

Your
Million Dollar Look

STYLE ALIGNMENT AUDIT

Your life has evolved. Has your style evolved with you?

Discover what still reflects you, what you've outgrown, and where to begin.

THE STYLE CORE

WELCOME

If you've spent years taking care of everyone and everything else, it can be surprising to realize how your own image has moved to the bottom of the list.

Maybe your body has changed. Your roles, relationships, priorities, or career may have shifted. You may be moving through menopause, rebuilding after a difficult season, becoming more visible, or simply realizing that you aren't the same woman you were five or ten years ago.

Yet when you open your closet, you may still be meeting earlier versions of yourself.

> Your style may not have kept up with the woman you've become.

This Audit is an honest, compassionate check-in—not a grade, a list of fashion rules, or a demand to change everything at once. It will help you see what is already working, identify where the greatest disconnect may be, and choose a meaningful place to begin.

Before You Begin

I created this Audit to help you recognize where your style supports the woman you are today—and where it may no longer feel aligned.

You can complete it anytime, at your own pace.

As you move through the pages, resist the urge to judge yourself or immediately fix everything you uncover. Instead, get curious. Notice what is working, what feels disconnected, and what you want your image to help you express in this next chapter.

Sometimes recognizing the gap is only the beginning.

If you discover that you're ready for more clarity, guidance, and support, ***Your Million Dollar Look*** is our comprehensive online style coaching program designed to help you bring your image into alignment with who you are now. You'll learn more about it at the end of this Audit.

For now, simply begin. See yourself with fresh eyes, be honest about what you discover, and remember—you don't have to change everything at once.



Erin Mathis

Ready? **Let's Begin.**

YOUR STYLE TRANSITION SNAPSHOT

Before evaluating your clothing, hair, or makeup, begin with what has changed.

WHAT HAS CHANGED FOR YOU IN THE PAST FEW YEARS?

- ☐ My body, health, or energy
- ☐ My skin or hair
- ☐ Menopause or another physical transition
- ☐ My career, business, or level of visibility
- ☐ A relationship, divorce, or new beginning
- ☐ Motherhood, caregiving, or an empty nest
- ☐ My lifestyle, location, or daily responsibilities
- ☐ My confidence, priorities, or sense of self
- ☐ The way I want to be seen and experienced
- ☐ Something else: _____

PAUSE AND REFLECT

IN WHAT WAYS HAVE YOU GROWN OR CHANGED?

WHICH PARTS OF YOUR WARDROBE, HAIR, OR MAKEUP STILL SEEM CONNECTED TO AN EARLIER VERSION OF YOU?

WHAT DO YOU NEED YOUR STYLE AND PERSONAL IMAGE TO SUPPORT IN THIS NEXT CHAPTER?

HOW TO COMPLETE THE ASSESSMENT

Select one rating for each statement based on what feels true in your life right now.

Think about the clothing you actually wear and the way you usually style your hair and makeup—not the special pieces you rarely reach for or the version of yourself you hope to become someday.

Throughout this Audit, "hair and makeup" means the choices that feel appropriate for you—including minimal makeup or none.

1	This is not true for me right now
2	This is rarely true
3	This is sometimes true
4	This is mostly true
5	This is consistently true

There are no good or bad scores. Be honest and compassionate with yourself. Your answers are simply clues showing you where to begin.



SECTION 01

AUTHENTICITY

Does my Image & Style feel like a genuine expression of me?

AUTHENTICITY

Does my image feel like a genuine expression of me?

1 Not true now **2** Rarely true. **3** Sometimes true **4** Mostly true **5** Consistently true

01 The way I dress feels like an authentic expression of who I am.

1 2 3 4 5

02 I can see my personality in the colors, shapes, details, and combinations I wear.

1 2 3 4 5

03 I choose clothing because it feels right for me—not simply because it feels safe, familiar, or expected.

1 2 3 4 5

04 My hair and makeup choices feel like me and suit my lifestyle—not simply habit or someone else's expectations.

1 2 3 4 5

AUTHENTICITY TOTAL _____ / 20



SECTION 02

EVOLUTION

Has my image evolved with my body, life, and identity?

EVOLUTION

Has my image evolved with my body, life, and identity?

