

Style Class: Handout #1



Why did you invest in this class?

- 1) What areas of your life are you looking for style help with?
(Lounge, Work, Weekend, Workout, Special Occasions)

- 2) How would you describe your CURRENT style or image?

- 3) How do you think customers/dates/potential collaborators/employers see you? Hopefully friends and fam see you for your heart, but what about everyone else?

- 4) How would you describe YOUR IDEAL style or image? How do you want the above folks to describe you within 3-seconds of seeing you?

- 5) What are your top three goals for the next five years (things FOR YOU, not just "be happy" or "happy family")?

- 6) What are your biggest frustrations with your current wardrobe?

Life Activity Percentages

Lounge	Work	Weekend	Workout	Special
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Closet Content Percentages

Lounge	Work	Weekend	Workout	Special
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Style Class: Handout #2



Body Image

- 7) What concerns do you have about your body (if any)? Are these your standards or someone else's?
- 8) How do those areas positively contribute to your life?
- 9) What do you love best about your body?

Developing a Style

- 10) What was your favorite outfit you wore in the last two weeks?
- 11) Which style inspirations call out to you from this list and describe your ideal style (that will help you achieve those goals)?
 - a) Nautical
 - b) Preppy
 - c) Casual
 - d) Bohemian
 - e) Vintage
 - f) Trendy
 - g) Exotic
 - h) Vibrant
 - i) Androgynous
 - j) Sexy
 - k) Elegant
 - l) Powerful
 - m) Successful
 - n) Classic
 - o) Feminine
 - p) Girly
 - q) Cowgirl
 - r) Girl Next Door
 - s) Punk
 - t) Rocker
 - u) Business
 - v) Artistic
 - w) Tomboy
 - x) Athletic
 - y) Gothic
 - z) Alternative
- 12) Add up your favorite descriptors (or add more) into one sentence:
(example: Elegant Sexy Classic Prep)
- 13) What are your favorite accessories? (may be things you don't wear yet)



Style Class: Notes

Silhouette tips I think would apply to me:

My undertone:

Neutral colors that would compliment me:

Pops of color I love that would compliment me:

Finishing piece ideas to add to basic outfits I already wear:

Accessory ideas to show my personality:

Shopping list - What items do I need to hunt for?:

Style Class: Takeaways

Top Five Takeaways

- 1) Get your mind ready for your new style
 - a) Let go of negative self-talk and think about the life you want to be leading (then dress for THAT life!)
 - b) Dress like the successful version of yourself from 5-years from now!



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Top Five Takeaways

- 2) Clean out your closet!
 - a) Let go of what doesn't fit you, doesn't please you, and hasn't been worn in 2+ years.
 - b) Make your closet pleasing to be in, and only have clothing/shoes/accessories stored there.
 - c) Make some space for all that new style!



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Top Five Takeaways

3) Shop like a pro!

- a) Take a list with you of items that are now going to fill the gaps in your clean closet (80/20 rule!)
- b) Don't buy an items unless you love the fit, shape it creates, color, material, price, AND it fits your actual lifestyle. ALL OF THOSE CRITERIA!
- c) Fill in the gaps first where you spend the most of your time (ex: work, weekend, etc).



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Top Five Takeaways

4) Styling is easy if you know what you're looking for:

- a) Get clear on the message you want to send and who you want to be in five years, then dress like her.
- b) Do research and make an idea board to help you.



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Top Five Takeaways

5) Styling is easy if you stick to the formula:

- a) Basic Outfit + Finishing Piece + Accessories
- b) Add hair and makeup to finish the look if you're into that. A consult with a makeup artist is a great treat to learn the basics (make sure you specify the area of your life you need a new look for).



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