

WHAT IT MEANS TO WEAR RED!



RED signifies vibrancy and confidence. It is an exciting color that arouses emotion and represents vitality and intensity. How appropriate that our company selected this color to identify those who employ these qualities to make their careers a success. Those with **RED JACKETS** feel very special about them. Your **RED JACKET** should evoke a deep sense of pride whenever you wear it. It means several things:

SELF CONFIDENCE A **Red Jacket** shows trust, belief, boldness and assurance. Many of us have lacked in this area at one time or another. A **Red Jacket** gives me confidence. It says you have reached a certain level of achievement. You have set a goal, attained it and are making a success out of it.

DETERMINATION A **Red Jacket** shows that your work is purposeful and worthwhile and that what you are doing is a credit to those represented by the jacket and to yourself. It gives you determination to keep going forward and to let nothing hinder you from becoming successful.

PERSISTENCE A **Red Jacket** shows that you can hurdle obstacles and keep your mind shut against negativity. It means “stick-to-it-iveness” and refusing to let people or projects sidetrack you from my primary objective.

In a word, my **Red Jacket** symbolizes success!! Not just yours, but also the successes of all those women who have made it possible for you to wear it.

STEP UP AND STEP OUT IN RED!

WAYS TO SHARE THE CAREER OPPORTUNITY

- Guests to weekly Unit Success Meeting
- Guests to special guest events
- Three-way calls with Director: Please call to set an appointment.
- One-on-one interviews (Recruiter or Director does the interview)
- Always use the four-point recruiting plan at every appointment.

by NSD Asst Deborah Roebuck