I am Proud of My Professional Appearance, Language, and Behavior

Amazingly, appearances count even when nobody else sees you! One study says that Americans have the opportunity to see their own reflection (in mirrors, windows, etc.) up to fifty-five times every day. That means fifty-five opportunities to feel instantaneously good about yourself.

Importance of a Professional Appearance in Business

It takes just 30 seconds for people to begin to form a whole list of impressions about your character and abilities. This list includes:

- Education Level
- Career Competence and Success
- Personality
- Level of Sophistication
- Trustworthiness

Appearances count, not only in first impressions, but also in ongoing interactions. Research shows that in a face-to-face encounter, only 7% of a verbal message comes from the words used and 55% of the message is transmitted by the speaker’s appearance and body language.