

mtp353

Mon, Apr 24, 2023 2:35PM 42:30

SUMMARY KEYWORDS

people, wearing, first impression, style, women, kimmy, mountaintop, clothes, attract, men, frumpy, confidence, dress, dressed, podcast, casual, outfits, x&y, world, happened

SPEAKERS

Edroy Odem, Scot McKay, Kimmy Seltzer



Edroy Odem 00:05

From the mist and shrouded mountaintop fortress that is x&y Communications Headquarters. You're listening to the world famous mountaintop podcast. And now, here's your host, Scot McKay.



Scot McKay 00:19

All right, gentlemen, welcome to yet another episode of The World Famous mountaintop podcast. My name is Scot McKay, you can find me at Scot McKay just about everywhere in the social media universe. Except for Instagram, where I'm at real Scot McKay, the website is not to talk podcast.com and the Facebook group is the mountaintop Summit. Hope to see you at all those places. And then some with me today is a returning guest. She is from Los Angeles, California. And her name is Kimmy seltzer. Kimmy, welcome back.



Kimmy Seltzer 00:51

Hi, thanks for having me back.



Scot McKay 00:54

Yes, it's good to have you on I love our topic today. We came up with this one together. And I think you're the right person to talk about it since you're into the style thing, and people's looks and how they present themselves and their brand and all that good stuff. So of course, the topic is first impressions. And you know what, Kimmy, we've never talked about it before on here. So you get to blaze a new trail here.



Kimmy Seltzer 01:19

I love it. I love it. And it's something obviously, that's near and dear to my heart. And based on my own story, and also what I help people with.



Scot McKay 01:27

Well give us that story about your first impression. That sounds like a juicy one.



Kimmy Seltzer 01:30

I know. Do you like how I teased you with that? Well, no, because it does relate to everything that I do and why I'm so passionate about doing what I do. And you know, when you look at my bio, you see a lot of professional kind of, you know, stuff that I've done throughout the years. But my story is what kind of flipped the script and how I help people because you know, back in the day, I'm from Chicago originally, I used to work as a therapist. And my belief is that you worked from the inside out. And obviously, being a therapist, I still think the inside is super important. But what happened to me and what I help so many others with really changed the paradigm in which I work. And so what happened is, you know, I had a very traditional life, I had the picket fence and the House and the



Scot McKay 02:22

literally have a picket fence.



Kimmy Seltzer 02:24

I literally did. I mean anyone who has grown up in the Midwest knows that there's a lot of picket fences there. And I, I everything was kind of going on as planned. I had a couple of kids and the husband, I still have the kids, by the way, but you see where the story is going. So we all I



Scot McKay 02:43

got rid of all that. And here I am today.



Kimmy Seltzer 02:46

Right? I haven't gotten rid of the kids yet, although they're in college now. So they're almost out. Anyway, going back to this story I we all pick up and we move across the country. And we plop here and lala land Los Angeles, as you said, and we decided to do it all the other people here do we get a divorce? Now, obviously, I'm joking, their issues are going on in this little fairy tale, but and I like to blame Los Angeles. But the truth is, and Scott, I'm sure you can attest to this, like, it would have happened anyway. Right? Like, and what happened is I was removed from the comforts of in the cushion of my support system, my old life. And when we were kind of faced with each other, you know, that's when everything happened. And I have to say it was a very dark place in my life and my clothes reflected that. And, you know, I really didn't know

what I was going to do with my new life. Everything that was going on as planned was not happening. And here I am a therapist, like that was the kicker of it all. It's like I should know better. I should know how to get out of my own way and get back out there into the world. And I was completely stuck stuck in my clothes stuck in my mindset. And I was literally in my own way. And I did all the traditional things that everyone said, you know, up into this point that inside out belief system that I had, I did I did the work. I went to therapy myself I had a great support system kind of rally around me and helped me but nothing was working. And I decided to do something pretty untraditional. I went shopping. I remember looking in the mirror I was so fed up I was horrified at what I saw. I saw this frumpy mom in the mirror that still had the nursing bras on mind you and I wasn't nursing any longer and the flip flops and IV and I was definitely a hot mess and I was looking at myself and I was harsh what what what has become a me and I'm like who could love me?



Scot McKay 04:59

First of all I don't think any guy would know what a nursing bra was even if it was hanging on his doorknob. So what's that?



