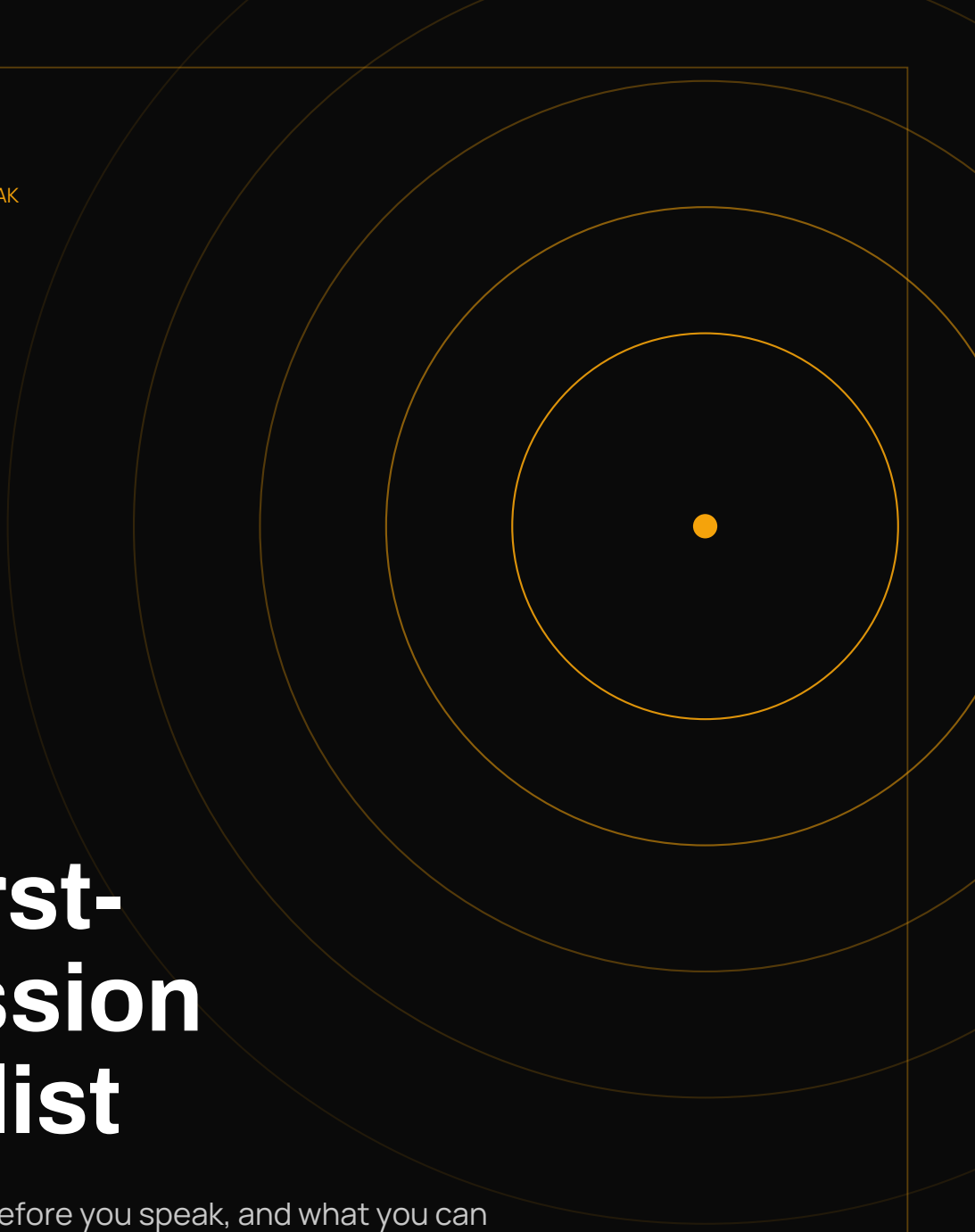
FREE CHECKLIST · ZOYA MUBARAK



The First-Impression Checklist

What people notice before you speak, and what you can deliberately adjust in how you show up, sound and leave.

