

Action Guide

# Improving Your Image



**How You See Yourself & How Others See You**

*Presented by*

**Women in Ecommerce**

What do you tell others about yourself? Have you ever thought about how these comments transmit intimate knowledge to others? They can also draw an inaccurate picture of you.

Improving your self-image, like improving any skill, takes time and practice. Developing good self-esteem involves encouraging a positive (but realistic) attitude toward yourself and the world around you. It's about appreciating your worth. It's not about self-absorption, it's about self-respect. And behaving in a way that does not damage your image.

When you focus on changing your way of thinking, it helps to build your self-esteem. It's about changing your negative thoughts into positive reflections. It's about accepting yourself and doing your best. It's about removing the internal barriers that can keep you from doing your best.

The following checklist will help you work toward changing your own perceptions about who you are and the value you possess. It's about helping others see that in you as well.

**Answer these questions to enhance your self-image as well as how others see you:**

1. What kind of person are you? Describe yourself.
2. What are your positive qualities? What are the very best things about you?
3. What motivates your choices? Why do you think it's important to \_\_\_\_\_?

4. Which kind of remarks about yourself do you usually make: positive or negative?
5. What negative comments do you say to others about yourself? For each comment, write down why you say these things. Once you're aware of your reasons, you can change your approach.
6. Do you want to change something about yourself? If so, what positive actions could you take to make this change?

**Use the following checklist to help you improve your outlook and your image.**

\_\_\_\_\_ Avoid exaggerations.

\_\_\_\_\_ Pay attention to your internal voice, especially when it exaggerates or turns negative. It is important to nip negative thoughts in the bud.

\_\_\_\_\_ Accentuate the positive. Instead of focusing on what you think are your negative qualities, accentuate your strengths and assets.

\_\_\_\_\_ Accept your flaws. They are part of being human. When you forgive yourself your flaws, others will.

\_\_\_\_\_ Accept imperfection. Perfection, a high goal to attain is certainly a worthy goal, but it should not stop you from focusing on the journey and what is already working. Allowing yourself to make mistakes will set you free.

\_\_\_\_\_ Stop 'shoulding' on yourself. Second guessing, self criticism and high expectations can lead to depression, unhappiness and poor self-image.

\_\_\_\_\_ Turn criticism into encouragement. Stop nagging yourself. Remind yourself how amazing you are, take stock in all your past accomplishments and give yourself an 'atta girl' once in a while.

\_\_\_\_ Stop feeling guilty about things beyond your control. It's one thing to apologize when you are in the wrong, but accepting the blame when you have not earned it, will only lower your self-esteem and make others think you are a pushover.

\_\_\_\_ Don't feel the need to fix everything. Stop burdening yourself with problems outside your control, like a friend who is unhappy.

\_\_\_\_ Take responsibility for your own feelings. Happiness really is an inside job. Don't allow others to dictate your emotions.

\_\_\_\_ Treat yourself kindly. Do something nice for yourself.

\_\_\_\_ Give yourself a break. Stop trying to be all things to all people, stop pleasing everyone. Give yourself permission to do your best and not sweat the small stuff.

\_\_\_\_ Choose the brighter side of things. View temporary setbacks as opportunities for growth.

\_\_\_\_ Let Go. Forgive. Forgive yourself and others. Move on.

\_\_\_\_ Bury your 'can'ts. Focus on what you CAN do, not what you can't.

Focus on one or two of the above strategies until you have mastered them. Move on to the others that are causing you concern. Small incremental changes will improve your life and your image. .

