

**Karen Cortell
Reisman, MS**

Reisman, author of two books, speaks about Albert Einstein, her cousin, in a one-woman show, "Letters From Einstein," intertwining personal letters from Einstein in a message about how to thrive in this crazy world. She also speaks about how to Speak For Yourself® so others listen and trust you. To buy Reisman's books or purchase other learning tools, go to www.LettersFromEinstein.com or www.SpeakForYourself.com.



5 Ways for a Woman to Look and Act Sensational

If this title sounds like something from a fashion magazine, you're right. *In Style's* August 2007 issue salutes Valentino as he celebrates 45 years as fashion's grand arbiter of elegance. Having clothed some of our most photographed icons, from Julia Roberts and Kate Hudson to Sophia Loren and Jackie Kennedy, he tells *In Style* the five classic ways a woman can enhance her presence.

Yes, I know you're a professional. I know your world is more than "looking and acting sensational." I know you're above and beyond these types of articles.

But wait. Read these five characteristics. Look at how these traits can bring out your already strong list of attributes.

❶ "Even the most beautiful clothes can't do all the work," says Valentino. "So before anything else, you must believe you can be sensational. Every woman can."

Here's a guy who has outfitted Jennifer Garner and Kate Hudson. Yet, he realizes that no matter how gorgeous you are externally, you have to know internally that you're fabulous. No one will believe in you unless you believe in yourself.

❷ "How would you like to walk? When you decide, practice how to move. Use your hips and a mirror. Nobody does this naturally. Trust me, no one."

This tip makes me chuckle because yours truly realizes this and is still challenged to not look like a "truck driver" (an old comment from my mother) marching into a room.

He's absolutely right. I coach clients all day long to stand tall and keep their arms down when they begin a presentation. You can use your arms and walk around during a speech. But you look strong and confident standing still with your arms straight. Look at any celebrity in a style magazine. Arms are down. Purse may be clutched in one hand. That's it.

Now for your walk. According to Valentino, everyone (including Cate Blanchett) has to practice this. Try walking tall, placing each foot in front of the other, moving arms without flailing. Hard to do; looks fantastic.

❸ "People don't want to admit they pose, but how you sit is important. Never plop down. Lower yourself onto a sofa at a slight diagonal. Of course it's deliberate! But it works."

The key to this suggestion is to be deliberate without appearing to be deliberate. Think before you move, before you sit down, before you stand up, before you walk. Use your space wisely. And use your common sense.

❹ "You can't be sensational without a beautiful smile (but never show your gums). Don't trust Mother Nature. She's too busy."

I did not make this up. Yes, having a fabulous smile is one of Valentino's top-five suggestions. This is not news to you, but it should be great advertising for you. A great smile makes any woman look and act more sensational. The next time your patient is undecided about getting the laminates, show her (or him) this article.

❺ "The way you speak can bewitch. Low, slowly, and always looking the listener right in the eye. And nothing matters more than how you say hello and goodbye."

Valentino's final tip is music to my ears. He touches upon the most important communication tools to create and build rapport with others — your eye contact, pitch, rate, and first and last impression. These strategies are vital as

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a communicator. What Valentino emphasizes here is that these skills will make you feel even better about yourself.

Pretend I'm more than just that picture in a black jacket staring at you. Pretend you're actually coming to meet me for lunch. I'm seated at the restaurant table. I see you walk in. You look great and you *know* this and *feel* great. You walk with confidence, one foot right in front of the other, arms nicely by your sides. You sit down gracefully. You smile broadly and you have beautiful dentition. You begin our conversation with ease. You look at me throughout the meal. You don't stare in an awkward manner or seem detached. You're just connected. Later we both say good-bye with warmth.

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