

Increase Your Earning Power

Syble Solomon | March 22, 2007

Let's talk about increasing your earning power by making a strong, positive impression on others. The world is not a perfect place and getting ahead is not guaranteed just because you're the most qualified candidate or do a fantastic job. Your chances to move up and earn more are dependent on the impression you make on others. A positive, friendly, confident attitude is the most important factor.

Here are four ways you can promote that image:

- 1. Always look good on paper.** Every form, resume, e-mail, report, etc. that you generate should be neat, clean, complete, with correct spelling and grammar and formatted so it is easy to read and well organized. This creates the impression that you are a responsible, well-prepared, thorough person who can produce quality work.
- 2. Be aware of how you present yourself.** Stand up straight, make eye contact (but no staring), smile and shake hands firmly (but not a crushing grip). And, be aware of how you sit. Do you inadvertently give the impression that you distance yourself or are too casual or tense? Make sure your body is turned toward the person with whom you are speaking. Know what you look like when you agree, disagree or want to say something. For practice, watch yourself in a mirror when you talk on the phone to see your typical facial and body expressions. You may be surprised that instead of a friendly, pleasant expression you actually look neutral or disinterested. Something as simple as placing your hand in front of your mouth when you speak shows that you have something to hide or aren't confident. When I did this, I discovered that I looked critical and judgmental when I was really concentrating.
- 3. Take a good look at your "look."** If you think your very unique look should just be accepted, think again. Your "unique" look may not get you past first base in a job interview. If your appearance is distracting or makes people uncomfortable, they may not even hear what you say. If you have a job, and your boss accepts your look, but realizes how others may react, she may hesitate to promote you to a position where you would have more visibility or represent the organization. Take a hard look at your clothes and hairstyle. Women check out your make-up and men, your facial hair. Is your look current and appropriate or does it automatically raise red flags that you are out-dated, over the top or just don't care about what others think?
- 4. Ask friends if you have any distracting habits when you speak.** Talking with your hands is okay, but very large gestures can create a sense that you are too forceful and can be interpreted as someone who will not listen. Don't play with a pen (or anything else!) as it can create the image of being disrespectful, impatient, nervous or bored. If you interrupt or look like you are ready to jump in when someone else is speaking, your enthusiasm may be seen as impatience, aggressiveness or just not valuing what the other person is saying.



ABOUT SYBLE SOLOMON

Syble Solomon is an eclectic, innovative professional speaker and author. After 30 years of being the trailing spouse who had to adapt to frequent relocations, she has combined her previous experience in education, business and gerontology to promote personal responsibility for creating a satisfying and secure life. As an executive coach for the past ten years, she has worked with leaders in the military, Fortune 500 corporations, and private and public organizations. She is the creator of Money Habitudes? the deck of cards that helps people identify how their hidden habits and attitudes about money can support and sabotage their life and financial goals. Visit www.moneyhabitudes.com for more information.

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When you want to earn more, whether you interview for a new job or try to move up where you work, remember that being qualified and interested is not enough. The people who can decide your future may listen to you but are influenced by the way you present yourself. The impression you make on them can make the difference in whether or not you get the job.

For questions or comments please e-mail me at syble@moneyhabitudes.com.

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