Kimmy Seltzer 05:05

A nursing bra? Well, a nursing bra is a bra that you use when you're nursing. And they're not on the front. Yeah, you have the flaps and the clothes are sexy. Yeah, it, there's no lace. It's it's very functional, I will say. And really, the point was, it wasn't the bra. It was what it signified. You know, like, just why was I still wearing that? And



Scot McKay 05:35

I love where this conversations going. Yeah, I am biting my tongue until it bleeds with the jokes. Like, you know, I Yeah, can you You're exactly right. I saw your divorce coming decades ago. And then you said you were wearing dark clothing. And I'm envisioning the golf can be Selter.



Kimmy Seltzer 05:52

And anyone who knows me that it's hard to envision and people ask me all the time to show pictures of what I look like. The problem is I am of age where it was before, iPhones and such. And so all those pictures of me are like somewhere buried or burned them. Come on. Some of them I burned, some of them are buried. The point is I just cigarette holes



Scot McKay 06:13

in the faces.



Kimmy Seltzer 06:17

Anyway, cut to back to the story. No, because this is really important in what we're talking about today, and why I flip the script and how I work. So I go to the store, because nothing had fit me. I was wearing all black clothes, and maybe a splash of beige. But I I'm in the store and I think I'm up leveling myself. But no, what am I doing? I'm having all the black clothes in my arms again, yet again. And they were all probably three sizes too big.



Scot McKay 06:48

Only in that picture is a splash of beige, the degree of panache. Nowhere in the world is based where the style points come in. So yeah, this is pretty dire. And by the way, for the guys listening to this, I'm not being rude. You and I have a long history together. And that history involves a lot of me making you laugh, especially even in person. So that's,



Kimmy Seltzer 07:10

it's true. It's true. We make each other laugh. And that's part of that's part of connection.



Scot McKay 07:15

But you're exactly right. This is incredibly good. background story for what we're getting to because it shows your vulnerable shows you're a human like all of this are.



Kimmy Seltzer 07:25

Well yeah, I mean, I could come out and say let's let's just talk about first impressions and my professional experience around it. But no, like I lived it. I breathed. I owned it. So anyway, I'm in the store. black clothes on my arms. And as personal shopper, she comes up to me, she says Ma'am, I've been watching you. And I really think you should try this on. And she holds up a red dress that looks like three sizes too small. I said, That's really sweet of you. But that's really not my size. And that's so not my color. She says honey, that is your size. That is your color. Try it on. Pam, it was like she hit me over the head with that red dress. And when I came to I caught my red dress moment now. I like you know, she's



Scot McKay 08:12

right, your moment of red dress.



Kimmy Seltzer 08:15

It's It's the moment of my red dress because and now I like to give everyone a red dress moment, even men will not address but seeing that yourself different. Like that's what it signifies where I took that red dress and I said I need to try this on. Because nothing else is working and gosh darn it, I need to feel different and I need to see myself different. So I squeezed into the dress and I twirl around like Cinderella and bam, there I was, like I see I

remember staring in the mirror. And just not even believing what I was seeing. I felt like a princess in that moment when I saw myself in the red dress and I'm like, wow, like this is this is who I need to be. And I bought it as a costume quite honestly, because I still didn't really think that that was me. But I'm like, you know, I'm gonna buy it and I'm just gonna try wearing it and see what happens. And so I go out into the world and I Scott I went everywhere. I went to the grocery store, I worked so coffee shops I wore like everywhere I went. And here's something I noticed. guys started noticing me and I didn't like it. It surprised surprisingly so like I thought oh, okay, now I'm out there. So what I realized in that moment, is that I was scared of being seen. I was scared of you alien men and I really thought you guys were aliens. I didn't know how to talk to you. I didn't know even how to be comfortable around you. And that really was more of my journey of being seen that those black clothes was like a black cloak to keep me invisible. And so I realized there was a symbiotic relationship between the outer and the inner when it comes to confidence that it wasn't superficial that how we market ourselves is directly correlated to the messages that we send out to the world and who we are, and who we attract. And so that was my journey. This is where it all started. I mean, many stories after that. But from that point on, I now work from the outside in where I start with how you present yourself, your first impressions, your body language, the way you dress, your energy, your flirt skills. And that impacts the inner confidence that you have. And of course, I do a lot of work with that as a therapist, but also how we interact with people.



