

Manual 8

# **YOUR IMAGE:** **“PERSONAL SUCCESS”** **MAKEOVER PROGRAM**

**Learn to Walk, Talk and  
Breathe Success!**



**SHANE BYERS**

**Learn the “Hollywood Smile”  
Learn to Stand Out in a Crowd!**

The Super-Me Series

#1 GREATEST PRACTICAL PROGRAM FOR YOUR "SUCCESS"

# Super-Me Self Improvement Series

Shane Byers

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Bold Enterprises, Inc.

Portland, OR

**VISIT:**

www. super-me.com

[www.shanebyers.com](http://www.shanebyers.com)

e-mail: [success@super-me.com](mailto:success@super-me.com)

Connect with me on LinkedIn:

[www.linkedin.com/in/shanebyers-sales-profit-expert](http://www.linkedin.com/in/shanebyers-sales-profit-expert)

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VISIT:

www. super-me.com

[www.shanebyers.com](http://www.shanebyers.com)

e-mail: [success@super-me.com](mailto:success@super-me.com)

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# **“IMAGE”**

ENHANCING YOUR IMAGE:  
HOW TO CREATE AN IMPRESSION  
THROUGH POISE,  
PROFESSIONALISM AND CONFIDENCE

Shane Byers



Of all the things you wear...  
your Expression is the most important.

# INTRODUCTION

Have you ever seen a person who walks into a room and immediately commands attention?

Do you know someone like this? Are you someone like this? You can be... and you want to be.

The impression you create will contribute significantly to your “Success”...

Did you know that people form their lasting opinion of you within the first 7 to 15 seconds of meeting you for the first time? That is pretty scary. That’s why they say that first impressions are the most important.

You may think you’ll have the opportunity to dazzle them with your intellectual brilliance, your heartfelt sincerity or maybe your smart repartee when you meet them. Not so. By the time any of that kicks in, they have already sized you up.

For better or worse, whether you agree with this well developed and widely practiced social phenomenon or not, we all form initial (lasting) impressions of everyone we meet. In fact, a lot of this is done almost subconsciously... we have a pre-programmed scanning, evaluation system that sends you an “impression” of just about everything and everyone around you on a constant basis. Partly this is basic survival instinct – the need to know that you are in a safe environment. This started with the first humans who were in constant threat of harm in a very primitive environment. They always had to be on the look-out from wild animals.

Today people have very busy lives and need a fast, accurate, safe “evaluation” system (called the first impression) that they can rely on.

People look at your non-verbal signals such as your “Smile”, your eyes, your posture, your clothes, your handshake, the way you walk, how you enter the room, your whole body language, who you remind them of...etc. And all of this is done in a matter of 7-15 seconds... absolutely amazing.

So, when it comes to first impressions, it’s not so much what you say but what you look like. That is a fact of life. Of course, any history or information that you have available about a person in advance of first meeting them will influence your “first impression” too.

Just be aware that the visual signals you send are more important than the words you speak at first glance.

You will be fortunate if you have a second chance to impress some people. It is a smart decision to tilt the scales in your favor by purposefully creating your own “Image” that you want people to see.

Have fun. This Manual has a lot of great information.

# **IT'S TIME FOR A SELF-ASSESSMENT**

Ask yourself, “What would you think if you saw yourself walk into the room?”

As you are now, are you impressive enough to create that instant winning impression upon first meeting someone?

You can be... You should be... You must be...

Ask your mentor, your close friend or several close friends (maybe even some complete strangers) what type of “Image” you project. You may be surprised at the responses you get... especially from the strangers... your friends tend to tell you nice things.

You may think your “look”, your hair, your dress, even your “Attitude” are just fine when in fact you are sending the complete wrong message.

If you want to be a duck you have to walk, talk and dress like a duck.

If you want to be successful, you have to walk, talk and dress like “Success”.

# WHAT KIND OF VIBE DO YOU GIVE ?

Constantly be aware of yourself in public (without letting anyone else know that you are doing so...you don't want to come across as self-absorbed or conceited).

Ask yourself:

- What type of aura do you send to people?
- What is your body language saying?
- What are your eyes saying?
- What are you wearing?
- Where are you standing?
- Who are you with?
- Is your chin up, shoulders back, chest out, stomach in?

