



Connection Pros

You've probably heard this phrase a thousand times. Your teachers preached it to you, your parents hammered it into your head, and I'm sure at least one half of the people you've ever worked for have reminded you of this phrase too. What is this oh so important phrase? "You only get one chance to make a great first impression."

For the next several months, I'm going to help each and every one of you develop fantastic first impressions. The ultimate goal of a great first impression is for you to become totally unforgettable in the minds of the people you meet. In today's business world, it's not who you know, what you know, or who knows you. What's important is **who remembers you**. If I don't remember who you are or the product or service that you offer, I'm going to end up doing business with the person that happens to catch me when I need something.

The first topic that I would like to address regarding fantastic first impressions is the idea of creating an unforgettable look. Here are a few simple ways to make sure you always look your very best when meeting others.

- Listen to Cybill - in 1985, a new television show titled "Moonlighting" premiered on ABC. I never watched the show that often but I will never forget a quote said by Maddie Hayes (played by real-life former high-fashion model Cybill Shepard). She once said, "Don't dress for who you are, dress for who you want to be." That valuable piece of advice has helped me for many years.
- The Most Important Part - when it comes to your attire, the one thing that must always look great at all times is your shoes. I have been told that many people base their entire first impression on the quality and appearance of somebody's shoes. If you can't afford to blow a lot of money on a new pair of shoes, you'd be amazed by what a good shoemaker can do.
- Never go anywhere without your favorite box of breath mints. My personal favorite is Altoids but there are dozens of them from which to choose. If you don't like the rattling sounds that many of these breath mints make, you can always use breath strips instead. They come in many tasty flavors and work very well.

If you start to apply any one of these tips, you'll see people remembering you more often and doing more business with you than ever before. See you next month.