**First Impression**

In all facets of life, a first impression is key. The three elements to great first impression are: impact, mystique, and motive.

If a tree falls in the woods and nobody hears it, did it really fall? Some would say yes if there is physical evidence, but the old adage stays true. In a world 8 billion some odd people, in order to stand out, you have to, for a lack of a better term, make some noise, and really broadcast your individuality loudly. If you are selling a product, and the product is yourself, you have to be able to differentiate yourself from the others in your genre. Failing to do that, will result in others going back to what they are already familiar with, or not even noticing your products existence. If there isn’t an immediate shift, whether small or large, once your product has gone public, then you garnering attention will continue to be an issue as time goes on.

When you go to a mall or shopping center, they have what they call free samples, and the objective of these is to attract intrigue. Maybe more of the same, better yet, with added elements such as rice to your teriyaki chicken, or potatoes to your steak, a whole new experience in the dish. It would make no sense to give you the entire dish for free and or upfront, because now the mystique of it has faded. It’s as simple as the law of relativity; your first trip to any destination is usually the best because you were being exposed to a new experience. The second time around, engaging in the same activities would provide a lack luster experience, and will only make things worst as time goes on. But a trip to the same destination, but seeking other programing and activities, could give you a better appreciate of the location as you now have a more well-rounded idea of what is there to offer. The deeper the bag the better the experience. The goal is to show that not only is the first taste good, but the meal is even better, and it gets better every time you go.

Lastly, with any first impression you have to ask, why are you here, and why are you doing what you are doing? If you can’t give a compelling answer or clearly articulate your motive, your goal becomes unattractive. People like people who know what they want, and have a plan to get there. That then garners attention from people who also agree with your perspective and create a wave of synergy. Teamwork make the dream work, and without a lack of support, your goal could seem vague and insurmountable.