If you don't feel like your "Image" is all that it should be, don't worry.

Your "Image" is about to go on an extraordinary transformation. Your "Image" is something that can be easily improved.

And use your "Self Talk" index cards to constantly remind yourself to develop the habits that you decide will create the "Image" that you want to portray.

Read on.

# **LET'S GET CREATIVE NOW. IT'S DRESS UP TIME...**

“Image” shares the same root word as “imagine”.

Imagine who you want to be and become that person.

Think of your favorite movie star, a top business executive, a close friend, a colleague, a friend, a sports hero, etc., that you believe portrays the “Image” that you want to portray. In fact, think of several people you’d like to emulate. You may develop your “Image” by combining the attributes of several individuals.

This is like going shopping. Pick out all of the fabulous attributes of your favorite people and let’s see how we can move you closer to being that person... with all the great attributes... displaying the perfect “Image” to achieve your “Goals”.

Don’t forget, developing your best “Image” is all about achieving your “Goals”. You want to give yourself every advantage available. Why wouldn’t you do that?

Copy your favorite people’s gestures, manner of speech, dress, body language, “Attitude”. Practice the attributes of these people that you believe make them appear to be “Confident” and intriguing. What attributes do they possess that make people want to be with them and like them?

Now, let’s incorporate these attributes (or parts of them as you choose) into your personality. Let’s make these attributes a part of you. You too will send that same message of “Confidence” and intrigue.

In Texas they play a game called “Pliken” (pronounced “pl-eye-ken”) as in “Y’all want to “play like” we are somebody else?”. The Texas accent turns “play like” into “plike”. “Y’all want to “plike” we are somebody else?” Well, this is the same game. “Play like” you are the person you want to be.

Copying is the greatest form of flattery.

Allow yourself to have fun with this... you will love the new (improved) you...

# **I WANT TO BE A MOVIE STAR!**

Do you remember the movie “Wall Street” starring Michael Douglas?

Remember the way that Michael Douglas dressed in that movie?

I didn’t particularly agree with his concepts regarding greed, etc., but for at least two years I tried to dress like his character every day. Nice pin stripe suits, bright white shirts, colorful ties, braces, i.e., suspenders, highly polished shoes, the whole nine yards.

At that time I was working in the Tax Department for Price Waterhouse, now known as PriceWaterhouseCoopers.

I know for a fact that in part my impeccable “Image” (from imitating the dress of Michael Douglas in that movie) was an instrumental reason for my rapid advancement within that company.

Your “Image” is way more important than you think. You will be wise to look at this opportunity for improvement with a close eye.

Besides everything you do in this area will speed your road to “Success”.

# THE BUSINESS CARD “SELF TALK” APPROACH

(a simple and 100% effective “Tool” that will “Change” the way people see you... and more importantly it will “Change” the way you see yourself...)

Right out of school when I went to interview for the position with Price Waterhouse I didn't go hoping to get the job. I went with the intent to take that job.

Really... that was my “Attitude”. I really wanted that “cherry” job and I wasn't leaving without it. Of course, I enveloped my “enthusiasm” with the right amount of professionalism, experience and “Image” so that I could most effectively communicate my message. My message being that I'm the right guy for the job and when do we start?

Right before that interview, truthfully, I was scared to death and to make matters worse the only suit I had at the time was about two sizes too small for me. At the time the three-piece vested suit look was in style and I had to hold my breath (and be very careful when I sat down) during the entire interview (two and one half hours) to keep the buttons on my vest from popping off. Oh, the memories.

I was doing the best I had with everything I had.

And I did get hired that day. The whole process taught me a lot.

I attribute the job offer I received that day (on the spot at the conclusion of the interview) directly to the “Image” I portrayed that day during the interview. From the moment, I walked in the door and they laid eyes on me (for every person I met that day...) I was living, breathing and eating my “Image”. The “Image” I knew they were looking for and the “Image” I knew I had to have to be “Successful” at that company.

How did I do it? How did I portray the right “Image”, the kind of “Image” that made the interviewers feel the need to hire me right then and there?

