

## What To Wear

Always make sure you are well groomed.

Specifically this means:

1. Showered, clean hair, clean & cut/filed fingernails.
2. Do not overload with perfume or cologne. Do use antiperspirant.
3. Clean your teeth, have mints or breath freshener.
4. Don't over do the make up if female.

### Clothing:

Always have a back up outfit, and check before hand that what you plan to wear is clean without any marks. So you want to have two outfits that are clean/laundered & ironed. This is for male & females!

Tip: decide on your wardrobe 2 days in advance to address the above.

Having come from a corporate background of wearing serious suits, I would not suggest this is mandatory for presenting yourself as an Online Consultant for these reasons:

- a) may come across too over the top.
- b) may alienate the prospect as seen as too 'corporate' aka expensive
- c) the working world tends to embrace smart casual as being more creative & dynamic.

Instead you need to put together an outfit that fits both your personality and is also tasteful & I would suggest fits within the 'Smart Casual' category.



## Online Local Hero

Some ideas of what Smart Casual may look like:

### Men

Sports jacket or leather jacket

Trousers

Dress Jeans

Stylish shirt out or tucked in

Casual tie with jacket

Shoes or boots but no sneakers or runners

### Female

Dress either just above, on or below the knee (no mini's)

Trousers or leggings or skirt with top & jacket

High heels, boots

Avoid:

Excessive cleavage

Excessive tightness

Too much leg

Jeans for first meeting

Denim jacket

Platforms or sky scraper stilettos

Too much feature jewelry such as huge earrings, necklace or multiple bangles

Both both genders, keep is simple, clean, tidy err on the side of conservative with a splash of your personality as opposed to a tsunami of 'here I come', remember you are there for the Client & want to add value to their business.

