

How to improve your first impression on the four first impression factors of Credibility, likeability, attractiveness and power

By: Patti Wood MA, CSP

The four first impression factors are credibility, likeability, attractiveness and power.

To be more **credible** have your words, body and voice be in sync. If you look at someone and smile and say warmly, "Sure I love you!" It sends a credible message. It sends a different message than sure I love you coldly stated with a delayed and tight frozen smile.

To be more **likeable** be more expressive, and keep what I call the windows of the body, eyes, mouth, neck, heart, belly, toes open and your body relaxed rather than closed and tense.

To be more **attractive** –Attractiveness is often defined as symmetrical stance and facial expressions and healthy. Smile, stand and sit in a balanced relaxed way rather than a tense or tired way. Research show extroverts tend to have more; positive first impressions and extraverts smile more, stand in energetic and less tense ways, and look healthy, neat and stylish.

To be more confident and look more **powerful** change your space. Power is communicated by the amount of space you take up physically and with sound. So if you are not feeling confident or you need to be perceived as strong, enlarge your stance and posture slightly and say what you need to say with confidence.