

CONTENTS

INTRODUCTION ASSESS YOURSELF

1. IMAGE BUILDS SUCCESS	1	4. VISUAL IMPACT: HOW TO DRESS FOR SUCCESS	47
The impact of your image on success	3	Power dressing vs powerless dressing	48
What is image?	5	Three elements of professional style	51
Your image is stored in a box	7	Dress for your future career	55
What is professional image?	9	Putting your professional style together	56
Making a lasting impression	11	Match your professional style to your situation	59
Stay in the positive room with a consistent message	12	Creating a professional wardrobe without spending a fortune	61
Star Tips for creating a successful image	15	Five steps to a wardrobe makeover	65
2. YOUR IMAGE ROADMAP: PRESENT, PAST AND FUTURE	17	Star Tips for creating a professional style	67
Your personal image roadmap	18	5. COLOUR DIRECTIONS FOR DIFFERENT PROFESSIONS	69
The present: where are you now?	20	The significance of colour	70
The past: what have you achieved?	21	The impact of colour	70
What are your strengths?	22	The messages of colour	73
The future: where are you going?	24	Colours for your professional image	78
Crafting your personal vision	24	Determining your personal colouring	80
Setting your goals and future milestones	26	Star Tips for making colours work for you	81
The vehicle to take you there	27	6. THE SOUNDS OF SUCCESS	83
Let's start the engine!	30	Sounding professional	85
Star Tips for creating your personal roadmap	31	The quality of your voice	87
3. ASSESS YOUR PROFESSIONAL IMAGE: VSP INDEX	33	Enhancing the technical quality	89
The VSP index: Your visual, sound and personality impact	34	Enhancing the dramatic quality	91
The VSP index in practice	35	The 3 C's of sounding professional	93
The VSP index and you	36	Speak powerfully	95
How to achieve a higher VSP index	40	Star Tips for sounding successful	97
Make the VSP index work for your professional image	43		
Star Tips for assessing your professional image	45		

7. YOUR PERSONALITY AND SUCCESS	99
What is your personality like?	102
Matching your personality to your brand values	103
Seven ways to behave professionally at work	108
Seven ways to build relationships at work	110
Seven ways to show professionalism in business dealings	113
Star Tips for behaving professionally	117
8. POSITIONING YOUR BRAND FOR SUCCESS	119
Dare to be different	120
The 4 W's in your brand positioning statement	122
Positioning your resumé for success	124
Positioning your elevator statement for success	126
Positioning your bio for success	128
Positioning your brand for a promotion	132
Star Tips for positioning your brand for success	135
9. THE ART OF SELF-PROMOTION	137
Channels for self-promotion	140
Creating a strong professional presence	142
It's not about you	150
Star Tips for promoting your personal brand	153

10. FACING ROADBLOCKS TO SUCCESS	155
10 roadblocks to overcome	157
Removing roadblock #1: It costs too much	162
Removing roadblock #2: I don't have time	164
Removing roadblock #3: It's not possible	164
Removing roadblock #4: I've failed too many times	165
Removing roadblock #5: I get very nervous	166
Removing roadblock #6: I have a language barrier	167
Removing roadblock #7: It's still working for me	167
Removing roadblock #8: I'm too tired	168
Removing roadblock #9: No one supports me	168
Removing roadblock #10: People keep criticising me	169
Take the fast lane	170
Star Tips for removing roadblocks to success	171

**INDEX
ABOUT THE AUTHOR**