

The Personal Image Blueprint

Lesson 4 – Understanding Body Types

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Gentlemen, Antonio here. Today we're going to talk about understanding body types. I'm going to talk about five body types. In the article, I go into a lot more information. This is more of a quick overview.

I want to emphasize that average and attractiveness – this is based on the study – University of California – and what they discovered is that what is attractive in society is often very close to the average.

There's a few things you need to understand about this. What is average in one society is not the same as in another. Japans has a different average. Men are going to be shorter. Men are going to be a little bit trimmer than they are in the United States. The perception of what is average in the United States is not the true reality. That's another big point to zero in on, because most of us in the United States in the average weight – obesity is becoming much more common. However, what television portrays, unless it's reality television, is often this fit body type, so that became attractive.

You're going to see oftentimes a more bulked up man, a more, I would say, muscular man, is considered more attractive in this culture than – and it's not going to be the same – overseas. You need to take into consideration what's being portrayed. You need to take into consideration what is average in your country from height to actually the build, and you need to understand why are you doing this?

We're doing this so that we understand it. Not that I feel that you guys need to go out there and work on your bodies or transform yourself. I just want you to understand that if you're going to a meeting with a new client and you've got a oval body shape, you are a very large man, you don't want him to think "Well, this guy doesn't obviously take care of himself. Why would he take care of my company?"

No. You want to just negate that possible negative influence and say "Okay, this guy's big, but at least he's sharp and he's in charge. He takes care of himself." Versus being fat and sloppy. That's where I want you to zero in on.

We're going to talk about for each of these. You guys may not fit into one in particular. You may find that you're a mix between the two. I just want you go get thinking about how to get towards that average and how to negate some of the negative connotations that come with each of these body types. I'll talk about that as well.

The average-proportioned body type, probably the most fortunate one. I think I'm average proportion. I'm 5'9", about 170 pounds. The great thing for this body type is that most clothing is built for us. We can go into many stores, and we can find things that fit us off the rack, even going into designer stores, stores that are going to be a little bit more expensive. Oftentimes, the clothing is going to be very close to fitting us very well off the racks.

This body type, of all the types, is one that's going to need custom clothing the least. I had a custom clother, and I had a lot of custom clothing. However, I can go into suit supply, and I can grab some great shirts and great suits, and they're going to fit me very well, and they're going to be half the price of what I would buy if I went off and got it custom made, unless I went to Bangkok or I went to Hong Kong.

The point is that this guy still needs to go to a tailor, because he still needs to get things adjusted that fit him, and if you are this body type, you still want to perhaps look a little bit taller. Taller man are oftentimes perceived as a better partner, not only in business but for relationship-wise. You're also going to want to maintain a bit of trimness. I have an extra probably ten pounds around my midsection I would like to lose. However, at this point, not going to lose it. This is the body I have. So I want to make sure my clothing is cut to adjust me and trim-fitted.

Not going to spend a whole lot of time on the average-proportioned, the trapezoid torso shape. Again, go to the article. I go into more details there. Let's get into the slender build.

The slender build actually is considered one of the most attractive builds to the opposite sex. However, in our society, slender – especially being too slender – can be perceived as unattractive because it's perceived as being sickly. What you want to avoid is falling into a lot of this skinny clothing, or wearing clothing that is not proportionally built for you. Two things there.

By wearing clothing that's too tight on you, too skinny, all of a sudden, you're going to overemphasize your best trait, and you're going to be perceived as a non-attractive partner. You've got a little bit of a hunch if you're not standing up properly, which oftentimes very thin people do. You could be perceived as weak. That's something to pay attention to. You also want to pay attention to proportion of the clothing. A lot of the jackets you're going to try on, they fit you well, but maybe the lapels are too wide. That tie, make sure the tie, if it's bigger than 3.75 inches right here at its widest point, you probably want to go smaller, more like three inches, 3.2 5.

You're going to want to look for things that are proportional for you. Proportion is going to be key for you. I've got a whole separate section on there for you, but understand, proportion is key. Also look at when you're putting on jeans, if you're going to be wearing something thin, don't go skinny, and also make sure it goes all the way up in the crotch area. When you're putting on a jacket, when you're putting on a shirt, make sure the armhole – for this body type, you may want to explore custom.

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You're also going to want to find particular brands that work with your body build, and consider layering. Layering's one of the strongest things that you can do. It can add a bit of bulk naturally to your body build. May not work if you're in a hot area like Florida, however, you can still find ways to layer with thinner bits of clothing. A vest is a great option for a thin, slender man. It's going to give him a little bit of weight.

Full-bodied, oval-shaped men. Becoming the average here in the United States. What we want to focus in with the oval-shaped guy is you don't want to have the oval shape. We want to add a bit of squareness to you.

I would rather you have a square build than an oval-shaped build. Wear jackets. You're going to want to wear casual shirts that have sleeves you can roll up, maybe have epaulettes on them, have the double pockets. We're looking to build up your chest, looking to build up your shoulders, de-emphasize the stomach area.

We do that either by throwing on a jacket or going for a monochromatic look. If you actually have fat that's folding over, you don't want to wear these tight jeans. Maybe look to wear overalls. In fact, if you want more information, if you're this build, reach out to me. I'll give you a free copy of my guide *For the Large Man*, because you want to wear clothing that doesn't make you look bigger. You want to consider suspenders and a number of other things here, but we want to avoid – you can't ever look thin if you're a large man. However, you can look large and in charge, and that's what we're shooting for.

Next is going to be athletic build. The athletic build, you would think this is perfect, right? The problem here is that you can be looked on as less intelligent. My friend Ryan Masters, we did an experiment. He's wearing around this tight-fitted t-shirt as InfusionCon in Arizona, pair of jeans, and he's being perceived as this beefcake. "Yeah, the first time I met you, I thought you weren't that intelligent. I thought you were just some fitness nut."

Reverse is if you downplay it, if you actually wear a sports jacket that's unpadding – and that's very important, you don't want to overbuild the shoulders. For the guy looking to build up his upper body, double pockets, epaulettes – here, you don't want to do this. You go for more of a simple build in your shirts, whether they be casual, whether they be dress shirts.

For your jackets, you want to go for a very unstructured – you've already got muscle there. You don't need to build up your shoulders, but you also don't want to overemphasize. That's probably better than de-emphasizing. I see some guys that are in great shape. They don't wear anything that fits their body correctly. They look really big and square.

I would rather you actually maybe overemphasize it, but be careful of looking like a cartoon character. Again, that is the down-pointed triangle. It's a great body build to have, but don't let

it work against you. Also make sure that we proportionally build up your legs and your feet. My friend, Ryan, gets around this by wearing actually really nice boots. Those draw attention, and it actually builds up and emphasizes his feet. But that's what you want to pay attention to.

Let's talk about the large-hip up-pointed triangle, the hardest body type to fit. Guys very similar to the full-bodied oval where you want to build up the shoulders, build up the chest area. Jackets are your best friend. Again, if you need the e-book, *For the Large Man*, just email me.

Guys, I didn't really talk about how height, but height plays into all this. Height is always a great thing, so try to always go for monochromatic looks, if you can. Look to wear clothing that's going to maybe build up your height. We'll get into hard-to-fit body types of stuff in a separate article. Take care. Bye.

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