Read on.



# WHAT IS “IMAGE”?

Well, to break it all the way down, your “Image” is comprised of two things. Your “Image” is comprised of:

1. Your Appearance (i.e., your attire, your cleanliness, your posture, your “Smile” and your general health) and
2. Your “Attitude” (i.e., your level of “Confidence”, your air of competence and your degree of positivity).

Believe me, I didn’t get the job offer based solely on my Appearance. My “Attitude” had a lot to do with it.

Yes, I was in great shape (I was and still am into working out) and always well-kept (e.g., my level of cleanliness is always impeccable...I’m a Virgo) but that three-piece suit made for a man three fourths my size was not working very well.

So, I did the best with what I had... and what I was lacking in a brand new suit I made up for with the perfect “Attitude”.

And I must tell you... my first impression (even with a tight suit) was still very good because standing up, sucking in my stomach, my suit actually looked very good on me. So, the first impression was good.

It wasn’t until I had to sit down that the vest buttons started talking to me.

# **“IMAGE” EQUALS “ATTITUDE”**

So, how did I get the job offer? Like I said, it was in large part due to my “Attitude”. Plain and simple. I walked into that interview and knocked ‘em dead. How did I do that? I used “Self Talk”. And it worked like a charm. (See Manual #3 entitled, The “Brain Train Game”.)

A few days before the interview, I wrote the following words on the back of a business card (my “Self Talk” list):

POISE...CONFIDENCE...POLITE...LOUD...HEAD UP...SHOULDERS  
BACK...CHEST OUT...SMILE.

I carried that business card with me everywhere leading up to my interview. I read those words on the back of that business card over and over. I memorized those words. I lived them. I breathed them. I became them and they became me. Every chance that I could during the interview I sneaked a peek at my “Self Talk” list to remind myself to live and breathe these attributes. I was so pumped with positivity they couldn’t help but to hire me on the spot.

My “Self Talk” list came through “big time” for me on that day!

You can make your own “Self Talk” list. The words I chose all mean something to me. You may choose different words... you are absolutely free to choose any words or attributes you desire.

# **HOMEWORK ASSIGNMENT:**

“Self Talk” is a direct key to help you achieve the “Image” you want to portray.

This is a “Success Tool” that absolutely works and has almost immediate payback where people will ask you... what are you doing different. You will be perceived differently by people... better than ever before in your entire life.

You must add “The Business Card “Self Talk” Approach to your arsenal of “Success Tools” for the development of your “Image”.

Take 15 minutes to come up with 7-10 key attributes that you believe in your heart of hearts represents the exact “Image” that you would like to portray.

What are the 7-10 key “descriptors” of your perfect self... what “Image” do you want to have in order to move people to like, trust and respect you?

Then write those words on the back of a business card... carry it everywhere with you and practice each trait, attribute, descriptor on the card. Your “Goal” is to become those attributes... incorporate all the “good” that they bring into your life.

Please Do This Now!

# **“IMAGE” EQUALS “CONFIDENCE”**

With respect to your “Image”, if you do nothing else for yourself, have “Confidence”.

Carry yourself with “Confidence”. Whatever you choose to do in life, be a professional at it. Every gesture, every glance, every word out of your mouth, must exude “Confidence”.

You don’t have to be beautiful or handsome, Barbie or Ken, Beyoncé or Denzel (shout out to the old school), J-Lo or Ricky or even Lucy or Jet. But you do have to have the force, the authoritative command, the air of superiority (not to be confused with snobbery), the assuredness that comes with a person with true “Confidence” in themselves.

Those who exude “Confidence” have “Confidence”. They have learned to have an unshakeable faith in their own abilities. Their “Confidence” permeates all they say and do. They are comfortable remaining calm in the face of calamity or rapid change.

If you are always in control then you can always ensure the best outcome.

You must always (at all times) exemplify that “Confidence” in yourself. Never feel inferior to others.

There are over 350 million people in the U.S. Each one of them can do something that you can’t do. That doesn’t mean that they are better than you. They are just different. They have had different life experiences than you.

But guess what, there are things that you can do that they can’t!