1 Not true now **2** Rarely true. **3** Sometimes true **4** Mostly true **5** Consistently true

01 The clothing I wear fits and supports the body I have today.

1 2 3 4 5

02 The clothes I rely on suit my current lifestyle, roles, and responsibilities.

1 2 3 4 5

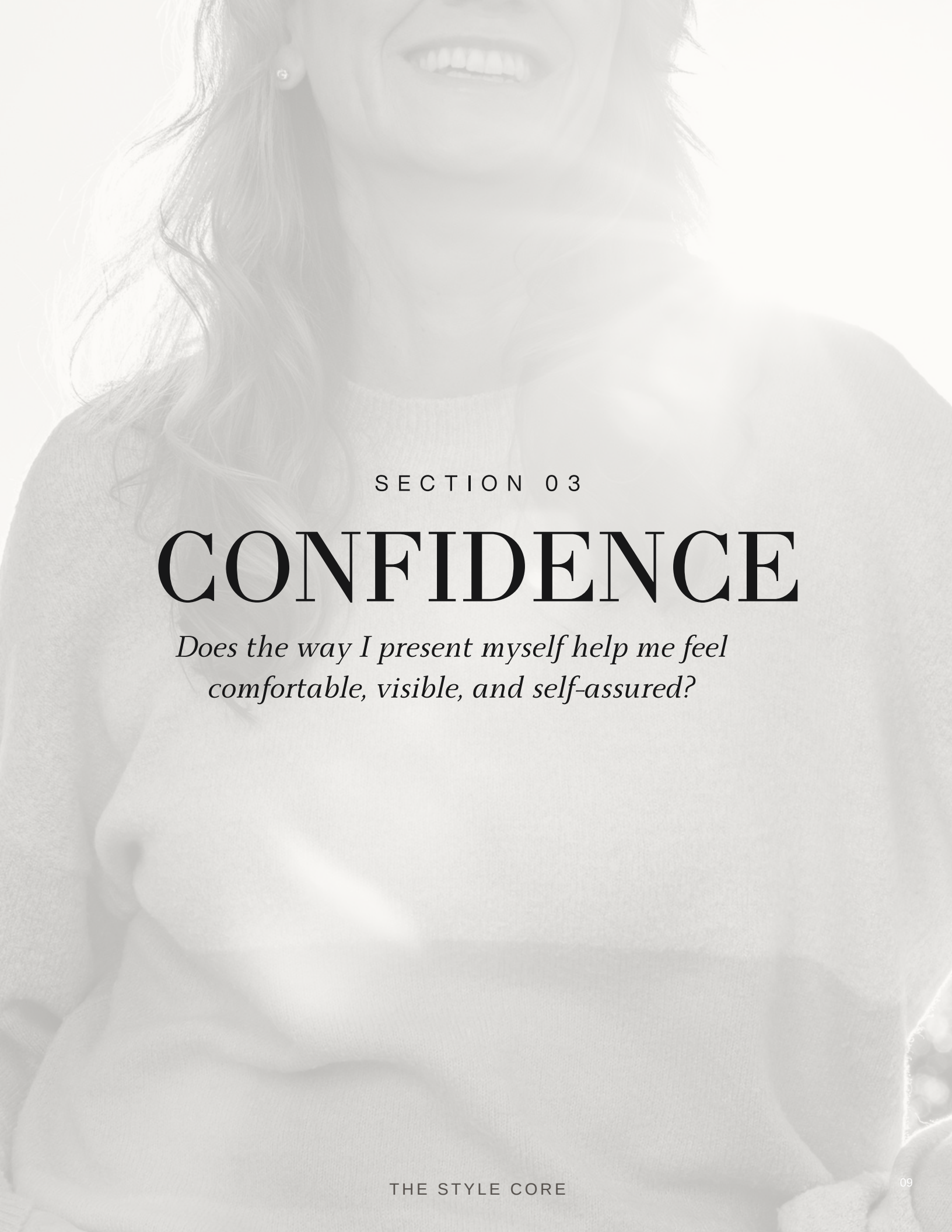
03 The way I present myself reflects the woman I am now and the direction in which I'm growing—not primarily an earlier version of me.

1 2 3 4 5

04 My hair and makeup have evolved with the changes in my face, skin, hair, and lifestyle.

1 2 3 4 5

EVOLUTION TOTAL _____ / 20



SECTION 03

CONFIDENCE

Does the way I present myself help me feel comfortable, visible, and self-assured?

CONFIDENCE

Does the way I present myself help me feel comfortable, visible, and self-assured?

