

# BEING CONSISTENT IS GREAT

Personal and Business

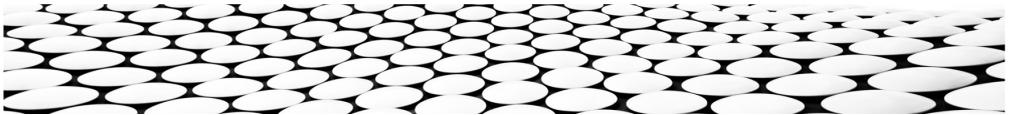
## In this issue:

- Image is everything
- Ways to enhance 3
- Share your expertise

## Image is king

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.

## BEING DIFFERENT IS NOT A BAD THING IT MEANS YOU'RE BRAVE ENOUGH TO BE SO



## Ways to enhance your image 3:

### Ensure your audience know how important they are to you

It may sound like a cliché, but showing your audience how important they are to you, if you're going to keep up a great business or personal image is crucial.

Keeping it real and always going by with true honesty goes along way in maintaining a trustworthy image. It is the little touches and surprises that will and make them want to work with you.

### Be consistent

Finally, to enhance your personal or business image and more importantly keep it that way, you must be consistent in all of your efforts.

Your target audience like knowing what to expect from you or your business, so make sure that everyone helping you out on your endeavour are on board with everything you're trying to achieve.



## Share your expertise

Sharing or providing your expertise for free may seem counter intuitive, but this kind act will actually help towards solidifying your reputation as an expert or specialist in your field.

Your target audience will come to you when they want help and advice, so through social media e.g. blogs! Posts answers to the most common questions you have been asked to date. Provide quick tips and recommendations, making sure the main goal is to honestly help your audience, no strings attached.

When you offer consistent, helpful content, you your outreach will progressively improve and result in obtaining better results.

The personal and business image that will be established from the above is something that will be tough to beat!