

SETTING the *Mood*

Q1:

How do you want your business
to *feel* to your ideal clients?

adventurous
academic
airy
art deco
artistic
asian
athletic
bohemian
bold
brave
breezy
bright
calm
casual
chic
classic
clean
coastal
comfortable
contemporary
confident
cool
country
cozy
creative
cute
dreamy
earthy
ecclectic
edgy
elegant
energetic
english country
ethereal
feminine
formal

french
fresh
friendly
fun
funky
gentile
genuine
glamorous
graphic
hand-crafted
happy
historic
heirloom
industrial
intellectual
inviting
irreverent
ladylike
laid back
loud
masculine
mediterranean
minimal
modern
morrocan
mystical
natural
nautical
neutral
nostalgic
organic
outdoorsy
playful
polished
preppy
quirky

quiet
refined
regal
relatable
relaxed
retro
rich
romantic
rustic
serene
serious
sexy
shabby chic
sleek
soft
sophisticated
southern
spiritual
strong
structured
subtle
traditional
tribal
trusted
unexpected
urban
vibrant
vintage
warm
western
whimsical
youthful
zen

SETTING the *Mood*

Q2:

What does that *feeling* look like visually to you?

Create a mood board for your brand.

- 1) Start a Pinterest board to gather your brand inspiration (You can make this board private if you don't want to share it with the world.) Get a Pinterest account here: <http://www.pinterest.com> if you don't have one!
- 2) Add Pinterest's "Pin It" button or bookmarklet to your browser. <http://about.pinterest.com/en/goodies> If you have a smart phone get the Pinterest app. (This will make pinning faster and make it easy to pin your own photos!)
- 3) Pin based on feelings! Go with your gut: pin or bookmark anything and everything that speaks to you. Don't question why, just notice and gather.

Pin anything that express your personal values (from Day 2).

Pin anything that captures the way you want your brand to feel to your ideal clients. (Use the adjectives from Q1 to search pinterest or stock photos sites)

Pin color combos, fonts, textures, patterns, photos, design elements that convey how you want your brand to feel.

- 4) Look for inspiration in the world right around you: in your home, on your current Pinterest boards, in the environment that you experience daily (your city, signs, buildings, scenery, billboards, products, stores, etc.).
- 5) Consider your audience: where would they find inspiration in each of the categories?
- 6) Continue to refine: Even after this week is over, continue to add to, and take away from, your board as you find new inspiration and as your business evolves.

Share a screen shot of your mood board for feedback.