

Podcast 8 - The Impression You Make



What is your brand? It's more than logo, colours etc. It's your beliefs, your values, your passion, your style, what you stand for, what you're known for.

There's a number of important elements associated with your brand and it's a topic that needs to be explored in depth. Today we're going to talk about one element – the first impression you create. If you or your team rock up to someone's house or business with a grungy shirt and dirty shorts, a plain vehicle and no visible identification of who you are, what does that say about you – what's the first impression people have of you? How can they trust that you are who you say you are?

This happened to me just today. I had a technician booked in to connect broadband up at home. When I answered the door there was a guy in a checked shirt, filthy hat and filthy workboots. I looked past him to the driveway to his white van – and it had no signwriting. He got annoyed when I asked him for identification, as he had to rummage around in his van to find one of his Telstra business cards. He could have been anyone, and I didn't want him casing my place, as has happened to us a few years ago with a couple of tree-loppers who knocked on the door, gave us a quote then robbed us the following week. You never know what you might be blamed for if people can't immediately identify your company logo.

Whether we agree with it or not, looks are important. I've had this conversation several times in training seminars where many people argue that doing a good job is more important than looking impressive. Whilst I agree with the principle, customers and prospects have a greater sense of confidence if you and your staff look the part. It shows that you want to impress your customers. That you care about your appearance and you want your customers to be impressed. It also applies to company vehicles, your workspace, your promotional material – everything. If you make a bad first impression, you have to work so much harder to turn that around – and that may be tricky to do because you've lost their trust.

So how are you suppose to look? We'll you need to be comfortable, clean and identifiable. And when it comes to clothing – there's cheap stuff which quickly falls apart and looks tatty. And there's better quality workwear that lasts for a long time, wears really well and is more comfortable.



*Leigh Eam
Brand Manager and
Designer, Eleven
Workwear*

And that is the subject I'm talking about today with Leigh Eam from elevenworkwear. She's one of Australia's foremost workwear designers and has spent years designing workwear for tradies. In this interview she discusses what is important and she has an **amazing offer** at the end, which if you get in quick means you could get some for free.

Interview with Leigh Eam, Eleven Workwear

0:27	What is your brand?
0:53	What first impression do you make? What does that mean?
2:55	Why looks are very important
3:35	The consequences of a bad first impression
3:49	How are you supposed to look? Clean, comfortable and identifiable
4:30	Benefits of quality of workwear
5:00	What we will discuss with Leigh Eam from elevenworkwear.
6:20	How does workwear fits into tradie success
7:17	Workwear is a fantastic marketing tool
7:50	Workwear should meet safety and high-visibility standards
8:50	What's the difference between cheap and high quality workwear?
9:40	What are some of the protective features?
10:44	What kinds of products are on offer?
11:56	The industries that can benefit from elevenworkwear
12:55	Where you can learn more about elevenworkwear products
13:20	The trade up campaign. Try before you buy!
14:26	Special offer runs for two weeks only
16:35	Three key takeaways

Wow – what a great offer! Make sure you take it up and get a free item of workwear from your local RSEA store.

You'll see the website and facebook address in the show notes below where you can register for this fantastic offer, together with a list of their stores.

Key Takeaways

1. Your appearance IS important. It not only helps people identify who you are, when you're wearing a monogrammed shirt, but it shows that you and your team have pride in the company.
2. Not all workwear is equal. You get what you pay for. Who'd have known that workwear designers put so much effort into designing clothing that is really functional as well as looking good. Just that one idea of extendable colours to help reduce sunburn, and crotch gussets that eliminate ripping when bending over. All of a sudden your safety is taken care of and your clothes are going to last much longer.
3. Cost per wear is something that women are very familiar with. Let's say you wear a shirt twice a week (cause you wash it in between and have clean ones for every day) - if you pay \$10 for a nylon polo shirt from a discount store – you may only get 30 wears out of it before it looks tatty, faded and needs replacing. Your cost per wear is 40c. If you pay \$30 for a quality workwear shirt made from quality fabric, double-stitched, UV protection, fade resistant and mono-grammed, you could expect it to last at least a year - that equates to 48 weeks x 2 – that's 31c per wear. So in the long run it's cheaper to buy quality!

To sum up – think about the impression you are making on others. Do you want them to be to focus on your appearance and wonder how this equates into a trustworthy competent person, or do you want them to focus on you and the great job you are going to do, because your appearance is not an issue.

Quote of the Week

This leads into our quote of the week from the late great Robin Williams, which is totally fitting with this conversation.



Take advantage of this wonderful offer now and make sure you and your team are proud ambassadors of your brand.

Get Your Free Workwear

Step 1: Visit elevenworkwear/tradeup to register

Step 2: Visit one of their stores here to swap an old item of workwear for a brand new one

State	Address	Suburb
NSW	41 Griffiths Rd, Lambton	Lambton
NSW	Unit 4,472 Victoria Street	Wetherill Park
NSW	56 - 60 Parramatta Road	Lidcombe
VIC	40-46 Cheltenham Road	Dandenong
VIC	41 Raymond Road (Cnr Boundary Road)	Laverton
VIC	Shop 6 Supa Centre,430 Warrigal Road	Heatherton
VIC	220 Canterbury Road	Bayswater
VIC	Unit 6, 101-105 Keilor Park Drive	Tullamarine
VIC	Unit 1, 71-73 Midland Highway	Epsom
VIC	Shop 17, Frankston Power Centre, 111 Cranbourne Road	Frankston
VIC	25-29 Settlement Road	Belmont
QLD	Unit 5/6, 359 Southport-Nerang Road	Ashmore
QLD	549 Gympie Road	Kedron
QLD	Shop 4, 112-118 Duckworth Street, Garbutt	Townsville
QLD	cnr Lytton Road & Beverley Street	Morningside
QLD	1102 Beaudesert Road	Acacia Ridge
QLD	101 Hanson Road	Gladstone
QLD	19-21 Milton Street	Mackay
QLD	Unit 1 & 2, 57-59 Mills Avenue	Moranbah
QLD	45 Lahrs Road	Ormeau
QLD	20 Carrington Road	Toowoomba
SA	515-517 Grand Junction Road	Wingfield
WA	1960 Beach Road, (Cnr Harlond Ave)	Malaga
WA	173 Boulder Road	Kalgoorlie
WA	50 Pilbara Street, (Cnr Orrong Rd)	Welshpool
NT	Unit 2, Berrimah Business Park, 659 Stuart Highway	Berrimah

Step 3: Share the link with your friends, submit a selfie in your new gear for another gift. You could even become a product tester or famous in the media!

Feedback?

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