

## PERSONAL IMAGE BLUEPRINT - PART 13

### STYLE AND SEX APPEAL

- What we find sexy is usually hardwired.
- **Good clothing accentuates your attractiveness.**

#### **5 TRAITS THAT MAKE A MAN APPEALING:**

##### **#1: Exaggerated natural male traits**

- Jacket/blazer: emphasized shoulders and framed hips.
- Trousers: Force masculine forward gait.
- Shirt fronts: define a flat chest, frame the Adam's apple and jawline.

##### **#2: Emphasized healthy traits**

- Your clothes can make you look bigger, broader, taller.
- A narrow waist/broad shoulders ratio suggests health and strength.

##### **#3: Signals Wealth**

- A person in a high-income profession is rated as more attractive.
- *Rich* details make a difference: a blazer, a classic watch made from precious metal, a pocket square, a smart wallet and a metal pen.

##### **#4: Treatment By Others – Social Proof Of Status In Society**

- Looking sharper than the other men around you makes you look like someone who's going to outperform the rest.
- A good outfit makes you look like you're in charge.

##### **#5: Inner Confidence**

- The act of dressing like someone important helps convince men that they *are* someone important.
- If you act like you're in charge - people will be happy to assume that you are.