

First Impressions Last!

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Your First Impression Shrieks before You Speak



Nothing is more valuable than a good first impression.

Blow it and a potential client may go running for the door.

Believe it or not, the way **YOU LOOK** and the way **YOU MOVE** are more than **80%** of a potential client's first impression!

Great posture, a heads-up look, confident smile, and a direct gaze (not a glare!) portray the image of someone with authority, a *Somebody!*

Here are two more ways you can guarantee a good first impression.

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1. The flooding smile.

A big, warm smile is an asset, but to convey credibility, a smile should come on slowly.

An immediate smile given to everyone makes no one feel special.

Pause before you smile for just a moment. Then let a big, warm, responsive smile flood over your face and overflow into your eyes. The split second delay convinces people your flooding smile is genuine.

2. Use sticky eyes.

Exaggerated eye contact can be extremely advantageous in awakening feelings of respect and affection from clients.

Maintaining strong eye contact also gives you the impression of being an intelligent and abstract thinker. So, pretend your eyes are glued to your client's. Don't break eye contact even after your client has finished speaking. When you look away, do so slowly and reluctantly.

Your image is everything. Make the effort to portray yourself in a positive, warm light.

In doing so, you'll no doubt knock 'em dead with a good first impression.

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