

Why dressing smart for business is so important



You are your biggest marketing idea.

By Janine Davison

Business Owner - Shopnfriends Style Consultants

When you start any business, a lot of time and money goes into marketing. I have seen a lot of start up businesses over the years, and been there myself.

It's about getting a website, and designing a logo. Designing your stationary and setting up your social media. And the list goes on.

But have, you ever thought about YOU and how YOU represent your business.

Your personal image tells the world how you feel about yourself. So that's kind of a big deal when it comes to running a business right?

Absolutely! You have probably heard it somewhere before that it takes just a few seconds to make a first impression.

It's true, and we judge people all the time in business. So what does your first impression say about you?

Fact is, that someone will decide within just few seconds, whether or not they want to do business with you based on how you look. And the majority of the time that is done even before you have even opened your mouth.

Now days many more business owners are working from home, and more recently I have noticed that the level of business dress seems to have declined and replaced with a somewhat "smart casual" wardrobe.

I have seen too many business owners attending network events in jeans, trainers, jumpers and other clothing that screams unprofessional.

I saw a study some years ago now where it showed that people will actually listen to you more when you are appropriately dressed.

Appropriately dressed means, that if you are in business, you should be dressed for business. You could be costing your business more than you know.

A professional image is really important when you are in business. You need to dress up for business and show yourself in your best possible light. Your first impression really does count.

So here are some tips in dressing for work.

Work out what your business dress code is? High Corporate, Smart business, or smart casual?

Mirror the (suspected) dress code of the person / people you are meeting with.

Dress to impress. What does your outfit say about you?

You ARE selling yourself when you are selling your products/ services.

Be careful of colour. For example; A person with a big personality shouldn't wear loud, bright colours. It can be too much!

Your work wear should not be the same as your social and weekend wear.

Many people are now using the help of a Personal Stylist to learn how to improve their business dress.

If you are in business, it's important that people listen to you and are not distracted by your choice of outfit. When you have spent so much time and money into marketing your business, don't forget about YOU and how you represent your business.

Shopnfriends Style Consultants work with business owners both male and female. We identify your style and how you want your business to be seen.

For a confidential chat about how I could help you, please contact me direct. And for further information, please visit our website: www.shopnfriends.com.au



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Shopnfriends Style Consultants

Shopnfriends was created back in 2008, when Janine Davison saw a gap in the Image Industry. Who was looking after the everyday people?

The name Shopnfriends originally meant, "A friend to shop with" but over the years, Shopnfriends has expanded services from just personal shopping to a variety of styling and beauty services.

Shopnfriends is now a reputable and popular agency for both men and women, teaching them how to dress and shop with confidence.