Scot McKay 10:43

I think the socially popular paradigm is beauty starts from the inside and radiates outward. That's right. And what I hear you saying is, why does it have to be a one way street? Why can't we do both? Why can't we be beautiful on the inside and work on the outside and let that radiate inwardly as well? I'm reminded of the work of a guy I'm sure you know, also, because he has been a veteran of dating advice stuff as well as his core wheelhouse, which is handwriting analysis. That's Bart Baggett.



Kimmy Seltzer 11:16

Oh, yeah, I know, Bart. Yeah, I



Scot McKay 11:17

haven't heard from him in years, but he's been a guest on the show before and he will go to his grave saying, if you change your handwriting, you will change as a person. You know, that's, that's theoretically, at least how profound what you're saying is you can change something on the outside. And that really will kind of seep into how you are inside and how you how you see yourself. And that's the other thing that came to mind when you were talking, Kimmy, is that the first impression that matters, that first first impression? Really is your first impression of yourself, isn't it?



Kimmy Seltzer 11:55

It is so true. I say that all the time, Scott, like, you know, I'm



Scot McKay 11:58

not as profound as I think I am. No, you are, you're profound,



Kimmy Seltzer 12:01

you're profoundly profound, because so many people focus on, you know, the woman or the man or whoever they're trying to attract. And really, it's about you, because when you look in the mirror, and you find yourself sexy, that's when other people do too. And that's where the journey starts, you know, it's really true about the first impression. And there's just to kind of also put some research into it, too. It's not just, you know, me being this girl now from LA saying, Oh, just put on this, you look fabulous. And everyone will love you. You know, because it seems almost a little superficial. But there's been studies done where when people wear different clothes, there's actually shifts that go on in the body. And there's a term called embodied cognition, where there's chemistry in the brain that actually changes when you wear certain clothes. And it will allow you to perform differently. I mean, to the point where, like what you were saying, you could do all this inside work. And believe me, the inside work is super important. Again, being a therapist, I can safely say that. But if you're not marketing yourself, in a way for people to get to know all the juiciness inside you then love might pass you by. And there's not too many things in life that you can immediately see that will make an impact and a difference in the way that people will trust you view you be attracted to you. So like why wouldn't you work on this stuff? Like this is the fun part too. I can't tell you how many times people come out of the out of the dressing room, walking differently, feeling a little bit, you know, prouder and taller, and it affects your body language. I know you do work with body language as well. What you wear impacts how you move.



Scot McKay 13:57

Yeah, if you go out, say grocery shopping, and you're wearing cargo shorts and a baseball cap and a T shirt.



Kimmy Seltzer 14:06

You are a man or woman at this point?



Scot McKay 14:08

Well, I am a man. We're talking to men here.



Kimmy Seltzer 14:11

I was gonna say that's a bit different profiles. And wearing those. Okay, continue.



Scot McKay 14:15

Although I am in Texas, you see that? Quite a bit. Yes, you can run that. Yes. If you're a guide, you're walking around dressing I guess. Masculine, frumpy, right, right. You get your key Newport sandals on and you've got your pocket shorts and a baseball cap and you go to the grocery store, you're going to carry yourself differently than if you've just been to a business meeting and you stop by the grocery store for something for dinner and you're still wearing your suit. Women will look at you differently and used to be at least people will treat you differently. I don't know if that still holds true. But kind of a corollary to that is my kids are involved in the sport of BMX racing and I've seen this happen in other sports but I'm using BMX once again as an example because the storyline There is just so clear cut, mostly kids show up and have really good raw talent and their writing novice and they show up in their jeans and a borrowed helmet, and their bike, maybe, okay, it's the same bike. But then someone will see that potential and sign them to a team and get them all outfitted in a jersey and matching helmet. And these pants and all of a sudden, they look like a pro. And they start winning even more, they ride with more confidence. And you would dare say, with more skill, simply because they look themselves in the mirror before they went racing today. And they said, I look just as fast as everybody else now. And so they are. So I mean, there really is a psychological component to all this. There. Really? Yeah,



Kimmy Seltzer 15:38

that's a great example. It's true. And we all judge, we all want to say that we don't, but we do. Like, you know, studies now show that it only takes seven seconds to make a first impression. It used to be a couple years ago, 30 seconds. So the stuff fast our brains are working. And in those seven seconds, people are making judgments and assumptions based on two things, the clothes you wear, and the attitude that



