



Melinda's Office Works presents:

ORGANIZING YOUR IMAGE

in honor of International Business Image Improvement Month

- Smile when you talk on the phone - especially when you are answering it. The smiling image will come through, giving off a great first impression.
- Make each client feel like they are the only (or most important) one.
- Be sure to follow-up with "Thank You" cards or notes. This gives clients and/or prospects the feeling they are special.
- Host a "Customer Appreciation" event. If not on a grand scale, including all your clients, then at least with a one-on-one recognition (like lunch or tickets to a movie).
- Put your picture on your business card to help potential clients, and fellow referral sources, remember you.
- Keep your website updated on a regular basis with new topics, newsletters, and business-related stories.

Melinda's Office Works ... so can Yours!