



Defining your personal style to elevate your brand image

A beginner's guide

Personal Style

Your personal style is a basic building block of your brand image

It reflects your personality, values, and the message you want to convey to your audience.

Defining your personal style involves getting to know what makes you feel your most confident and put together.

And, deciding how you want to be perceived by others.

If you are a small business owner, you are the face of your brand.

Worksheet

Is your personal style on social media boosting or busting your brand's vibe?

Here are 5 fun questions to ponder.

1. Calling out someone you admire is great. Does it tie into your brand (services)?
2. Mentioning brand names is fine. Do you do that consistently and for a specific reason?
3. Showing your facets can work. Will your audience think you are a show off?
4. People form opinions by what they see and hear. Are you sending the “right message”.
5. Yes to dressing for success. But is the dress the message?

Simple ways to define your personal style so it aligns with your brand image

Think about the message you want to communicate on social media about your brand.

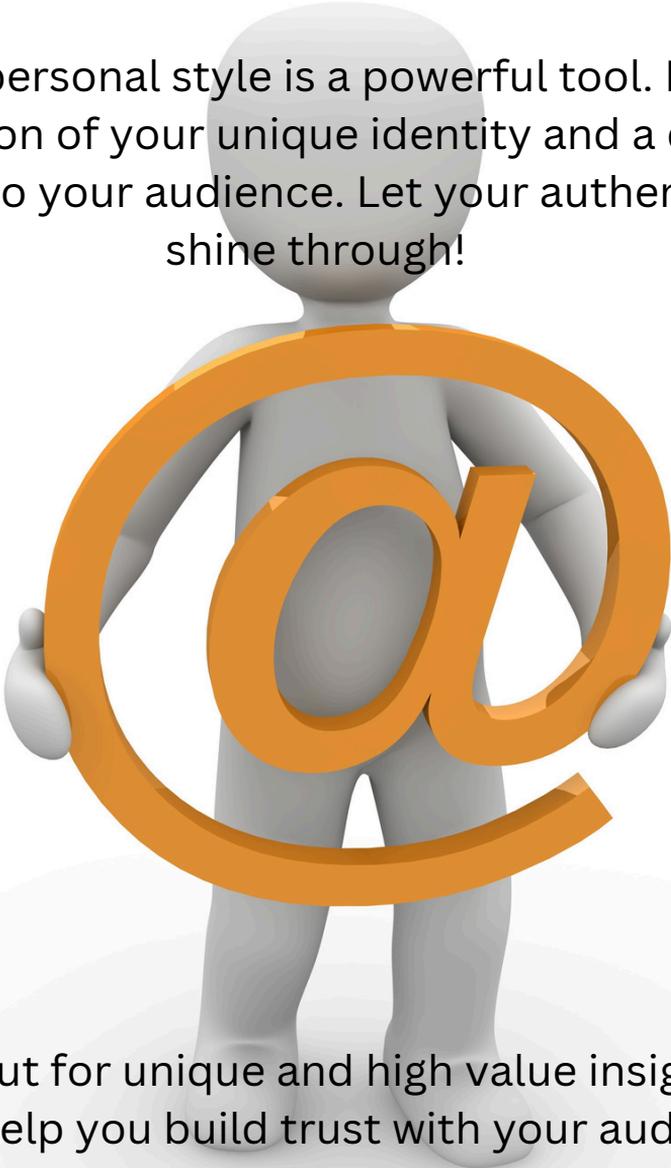
What words would you use to describe the message you want people to get about you and your brand? Is it approachable, chic, effortless, edgy, trendy, classic, down to earth, professional, polished?

Go through your closet. What types of items make you feel confident? Are there colors, shapes, categories of clothes that make you feel put together?

Do some research on social media to identify brands (and that means people too) who you think do a good job of presenting themselves.

Next steps

Your personal style is a powerful tool. It's a reflection of your unique identity and a direct channel to your audience. Let your authentic self shine through!



Reach out for unique and high value insights that can help you build trust with your audience through a consistent brand image.

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