

The Importance of Image Cheat Sheet

NOTE: This Cheat Sheet contains the key points from the "Importance of Image" Expert Interview with Lucille Sorella and Alice Kim. Please listen to the audio first.

Why image is so important:

- Image is a representation of your external form.
- When people first see you, they create an instant mental image of who you are.
 - These assessments go beyond gender and ethnic background and include your personality, your occupation, your social class, how much money they think you make, your intelligence level, and so on.
- 55% percent of communication comes from appearance and body language.
- Judgments are made within seconds.
- It is very hard to change somebody's first impression.

Why image is so important for crossdressers and transgender women:

- **If people notice something “off” about you, it's an invitation for negative judgments.**
- It's important to look as respectable as possible, especially in the initial phase when somebody meets you.

Presenting yourself in a **respectable way is more important than “p**

The biggest image mistakes to avoid:

- Overkill: excessive dressing, too much makeup and jewelry, etc.
- Wearing clothes that don't fit right.
- Not staying on top of trends.

How to improve your image:

- Access and understand yourself.
 - This help you learn what works for you and what doesn't.
- Study mainstream fashion in magazines and other media.
- Express yourself as who you are.

- The more genuinely you are able to express yourself, the easier the rest of the process is.

How to develop a sense of style:

- Know who you are.
- Find inspiration – whether it is through a celebrity or a character in a novel, a TV show or a movie – and study them.

It is best to stick to a specific style.

- Switching from one style to another is very confusing to your image.
- You can take risks within your specific style by trying new things or incorporating trends into your look.

It's best to blend in with the dress codes in your area.

- Add one or two elements – like a scarf, a broach, a really nice pair of shoes, or a brightly colored jacket – to liven things up without attracting unwanted attention.
- Or if you are really secure, just be yourself and dress however you want!

- Just make sure you understand what dressing well is before you put yourself out there in a bold way.

How to have great style even if you don't have the perfect body:

- Accept your flaws so you can work on accentuating the positive.
- Having self-esteem is the first and foremost prerequisite to having great style.

How to have great style at every age:

- Your body and life experience changes as you age.
- Dressing age appropriately isn't about what you can or cannot wear – **it's** about expressing yourself at age you are NOW.

How to feel sexy at any age:

- It's about self-acceptance and being comfortable with your age.
- There are tons of celebrities that look great at every decade of their life.
 - Pick one that you resonate with and study them.

How to avoid crossing the line from sexy to slutty:

- Don't dress like a teenager.
 - It's easy to see young people in the media and think that is how a woman should dress.
- Don't overdo your hair or makeup.
 - Accentuate one thing – for example, if you have big hair, tone down your makeup.
- Don't bare too much skin.

It's important to keep up with trends, but not necessarily follow them.

- Don't take advice you see on runways or high end magazines.
- Read magazines geared towards everyday women, such as Lucky, Elle, Allure, etc.

Top 3 fashion tips for crossdressers and transgender women:

- Get to know yourself.
- Shop with a plan.
- Be aware of your environment and what's appropriate.