

LESSON THREE

Your Style

Uncover your brand style (my fav!) and how to create a distinctive identity without blowing your budget.

Style Your Brand is one of my favourite lessons because we finally bring your vision to life. It's an exciting and beautiful process.

When you fully embrace who you are (we talked about this in lesson 2 on Personality), you become confident in creating a look and feel for your business that's irresistible to your current and prospective clients. **Basically, it makes doing business easier.**

*"Your style is who you are
without saying a word."*

RACHEL ZOE

SO, WHAT DOES IT TAKE TO STYLE YOUR BRAND?

It's the art of using visual elements like type, colour, patterns, or textures to communicate what you do, and your mission. It should do these 3 things:

- Help you attract the right clients
- Compel them to work with you
- Help you to get where you want to be

I may have mentioned that a brand is not a physical object like your logo, marketing plan, or your website—and that's absolutely right. **Your brand's style should reflect what you feel on the inside, rather than what you think you "should" look like.**

By being honest with who you are, you create a distinctive look that reflects what your business is all about. It's the combination of fonts with the right characters; colours that resonate and reflect your values; patterns that create flair; and illustrative elements that enhance your personality.

Like Rachel Zoe says, your style is who you are without having to say a word.

Just remember this one rule: **it's okay to start small**. You can create a high impact, impressive visual brand without the unnecessary decorations. Sometimes, all you need is a good-quality photo with jaw-dropping typography and compelling content.

SIMPLICITY IS KEY.

Do this:

1. CREATE YOUR MOODBOARD

Go on Pinterest, and create a secret board, or grab the images into a folder somewhere on your computer. You can even grab some old magazines, scissors, and put 'em on your bulletin board—whatever works for you.

I want you to grab tons of pictures that you love. Don't think about it—**just collect, collect, and collect**. This is an opportunity for you to be like a child who has no fear of being wrong, and create because it feels right for you.

When finding these images, consider things like:

- Type
- Images
- Patterns
- Illustrations

CHALLENGE ACCEPTED

DONE

2. DO YOUR MOODBOARD + CORE VALUES CONNECT?

Go back to lesson one, and check your answers from one of the questions: What are your core values? What do you believe in?

- Go back to the images
- Have your Lesson 1 and 2 sheets with you—quickly read over what you've wrote, the scribbles, anything.
- Look at your pictures, and take away what doesn't relate to your vision and personality.

CHALLENGE ACCEPTED

DONE

3. OWN IT

"Style is knowing who you are what you want to say, and not giving a damn."

ORSON WELLES

At the end of the day, you're doing this for yourself—not for your friends, family, or significant other. It's okay to seek out advice, inspiration or feedback—but remember, own who you are.

It takes courage not to give a damn—and trust me, it's worth it. Think about Madonna, Lady Gaga, or Michael Jackson. Imagine if these idols actually listened to their peers—and didn't do what they were meant to do in this world. Exactly. I'll say it again: **own who you are.**

CHALLENGE ACCEPTED

DONE