# **Your Brand Style Base-Line**

Having a compelling brand image to attract your ideal clients is crucial. However, in order to create a polished and authentic brand image presence you must first be clear on the essence of what you are trying to communicate. The following exercises are to help you discover the way you would like to express yourself so both your personality and you professionalism are reflected in your brand image.

PERSONALITY

1. How would you like your brand to be perceived by your audience? Ex. Reliable, trustworthy, sophisticated, etc.
2. What parts of your personality are important for you to express in your brand image?
3. If you had to choose one piece of jewelry or accessory to represent your style, what would it be and why? For example, “I would be a pearl necklace because I am traditional, high-quality and elegant.”
4. Do you have any favorite celebrities or successful role models whose look you like? What parts of their brand would like to emulate?
5. Think of a positive way you think most people would use to describe you. Finish this sentence. “Oh, she/he’s so \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

PERSONAL IMAGE

1. How would you describe your personal style?
2. Whose style do you admire and why?
3. What are your favorite colors?

Mark where your tastes fall on the following line.

Conservative Traditional Modern

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How comfortable do you feel expressing yourself visually?

What are your favorite types of clothing to wear, pants, skirt etc?

Is there anything you strongly dislike or feel very uncomfortable wearing?

How open are you to trying new pieces or styles you haven’t considered before?

Do you currently have any signature items to your style such as red glasses or fun pins etc?

What are your 3 most favorite personal items? Why?

If you could create your *ideal* signature style, what would it look like?

Based on all of the above, what three words best describe your style personality?

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Use these three words as your filter whenever you are shopping, dressing or preparing to represent your brand in public.