1 Not true now **2** Rarely true. **3** Sometimes true **4** Mostly true **5** Consistently true

01 I feel comfortable and self-assured in the clothing I wear most often.

1 2 3 4 5

02 I dress the body I have with care rather than postponing style until my body changes.

1 2 3 4 5

03 My clothing helps me feel present and willing to be seen rather than preoccupied with my appearance or tempted to hide.

1 2 3 4 5

04 I feel comfortable and confident in the way I wear my hair and makeup.

1 2 3 4 5

CONFIDENCE TOTAL _____ / 20



SECTION 04

INTENTION

Does my image communicate what I want it to communicate?

INTENTION

Does my image communicate what I want it to communicate?

1 Not true now **2** Rarely true. **3** Sometimes true **4** Mostly true **5** Consistently true

01 I have a clear sense of the qualities I want my image to express.

1 ○ 2 ○ 3 ○ 4 ○ 5 ○

02 The way I currently present myself generally communicates those qualities.

1 ○ 2 ○ 3 ○ 4 ○ 5 ○

03 I make thoughtful choices about my appearance rather than dressing primarily from habit, urgency, or convenience.

1 ○ 2 ○ 3 ○ 4 ○ 5 ○

04 I know how to adjust my clothing, hair, and makeup for different occasions while still feeling like myself.

1 ○ 2 ○ 3 ○ 4 ○ 5 ○

INTENTION TOTAL _____ / 20



SECTION 05

EASE

Does my image make it easier to live and show up as the woman I am?

EASE

Does my image make it easier to live and show up as the woman I am?

1 Not true now **2** Rarely true. **3** Sometimes true **4** Mostly true **5** Consistently true

01 My wardrobe supports my daily life rather than making it more complicated.

1 ○ 2 ○ 3 ○ 4 ○ 5 ○

02 I can put together outfits I feel good in without excessive frustration or second-guessing.

1 ○ 2 ○ 3 ○ 4 ○ 5 ○

03 I have enough clarity about my style to recognize what belongs in my wardrobe and shop with direction.

1 ○ 2 ○ 3 ○ 4 ○ 5 ○

04 My hair and makeup routines are manageable for my life and help me create the impression I want.

1 ○ 2 ○ 3 ○ 4 ○ 5 ○

EASE TOTAL _____ / 20

UNDERSTANDING YOUR SCORES

Record your five totals.

01	AUTHENTICITY	_____ / 20
02	EVOLUTION	_____ / 20
03	CONFIDENCE	_____ / 20
04	INTENTION	_____ / 20
05	EASE	_____ / 20

16–20	11–15	4–10
This area is generally supporting you.	This area is partly aligned but may feel inconsistent.	This area may be creating a significant disconnect.

YOUR ALIGNMENT STRENGTH

Your highest score represents an existing strength—something positive you can build upon.

YOUR PRIMARY ALIGNMENT GAP

Your lowest score reveals the place where greater clarity and attention could create the most meaningful change.

If two categories are tied or within one point, read both profiles.
Which improvement would make the greatest difference in how you feel and show up?



YOUR RESULTS

YOUR ALIGNMENT STRENGTH

Before focusing on what needs to change, recognize what is already working.

MY STRONGEST AREA:

AUTHENTICITY

You have a meaningful connection to your individuality and personal expression.

EVOLUTION

You are allowing your image to change as your life and identity change.

CONFIDENCE

You are developing a supportive and respectful relationship with your body and visibility.

INTENTION

You understand that your image can purposefully express who you are.

EASE

You have a practical foundation that can make further style growth easier to implement.

Your strongest area is an asset. You don't have to begin from nothing.

YOUR AUTHENTICITY GAP

"My image may be perfectly acceptable, but it doesn't really feel like me."

Your wardrobe, hair, and makeup may be functioning on the surface, yet something personal is missing. You may be relying on safe basics, familiar habits, or outside expectations without allowing much of your individuality to come through.

This doesn't mean you have lost your sense of style. It may simply have become buried beneath practicality, changing responsibilities, or years of choosing what you thought you should wear.

CONSIDER

01 Where might I be editing or minimizing myself?

02 Which parts of my personality are missing from my image?

03 When have I felt most like myself in the way I looked?

Your first priority isn't necessarily buying more. It is rediscovering what feels true.

MY STARTING DIRECTION I want my image to express more of my:

YOUR EVOLUTION GAP

"My life has changed, but my image hasn't changed with me."

Your body, lifestyle, responsibilities, values, or vision for the future may have evolved while your clothing, hair, or makeup has remained connected to an earlier chapter.

