



## **Biz Hack #9 Look The Part**

So, you're recently qualified and probably feeling a combination of excitement together with possible frustration that the clients aren't pounding down your door begging for appointments. Questioning yourself on what's next or how to fix this situation?

The first place I recommend everyone start is to review how you present yourself to the world. Whilst there's a certain attire one should wear when providing a service, I'm not talking about that. **I'm talking about how you present yourself in emails, on social media, letter heads etc.**

When you correspond with external parties, how do they know who you are? For example, I recently had a coaching client email me and their name was not readily identifiable via their email address, and they only signed 'Heather'.

So here's my checklist of 'must haves' in your email footer

- Your name
- Organisation
- Contact phone number / email address
- Qualifications (if this list is as long as mine, consider what business you work in and simply list the qualifications relevant to that business)
- Hyperlinks to your social media sites. For example [Facebook](#), [Instagram](#), [Linkedin](#)

I found once I placed my photo into my email footer, the online dialogue became more personalised. People made connections more readily. It's the same with inserting your face into the headers of your social media pages. People need to connect with you!

Make it as easy as possible for people to book appointments and network with you. Consider utilising a free online booking system (such as acuity online booking) and include a link on your email

and facebook pages. You never know where the next new client or referral network practitioner is coming from!



**My soul purpose is to support people to 'bloom from within'. How they decide to do that is up to them, I'm just the CHANGE FACILITATOR!**

Want to get to know my vibe? Follow me on Facebook -

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