Scot McKay 16:04

you have, period. That's it on an online dating app. It's milliseconds, milliseconds, I'm



Kimmy Seltzer 16:09

sure. Yeah. And so this is super important. I mean, I can't tell you how many times that I've looked at people's profiles, and I tweak their pictures and you know, based on the clothes that they're wearing, and and the attitude that they had, and they get a totally different response. It's unbelievable. And even just like, you know, out in the world, and to the point, like you were saying, I remember there was this guy I was working with, and he he was a bouncer in the Midwest, and he just poor guy. Like he just couldn't get a date to save his life. And he was such a great guy. But he just dress like crap. Can I say that? I hear I he just was awful.



Scot McKay 16:51

The record show you're the first guest in recorded history of this podcast in 16 years. Yeah, it was ever actually asked out loud if it was okay to say crap.



Kimmy Seltzer 17:01

Okay, well, now, given who I am, I just wanted to, you know, confirm that that was okay. Yeah, so it was not a good luck. And yet he was a good looking guy. He again, he just wasn't advertising himself. Well, and so he was so nervous coming here, you know, I do some of these in person experiences where we go shopping, and then we go flirting. And he, like, was having panic attacks. He's like, I don't I don't know what I'm doing. I not sure I'm in the right place and what I should wear, so don't worry. And we ended up having a lot of fun and got him some amazing things. But the minute he put on, he's like, dark jeans and a nice button down and he had a leather jacket on. He looked like a million bucks. And it was so cute. And he walked out of the dressing room just standing taller with his chest kind of puffed up and he was slowing down his walk and he started approaching women and it was just like, I call it costume confidence. It really is like wearing a costume like cotton Halloween you've seen in Halloween too, or people wear things like you can be these like shy girls who are these vixen outfits and all sudden they're like,



Scot McKay 18:17

the greatest day. It's the most wonderful time of the year. Absolutely.



Kimmy Seltzer 18:22

Yeah, it that's what's so fun about it. But the the best part of the story is he went back home with a whole new wardrobe and I got a email from him. Two weeks later, he said, Kimmy, I don't I don't know how much how much I can thank you because for the first time in my entire life, women are actually looking at me. And I'm happy to say I actually asked out a woman. And she said yes. You know, it was like this was just like the first step for him. And his confidence grew from there and obviously start dating up a storm and he became more sexy, confident. He too burned all his old pictures now because I think he was younger. It was still we had iPhones at that point. Well, in



Scot McKay 19:07

all seriousness, I've had actually two different guys who came here for infield work with me and in those cases took them to the barber shop as soon as they got off the plane first. Got their hair redone. Yeah, that's happened at least twice. And transformed. Both of them even the lady cutting. Wow. Oh, yeah. Yeah, yeah. Several things I want to talk about there. First of all, we're talking about first impressions. And you're talking about how frumpy people are. I think this has actually gotten worse over time. Instead of better. Comey it used to be like back in the day everybody would get dressed to fly on an airplane. Everybody would get dressed up for church everybody would get in their Sunday best, you know, go out on Friday nights or Saturday nights dressed to the nines. You know, women would wear dresses men would wear suits. Nowadays. It's the Battle of the sweatpants. It's like who can be frumpy or people All showing up in bedroom slippers pajamas. I don't know if you see that during the day, but like young people, they'll just put on pajamas and go out and make no effort at all big old baggy T shirts and

sweatshirts, women not making any effort at all. And that says a lot about how people have kind of devalue this idea of a first impression, or maybe a lot of people are living in their heads the way you use to Kimmy saying, you know, I kind of really want to be invisible. I don't want to be noticed, I don't want to be bothered, maybe because they're, you know, social skills aren't there or their confidence is down. But you know, you tell me, why are so many people. So much more frumpy nowadays, when we know deep down that first impressions matter what's going on with that?

 Kimmy Seltzer 20:50

Great, great question. And there's a lot of layers to this. And I guess I'll answer it in a couple of ways. I mean, one is that there's trends that happen. And there's a difference between fashion and style. So I want to talk about that for a second. Because style is something that's everlasting. You know, everyone might have a personal style that speaks to their brand, who they are, who they're trying to attract that kind of thing

 Scot McKay 21:18

that transcends clothing, that's your whole vibe. That's what you drive.

