

Career Opportunities

Sharpen Your Image To Land That Job

(NAPSA)—Whether you're a college graduate entering the job market, a seasoned pro looking for a new challenge, or a soccer mom yearning to revive her former career, one factor can make or break your job interview: your image.

Once you polish the resumé, experts agree, the next order of business is sharpening your image.

"Your image is a powerful communication tool," says Diane Parente, author and image consultant to Fortune 500 companies (www.imagesellyou.com). Parente's tips include:

- Demonstrate your expertise and credibility by learning as much as possible about the company and position prior to the interview.

- Research the company dress code by visiting the Web site or by talking with the human resources department.

- To avoid wrinkles, hang your jacket if you're driving to the interview, or stand if you're taking public transportation.

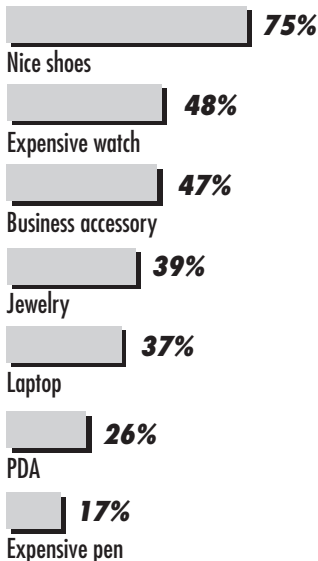
- Once the interview begins, remember the importance of good posture. Standing and sitting tall convey confidence and trust.

- Don't forget the details. Cambridge, the most recognized brand in business accessories, recently commissioned a survey in which they asked which accessories gave the impression of success. The number-one answer was "nice shoes," followed by an expensive watch, and business accessories (such as organizers and journals).

Paying attention to these details can pay off when it comes to salary negotiations. People who

Accessorizing for Success

According to a recent survey, Americans have very definite ideas of which "accessories" matter most in conveying a successful image.



Source: Harris Interactive®/Cambridge



present a professional image earn in excess of 10 percent more than those who don't.

Looking successful doesn't have to be costly. Topping Parente's list are Cambridge business accessories because they look stylish without costing a fortune.

Her favorites include the Executive Folio for carrying extra resumé copies, a Zipper Ring Binder for document storage, the Flip Top Steno Padfolio for taking notes, and a Weekly/Monthly Planner for scheduling your second interview. For more information on Cambridge business accessories, visit www.meadweb.com.