CLOTHES MAKE THE MAN [especially if you’re a speaker!]

Let's say you're giving a talk about water conservation so you decide to wear your favorite tie showing a phosphorescent trout leaping dramatically from a phosphorescent mountain stream. The problem: your audience, mesmerized by that tie, is sure to completely lose at least 3 or 4 of your key sentences.

Instead, follow the lead of Steve Jobs. He introduced Apple gadgets wearing black turtleneck, jeans and sneakers.

Bottom line: they're going to see you before they hear you, so make sure what they see doesn't interfere with what you want them to hear!