

*Clothe Yourself In Confidence*

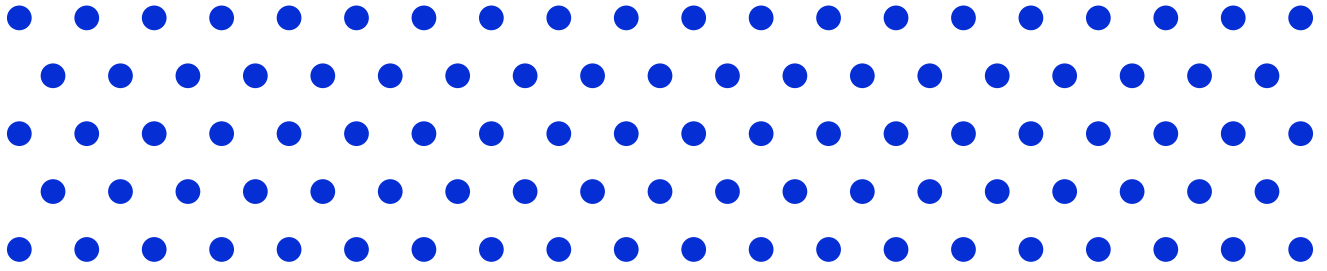
What the colours you wear  
say about your business

BROUGHT TO YOU BY



TRACY JAYNE HOOPER  
PERSONAL STYLIST

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*Colour is  
very powerful*

Colour speaks to our subconscious in a way that we are not even aware of. So it is possible to influence the message we want our audience to receive, just by being very mindful about the colours we wear to represent our brand.

*Colour can  
change the  
way we feel*

Colour evokes moods, feelings and meanings without us realising that these emotions and meaning are due to the colour we're seeing.

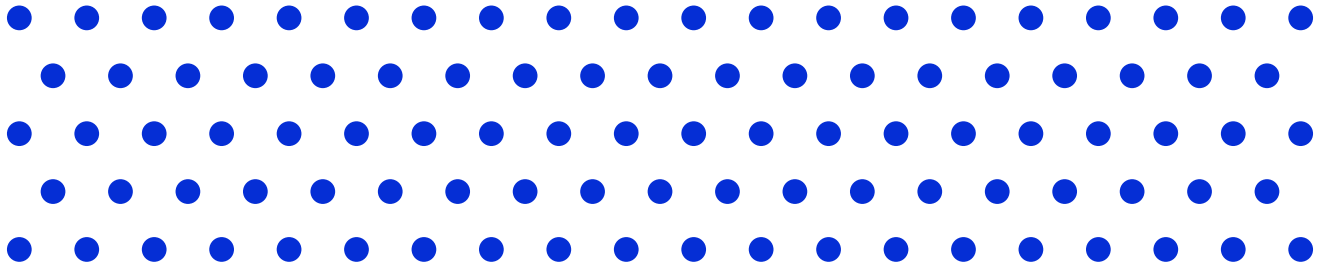
*Use colour  
to sell your  
brand*

So we can use the colours we wear to influence people to see and feel our brand the way we want them to. Some colours will even put our potential customer in a more receptive mood for buying our products or service.

*Colour can  
help your client  
get to know you  
and your brand*

Colour has an incredible ability to influence a customers' willingness to like us and trust us enough to buy from us.





## Red

Red is an energetic colour. It makes blood pressure and pulse rates go up, so promotes feelings of excitement. Wear red if you want to create urgency and excitement in your audience and show your passion and energy for your business.

## Pink

Pink is a warm and cheerful colour and promotes feelings of caring for others. Pink is a great colour to wear if your business is in a caring profession and you want to show your compassion and empathy.

## Orange

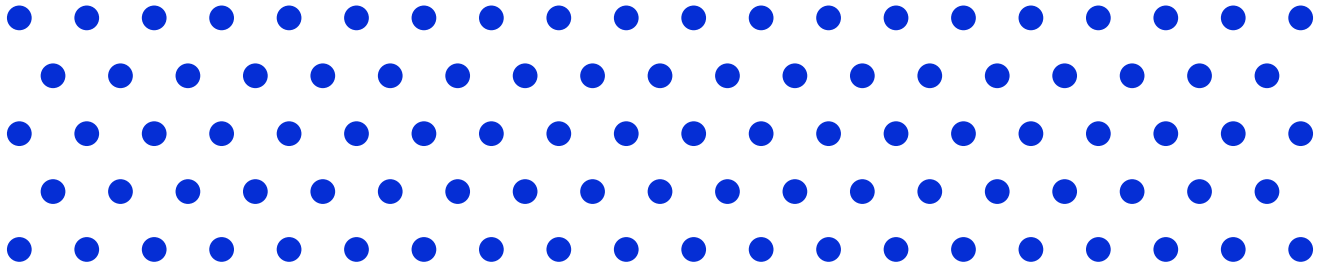
Orange suggests vitality, warmth and energy, so is a stimulating, action colour. Wear orange in a business setting if you need to influence people and get your message across. It is also a great confidence booster.

## Yellow

Yellow is the colour of happiness, optimism, hope and idealism. It is a great colour to wear if you need a clear mind and to make decisions. It is also great for instilling some inspiration and creativity into your day. In business though, use sparingly and for emphasis only.



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## *Green*

Green is associated with nature, spring and warmer weather and therefore represents optimism, freshness and suggests things are getting better. Wearing green suggests you are calm and trustworthy.

## *Blue*

Blue is the colour of calmness, relaxation and unity. It inspires confidence, safety and trustworthiness and so is used a lot for business wear. It is the best colour to wear when you need to communicate your skills and personality calmly and clearly.

## *Aqua*

Aquamarine is considered the most trustworthy of all colours and helps promote decision making. Trustworthiness and credibility are two of the most important attributes potential customers look for in a vendor.

## *Purple*

Purple suggests intelligence and creativity. It puts us in a warm receptive mood and so is an amazing colour to wear if you want to connect with yourself and need a renewed sense of purpose.

Which colour will you wear to deliver  
the best message for your brand?



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