



JOSÉE  
BRISEBOIS

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

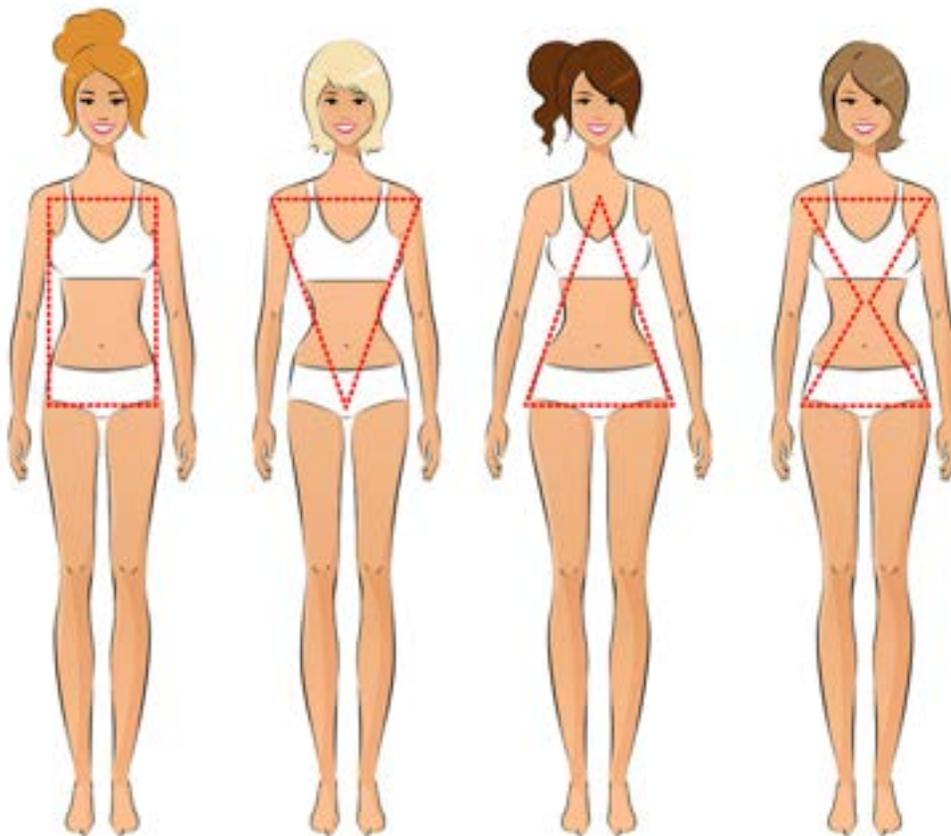
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## 5-STEP STYLING SYSTEM

### 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, you now have in your hands the steps you need to up-level your style and increase your income. These 5 Steps are the keys to creating a Stand Out Style that gets you noticed, and earning more.

Knowing the 5 Steps to a Stand Out Style System will immediately put you ahead of most other female entrepreneurs. This information is that powerful.

As mentioned in the first step “Personal Brand Style”, there is a specific 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 YOUR specific Style Archetype?

[\[CLICK HERE TO GET THE ASSESSMENT\]](#)