 Kimmy Seltzer 21:23

Yeah, exactly. And it speaks, it's like kind of tells a story. And it's something that should last is something that still like suits you fits you that kind of thing. Now, there's fashion or fashion, or like the trends, you know, things that come and go and you see things you know, in style than out of style, as they say, but it really is called fashion. So those are the differences. Now, we have this little thing called the pandemic, as you know, and we all were in what I call COVID clothing, right, we all got into, from the waist down, we got used to wearing, you know, the sweat pants, and or nothing if you prefer. And, you know, if you were doing zoom calls, maybe you got a little dressed up, you know, from the waist up. But then out of that came kind of this more casual, trendy type of style. And, you know, everyone has a different style. And if you can wear it, and you own it, and you're intentional, and you look good in it, that's different than being like you said, like sloppy or not caring or hiding. So I think there's a difference between like the intentional casual, which I still think could be really cute. And by the way, I want people to hear this too, like men out there, like women still enjoy a casual guy. But we just like clothes that are kind of up to date fitted, not hanging on you acid washed jeans, if you're still wearing them or pleated jeans, you got to contact me like there are certain things that are different, you know, in the casual wear so. So I will say that that is the difference too, because you're right, like over the years. And if you look at decades, you know, behind us, they were more dressy and it's just not the times anymore. The other thing is, is know your audience, so what you're wearing, you also have to look at what you're attracting. So in business, you have to look at what you're wearing and ways of well, who are you trying to attract? Like, you see big stars like Mark Zuckerberg, like he's very casual, like he almost would look weird in a tux, you know, because you wouldn't trust this on his brand. You know, and so that's okay, that he's casual, because that's kind of his personal brand. And everyone's accepted that because you don't want to also go to off of your style, because that almost might be too like strange,



Scot McKay 23:56

although, although no man should ever turn down an opportunity to wear a tuxedo.



Kimmy Seltzer 24:02

Yeah, I mean, women love men and tuxedos. And it's we like variety. We like what you like, like Men like women who are casual too, but not sloppy, and unkempt. But we all you also enjoy a woman dressed up and we also like men dressed up. So I think variety is key. But I think everything that we're talking about really has to do with intentionality and like really taking a look at what I call the three C's. And this is more important than anything else. Because everyone listening to this can do a closet audit by themselves and you can get started right away. So the three C's are looking at the cut of your clothes, the color, and also confident clothing like confident outfits that make you feel amazing that you put on over and over again. And those are really good three elements for the wardrobe. Now the other thing that has to do with great first impression obviously is body language we talked about like attitude A little bit, but being open smiling, making eye contact being relaxed in your body. Those make a huge difference in just how you're reading as well. So I like to do all the nonverbal stuff first in the first impression, because that's 93% of communication is nonverbal. And then of course, the other part of a great first impression has to do with your social skills. You know, how you interact, how you flirt, your interpersonal communication, your social comfort? How are you interacting in your conversation? Are they factual based? Are you telling stories and, and having fun in the way that you engage? So when I work with people, I work with all three of those. So that's part of the charisma quotient formula, which is the name of my podcasts, of course, but that that is kind of the formula of how I help people make that great first impression. Yeah, there's



Scot McKay 25:54

a lot there. First of all, the word charisma is such a great word. To me, it's the art of being irresistibly charming, and making people want to follow you as a leader at the same time. Yes, and that is one hell of a first impression if you can carry it. But I want to go back a little bit and talk about this idea of, well, people lacking style, I was thinking as you were talking about how it kind of correlates to how we talk about character around here. You can have good character, bad character, or there's actually a third option, which is no character. You're just blown and tossed by whatever people tell you to do, or whatever it feels like you should be believing right now to get along with whoever you're in the room with. I think that's what happened to style too. There's good style, bad style, and drumroll, no style. So yeah, I mean, there's these guys who don't give a rat's ass how they look. The Cheeto fingered guys, you know, let their belly hang over their pants they've given up on given a good first impression anybody or they're so naive and myopic that they think, Well, the way one guy put it who was like this, one day, my own Jennifer Lopez is gonna walk through that door and except me for just who I am. You know, a lot of women are guilty of that one, too. ain't happening, Captain. Okay. But good style, to me is demonstrating to the world who you are while looking your best and your healthiest and your sharpest while doing it. If you're a hiking guy, if you're a traveling guy, if you're a surfer guy, if you're a golf guy, whatever kind of guy you are, it'd be great to connect with people who are like you make some friends attract some women who want to go on an adventure, just like you, you know, the gal in the cargo shorts, and the ball cap and the t shirt and the keen shoes. Well,

