

The ROCK #3 - Style

Style is understanding how you appear to others and what it means to have presence. It is the way people react to you and the way you get results.

How Do You Market Yourself?

Style Is...

- + How you connect with people
- + How you build relationships
- + How you interact with people
- + Your presence
- + “The Way About You”
- + Standing out and still being appealing
- + How you look and what you sound like
- + Increasing visibility using techniques that work for you

The enemy of persuasion is obscurity.

- Nancy Duarte

Style Tips

- + Learning what attracts attention is easy if you begin by examining the opposite.
- + Camouflage reduces the odds that someone will notice you.
- + You do not want to blend into the environment-Your audience can't see you.
- + When is “blending in” appropriate for someone communicating, connecting, or building relationships with people? NEVER!
- + The audience that you are trying to influence should never have an unclear picture of you.
- + Clash with your environment.

STAND OUT

Be uniquely different. That will attract attention to you and your ideas. It is important for your style and your ideas to stand out so they will be remembered. You must show how your brand contrasts with existing expectations, beliefs, feelings and attitudes if you want to gain influence with both friends and foes.

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More Style Tips

- + Part of your style is that it is NOT about you!
- + Self-centered people don't connect.
- + Take the "ME-NESS" out completely.
- + No one knows it all – so don't try
- + Always make it about the other person – not you
- + Understand the other person's hot button and find common ground

Components of Personal Style

- + How you meet people
- + How you interact with people
- + How you dress
- + Dependability
- + Presence
- + Confidence
- + Great Listener
- + Show your emotions -Be authentic
- + Enthusiastic
- + "Real"
- + Smile
- + Eye contact
- + Open body language
- + Huggable
- + Sparkle
- + Stand out with class



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How to Develop an Effective Personal Style

- + Say the unexpected...when people expect you to brag about your accomplishments, tell them how lucky you have been.
- + Observe people who you admire and emulate their style.
- + Observe people who you do not admire and be the opposite.
- + Listen more than talk.
- + Attribute your success to those around you.
- + Show people how much you care, not how much you know.
- + Wear your emotions on your sleeve.
- + Find the good in people and things not the bad.
- + Be a great cheerleader.
- + Smile and laugh...a lot!
- + Be a great audience.
- + Give an unexpected compliment.
- + Encourage a stranger.
- + Have fun and be enthusiastic in everything you do.
- + Be confident yet humble.
- + Be comfortable in your own skin.
- + Look at the world through "their eyes."
- + Look them in their eyes and see to their hearts.
- + Give and receive hugs.
- + Be true to yourself.
- + Have integrity.
- + Be aware that you are "trying out" every day.
- + Lead by example.
- + Be a great teammate.
- + Be coachable.
- + **Always** dress for success.
- + Have a firm hand shake and make eye contact.
- + Make everyone your partner.
- + Market yourself so someone will buy you. *Will your style collect dust on the shelf?*
- + Analyze your social media, voice mail, business cards, etc. Do they represent your personal style?
- + Differentiate yourself from everyone else.
- + Be unique but not offensive.
- + What do you do when no one is watching?

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Don't be Afraid to Say:

*"I'm Sorry."
"I'm Wrong."
"I Need Help."*

Why Do You Need a Personal Style?

- + Enthusiasm is contagious...when it comes to connecting with people and building relationships, enthusiasm is your secret weapon.
- + No one likes to spend time with a complainer who criticizes others.
- + People love to spend time with someone who is enthusiastic and "charged up" about life.
- + Enthusiasm gives you an attractive aura.
- + If you are excited about something, you inspire others.
- + Enthusiasm is the one thing that is the **most** attractive to others.
- + A great way to stand out is to "be real."
- + Being human, taking risks, and showing true emotion can achieve astounding results.
- + Facts alone fall short, but emotion never does.

People buy people who show emotion, have personal conviction, and show vulnerability.

Telling stories is a powerful tool to connect with people. Stories create an emotional appeal. Stories link your heart to others. Stories relate your values, beliefs and attitudes to another person. They make your connection real.

Your style is the gift that keeps on giving. Those gifts are:

Guidance

What insights and knowledge will help them on their endeavors?

Confidence

How to bolster their confidence so they will not be reluctant to excel

Tools

What tools or skills do they gain from you on their journey?

Your Personal Style is how you align and connect with the existing values of people.