



TOP NINE TIPS ON PERFECTING YOUR LEGAL IMAGE

1. *Appearance, Appearance, Appearance-* Why did you wear what you are wearing today? Be conscious of what you wear and why. You are always sending and receiving messages based on appearance. Judgments are always being made based on appearance. Visual cues are key. Be aware of visual messages you send and receive.
2. Always ask yourself: “Does my *appearance, behavior and communication* enhance my image or detract from it?”
3. *First Impressions* last a lifetime- rarely do you get a second chance to make a first impression. There are many people in the same business as you. Make that first visual impression a good one so your potential client stops to get to know you and your business.
4. In this economy your potential clients are jaded. *Sincerity* goes a long way to build long lasting relationships. Be yourself and be the best self you can be!
5. Know your *work goal*. Then you can strive to create an image plan to meet your work goal and succeed.
6. Learn whether you are *right brained or left brained* so that you understand how you relate to clients best. Then learn whether your clients are left or right brained so you can get your message and advice across most efficiently and effectively.
7. Client development often equals *community outreach and service*. Go out and perform selfless and genuine community service no matter how little time you have to give. Not only are you helping your community
- and humanity, but your clients, potential clients and referral sources see you as a decent human being worthy of their trust and business.
8. *Relate and communicate* with everyone with the realization that we are all human. Be flexible with clients and colleagues.
9. Watch your *body language* in meetings and over the phone.

Katy Goshtasbi, JD is an image strategist. She works with lawyers, law students and individuals to create, refine and revamp their image via appearance, behavior and communication in order to increase revenue, productivity and boost confidence and morale. Please contact Katy at Katy@purisimageandstyle.com or 949-274-6423 to schedule a consultation, book a speaking engagement or purchase a gift certificate.

