

# ✦ CURATE YOUR PERSONAL BRAND

*The art of creating a signature style* ✦

## WHY THIS COURSE IS FOR YOU

Does any of the following resonate with you?

- **Leaders:** You've recently been promoted to a leadership role at work. As a front facing representative presenting to clients and stakeholders, your personal style needs to reflect your professional identity.
- **Small Businesses:** You run your own small business. As the face of your brand, you feel your image needs to reflect your ethos.
- **Entrepreneurs:** You're new to the world of business and finding your feet. You've observed others build successful brands and aspire to achieve the same for yourself.

## HOW I CAN HELP YOU

### Why work with me?

I have spent my career helping globally recognised brands become where they are today. While you might think they had large budgets, which is true in several cases, there was more to their success than just financial backing. There was a strategic formula behind building their brand identity. I can share this expertise with you, helping you elevate your personal brand and develop your unique style.

VERSACE



BRUNELLO CUCINELLI

MOSCHINO



CREED  
1760

MICHAEL KORS

## WHAT CAN I EXPECT FROM THIS COURSE?

A focused **8-week programme** where you will get continued support:

- 1:1 weekly Zoom calls with presentation material
- Open access Whats app chat
- Access to a digital board with online resources and work books
- Welcome gift when you come on board

We will cover all of the below over 8 weeks!

### Week 1: Introduction

- Let's define your business
- Who is your audience and how do you currently talk to them

### Week 2: Brand visibility audit

- How do others see you?
- Audit your online presence and social media channels

### Week 3: Brand clarity

- What's your brand persona?
- Create your mission statement and identify your values

### Week 4: Your personal style

- What's your personal style?
- Exploring the power of colour. How to use neutrals and accent colours effectively

### Week 5: Your personal style deep dive

- How can I create impact and presence through clothing?
- Colour psychology and what to wear online and for a presentation

### Week 6: Wardrobe curation

- How can I get the best out of what I already own?
- Creating a work capsule wardrobe

### Week 7: Lifestyle and style personality

- How can I develop my own signature style?
- We will discover the different style personalities and you define your key words

### Week 8: Your personal brand blue print

- Goal setting
- Your action plan

### Extra support

If you'd like to delve deeper to really excel your personal brand the following services can be added (with a discount applied) as you are already on the course:

- Full colour analysis including hair and make up advice
- Wardrobe auditing
- Personal shopping (either in person or online)
- Find your signature perfume



ALL THIS FOR AN INTRODUCTORY PRICE OF:

£995



contact me

jo@joboydstyling.com

www.joboydstyling.com