

Field-Test Your Image Choices

Audience Response Tracking Tool

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Why track audience response:

Field testing is the most important step in your image development. Until you test and analyze and look for patterns of responses you really do not know what is working for you. This tracking tool will help you field-test your various clothes outfits, hair styles, make up, and accessories and document the results.

How to use Joy's Audience Response Tracking Tool:

Think of yourself as a scientist applying the scientific method to test your theories and analyze the results. Every day you make a clothing choice you are doing so based on the theory that your choice will be beneficial in some way. In the case of your professional wardrobe, your theory is that your clothing choices will support your professional goals and accelerate your success by inclining your audience to view and respond to you as the professional you are.

A good scientist changes only one element or variable in the mix at a time. You are operating with multiple variables: Blouses, skirts, jackets, clothing accessories, hair, make-up, particular audience, your mood that day, your audience mood, the difficulty level of the particular business project. Wear one combination and track the results. Another day, try the same combination in as similar a setting as possible, with the same or similar audience, but change one element...say, your hair, your blouse. Compare results to the previous time. If it looks like you're on to something, test the same combination again another day just to be sure. As you test in this manner, modify your theory as to "what works". You are now beginning to base your image choices upon objective criteria. This puts you in control and lessens the "mystery" and "chance" behind your image choices.

Feedback may be subtle (vs. specific comments like, "Great outfit!"). Subtle feedback can come in the form of a better business response on days you wear a particular outfit, or do your hair in a particular way. You got the job, the proposal was accepted, you made the sale, etc. Watch for these subtle cues, make a note and look for patterns.

Thank you for your business Traci! By focusing on creating an image that compliments and supports your career goals you are giving yourself an advantage that will accelerate your professional achievements. As your image consultant, I am committed to your success. Please do not hesitate to contact me with further questions, or just to reflect on the feedback you are receiving as you grow your professional image.

- Image consultation and wardrobe planning
- Clothing design
- Keep current with my e-zine publication, *Image Insights*

Find out more at www.designwithjoy.com

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1. What did I wear today?

- Clothes
 - Jacket _____
 - Top/Blouse/Shirt _____
 - Skirt _____
 - Pant _____
 - Dress _____
- Hair
 - Cut _____
 - Color _____
- Make-up _____
- Accessories
 - Earrings _____
 - Necklace _____
 - Scarf _____
 - Watch _____
 - Brief Case _____
 - Purse _____
 - Nylons _____
 - Shoes _____

2. What am I testing? _____

3. What is the change? _____

4. Why did I decide to make the change? _____

(1 = "Total loser" 10 = "CEO of the Universe")

- | | | | | | | | | | | | |
|----|------------------------|---|---|---|---|---|---|---|---|---|----|
| 5. | How do I feel overall? | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 6. | My confidence level? | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 7. | My energy level? | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 8. | My authority? | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 9. | My professionalism? | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

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10. How was I treated by:

- My Boss 1 2 3 4 5 6 7 8 9 10
- Others in Power 1 2 3 4 5 6 7 8 9 10
- Subordinates 1 2 3 4 5 6 7 8 9 10
- Clients/Companies
 - _____ 1 2 3 4 5 6 7 8 9 10
 - _____ 1 2 3 4 5 6 7 8 9 10
 - _____ 1 2 3 4 5 6 7 8 9 10
 - _____ 1 2 3 4 5 6 7 8 9 10
 - _____ 1 2 3 4 5 6 7 8 9 10
- Gatekeepers
 - _____ 1 2 3 4 5 6 7 8 9 10
 - _____ 1 2 3 4 5 6 7 8 9 10
 - _____ 1 2 3 4 5 6 7 8 9 10
 - _____ 1 2 3 4 5 6 7 8 9 10
 - _____ 1 2 3 4 5 6 7 8 9 10
- Vendors
 - _____ 1 2 3 4 5 6 7 8 9 10
 - _____ 1 2 3 4 5 6 7 8 9 10
 - _____ 1 2 3 4 5 6 7 8 9 10
 - _____ 1 2 3 4 5 6 7 8 9 10
 - _____ 1 2 3 4 5 6 7 8 9 10
 - _____ 1 2 3 4 5 6 7 8 9 10

11. Did I get the:

- Sale 1 2 3 4 5 6 7 8 9 10
- Promotion/Job 1 2 3 4 5 6 7 8 9 10
- Legal Argument 1 2 3 4 5 6 7 8 9 10
- Proposal 1 2 3 4 5 6 7 8 9 10

12. Other comments:
