



JOSÉE
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THE 5 STEPS TO A
STAND OUT STYLE

PROPRIETARY 5-STEP STYLE BRANDING SYSTEM



JOSÉE BRISEBOIS

5-STEP STYLING SYSTEM

1- PERSONAL BRAND STYLE

To make a real impact, stand out and differentiate yourself with a “wow factor”, you have to develop and flaunt a personal style so you can get noticed and be remembered.

You are the face of your business and you are the first thing people see. If you don't stand out, and you're not showing up fully in the style that represents who you are authentically, people will keep scrolling. Sadly, you'll continue to be the internet's best kept secret.

But if you show up full out as a strong and polished visual representation of your brand and as your authentic self, now your pictures and videos are stopping people in their tracks.

The most successful entrepreneurs and business owners develop a stand-out (or successful) brand style. When your personal brand style captures who you are and what you do in a clear and powerful way, your ideal clients will be magnetized to you naturally.



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PERSONAL BRAND STYLE (CONTINUED)

I use a psychology-based personal branding archetype system that is used by big name companies such as Apple, McDonald's, and Disney. All of these big corporations use this archetype system to magnetize their clients who love and identify with their values. People are attracted to your brand on a psychological level that they may or may not be aware of. Results will differ from person to person, but I have seen my clients increase their income dramatically by using my styling system.



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PERSONAL BRAND STYLE (CONTINUED)

To give you an example, one of the archetypes is called the Rebel. Lady Gaga and Madonna are perfect examples. The Rebel likes to break the rules and march to the beat of their own drum. They aim to disrupt the status quo in hopes of inspiring change for the better. They can be unpredictable, unapologetic and they don't care what other people think. One of their gifts is to make people feel liberated and empowered. Here is the rebels' suggested style with examples of the type of clothes they wear and their brand colors.

Archetype: Rebel



Brand Goal:

Overturn what is not working & Break the rules



Rebel Brand Colors



Style Mood

Rocker chic
Edgy modern
Non traditional - dramatic
Rebellious - bold
Innovative - interesting

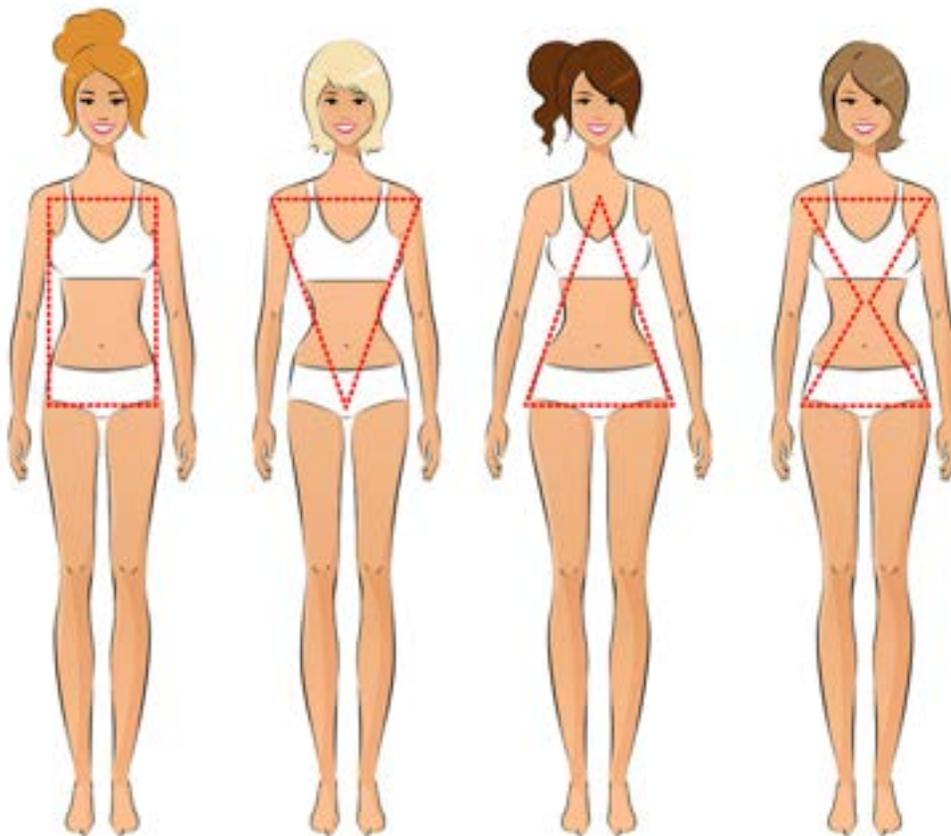
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2- BODY TYPE

