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DEBORAH O'CONNOR BRINGS SUCCESSFUL IMAGE TO BIRMINGHAM

MOUNTAIN BROOK, ALA. – August 2, 2010 - Social strategist **Deborah O'Connor** has opened Mountain Brook-based Successful Image to help Birmingham-area business leaders and job seekers better prepare for career advancement.

Deborah O'Connor provides private and group coaching and seminars that enable her clients to dress impeccably and conduct themselves in ways that will boost their job and promotion potential.

Potential employers and colleagues notice a professional's ill-fitting suit, poor table manners, or less-than-smooth presentation skills, but rarely give the professional the feedback he or she needs to improve. And they don't necessarily know how to remedy the situation.

O'Connor, on the other hand, has made a career of enabling professionals to present themselves well. Her assistance is particularly valuable in this slowly recovering economy where the competition is steep.

Area business leaders, including Billy Harvill, chairman of the board of IntermarkGroup, believe metro professionals have a need for O'Connor's services.

"Deborah understands that to succeed professionals must present themselves well. She's a valuable asset to Birmingham, and Successful Image will fill a much-needed gap," he said.

ABOUT DEBORAH O'CONNOR

O'Connor was fortunate to be brought up in a family where social skills were taught and made a priority. As an Atlanta community leader she served on boards and fundraised for a major hospital and other organizations, including the Junior League.

Later she provided image and etiquette consulting to Fortune 500 executives and attorneys in Atlanta and Fort Lauderdale. O'Connor has advised and managed the affairs of a variety of high-profile individuals, including the wife of a Los Angeles-based billionaire.

O'Connor recently relocated to Birmingham and is providing her services to area professionals and students. Dr. Lauren Skinner Beitelspacher, assistant professor of marketing at UAB, for example, has asked O'Connor to work with her American Marketing Association students this fall.

"Deborah has an inherent understanding of etiquette, image and social strategy and how they impact the job search, especially in this difficult economic climate," Beitelspacher said.

Among O'Connor's seminars are "Basic and Advanced Business Etiquette," "Legal Etiquette for the 21st Century," "What Graduating Seniors Need to Know," and "How to Compete in Tough Times."

For more information visit www.successfulimage.biz

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