



***Ultimate
Cheat
Sheet:***

***PROJECT
POWER AND
AUTHORITY
WITH STYLE***

ULTIMATE Cheat Sheet to Project Power and Authority with Style

I get it...

You want to be the authority...

So how come NOBODY sees you as a leader?

Power is competence. Here's 10 ways to project it.

#1. A Dark Tailored Suit

A study by EW Gregory Jr of Eastern Illinois University found [3x as many people would follow a jaywalker if he was wearing a good suit.](#)

The most commonly known power “uniform” is a dark suit. Think Harvey Specter. He wears a power suit in every single episode of Suits.

Common elements?

- Wide peak lapels
- Charcoal or navy colors
- Solid or pinstripe patterns

#2. A Red Tie

Red = persuasion. In a 2014 study in *Psychology and Marketing*, people rated the SAME argument by the SAME man as significantly more accurate when he was wearing a [red tie](#).

Try a deep red with a simple repeating pattern.

#3. Bold Dress Shoes

You can tell a lot about a man by his shoes... 90% of his personality traits, according to a 2012 study in the *Journal of Research and Personality*.

Well-cared-for shoes predict conscientiousness... and plain and boring shoes reflect 'aloof and repressive' characters. If you don't like that last part, make them bold.

#4. A Classy Watch

A 2015 British study in the journal *Peer J* found that watch-wearers are more conscientious (and they tested this... the watch-wearers were more likely to show up for the study on time!)

Get the biggest status boost for your buck with a simple dress watch (so your wrist looks 'suited up' even when you're not) or a watch that LOOKS expensive with intricate details and a 'heavy' look.

#5. 100% Cotton or Silk Pocket Squares and Neckties

Imagine Conor McGregor in his iconic suits... but with NO pocket square or tie. Now he looks like a nightclub bouncer now, doesn't he?

Ties and pocket squares are subtle status symbols. Go for thick fabric with visible edge stitching to display wealth for just a few extra dollars, and perfect your tie knots and pocket square folds to display competence.

#6. Custom Clothing

Picture a man in a perfectly fitted custom suit.

Now picture someone standing next to him wearing a cheap, awkward, baggy suit.

All things being equal...If you were making a business decision...*who would you FEEL more comfortable giving your money to?*

The guy who pays attention to detail.

If he pays that kind of attention to his presentation you can bet he pays that kind of attention to his money.

SHOW a garment is custom with:

- Surgeon's Cuffs - jacket cuffs that button
- Pick Stitching - edge stitching on lapels and pockets
- Bright Inner Lining
- Monograms

#7. A Well-Groomed Beard (or Scruff)

A TON of studies show that [beards make people see you as more masculine, mature, and high-status](#). Just to name a few...Evolution and Human Behavior, 2013, Behavioral and Brain Sciences, 2009, & The Journal of Social Psychology, 1991.

A 2012 study by Dixson and Vasey even asked women from different cultures (New Zealand and Samoa) what they thought of bearded men. Guess what? Same result. This isn't just style - this is primal.

#8. Power Posing

[Body language is part of your style.](#)

Imagine you're a hiring manager interviewing two different people...

- Guy #1 is slouched over with his chin down.
- Guy #2 is erect with his chest out and making strong eye contact

All things being equal...who will you hire?

The man who's confident! You don't want a flakey decision maker in your business.

#9. Strong Eye Contact

How do you feel about someone who won't look you in the eye? Like you can dominate them, right?

Wolves use eye contact as the first step in deciding who the "pack leader" will be. If one wolf won't look the other in the eye, that wolf doesn't even get the chance to be the leader.

[Strong eye contact](#) makes you appear confident, authoritative, and trustworthy.

□ #10. A Contagious Smile

How many unlikeable, unfriendly people do YOU look up to?

Yes - it's powerful to be friendly. Competent people are likeable, and to be likeable you must be relatable. A smile is relatable in every culture. According to a 2013 study in *Cognition & Emotion*, [smiling makes you look more attractive](#), generous, healthy, agreeable, trustworthy, competitive, conscientious, AND open to experience.

Conclusion

While all of these are great tips...they won't work alone.

They need to be combined and used together for the ULTIMATE force multiplier.

If you pair that with your education, integrity, and experience...you're a force to be reckoned with, my friend.

Do you like science-backed style tips?

I cover 10 MORE in my FREE masterclass.

A man in a dark suit, white shirt, and blue patterned tie is sitting at a wooden table. He is holding a white coffee cup on a saucer. The background is dark and out of focus.

**Ten Style
Tools **EVERY** Man
Must Master**

CLICK HERE To Learn More

[Click HERE to join our FREE masterclass!](#)

See you on the inside.

Semper Fi,
Antonio