# **HOW CAN I LEARN TO BE “CONFIDENT”?**

How do you “exude” “Confidence”? Where can you learn that?

Can I learn to be supremely “Confident” in every situation... to a point that I attract “Success” and “Successful” people.

Everybody has moments of insecurity. That’s natural...but no one besides you has to know when you feel one of those moment.

Practice the new skills, new “Tools” in the following sections until they become a part of you.

Develop these skills until you are at a point where you can call upon them at a moment’s notice in any situation. They are simple, straight-forward and easy for you to try, adopt and implement.

These skills must be incorporated into your personality. This is done through repetition. Ask any great artist, musician, athlete and they will tell you that they got “Great” from practice, practice, practice.

# **“CONFIDENCE” SKILLS**

## **PART 1 – Body Language “Tools”**

## **PART 2 – Voice “Tools”**

# **“CONFIDENCE” SKILLS**

## **PART 1 – Body Language “Tools”**

- **First and Foremost, Stand Up Straight.** Let’s work on your presentation. Pretend you are a puppet with a string that runs right up the center of your spinal cord and comes right out of the top of your head. Pretend someone is holding you up by that string. Stand up tall and proud (no matter if you are 4’11” or 6’9” tall).  
Once you imagine this you should physically feel taller (more powerful, more in control), your neck should be elongated and your back should be straight. Don’t over exaggerate too much.
- **Don’t Ever Forget, Chin Up, Shoulders Back, Chest Out and Stomach In.** I know this sounds like a lot to do but please do it. You will really enjoy the results of this simple practice... your perfected presentation will serve you for years to come.  
Practice this posture until it becomes second nature. If you are doing this correctly then inevitably people around you (even strangers) will tell you what wonderful posture you have. Often this manifests itself in some totally unrelated compliment such as, “you have beautiful shoes”. Sometimes people are less direct but be certain that your presentation had a lot to do with the compliment.
- **Treat Everything You Do “As If” it is a Performance.** Develop a quiet, dignified presence (air). Do everything with quiet expertise (unless the situation calls for you to come alive and be “Bold”). Take the time to stop and think what this bullet point means to you. You can do this.
- **Control More Territory.** Most people walk around their entire life looking at the 10-15 feet of territory immediately in front of and around them. Think about it. When you are walking through a store or through a parking lot, outside or in the office, you are usually “Focused” on the ground right in front of you (within 10-15 feet). Yes, you may glance over here or there (at a distance) occasionally but in general, your “Focus” is directly in the immediate vicinity in

front of you.

In order to command more attention and greater respect from people (simply through “Appearance”) always walk with a “Focus” on the territory 60-100 feet in front of and around you. This way you have widened considerably the zone of command that you have... you have opened your zone of influence.

This is easy for you to do when you already have your chin up, shoulders back, chest out and stomach in. With your chin up you are already naturally looking at a greater distance in front of you.

When I say “Focus” on that greater territory I mean to acknowledge and include every one and every thing in that territory into your awareness. Instead of looking down, make it a point to look at and acknowledge (even if in a minor way) each and every person in your territory. The more territory you appear to control the more important you will appear to be... it is a human nature thing... try it.

Moreover, at the same time that you control this larger territory, interact with it. Talk to the people in your greater territory. By doing so you will be expanding your influence. It is always good for your “Image” to appear to have great influence.

This also gives you great opportunities to practice using your “Success Tools” in real life while expanding your network.

- Use Great Eye Contact. Look at people in their eyes when you are talking to them. This gets their attention and makes them feel as if they are important to you (and they should be). Make a concerted, almost exaggerated practice of giving people the courtesy of looking at them in the eye.

Also, use your eyes to look at all parts of a crowded room. Look at everyone in their eyes even if they are only fleeting glances. Make the connections. You never know who you might see or with whom you may strike up a conversation. Let your eyes linger on certain people that you may wish to talk to or meet.

