

BRAND STYLE INSPIRATION

Brand Style Inspiration

If you're planning to tweak your brand look, or just starting the process of figuring out what your business visuals will be, finding inspiration is a great place to start.

Your first instinct might be to start looking at what others in your specific industry are doing. But **the quickest way to develop a unique brand is to start with YOU.**

Use this workbook to begin gathering a vision board of you. You can collect items to a Pinterest board, save images to a folder on your computer, cut and paste items onto a piece of poster board, jot notes down in a notebook, take snapshots with your smart phone, whatever works for you.

Keep on collecting anything that strikes your fancy. Don't filter, just collect. This is the beginning of noticing your own unique brand style.

Curate You

You are now in charge of figuring out what makes you tick, what excites you, and what compels you to buy what you buy. Take note of all the things that delight you as you go about your day. Use all your senses to notice the visual aspects and also the overall feelings, smells, sounds, textures of each experience.

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Here are some places to start noticing:

your closet: colors, brands, styles, jewelry

your coffee table: magazines, books, catalogs, tv

your computer: Pinterest, websites you visit frequently, Facebook

your neighborhood, city, state: architecture, signs/billboards, cultural experiences, fashion on the street, nature, seasons

your entertainment venues: movies, movie posters, video games, theatre, plays, comedy, art museums, antique stores

your favorite stores/restaurants: the ambiance, smells, colors, textures, how you feel when you walk in the door, the decor

your smart phone/camera: what do you take photos of all the time

This is an ongoing process. Keep adding to your vision board and taking notes of great experiences. Soon you'll start to notice patterns, and coincidences, and visuals popping out at you that you didn't see before.

In January we'll explore places to find inspiration that are outside your everyday world.



TALK BACK

I'd love to hear about your favorite bits of inspiration. Shoot me an email, send me a link to your vision board on Pinterest, or tag me on Facebook. I'll reply back!

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I hope this worksheet has your brain buzzing with inspiration.

If you want to chat about your unique brand come on over to Open Office Hours on Tuesday, December 4th.

Open Office Hours

Date: Tuesday, December 4, 2012 at 1:00 pm Central

Phone Number: (206) 402-0100

Pin Code: 036744#

To listen in online, visit:

<http://InstantTeleseminar.com/?eventID=34998168>

If you love what you've learned to do with this workbook come on over to [Jewels Branch Creative](#) and get to know me better {[Christie Halmick](#)}. I'm a reformed magazine designer who helps smart, savvy, quirky, and creative women entrepreneurs gain online business confidence by learning branding, content strategy, design, and marketing skills.

GET IN TOUCH

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