

THE FIRST IMPRESSION STRATEGY

Mastering Professional Etiquette for the Modern Workforce

1. THE DIGITAL HANDSHAKE: PROFESSIONAL EMAILS

Before someone meets you, they read you. Professional emails should be concise, structured, and free of slang.

- **The Subject Line:** Be clear. Example: "Application for [Job Title] - [Your Name]"
- **The Salutation:** Use "Dear [Name]" or "Hello [Name]". Avoid "Hey".
- **The Body:** Get to the point. State who you are and why you are reaching out.

Subject: Inquiry Regarding [Job Title] Position

Dear [Hiring Manager Name],

My name is [Your Name], and I am writing to express my interest in the [Job Title] position at [Company Name]. I have attached my resume for your review...

2. DRESSING FOR THE MISSION

Don't just dress for the job you're applying for; dress for the industry's culture. When in doubt, aim one level above the daily attire.

- **Creative/Tech:** Clean, well-fitting "Smart Casual" (nice jeans/chinos, a polo, or a button-down).
- **Business Professional:** Slacks, dress shirts, blazers, or professional dresses/suits.
- **Service/Trade:** Clean, professional workwear (unwrinkled polos or structured work shirts).

3. PRESENCE AND PUNCTUALITY

In the professional world, "On Time is Late." Aim to arrive or log on 5-10 minutes early.

- **Active Listening:** Nod and maintain eye contact. It shows you are engaged.
- **Digital Presence:** If remote, ensure your background is tidy and your camera is at eye level.