



Jon Michail

Professional...from head to toe

Brokers, are you happy with your image? Would you like some pointers on how to dress to impress, to look professional and show clients you really mean business? Image Group International's *Jon-Michail* is here to help

FROM THE EXPERT

Jon-Michail, CEO, Image Group International

In my opinion, many brokers struggle to make a decent living. Broking is such hard work and I believe many in that business have not been educated on what 'influence' really means, and how to show they have influence to their customers and business

partners through attire and presentation. It's like the old days of financial planners, when most were workhorses. Now it's all about perception, building a reputation and image – and ultimately, building credibility. Let's face it, beauty attracts.

By looking at this latest makeover, you can see that

in the 'after' shot, Mari Anne embraces a more positive energy. Now, this is a single woman that has been through some hard times. The outfit we have put her in makes her look attractive and creates a certain confidence in her look and in her own reality. It gives her impact and enhances the perception that she, as a

broker, has a valuable service to offer customers.

The 'after' shot also shows a more polished look and tells the world that she cares about herself. Showing that you do care is a positive in the money game and says, 'I'll care about you too'. Look at what differentiates you in the money market. ■

The makeover: Mari Anne Becker, Key Finance

Before, Mari Anne's hair was un-styled and a little messy, though natural. Her hair in the 'after' shot has a more youthful feel.

The make-up is also a young look; not frumpy. Before, Mari Anne did have a bit of a 'mum look'. She didn't appear to be in a professional mode, as she is in the 'after' shot. Which of the two people would you like to have on your team? The 'after' I'm sure.

We gave her a simple necklace to wear, with a classic round diamante-type solitaire – very stylish. She was also put in some simple stud earrings. Her face shape would lend to bigger earrings but these are great for a business look.

Mari Anne is a slightly more mature woman so we put her in a contemporary suit with zips underneath the arms, and with zips actually on the arms too. This gave the overall look a younger, fresher feel.

The shirt we put Mari Anne in was a soft lilac colour; feminine but strong. The look is very current, highly business-like without being too stiff.



AFTER



BEFORE

Jon-Michail, Image Group International's CEO, is an award-winning author, speaker, image coach and past designer with Christian Dior. He can be contacted at Image Group International, Asia-Pacific Head Office, Devon House, 47 Darling Street, South Yarra, Vic 3141. Phone: (03) 9820 4449 or e-mail: jonmichail@imagegroup.com.au

To take part in the next makeover e-mail lisa.bowman@keymedia.com.au

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