- Use Your Face to Convey a Wide Range of Emotions. Be dramatic with your facial expressions to make a point. Did you ever notice that movie stars (in person) have huge heads with big faces? Even if they are small in stature like so many of today’s stars they still have a huge head. Why? Because on camera it is much easier to convey emotions



with a big face with big features. Think about it. Big eyebrows on a big face can be raised more dramatically on a 50 foot movie screen to indicate the feeling of excitement to the audience members more easily than small eyebrows on a small face on that same movie screen. My point is for you to exaggerate your facial expressions to make a more dramatic impact on people. Become more animated when appropriate. Consider that more drama, flare or animation may not be appropriate in all situations, e.g., in the face of grave news it may not be correct to react in an animated fashion. However, to influence people you need to have their complete attention and big facial expressions (used appropriately for the situation) work well to draw people in and hold their attention.

- Use Gestures with Your Hands, Your Arms, Your Entire Body...  
When talking with and “influencing” people, experts indicate that up to 75 percent of your message is communicated through your body language. Depending on the point to be made the gestures may be subtle or sweepingly dramatic. Practice making your movements smooth and flowing. Practice fast and erratic body movements. Get your body involved in the conversation when appropriate. Try exaggerating your gestures and making them last a moment longer than normal in order to increase their dramatic impact. Wouldn’t you rather talk to someone exciting and effervescent over someone reserved and boring?  
Don’t fold your arms or cross your legs (women in dresses excepted) because it indicates that you are not open to other people.  
Don’t fidget. Moving your hands and/or feet can be distracting and indicates that you are nervous or that you really don’t want to be talking to that person.  
Keep your hands away from your mouth when you are speaking.  
And always remember to “SMILE”!!!
- Keep your elbows off the table.  
And would it kill you to carry a handkerchief?
- Remember it is Normally Not Acceptable to Touch People (particularly people of the opposite sex) in a business setting due to sexual harassment issues. However, in a social context, if the other person(s) is comfortable and you are comfortable the addition of

touching the person or person's you are holding a conversation with makes your message much more personable and sincere. People generally like to be touched by someone they admire. Adding the personal touch always helps. People like to connect.

- # “CONFIDENCE” SKILLS

## PART 2 – VOICE “Tools”

- Use Your Voice to Convey the Exact Message You Desire. Take advantage of the “range” of your voice. Do not speak in a monotone voice. Ask someone to give you feedback on your voice. Design a set of questions to ask people to learn and improve from their feedback. Ask them: If you only heard my voice what three attributes would you assign to it.  
Whisper sometimes to get the listener to lean in and pay attention. Other times shout to get your listener’s attention.  
Speak slowly at times and faster other times. Use your discretion for what is appropriate for the situation.  
Keep in mind the concept of “Boldness”. If you have always been the type of person who is quiet and reserved, it may be time to “Change”. Alternatively, if you have always been the loud and boisterous type it may be time for you to try a different way to deliver your message. In reality, there is a time and a place for each.
- When You Speak You Must Have Energy. Be alive. Exude vitality. Be extemporaneous, spontaneous. Give people a reason to like to be around you. This energy is already exuding from your body language... so you want your voice to be on the same page.
- You Must be Comfortable in Order to Make Those Around You Comfortable. Be cool, do not over-react to the occurrence of different events. Take time with each individual (if possible) to appreciate them. People that are in a rush do not convey the feeling of “comfortable”.
- When You Speak, Be Interesting. Talk to all types of people. Be sure to read extensively. Moreover, read outside your area of expertise. This will make you more interesting and a more well-rounded **conversationalist**. At least one book outside of your area of expertise should be read for every three books you read in your area

of expertise.

- Take Advantage of Timing in Your Manner of Speech. Use pauses even silence when appropriate. Talk faster if your manner of speech is such that you take so long to get your point across that your listener loses interest

Practice being succinct in your speech. Sometimes a few words have a much greater impact than a long drawn out lecture. Emphasize key words in your message. Vary your tone and your inflection.

Yes, I know this is a lot to remember and we're only talking about something so simple as talking. But, it is your "Image" we are talking about. Every little bit can make a difference (especially on a first impression). Note, if you don't know what tone and inflection are...then look it up. Get on the Internet or read a book on your "voice".

- Think Before You Speak. Avoid the use of "ah's", "um's" and other "duh" words which people fall back on when they can't think of what it is they are trying to say. These can be avoided if you slow down. Record a conversation of yours and you can tell for yourself where there may be room for improvement.

