

Dress For Success

by Pam Shaw

If you want to look successful & make a great first impression do a check up from the neck up and back down again!

1. How is your hair? Has anyone said lately, I love the color! What a great cut! Your hair looks awesome! If not, go to the best colorist, the best stylist you can find and GET IT DONE!!!
2. What is the look of your best business suit? Is it out date? You are making a statement... what is it? ? Is it cheap (I don't mean what you paid for it; I mean fabric, style...) Does it fit? Is the hem right for your leg? Is the color the best for you?
3. Shoes...what are you wearing? Are they cheap? Do they look cheap? Are they a comfortable heel? Attractive heel? Nice leather? Good tip (not click clack...I used to call those my fall in the mall shoes! ha!)
4. Hose.... are they beautiful and look special on your leg? Never wearing black hose with white or red shoes!
5. Make up.... who is especially good with the product in your area? Ask for advice or a makeover.... Are you still wearing the same shades in the same places you were a year ago? Lip stick? Same? Liners? Same? Make sure you look your absolute best!!!!
6. Personal...have you had your teeth cleaned recently? I mean it! Go to the dentist and get that plaque off! What do your fingernails and toenails look like? How is your breath? And what breath mint do you carry with you?

7. What does your ink pen look like?

8. Brief case or folio?

9. What does your purse look like? Is it cheap? Too big? Too small?

10. What are your business cards being carried in? Make sure not "tattered".
How accessible are they?

11. Are your earrings outdated? Cheap? Too big? Other jewelry? Too much, too little? Go for classic!

12. Do your clothes fit? Do you need to have a jacket taken up, skirt up or down, sleeves raised?

13. Are your leather articles polished? (Shoes, purse, etc...)

I am not suggesting that you all run out and purchase a ST. John knit, but I am suggesting that you take an honest look and ask the opinion of a classy friend who will tell you the truth. As you purchase new items, make sure they are classic, quality, and fit the look you are after! I'd rather have one suit that I feel like a million in, than to have a closet full of cheap and outdated items that don't fit, don't appeal to the fashion world (we are in the beauty business), and don't work at growing the quality of my business. Like it or not, appearance is the first element a person has to judge whether she wants to do business with you. We don't get a second chance at a first impression. You will get a chance at heart later, but first, your look will sell or send! Take a close look and dress up for your Success Breakthrough!!