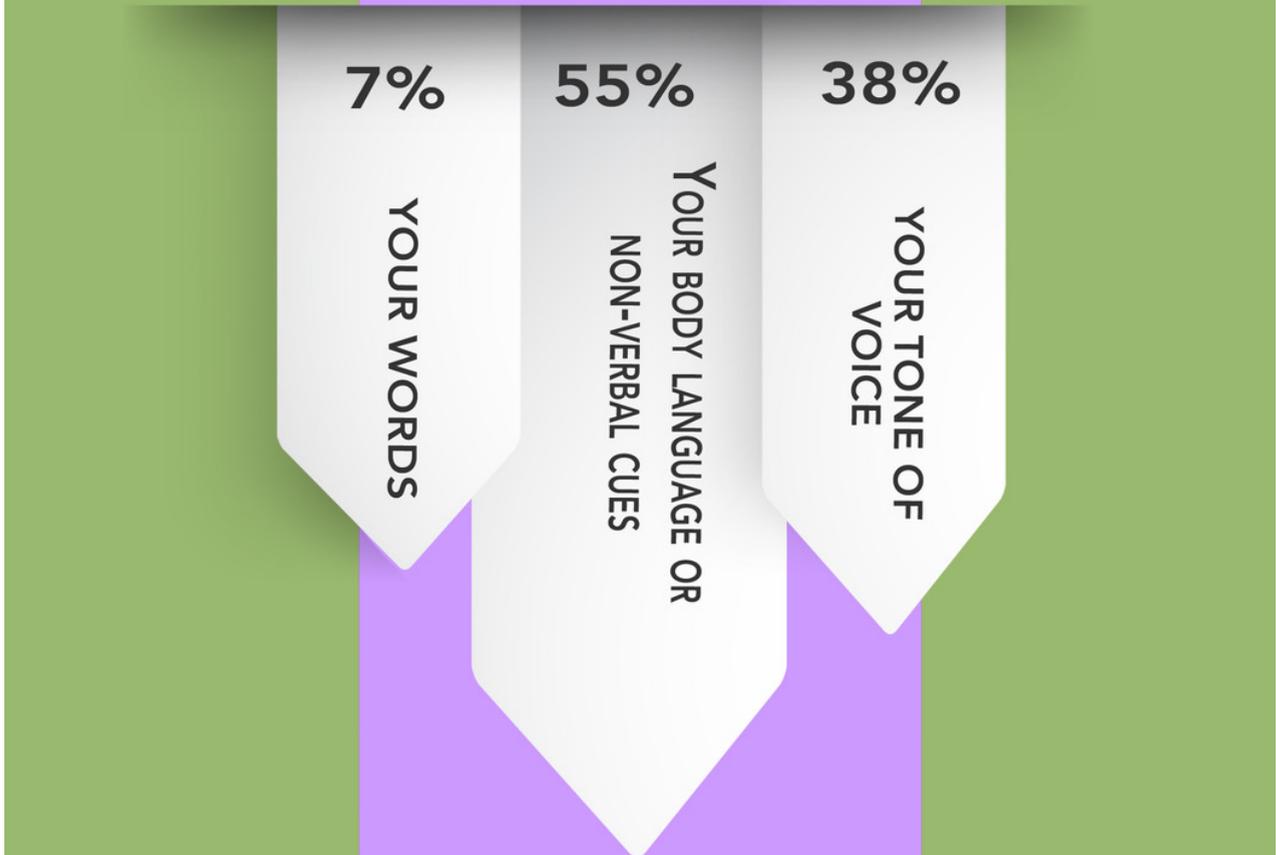
People do business with people they know, like, and trust.

It's about being likable and authentic.

Make sure you are taking every opportunity to be
very kind to your customers.

Know what makes them happy and deliver.

ALBERT MEHRABIAN IS OFTEN QUOTED AS SAYING THAT THE EMOTIONAL MEANING OF A MESSAGE IS COMMUNICATED BY:



COMMUNICATION

● NON-VERBAL CUES

Everything we addressed above in appearance and behavior contributes to the 55%, and that is why the emphasis is put there. Other critical areas include your manners and etiquette.

A simple example – you are invited to meet a prospective customer or hiring manager at a restaurant instead of in the office. That is still a business meeting. How you order your meal, hold your utensils, eat and conduct a conversation create an image in a decision-maker's mind.

Comportment is absolutely critical. This interaction could be a deal-breaker if you do not display good manners.

Ultimate Image Coach trains and coaches individuals and teams on these critical business and social skills.

● TONE OF VOICE AND THE WORDS

These are critical component of overall communication. This is an area where practice makes perfect and we have the tools (smart phones, tablets) to make ourselves shine.