The second step in creating a profitable style is dressing for your body type. We want to wear what we like and/or what's trending, but this is a big mistake if it doesn't flatter your body shape.

Chic and refined looking women know exactly what works for their body type. If you don't pay attention to this aspect, your look will be affected and you might even look unstylish, not well put-together, or even frumpy. When we dress for our body type, it makes us feel so much better about the way we look.



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3- POWER COLORS

People tend to put on the colors they like, but it's not necessarily the right color for them and this can affect the way they look and make them appear sallow if they pick the wrong shade. On the flip side, wearing your power color is an instant magnetizer and "wow factor" booster.

If you're not sporting your perfect color palette, you can still look extremely high end and polished, but you will miss out on the opportunity to look your best. The other point I feel is important to make is that the colors we find in stores are limited. As long as you know what your general power colors are, you can use them as a reference and make your clothing selections accordingly. (Just don't go crazy trying to find the exact perfect shade of blue!)



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4- FABRICS

Fabrics are one of the most important and underrated elements when dressing to project a successful image. You can have everything else in place, but if the fabric of your clothes is not up to par, you will not achieve a high-end look. Period. Celebrity stylists understand this and that is why you will never see a celebrity completely dressed in lower-end fabrics. Start paying attention to fabrics and especially how it makes the overall garment look.



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5- PROPORTIONS

This final step is what makes or breaks your style and image. It's all about mastering the creation of your profitable brand style. No one was ever taught how to put outfits together at school to make sure you put your best foot forward and leverage your success.

This step has everything to do with proportions. Whether it's the proportions of the silhouettes or the prints on your garments, learning how to play with proportions will allow you to create a great outfit. When you see stylish women and wonder "How do they do it"?, it's because they've learned how to play with proportions.



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5-STEP STYLING SYSTEM

Congrats! When you signed up to get this free style guide, little did you know, you also got access to my FREE Master Training on how to Create YOUR Profitable Signature Style where we cover the same process I take my private clients through to up-level your style and increase your income.

This information is that powerful.

As mentioned in the first step “Personal Brand Style”, there is a specific type of style that is uniquely yours. We call it your “Style Archetype” and most of us are a combination of two archetypes.

When you can apply the 5-Steps System to your specific Archetype, this is THE secret sauce to creating a personal style brand that will attract and convert your target clients time and again.

Would you like to know how to apply the 5-step system?

[\[CLICK HERE TO JOIN THE FREE TRAINING\]](#)



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PERSONAL STYLE TRAINING

In this master class, you will be equipped to understand the exact 5-step style branding system (applied in real life with explicit images) my clients use to double their income and how they apply them.

[CLICK HERE TO JOIN THE FREE TRAINING](#)

WHAT you will learn:

- 3 simple and applicable ways to elevate and amplify your signature style so you can stand out and magnetize your ideal clients.
- The 4 Mistakes women entrepreneurs make that prevent them from landing high level clients and business connections (and what to do instead to convert high level clients).



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PERSONAL STYLE TRAINING

- How your image can undermine your success OR give you leverage to gain credibility, get noticed and be seen as the authority people want to work with.
- Understand what your branding colors really say about you and how it affects your brand. Colors speak volume and are crucial to project the right messaging.
- Bonus: Important yet subtle wardrobe tweaks you can make when you get on camera so you look your best and like a trustworthy expert.

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