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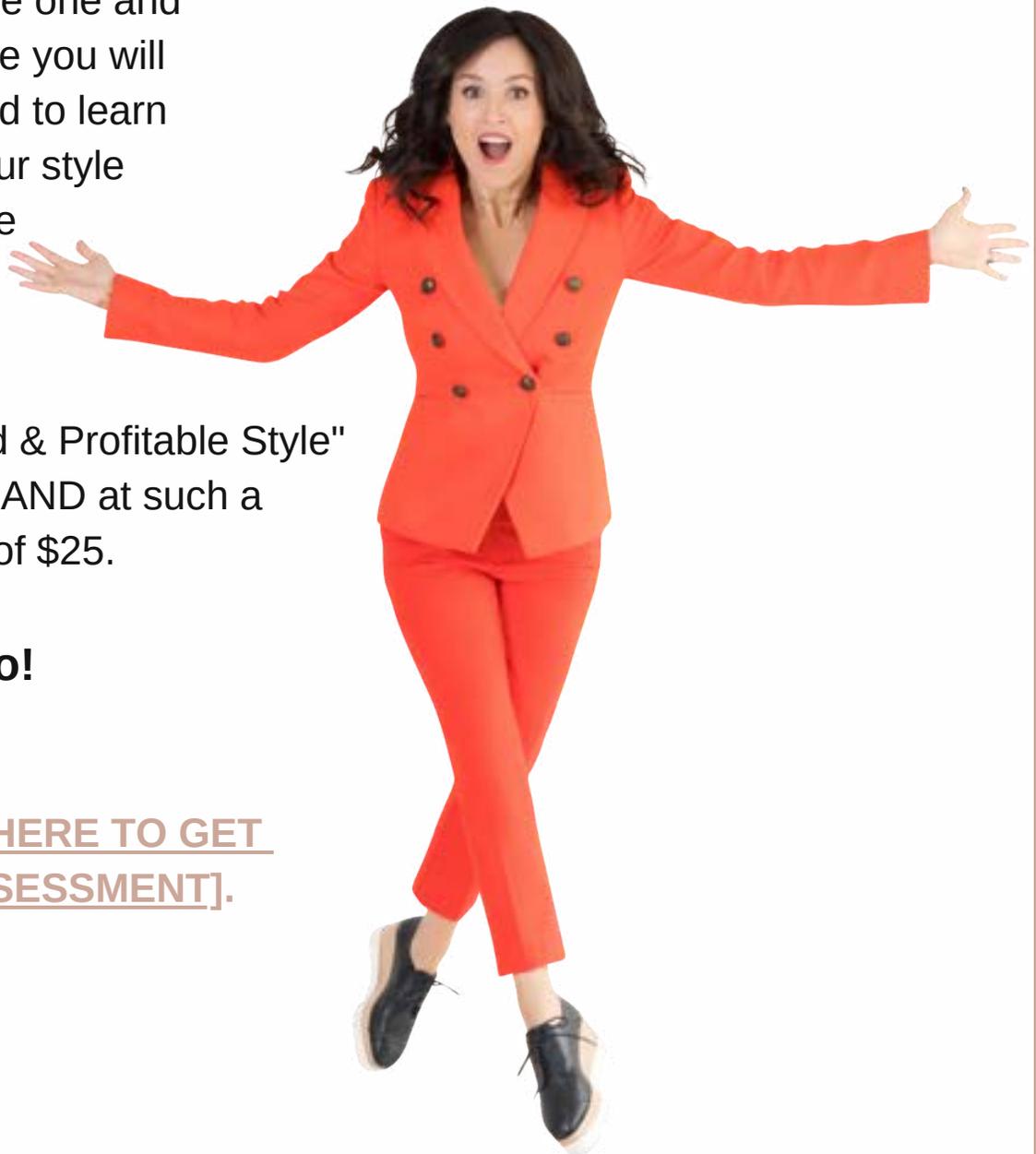
## 5-STEP STYLING SYSTEM

I have a quick and easy assessment that will reveal your unique Style Archetype. And, because you downloaded the 5 Steps to a Stand Out Style, I want to help you uncover your Archetype at a special price.

This is the one and only place you will be offered to learn about your style archetype outside of my "Polished & Profitable Style" program AND at such a low rate of \$25.

**Woohoo!**

[\[CLICK HERE TO GET THE ASSESSMENT\].](#)



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## 5-STEP STYLING SYSTEM

With this assessment you'll not only learn what your Style Archetype is, but I'll also give you this bonus information to further accelerate your transformation...

- A visual representation of the different Style Archetypes female entrepreneurs (and you) fall into
- Famous celebrities that represent each Style Archetype
- The unique values and motivations of each Archetype to magnetize your ideal clients (this is how all the big companies like Disney and Apple do it)
- Examples of outfits you can wear to reflect your Style Archetypes and create your own Personal Brand Style that convert clients
- A list of clothing brands and stores matched to each archetype. Some are only known by fashionistas and stylists in the know.

[\[CLICK HERE TO GET THE ASSESSMENT\]](#) and learn what your clothes are saying about you and your business!