COMMUNICATION | 10 MINUTES | PRINTABLE

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A PRACTICAL CHECKLIST

People decide a lot before you finish your first sentence.

First impressions are not about looking perfect. They are about sending clear signals: that you are calm, present and worth listening to. Most of those signals are things you can adjust deliberately. Use this checklist before interviews, meetings, events, first calls and any room that matters to you.

HOW TO SCORE YOURSELF

Tick what you already do well. At the end, count your ticks and pick three unticked items to practise this week. Three is enough. Small, repeated changes are what people notice.

1. Before you walk in

- [ ] Your clothes fit the room and fit you.
  Clean, pressed and comfortable matters more than expensive.
- [ ] Your phone is away, not face-up on the table.
- [ ] You know the first sentence you will say.
  A greeting plus one line about who you are.
- [ ] You arrive five minutes early and take three slow breaths.

2. The first ten seconds

- [ ] You make eye contact as you greet.
  Your eyes carry a lot of warmth and confidence. Let them do the work.
- [ ] You say their name back to them.
  “Nice to meet you, Sara.” It helps you remember it and makes them feel seen.
- [ ] You stand or sit tall, with your shoulders relaxed.
- [ ] You slow down your first sentence.
  Nerves speed us up. Calm reads as confident.

3. Your voice

- [ ] You speak at a volume the whole table can hear.
- [ ] Your sentences end down, not up like a question.
- [ ] You pause instead of filling silence with “um” or “basically”.
- [ ] You finish your point, then stop talking.

4. Your body language

- [ ] Your hands are visible and open when you speak.
- [ ] You don’t shrink, fold in, or hide behind your bag or laptop.
- [ ] You stay still when listening, instead of fidgeting.
- [ ] You nod and react, so people can see you are listening.

5. The conversation

- [ ] You ask a second question, not just a first one.
  “What made you choose that?” goes deeper than “What do you do?”
- [ ] You listen more than you talk, especially early on.
- [ ] You don’t over-explain or apologise for yourself.
- [ ] You remember one detail and bring it up later.

6. Your online first impression

- [ ] Your profile photo is clear, recent and well lit.
  Instagram, LinkedIn and WhatsApp.
- [ ] Your bio says what you do in one line.
- [ ] Your WhatsApp “About” is professional or neutral.
- [ ] Your latest posts are ones you would be happy for a new contact to see.

7. How you leave

- [ ] You close the conversation clearly and warmly.
  "It was really good to meet you. I'll message you tomorrow."
- [ ] You follow up within 24 hours if you said you would.

Your score

TICKS	WHAT IT MEANS
22 to 26	You already make a strong impression. Refine the details and practise under pressure.
14 to 21	Solid foundation. Your three practice items will make a visible difference.
Under 14	Great news: the biggest improvements are still ahead of you, and they are learnable.

My three practice items this week

1.

2.

3.

DOING THIS ALONE IS A START. DOING IT WITH GUIDANCE IS A SHORTCUT.

This checklist gives you the first layer. Personality Reset takes you all the way, step by step, with Zoya. Turn the page to see what is inside and how to join today.

YOU HAVE DONE THE FIRST PART. DON'T STOP HERE.

Confidence is learnable.
So is presence.

THE PROGRAM THIS GUIDE COMES FROM

Personality Reset

Five days that go underneath the behaviour: why you act, speak, love yourself and hold boundaries the way you do, and how to rebuild it on purpose. Workbook, guidebook and six months of private community.

- See the patterns that have been quietly running your life, and where they came from
- Rebuild your self-concept, confidence and boundaries with guided daily exercises
- Six months of community so the change lasts after the five days

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HOW TO JOIN IN 3 MINUTES

1. Pakistan: pay by SadaPay to 0337 3696443 (Zoya Mubarak) from any bank or wallet app.
2. India or international (Binance / crypto): message our team on WhatsApp for the details.
3. Submit your receipt at zoyamubarak.com/payment and get your login by email and WhatsApp.

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