she finds a guy who dresses like her they can go do cheep crawls together, and they may be perfect for each other. And I would say that you can look better than worse in that style. If you get the right color combinations and the right type of clothes working as long as you're in an appropriate environment to be wearing that. I mean, everybody. Everybody who's gone to a national park or on a safari somewhere in Africa knows who outfitted themselves for this and who was winging it. If you're spying, yeah, they look on the trail. So I mean, there's something to that. But I want to address that third one, which is no style. And I think this is a fear based mentality Kim, where guys in particular, in particular, men are afraid to adopt any style at all to go outside of that comfort familiarity zone. Because they don't want to look weird. They don't want to be nonconformist. I mean, it's almost like the Chinese Communist state circuit 20 years ago, where everybody was basically mandated to wear the same thing. We live in a free country yet every guy wears brown Dockers, a polo shirt. And I don't know, some kind of generic shoes. And they wake up the next day and put on a different color the same thing and they don't have any style whatsoever. There's no way to infer anything about what that guy's like, from how he's dressed. Because he's just dressed like Dilbert. He's just boring. There's nothing there's no room to read there. Mm hmm. What about those guys? What should those guys do?

 Kimmy Seltzer 29:06

Well, I you know, I always first start with the why, like, what is it about changing or getting a style or doing something different? That is challenging for them? Because, quite honestly, a lot of them just don't know. Like, they don't know how right? And just it's like teaching them what looks good on their body. What also attracts women if they're single, because here's the other thing, a dating costume, as I call it is different than just maybe a work costume now with guys. You know, it's not as varied as with women. But just again, like there are certain styles that have sex appeal for women like we notice these things guys, like when a when a man is well dressed. He we love it. We love it. It gives you personality and that kind of thing. So that's the first thing is figuring out out the why, and then helping them through it. You know, some guys if it's more like, I would say, a way of protecting themselves, like maybe there's fear involved, kind of like with me, like I was kind of scared of being seen, like, maybe there's some body issues that guys are having, and they're just like, well, I'd rather just not care, you know, it's kind of a defense almost, then that's a different issue. So again, like, I'm not this cookie cutter approach, kind of stylist, like I like to understand what is kind of blocking people or challenging people and then helping them through it.

 Scot McKay 30:36

Another thing that came to mind just now is how many people are scared. They're just living in fear nowadays.

 Kimmy Seltzer 30:42

And that's I'm saying, yeah,

 Scot McKay 30:44

they're hiding who they are, because they're afraid it's going to offend somebody. And what I mean by that is someone out there may be saying to themselves, well, I know who I am. I know what I'm about. But I'm afraid I'm going to offend somebody with it. And therefore, they lapse into that generic mindset. By the way, the guy who has no style, I call him Gen. Eric, that's just John, from the newsletter about that one before? That's what I'm talking about. It's actually serious, you know? Yeah, as much as we can crack jokes about it. I know people because of how the media is treating certain segments of the population. I mean, come on, there are some white heterosexual men out there who don't think that's okay. That they're that guy. But who else are they supposed to be? After all, they're white and heterosexual. And they're a guy. But they're afraid to own that, because they saw this meme on Facebook that showed a bunch of guys with a salt and pepper go t driving a diesel pickup truck with wraparound shades on and the ball kept going, Oh, my God, I'm an evil, horrible, terrible terrorist, because someone said I am. And the confidence it comes back down to confidence. If you're this person, you're going to make friends with other people who are like you, you're going to attract plenty of women who think and act like you. Even though the media may tell you they don't exist. In that era unicorn, what you're going to find out is the media is wrong. Now, listen, if you really are a racist terrorists, horrible person, you got to do the self work. I mean, you know, I think that should hopefully be obvious to everybody listening. But just because someone who doesn't like you, and what you're about said, You shouldn't be that anymore, doesn't make you right or wrong. And it doesn't necessarily make them right or wrong. They're just not one of you. They're not your team. They're not a person you're trying to impress to begin with. Now, obviously, there are people out there who are open minded and want to make friends with all sorts of kinds of people. Yeah, that should be most of us. But that still circles back to who you are. So at least people know who they're dealing with. So you're not fake, so you're authentic, and that authenticity has to be rooted in confidence. Or it's never going to see the light of day and see first impression. Okay, can I be who I am? And let go of the fear of how that first impression I'm trying to make is going to land on certain people who may not like it. Can I accept that? I'm not going to please everybody? Is that good enough? Because I think when it isn't good enough, that's when we are really in danger of remaining generic. That's what I think. Hmm.

