



If at First You Do Succeed

- Be mindful of your appearance.
- Studies show that your clothes are responsible for 95 percent of the first impression you make.
- Look in the mirror before you go out in public.
- You never get a second chance to make a good first impression.

A favorable first impression gets customer service off to a great start, and providing great customer service keeps customers coming back to mail and ship with the Postal Service.

And that's smart business.