You don't need to reject who you were. But the woman you are today deserves an image that recognizes her too.

CONSIDER

01 What has changed most significantly about me?

02 Which parts of my image still belong to an earlier chapter?

03 What qualities have I developed that aren't yet visible?

Your first priority is giving yourself permission to present the woman you are now—not waiting to return to who you were.

MY STARTING DIRECTION I am ready for my image to evolve from _____ to _____.

YOUR CONFIDENCE GAP

"The way I present myself often makes me more self-conscious instead of helping me feel supported."

Getting ready may have become connected to body frustration, self-criticism, hiding, or trying not to attract attention. This doesn't mean you lack confidence in the rest of your life. You may be accomplished and deeply respected while still feeling uncertain about your appearance.

When your image keeps your attention fixed on what you dislike, it becomes harder to be fully present for your relationships, work, experiences, and opportunities.

CONSIDER

01 What am I usually trying to hide, minimize, or correct?

02 Which clothing, hair, or makeup choices help me feel supported?

03 What might I choose if my goal were to care for myself rather than disguise myself?

Your first priority is shifting the question from "How can I hide?" to "What helps me feel supported, respected, and fully present?"

MY STARTING DIRECTION I want my image to help me feel more _____ and less_____.

YOUR INTENTION GAP

"My image may not be communicating what I want it to communicate."

You may be getting ready reactively—choosing whatever is easy, familiar, or appropriate enough for the day. Your appearance may function, but it isn't necessarily expressing the presence or impact you want to have.

Perhaps you have become more accomplished, creative, influential, vibrant, or self-aware, but those qualities aren't yet visible. Your image is always communicating. The question is whether the message reflects what you want others to experience in you.

CONSIDER

01 How do I want to feel when I enter a room?

02 What qualities do I want other people to experience in me?

03 Where is the gap between that intention and what my image currently communicates?

Your first priority isn't necessarily buying more. It is rediscovering what feels true.

MY STARTING DIRECTION I want my image to express more of my:

YOUR EASE GAP

"Getting ready takes more energy than it should."

You may have plenty of clothing and beauty products without enough reliable options. Pieces may not work together, routines may feel unnecessarily complicated, or your choices may no longer suit your current life.

The answer isn't always more clothing or products. Often, it is a clearer understanding of what works, what you need, and how the elements of your image fit together.

CONSIDER

01 Which situations are most difficult for me to get ready for?

02 Which outfits and routines consistently work well—and what do they have in common?

03 Am I missing clothing and products, or am I missing clarity and cohesion?

Your first priority is creating a clearer, more supportive system for getting ready.

MY STARTING DIRECTION Getting ready would feel easier if I had greater clarity about:

YOUR REFLECTION

WHAT DID YOUR RESULTS REVEAL?

Pause here. What feels clearer now?

THE RESULT THAT SURPRISED ME MOST WAS:

THE RESULT THAT CONFIRMED SOMETHING I ALREADY KNEW WAS:

THE CHANGE THAT WOULD MAKE THE GREATEST DIFFERENCE FOR ME RIGHT NOW IS:

Clarity is a beginning. You don't have to change everything at once.

THE "SOMEDAY" CHECK

Have you been telling yourself that you'll focus on your image when...

- ☐ I lose weight or my body changes.
- ☐ I have more money.
- ☐ Life becomes less busy.
- ☐ I have somewhere important to go.
- ☐ I feel more confident.
- ☐ I finally figure out what to buy.
- ☐ Everyone else needs less from me.
- ☐ My children are older or leave home.
- ☐ I retire, return to work, or feel ready to date again.
- ☐ The timing finally feels right.
- ☐ Something else: _____

If you recognize yourself here, be gentle.
Putting yourself last may have felt necessary at times. But waiting can quietly become a pattern—and you are allowed to choose differently now.

WHICH "SOMEDAY" THOUGHT HAS KEPT YOU WAITING?

WHAT HAS WAITING COST YOU—IN CONFIDENCE, VISIBILITY, ENERGY, OR OPPORTUNITIES?

WHAT COULD BECOME POSSIBLE IF YOU BEGAN CARING FOR THE WOMAN YOU ARE TODAY?

YOUR MILLION DOLLAR LOOK VISION

Your Million Dollar Look begins with who you are—not with a shopping list.
Use these prompts to connect your identity, image, and impact.

01

IDENTITY — WHO AM I NOW?

What have I lived through, learned, or grown into?
What qualities in me deserve to be seen?
What am I no longer willing to diminish or apologize for?