K

Kimmy Seltzer 33:20

Yeah, it is really about that authenticity. And also like, looking at who you're attracting, if you're not liking who you're attracting, then you got to take a look in the mirror, because what you put out is what you get back. And that's the other thing. And that is part of finding your tribe. I remember there was this guy who wanted he did a virtual makeover with me because I do these virtual makeovers. And he's like, I just I just want an athletic woman who's in really good shape and likes, you know, likes to be outdoors and all that kind of jazz. I said, Well, are you fat guy? And he's like, Well, no, not really. And he, he had this big sweatshirt on, it was oversized, and he looked very unhealthy. I'm like, How are you supposed to attract that kind of woman when you're not that kind of guy. And so we first just had to dial in his his look, to get him. Like he looked like he cared, you know, like, it just didn't look like he cared. And that was the first thing and you know, it started with the clothes. But what was so cool that came out of that is he started incorporating a healthier lifestyle. He started losing weight. He started exercising, eating better. And then obviously the clothes started fitting him really well. We took new pictures and boom, he started attracting those kinds of pictures right? Not nude but new. Yeah, but it really is about that. And again, like I always tell people, you can't change the way people think of you. You can't change the way they are. But what you can do is change things about you and get into different result.



Scot McKay 35:01

The last thing I want to ask you about, by the way, everything you just said was absolutely on point. And one of the things that's gonna make my guys chuckle is that's the second time in about three episodes, I've been able to crack the same joke about new pictures versus new pictures. Oh, Okay, gotcha. So you were slightly the victim of that one.



Kimmy Seltzer 35:19

Here. I thought you just thought of that. Oh, no.



Scot McKay 35:22

Everything's a rehash. That was comedic recalls what that was, yeah. What would you say to the guys came after her saying, Look, this is all great, Kimmy. But yeah, when frumpy chick shows up in sweatpants, and a ponytail to the grocery store on Saturday morning, I'm still going to pick her out from a crowd. I know a hot woman when I see her. Whether she's in a little black dress or the aforementioned PJs and frumpy hair. She can be in curlers, for all I know, I'm still gonna know she's hot. What would you say to him?



Kimmy Seltzer 35:52

Well, it depends what he's trying to say to me, does he? Is he saying that he's just gonna still go up and not care about what he looks like? Like, tell me what he said he



Scot McKay 36:02

is this is really matter. Come on, this is all fluff.



Kimmy Seltzer 36:05

Well, it only matters in what he's trying to get. Right. And so if you know that girl that maybe looks like she doesn't care actually probably took an hour to get the way that she looks like she doesn't care. I'm just gonna push back a little because you men have no idea what we go through. So why you look so nice. And like natural. She probably had a little foundation on she had some mascara on like you guys don't know that. So that I will say,



Scot McKay 36:36

the reason why I'm laughing so hard is because he noticed her. That's right. All the women who he didn't notice are all the women who have no style. She actually put some effort. She put lots of effort towards looking as if it were effortless, and voila, the men are noticing. Oh, I know

exactly what you're talking about. That's why I won't go hard. Yeah, it's brilliant. That's actually pretty amazing. My wife is a genius at that, by the way,



Kimmy Seltzer 37:01

really? Well. Yeah, you're and your wife is naturally beautiful, too. And



Scot McKay 37:04

yes, the most makeup she wears the better for my wife.



Kimmy Seltzer 37:07

Honestly, that's the thing. It's not again, it's not being like all done up all the time. And just for men and women. I'm not saying like go out in a tux every day. It's just be mindful of what you put on your body and be intentional and know how you feel in those clothes. Because that energy that you have in your clothes, people will notice.



