



Papa Rock Stars Podcast

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[Episode 012] Professional Image

Like it or not, first impressions are everything when you are meeting new customers, hostesses and potential consultants. What are some things we should consider when getting dressed in the morning?

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<https://PapaRockStars.com/professional-image>

Training:

Having a professional images helps communicate to others that you respect yourself, your job and even them! When you dress for success, Success is what you will find. Plain and simple. What you wear determines to a great extent how you act and treat yourself and others.

I remember watching an episode of a talk show that communicated this idea in a really memorable way. There were 5 or 6 ladies that were brought in for a makeover. They came to the stage in their “before” walk and were cursing at the audience, making faces and flipping them off. They were rude, vulgar and had little respect for themselves and those around them. They were soon whisked away for their makeover where their hair was styled, makeup applied, and clothes that covered more of their bodies were chosen. Then they were presented for their “after” walk to the stage. They were positively glowing. They were smiling, walking respectfully and acting dignified! The change was so stunning that you doubted if it was even the same person, but after hearing them talk it was clear that they were. They admitted to feeling more confident and happy by dressing in clothes that were nicer.

Why is professional image important?

If you were going in for a job interview, would you wear your PJ’s or grubby clothes? Probably not. You want to make a good impression on the person who is interviewing you and let them know you are serious about the position you are applying for. This is most quickly communicated by your appearance.

Studies show that you only have 7 seconds to make an impression on someone and in that 7 seconds, 93% of the other persons opinion of you is influenced by your tone of

voice, appearance, body language and attitude. Only 7% of their impression goes off of what you actually say!! Are you starting to see why it's important to present yourself professionally?

Another great reason for dressing to impress is because YOU are a blank canvas for displaying your latest and greatest jewelry! You want the beauty of the jewelry to shine through and create interest without your customer becoming distracted.

The same is true for how you present yourself when you are at a party, out running errands, selling jewelry at an event or even talking to someone who is interested about joining your team. You are constantly meeting people who potentially want to "hire" you whether it is as their jewelry consultant or team leader. It is important that you communicate that you are serious about what you do with what you wear.

Professional image guidelines

Here are a few guidelines to a nice, professional look that is sure to impress!

- Keep your hair clean and maintained.
- Wear little or no fragrance
- Flatter your body type
- Keep shoes nice looking
- keep nails clean and maintained
- emphasize quality instead of quantity in clothing purchases

The 3 B's

When you are getting dressed for a party or event, be sure that you cover the 3 B's – literally. The 3 B's are Boobs, Butt, and Belly. Having any of these hanging out is a big turn off for me and is seriously unprofessional. No matter what, when you are representing your business, be sure that the 3 B's are properly concealed.

How do I know how I should dress?

A good rule of thumbs us to dress one step above what you feel everyone else will be wearing. So if you are doing a party and guests will be most likely wearing jeans, a nice pair of slacks and a nice shirt will do. Be sure your hair is styled and a touch of makeup as well.

Just like dressing too casual could be bad for business, dressing too fancy can have the same effect.

When you are leaving your house for errands, shopping, mailing or delivering orders or meeting with friends or potential team members, dress casual but nice. A clean, well-

fitting pair of jeans and a nice shirt will do just fine. You don't need to wear your finest clothes, but something clean, attractive and stylish will work to your advantage.

With any outfit, don't forget to accessorize! Like I mentioned before, you are a blank canvas to display what you sell, so use that to your advantage!

Show Challenge:

Make sure that you have at least 2 outfits that are business appropriate. If you do, great job!! If not, time to go shopping.