

ENHANCING YOUR IMAGE

Personal and Business

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Image is everything

Either personal or business, if it isn't right, desired results cannot be achieved. It does not matter how great you or business is, the image you present to your intended audience, customer or potential employer will make the biggest difference in how well you or your business will do.

Why fit in if you can stand out



Ways to enhance your image:

Define how you would like your target audience to know you.

To enhance your personal or business image, first know how you want to be seen by your target audience. Only then can you begin making improvements and ensure that you or your business aligns with the image you want to achieve.

How would you like your target audience to describe you?
Reliable? Dependable? Easy to deal with? Professional?

Know what makes you or your business unique

Understand and be able to describe to your audience what makes you or your business unique. That is your biggest selling point. If you fail to do you, you may miss out to competitors. You need a special something that sets you or your business apart from competitors or similar businesses. However, you don't have to be completely different, but you do need to have a few unique elements that'll help to set you apart.

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Have An Incredible Website

Having and maintaining a website is really just a small part of your image strategy, it is just a tool, it is going to say a lot about you or your business.

Consider this, your website is the first source of information about you or your business that your audience can easily reach, i.e. when they search Google to see what you're about. It can either look presentable, professional and easy read all important and up to date information, or look messy, and difficult to read. The latter will send your potential audience away and may never come back. This is where the first impression rule really sticks. However, if you put the effort in making an incredible website, better still commission professionals to create, launch and maintain on your behalf, it will pay off. It may seem extreme, but you need to think of this as your or your business' story accessible 24/7.

The professionals will make sure your 24/7 information is up to scratch in terms of aesthetics, readability and you'll be well on your way to improving your personal or business image.