- Practice Your "Power Voice". This is the voice you use when you want to sound authoritative. You use this voice right now (probably without knowing it) when you most definitely, without a doubt, want to in no uncertain terms get your message across. You already have your "Power Voice". I'm just asking you to develop it further and use it more often so that people will respect you even more than they do now. Use it to command attention.

If you don't know what your "Power Voice" is then "Hum". Go ahead. "Hum". "Hum" out loud. Louder. Do you feel the vibration? Now "Hum" in a deeper voice. The lower you can comfortably go the more authoritative you sound. A high squeaky voice is not normally associated with authority. On the other hand, I'm not asking you to sound like a drill sergeant in the United States Marine Corps. Practice "Humming" until you develop a nice, strong (low resonance) voice that commands attention and respect. Now, everybody, all together now, "Hummmmmmmmmmm".

If this is not working for women (although I'd suggest you don't just

dismiss the deeper voice advantage summarily) then try using (and adjust for effect) the voice you use when you are being stern with your kids, siblings, neighbors...

- Does Your Voice Do Funny Things When You Get Nervous? Does it crack or whine or just leave town for the moment? Don't worry. It happens to the best of us.

If you are nervous it is natural for it to show in your voice. People say, "Take deep breaths and relax". That has never worked for me. I have been behind the stage curtain waiting to go on next and nervous as a hen at a Kentucky Fried Chicken restaurant. I took so many deep breaths that I nearly hyper-ventilated. That just doesn't work for me. Here's what I do. I turn that nervous energy into excitement. Rather than saying to myself I'm nervous, I say to myself I'm excited (this is "Self Talk" in action).

A doctor will tell you that both mental states, nervousness and excitement, produce similar bodily responses in your system. In both cases, you become hyper, you start to sweat, you may even become edgy, you may start to fidget, tap your fingers, clench your teeth, bite your nails, etc. Both mental states feel remarkably the same. Test it for yourself. The next time you are nervous about something stop for a minute and notice how your body feels. Is your heart racing, are your underarms wet, does your body feel tense? Now check your body for the same symptoms the next time you feel the rush of excitement. You will find that your body feels the same in both instances. Because your body is experiencing the same response in both cases it is easy to make the switch from nervousness to excitement.

The next time you feel nervous, simply close your eyes (or not) and tell yourself you are excited. Don't even mention being nervous. Just emphasize your excitement. Think of something that is very exciting to you. Imagine and/or visualize a roller coaster ride, winning a football game, your lover's "Smile", a magic moment from your past, etc. Physically put a "Smile" on your face. Turn your nervous energy into something positive. Use that energy to pump yourself up to do what needs to be done. Once you feel the excitement, the nervousness will go away. Try this. Since your body is already exhibiting the physiological signs of excitement, let your mind go

there too. Convince yourself you are excited. It works.

- Of Course, A Great Vocabulary Creates a Great Impression. There are many vocabulary builder books at the bookstore. Personally, I used to read the dictionary for the sole purpose of developing my vocabulary. Great diction doesn't hurt either. Don't you just Love this stuff... getting better and better every day.

# • “THE HOLLYWOOD SMILE”

All the world loves a “Smile”. Think about it. Don’t you respond significantly different to a smiling face than someone who is talking to you with a scowl or a frown on their face? Of course you do.

If you don’t already have a winning “Smile” then you must develop one. Just like you may have to improve your posture or your hairstyle or whatever... you may have to improve your “Smile”. Your “Smile” is a huge contributor to your “Image”.

How do you develop a winning “Smile”? I’ll tell you.

You have to learn the secrets of “The Hollywood Smile”.

Look at almost every picture of a Hollywood celebrity and you will see “The Hollywood Smile” (unless they are working on the silent brooding image or the sultry sexy image).

Go ahead. Right now. Go get a copy of a magazine around your home or office. Can you find a celebrity picture? There it is. “The Hollywood Smile”. Look at it, study it. What do you see? What is exactly the same in each celebrity picture? It’s the same for male and female celebrities. What is it? Give up? I’ll tell you.

