



## TIPS YOU CAN USE

# Put On Your Power Suit (Why I Wear Purple)

By Leah Brewer, NALP CAM, Leasing Queen

don't want to be nice to a resident today; I don't want to talk to anyone; I don't want to lease an apartment. Have you ever had those days you feel just one lost dog short of a Country Western song?

If we are not each at the top of our game daily, any interaction with colleagues or clients could result in missed opportunities and lost leases. We are in the sales business, the people business, the solution business... we are not allowed to bring our "bad day" to our workplace. Regardless of our mood or circumstances, when the golden opportunity of interaction occurs, it is time to pump up and perform. Get your game on; put on your game face.

Zig Ziglar says, "When your image improves, your performance improves."

When I am in public, I am in purple. Purple is my company's color to represent the "Be Purple" idea of being unique and different and standing out from the competition. And, when I am in purple I have my game on. It is my Power Suit. Superman, Spiderman, and Wonder Woman all had incredible speed, strength and strategy even as regular civilians. But when the situation called for peak performance, their Power Suits provided maximum output.

Athletes put on their uniforms, actors don their costumes, police and fireman dress in their special equipment. These Power Suits contribute to superior results in their chosen roles. When you put on your Power Suit: your special color, your career apparel or even special accessories like nametag, ring or special scent; you are dressing for your upcoming challenges and preparing to win.

We learned from the story of the Emperor's New Clothes that it is not the physical layer that generates our internal energy; it is our reaction to our garments that produces our personal power. Each of us is responsible for our own daily motivation, setting our goals and tasks and implementing solutions. We are told success comes from the inside out but I think, sometimes, success can come from the outside in.



Leah Brewer, the Leasing Queen, has over 23 years of hands-on leasing and marketing experience. She established Full House Marketing in 1995, serving multi-family housing with marketing consulting, training, and staffing. Leah presents fun, interactive, and informational workshops nationally, designed to produce and inspire immediate results. Call 1-888-FULLHSE or visit [www.LeasingQueen.com](http://www.LeasingQueen.com).



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