



Ultimate Cheat Sheet:

COMMAND

RESPECT

(With Style)

ULTIMATE Cheat Sheet to Command Respect (Without Saying a Word)

It sucks...

No one respects you...

And you have the education, skills, & experience...

You deserve respect...why aren't you getting it?

Here are 5 steps to use style to get it.

#1. Know Your 'Why' – Your Mission

Why does everyone like 'Mission: Impossible?'

Because Ethan Hunt has a mission... and it's impossible. Watching the impossible become possible earns everyone's respect.

When you're striving to fulfill YOUR mission, people will want to be around you because you make them feel like THEY can achieve their dreams.

So, know your purpose in life, who you are, and the values you stand for ([here are my 12](#)). Decide on the message that you want to send to the world. Ask yourself WHY you care about sending that message through style.

Don't improve your style just because you like clothes. It'll look and feel like a mask. Your motivation won't last. When you know your 'why' - you'll be HUNGRY to succeed.

#2. Decide Your 'What' – Control Your Brand

When I say 'Coca-Cola' do you see red and white swirls?

When I say 'Apple' do you see the iPhone, or Steve Jobs himself? See how they ALL cause an image to pop into your head?

That's the power of brands - and you can harness it to express what YOU stand for.

Choose WHAT style will express your message and your mission. Build a wardrobe that projects that.

Know the rules of your chosen style. Feel free to bend or [break style rules](#) in a way that sends your message - but remember you should be the center of attention, not the clothes.

#3. Figure Out Your 'How' – AKA Style Systems

Successful men systemize.

Top CEOs have uniforms. They know the message they want to send and build an entire wardrobe to project it.

When you know your “why” you can systemize the clothing, so your brand runs on autopilot.

[I call this the interchangeable wardrobe.](#)

Start with BASIC items that work together - neutral colors, blues, little to no pattern. This makes getting dressed a no-brainer - and you can get 120 outfits out of 14 pieces.

Be prepared. Put clothes out the night before.

Develop routines. Get a safety razor and a shoe shine kit and make shaving and shining your shoes enjoyable masculine rituals that you WANT to do and take the time to do properly.

#4. Eliminate Imperfections

Human beings are attracted to symmetry.

According to Dr. Jerald Jellison of USC, [people move asymmetrically when they're lying...](#) so asymmetry makes you look untrustworthy.

When you get ready in the morning, be fussy. Aim for perfection.

Pay extra for good grooming products and a good haircut.

Most people won't consciously notice a tuft of hair out of place or a scuff on your shoes - but their subconscious mind will pick up the asymmetry and give them an off-putting sensation that colors their judgment of you.

Most importantly - get your clothes tailored to fit. The neat, crisp outline of well-fitted clothing removes subtle asymmetries from your look.

#5. Dress for The Occasion (But slightly elevate it)

This isn't about wearing a suit 100% of the time. That's what a pretentious man does.

A RESPECTABLE man SHOWS respect. He wants to make people feel secure in his presence - not woefully underdressed.

So next time an event comes around, think about what others will be wearing, and [dress for the occasion](#) - but don't be afraid to slightly elevate it and stand out.

**Note: SLIGHTLY elevate it. Overdressing too much can have the REVERSE effect.*

This makes you look more authoritative, friendlier, and more trustworthy. Think about it - you bothered to dress well for them. You showed respect.

Conclusion

- Know your WHY
- Know WHAT to do to control your message
- Know HOW to systemize it
- Eliminate Imperfections
- Show respect to earn respect

If you want to discover more...

[Click here for the 10 foundational style rules every man MUST master!](#)



Ten Style Tools *EVERY* Man Must Master

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