

Practice Development Series

Module 2: Marketing / Activity 4 – Enhancing Your Professional Image

Aligned with the PFA™ Designation Program

Instructions: Complete the tasks listed below.

Note: You can create section headings in your completed activity to represent each topic area.

Professional Image

1. As you prepare for a client meeting, look in the mirror or take a picture of yourself. Examine what you are wearing. Is it appropriate? What is your mood? What's on your mind? – a client will notice if you are distracted.

2. Review and evaluate your workplace or client meeting place. Take the time to observe your surroundings as if you are discovering them for the first time. What you are seeing is what your client or prospective client will see. Make a list of items you wish to change or improve.



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3. Ask a colleague or your manager to review some of your initial client communications or to be part of a client meeting (with the client's permission) to provide feedback on your communication skills.

