



IT'S *All* ABOUT  
YOU!

## **FIRST IMPRESSIONS AND JUDGMENT**

Did you know that within 2 seconds of meeting you, your peers, co-workers, boss, everyone - determined three things about you? For good or for bad, whether they're right or wrong, within 2 seconds your contemporaries pigeonholed you somewhere along the gradients of three categories.

They determined in just a few seemingly meaningless moments:

1. Your Socioeconomic Status
2. Your Educational Level
3. Your Trustworthiness and Desirability

A determination has been made about how successful you are presently, and how successful you are likely to be in the future. They've determined how intelligent, how competent, or worse, how easily you can be taken advantage of.

Lastly, they've determined how valuable you are.

Before a single word slips from your tongue, you have been pegged.

So how is it that within such a nominal amount of time, so many people can make so many decisions without even realizing how they've done it?

The short answer? **IMAGE.**

The long answer? Like it or not, the clothing and the colors we wear from our hair right down to our shoes speaks volumes.

Millions of people get dressed and walk out the door without a single thought to the hidden messages their clothing, accessories and overall appearance reveals.

Why? Because they don't understand the rules of color, fit, clothing design or details. Odds are, they undermine their credibility and do not even know

it. Understanding styles that flatter, and colors that make you look healthy, dynamic and professional is imperative to your success.

Be sure to book your Consultation with Ginny soon!



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