Scot McKay 37:30

Oh, do you see the energy you have without your clothes?



Kimmy Seltzer 37:33

Well, yeah, but yeah. And that's that we'll get to that's the end game.



Scot McKay 37:41

I've got to ask you, I've worked hard for this last question. Okay. I know, I just know deep within my soul that you're gonna laugh out loud when I say this. Because if it's happening in San Antonio, it's happening in LA for sure. It's five o'clock in the afternoon, you go to the grocery store. And there are four dozen women in yoga outfits. None of them are going to do yoga. None of them have been to yoga. All of them look perfect. None of them have sweated at all. They are in yoga outfits to go grocery shopping. Yeah, for sure.



Kimmy Seltzer 38:14

I've never liked to generalize Scott like, you know,



Scot McKay 38:18

is it there? Is it happening? Or isn't it? It? Oh,



Kimmy Seltzer 38:20

it is absolutely absolutely. fashion trend though. See? It? Yoga pants aren't just for yoga. Yoga pants are like an every day kind of look that a lot of women



Scot McKay 38:31

just have well, it's a style. It's a first impression.



Kimmy Seltzer 38:35

I have yoga pants on right now I will be full disclosure. It's part of it's part of my everyday wear. But I meant as a first impression. Yeah. But if you're if your butt looks really cute and your yoga pants and you know it, why wouldn't you wear it and own it?



Scot McKay 38:49

That's exactly what I'm saying. I'm just saying those women are doing yoga. They're going to grocery store. They're not doing yoga yet. That's still the first impression they want to give. That's probably because it's intentional. It's not an accident.



Kimmy Seltzer 39:01

Yeah. And here in I will say Los Angeles. It's probably both to be honest. Because usually yoga happens and then they go to Erwan afterwards. Yeah, it's just it's just a thing here. But in general Yes, you're right.



Scot McKay 39:18

Well, I don't want to dig myself in a deeper hole. Her name is Kimmy Seltzer, and she is a style coach and a dating and relationship coach and very smart and very personable and gives a great first impression as you already have found out. I want to send you to mountaintop podcast that conference slash seltzer s e LTZE. Are you know have a daughter named Alka Do you?



Kimmy Seltzer 39:41

I wish I wouldn't be doing what I do. I'd be sad but



Scot McKay 39:44



ya know, right. Poor kid. And you can go to math podcasts that conference I Seltzer and find camis style guide what's up with that Kimmy what are they going to? What are they going to do to really get their hands on that?



Kimmy Seltzer 39:57

I now well, I assume A lot of men are listening to your podcast and in that style guide It's a man's fashion manifesto where you'll get tips and tricks on grooming and styling and understanding your body type and won't close flatter you. You want to take it one step further you can do a virtual makeover with me but that's like the first step. If you're a woman listening to this and I'm sure there's



Scot McKay 40:24

there's no there's I guess but it's mostly a men's show.



Kimmy Seltzer 40:28

Well, if you have a girlfriend you may want this right and and so it's a style guide for women to help them understand their body type and what flatters their figure.



Scot McKay 40:37

Fantastic so guys, get you some it's there for a mountaintop podcast.com front slash seltzer SELTZ Er Kimmy as always great, fun entertaining conversation with a whole lot of value tucked in there too. Thank you so much.



Kimmy Seltzer 40:53

Oh, thank you for having me. Always, always enjoy coming on Scott.



Scot McKay 40:57

That's always a lot of fun. Guys, check out match top podcast.com Check out our sponsors Jocko willings company origin in Maine as well as the good guys at key port and at heroes soap use the coupon code mountain 10 to get 10% off all of your orders all the time with those guys. Check out our monthly master classes for men we're covering a topic in detail a different one every month they come on the last Wednesday of the month. Grab your ticket for the next one or for previous ones when you go to mountaintop podcast.com front slash masterclass and until I talk to you again real soon this is Scott McKay from x&y communications in San Antonio Texas be good out there



E

Edroy Odem 41:45

mountaintop podcast is produced by x&y communications all rights reserved worldwide. Be sure to visit [www dot mountaintop podcast.com](http://www.mountaintoppodcast.com) For show notes. And while you're there, sign up for the free x&y communications newsletter for men. This is Ed Royal. Speaking for the mountaintop