

DRESS CODE: THE ESSENTIALS

You have **less than 7 seconds** to make a first impression. Dress to impress from head to toe! Are you conveying the right message to your prospects? Check out our dos and don'ts for guys and gals:



For Men:



- Hair is cleanly groomed.
- Face is cleanly shaven or facial hair is neatly trimmed.

For Women:



Stay clear of the terrible "too"s:

- Too Low
- Too Tight
- Too Short
- Too Casual

Good General Rules for Everyone:

- Avoid outrageous fads.
- Keep hair well-groomed.
- Wear appropriate shoes.
- Keep piercings and tattoos private.
- Wear business professional attire that is clean and wrinkle free.
- Smell fresh, but not overpowering. Avoid strong perfumes or colognes.
- Coffee drinkers and smokers- don't forget the mints and hand washing.