

- ❖ **Separates you from others.** Whether gathering with friends, attending an awards banquet or negotiating the most significant contract in your career, you will stand out if you are wearing a well-tailored suit. You will be spotted first, valued and respected.
- ❖ **Improves self-image.** When you look great, you feel great. Dressing sharp will exponentially boost your self-confidence. Don't believe me? Go put on the best clothes you own. The immediate psychological effect is unquestionable. Dress in your Sunday Best and Be Your Sunday Best.
- ❖ **Shows respect for others.** Let your clothing send the message "I value your time enough to dress my best for you." Remember, we see with our eyes, and we think with them too.
- ❖ **Represents your expertise.** If you want to be seen as the expert in the room, you need to look like the expert in the room. Never let your first impression, or last for that matter, cause concern by under-dressing.

