



## Looking Your Best = Feeling Your Best

By: William Daffron, Owner  
All That Jazz Salon - Cleveland, Tennessee

“As a small-business owner, I realize the importance of having a personal banker – just like I do here with Athens Federal.”

- William Daffron

**You never get a second change to make a good first impression.  
Today, it is so important to look your best for certain customer meetings, networking and job interviews.  
And by looking better – you'll feel better about yourself.**

### **Tips for Women**

- Solid color, conservative outfit (dress, suit or appropriate wear)
- Coordinated blouse
- Limited jewelry
- Tan or light hosiery
- Manicured nails
- Moderate shoes
- Neat, professional hairstyle
- Sparse make-up & perfume

### **Tips for Men**

- Solid color, conservative suit and tie; Blazer/slacks and nice open-collared shirt
- Neat, professional hairstyle – be careful with hair coloring
- White long sleeve shirt
- Dark socks, professional shoes
- Go easy on the aftershave
- Conservative tie
- Very limited jewelry
- Neatly trimmed nails

***For more casual occasions, you obviously have many other choices for your look.  
But the tips above will help give you a great first impression!***

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**William is a customer with Athens Federal Community Bank, which provides a wide array of financial services for small businesses. Athens Federal serves Bradley, McMinn, Meigs, Monroe and Polk counties.**



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