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What to say when writing e-mail to strangers

Bust through the inbox clutter of busy people you want to connect with. Use these techniques to write messages that garner responses:

Show you know something

Make a specific comment about something the person has done recently.

Example: "Your comment in the XYZ interview that 'We can't expect unhappy employees to keep our customers happy' made me look at our customer service plans in a new way."

This sets you apart from every other anonymous person attempting to contact the person, because you prove that you have done your homework, are familiar with the person's work and respect him or her.

Make connections

Look for someone in your network who already knows the person you want to contact. If you have built a strong network, that person will be happy to make an introduction or at least allow you to mention his or her name.

Example: "Your colleague Dan Geissel mentioned that you will be travelling to Richmond next month."

Be brief

Busy people won't take the time to read through lengthy paragraphs to figure out what you want from them. They will just



hit "Delete."

Imagine what your message would look like on a mobile phone screen.

—Joanne Richard
Marketing
.com

Sweat is a big TURNOFF

JOANNE RICHARD
Special to QM Agency

Don't sweat it! Easter said than done. "Something that will never help a first impression is appearing nervous or stressed, and sweating can make us appear this way without our even knowing it. So sometimes sweating could cost someone a job," says etiquette expert Ceri Marsh.

It's important to practice proper sweat etiquette to manage outcomes and increase your chances of success. New stats reveal that sweat is a big turnoff: 79% of Canadians are bothered by being in close proximity to someone who is sweating, and close to the same number are bothered by close body contact, like being hugged, by someone who is sweating.

"In addition, sadly, 68% of Canadians don't want to shake hands with someone who has sweaty palms and 63% are bothered by the appearance of underarm stains. For many, people who are excessively sweating give off the impression of being unhygienic and unprofessional," says Marsh, author of *The Fabulous Girl's Code Red: A Guide to Grace Under Pressure*.

Close to a million Canadians hyper-sweat — known as hyperhidrosis — and this can destroy confidence big time. Under the stress of job searches and interviews, breaking out in a sweat is not uncommon, but for some, they break out in a sweat just thinking about breaking out in a sweat!

"It's customary to shake hands in greeting in a business setting. For a person with hyperhidrosis, this poses a real dilemma. If you shake hands and you're palms are sweaty, it will, unfortunately, make a bad impression. But it's also awkward and impolite-seeming to avoid shaking hands so as not to touch an associate with sweaty hands," adds Marsh.

Tactics used to hide the

Under the stress of job searches and interviews, breaking out in a sweat is not uncommon, but for some, they break out in a sweat just thinking about breaking out in a sweat!



IMAGE SOURCE

sweat include: 27% wipe their

hands before shaking other people's hands, 16% avoid hugging or any bodily contact, and 14% wear an undershirt.

Meanwhile, it's important to handle sweat so that "we feel comfortable and confident in our professional and personal lives but also to make to control the impression we're making on the world," she says.

Make it a no-sweat first

interview with Marsh's tips:

- Shower and apply anti-perspirant right before your appointment.

- Wear dark colours to mask any potential sweat marks.

- Choose natural fibres that will allow your body to breathe. Synthetics can exacerbate sweating.

- Layer a jacket over your outfit and keep it on during your meeting.

- Discreetly wipe your hands

before meeting and shaking hands with your interviewer.

Meanwhile, practice proper sweat etiquette on a daily basis by maintaining a healthy weight, and limiting smoking and alcohol consumption.

Marsh advises seeking medical treatment if your sweat is not manageable; visit sweatless.ca for more information.

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TAKE THE SWEAT TEST

When is sweat more than just sweat?

Hyperhidrosis is a medical condition that causes individuals to sweat excessively in the armpits, the face, in the palms of hands or the feet.

Here are five red flags that your sweating may not be normal and you just may be suffering from hyperhidrosis according to dermatologist Dr. Nowell Solish, of Solish, com, and founder of the Sweat Clinics of Canada.

- The Volume of Sweat: If amount you sweat can be a giveaway when it comes to normal versus abnormal sweating. "Sweating is a normal part of everyday living, but if you are suffering from hyperhidrosis, you may be sweating five times more than an average person does in order to maintain consistent body temperature," says Solish.

- Clothing: If you are staining clothes because you are sweating while exercising, this is normal. However, if you are staining your clothes with sweat while sitting in a temperature-controlled room, this is abnormal and you may have hyperhidrosis.

- Impact on Social Life: If sweating is impacting your social life it is abnormal. "On a daily basis you are not hugging someone or refusing to shake hands due to sweating this is abnormal," advises Solish.

- Sleeping: Sweating while sleeping is abnormal.

- Quality of Life: If sweating is an occasional inconvenience, this is normal. "However, if sweat is negatively impacting the overall quality of your life this is abnormal and you will be suffering from excessive sweating," he adds.

According to Solish, the good news is that hyperhidrosis is a highly treatable condition and many treatment options are available such as topical powders or antiperspirant iontophoresis, surgery or focal injections like Botox. Visit sweatless.ca to take the sweat test.