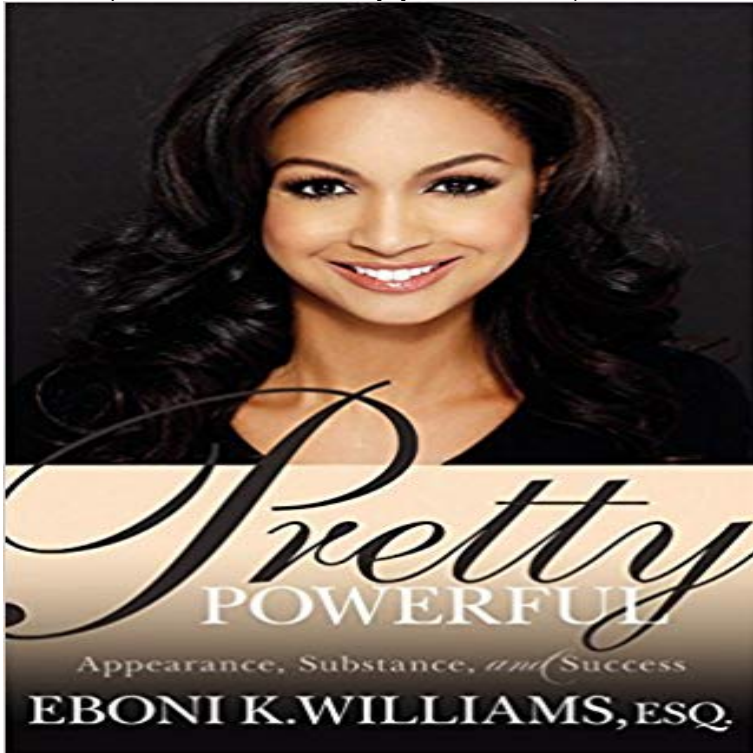


Pretty Powerful: Appearance, Substance, and Success



Fox News political commentator and legal analyst Eboni Williams, Esq. believes that women should leverage their beauty to gain success and power. First impressions matter! For years women have been sold the lie that being seen as pretty comes at the expense of being taken seriously in business, politics, and law. The story goes, if you are seen as physically attractive there is a presumption of inadequacy when it comes to the substance necessary to provide leadership in our society's top industries. The narrative became that being pretty and capable were mutually exclusive, and that in order to enjoy the privilege afforded by one, you must divorce yourself from the other. Eboni Williams rejects that narrative. It's just not true. And to accept that false notion, is to leave an incredibly powerful tool on the table. There is real power in the ability to leverage your aesthetic as a tool to advance your professional goals. It's okay for women to take full advantage of the most immediate and obvious attribute at their disposal. The way you look is the first thing people notice about you -- use that reality to your advantage. Make no mistake about it, looks are not everything. But your appearance can be a powerful tool in your arsenal, if you know how to use it. The knee-jerk reaction is to feel shamed by this potential advantage, but we shouldn't feel ashamed. We should feel empowered -- and use that power to take us straight to the top.

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