In working with clients, I video-tape their speech practice sessions and play those back to them as part of the feedback. I can't tell you how surprised and disappointed my clients are at the sound of their voice and the nervous habits they display.

A common problem is the voice rising at the end of a sentence in a questioning fashion.

This indicates a lack of self-confidence.

● THE WORLD IS A STAGE

We are all actors. So, borrowing from their playbook will help those of us who speak, present, and network for a living. Actors practice getting into character; they rehearse.

Here's what I do and coach my clients to do. Practice at home—in front of the mirror—entering a networking event and introducing ourselves.



Rehearse in front of the mirror, or a willing family member, or friend, your presentation to a prospect or an audience. A dress rehearsal is essential.

One of the gifts we give to our workshop attendees is a mirror inscribed with the words: ***First Impression\$ Matter! We Polish... You Shine!***

When you look in the mirror, your natural reaction is to straighten up and SMILE. Chances are, if you like what you see in the mirror, others will, too. People love these mirrors.



● POWER IMAGE

Your goal is to exude leadership presence, stand out, and step up to the front of the line. In a recent ground-breaking report, The Center for Talent Innovation shared some insights into what top global CEOs and business professionals thought were the main issues keeping some professionals from achieving a significant and sustained breakthrough into executive leadership roles:

“Looking and acting like a leader depends on getting three things right, a trio we refer to as Appearance, Communication, and Gravitas. Individuals who nail each of these elements exude true executive presence.”

The study went on to say that for those who lacked these traits, short of a focused effort to develop these critical skills, would find it difficult to attain leadership positions in corporate America in significant numbers. In my estimation, gravitas is the trait most lacking.

Listed below are attributes pertaining to the poise and dignity of such conduct:

- COMMAND THE ROOM
- DECISIVENESS
- GRACE UNDER FIRE
- SUCCINCT/CONVINCING

POWER MOVES TO BOLSTER YOUR IMAGE & BE TAKEN SERIOUSLY

- Always introduce yourself using your first and last name
- Adopt a more open stance
- Accept a compliment in two words, “Thank you!”
- Try out a uniform (or signature style, like a broach or tie)
- Don’t accept the first offer
- Order with confidence

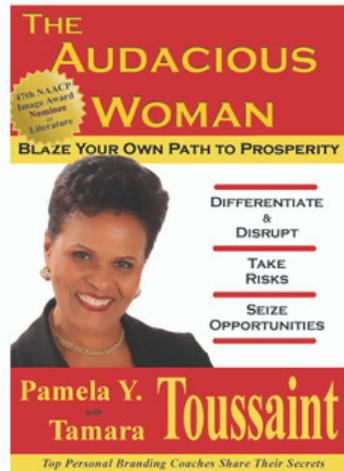
Exuding true professional presence and power takes focused work. It requires a combination of coaching, rehearsal, homework, trial and error, and a willingness to make fundamental changes.

YOU ARE THE PACKAGE

**POWER IMAGE IS A COMBINATION OF A
COMPELLING BRAND, ENGAGING PRESENCE,
STRENGTH, AND IMPECCABLE
COMMUNICATION SKILLS.**

SERVICES, KEYNOTES, TRAINING PACKAGES & COACHING WORKSHOPS

- Personal Branding Strategy & Execution
- Develop & Execute a Compelling Leadership Brand
- Build Your Brand in Person & Online
- Business Readiness Certification Training for Start-Ups & Entrepreneurs
- Seal The Deal: Turning Prospects into Loyal Customers
- HR Basics for Small Business
- Manage Emotions at Work
- Unleash Your Power
- Re-Brand, Re-Invent, Change Your Life
- Sharpen Your Competitive Edge with a Compelling Brand
- Stand Up! Speak Up! Power Up!



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TESTIMONIALS

“Pamela is a GREAT corporate and small business trainer. She is a consummate professional, very knowledgeable about many topics - including corporate branding, customer service and is an expert in social media and marketing.

Pamela Stewart, President, Paragon, FL

“We hired Pamela to facilitate a personal branding program. The program created excitement and much needed self-awareness for our group. She is not only a trainer and a coach, she is also a practitioner of her own methods. Pamela is a classy, sophisticated, experienced executive. She is passionate about making an impact on others. I highly recommend Pamela for any individual or company looking to improve its image or personal brand.”

Jim Dugan
Executive Vice President, Shoes For Crews

“Pamela walks her talk. She is an AWEdacious woman with the passion, experience, and authority to write this inspiring book. And thank goodness she has because we can all benefit from her wisdom and expertise.”

Minx Boren, Author