In each and (almost) every picture you only see...the upper teeth. That’s right. That’s “The Hollywood Smile”. You only show your upper teeth.

I’m sorry to tell the Hollywood secret but celebrities by and large only show their upper teeth when they “Smile”. Look at 20 or 30 celebrity pictures and you’ll see what I mean. Only the upper teeth. Why? I don’t know but that’s the way it is.

Don’t try to re-create the wheel or even understand it. If “only the upper teeth” is what the “Image” experts in Hollywood recommend, then let’s take their advice.

# **PRACTICE, PRACTICE, PRACTICE**

So, now it is your turn to try. Get in front of the mirror and practice your “Hollywood Smile”. Seriously. You’ve got to practice.

In this day of the selfie... many of you will already have this skill well developed. But if you don’t have this skill you need to add it to your “Tool” belt.

Find the perfect angle, with the perfect smile and look in your eye. You want to be able to call on that “shot” at a moment’s notice.

It will take a lot of practice.

Also, put a reminder on your “Image” business card, i.e., your “Self Talk” list, as a constant reminder to show your beautiful and/or handsome “Hollywood Smile”.

But wait, there is more to “The Hollywood Smile” than just the upper teeth.



# **YOU'VE GOT TO KEEP IT REAL – THE "SMILE" THAT IS**

The other and probably more important secret behind a great “Hollywood Smile” is...in order to have a great “Smile”, don’t force yourself to “Smile”.

Rather, concentrate on a humorous thought until your whole face breaks out into a real, genuine “Smile”. Think of a joke, your child, a funny thing that happened 10 years ago, a movie you saw last week, anything that will genuinely put a real “Smile” on your face.

If you can use one or two thoughts that make you “Smile” every time then practice with those.

This really works!

People can spot a fake “Smile” a mile away.

In order to create a winning “Image” you have to be genuine. You must share real human emotions with people for them to catch your “Smile”. This is absolutely necessary for great communication.

“A “Smile” is a light in the window of a face which shows that the heart is at home.” (Anonymous).

Once you practice, practice, practice your “Hollywood Smile” with emotions it will become second nature to you. Watch the “Oscars” or the “Academy Awards” sometime. “The Hollywood Smile’s” are out in full force.

Those stars have spent hours in front of a mirror practicing their “Hollywood Smile”. And it shows. They look great. Yes, they have probably had their teeth straightened and whitened and that doesn’t hurt either but they also put into effect exactly what I have just told you right here.

Try it. Ask yourself, do I “Smile” a lot? If not, why not?

A “Smile” works to make people at ease. It increases your ability to communicate with people. They will be much more open to listening to what you are saying.

# **CAN YOU HEAR A “SMILE” ON THE PHONE?**

Yes, you can.

In fact, I want you to try this “Power Phone Tool”.

The next time you make a phone call, whether it be to a friend or a business-related call, before you pick up the phone to dial, put a big “Hollywood Smile” on your face. Keep that “Smile” on your face throughout the entire phone conversation. You won’t believe the impact, the difference it makes to the person on the other end of the phone. You will be received completely differently.

Ask anyone who has tried this technique and they will tell you that it absolutely works.

Your “Smile” is extremely contagious. When you “Smile”, the sound, tone, volume, etc. of your voice “Changes”. The upbeat, positive vibe that your “Smile” creates travels right through the phone line to the other person’s ear. That person in turn is much more receptive to you. You could almost tell them that their feet smell and they will say with a “Smile”, “Yes, they do.”.

Whenever you go anywhere you must exude positivity and life force. People must be instantly impressed with your “Confidence” and warmth. Use your “Smile” to help convey that message.

Always remember, to be successful your “Smile” must be genuine.

The power of a “Smile” is amazing. Put it on your list of things you must do.

VISIT:

[www.super-me.com](http://www.super-me.com)

[www.shanebyers.com](http://www.shanebyers.com)

e-mail: [success@super-me.com](mailto:success@super-me.com)

Connect with me on LinkedIn:

[www.linkedin.com/in/shanebyers-sales-profit-expert](http://www.linkedin.com/in/shanebyers-sales-profit-expert)

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That's what friends are for!

**TO YOUR SUCCESS !!!**