02

IMAGE — HOW DO I WANT MY IMAGE TO EXPRESS WHO I AM?

What three words describe how I want my style to feel?
What do I want to see and recognize when I look in the mirror?
What feels missing from the way I currently present myself?

03

IMPACT — HOW DO I WANT TO ENTER THIS NEXT CHAPTER?

How do I want to feel when I walk into a room?
How do I want other people to experience me?
What do I want my image to make easier or more possible?

I want my image to express _____
so I can show up with greater _____
in this next chapter.

YOUR CLOSET CLUES

Clarity may already be hanging in your closet.
Choose an outfit you genuinely enjoy wearing now.

OUTFIT ONE

THE OUTFIT THAT FEELS LIKE YOU

ADD A
PHOTO OF YOU WEARING
THIS OUTFIT

WHEN AND WHERE DO I USUALLY WEAR IT?

WHAT THREE WORDS DESCRIBE HOW I FEEL IN IT?

WHICH ELEMENTS MAKE THIS WORK FOR ME?

- [ ] Color
- [ ] Shape or silhouette
- [ ] Fit or proportion
- [ ] Fabric or texture
- [ ] Pattern
- [ ] Comfort
- [ ] Level of polish
- [ ] Accessories or finishing details
- [ ] Ease and practicality
- [ ] Other:

WHICH PART OF THIS OUTFIT FEELS MOST LIKE ME?

IF THIS OUTFIT COULD SPEAK, WHAT WOULD IT COMMUNICATE ABOUT ME?

WHAT QUALITY FROM THIS OUTFIT WOULD I LIKE TO REPEAT MORE OFTEN?

YOUR CLOSET CLUES

Consider an outfit that is working for you any longer

OUTFIT TWO

THE OUTFIT THAT NO LONGER FEELS RIGHT

ADD A
PHOTO OF YOU WEARING
THIS OUTFIT

WHY DO I CONTINUE REACHING FOR—OR HOLDING ON TO—THIS OUTFIT?

WHAT THREE WORDS DESCRIBE HOW I FEEL IN IT NOW?

WHAT SPECIFICALLY FEELS OFF?

- [ ] Color
- [ ] Shape or silhouette
- [ ] Fit or proportion
- [ ] Fabric or texture
- [ ] Pattern
- [ ] Comfort
- [ ] Level of polish
- [ ] Accessories or finishing details
- [ ] Ease and practicality
- [ ] Other:

TURN THE COMPARISON INTO CLARITY

The clothes I love tend to have:

I feel most like myself when I wear:

I often settle for _____ because _____.

My style needs more:

My style needs less:

MY VISION STATEMENT

Summarize your discoveries into a statement such as:

For my style to support me now, my clothes need to feel _____, _____, and _____ while allowing me to _____.

YOUR STYLE ALIGNMENT ACTION PLAN

You do not have to change everything at once.
Use what you've discovered to choose a focused and realistic place to begin.

01 MY EXISTING STRENGTH:

02 THE ALIGNMENT GAP I WANT TO ADDRESS FIRST:

03 THE "SOMEDAY" THOUGHT I AM READY TO RELEASE:

04 ONE ACTION I WILL TAKE WITHIN THE NEXT SEVEN DAYS:

05 ONE CHANGE I WANT TO MAKE WITHIN THE NEXT 30 DAYS:

06 THE CLARITY, GUIDANCE, OR SUPPORT I NEED:

07 THE QUESTION I MOST WANT HELP ANSWERING:

MY COMMITMENT

I do not have to transform everything at once. I will stop waiting for:

and begin by:

One meaningful step is enough to begin.



YOUR NEXT STEP

If this Audit helped you recognize the gap between the woman you've become and the way you're currently showing up, you may be wondering:

How do I actually bring it all together?
That's exactly what we help you do inside *Your Million Dollar Look*.

Your
Million Dollar Look

Your Million Dollar Look is a comprehensive online style coaching program you can participate in from anywhere. We guide you step by step through the process of aligning your personal style with who you are today—from your authentic style identity, color and body shape to clothing, hair, makeup, accessories, proportions, and complete outfits.

You'll learn through our online program at your own pace, with opportunities for deeper coaching and personalized feedback depending on the path you choose. The goal isn't simply to give you more style information. It's to help you apply what you learn to your own body, wardrobe, lifestyle, personality, and next chapter.

Ready to take your next step?
Click to learn more about the program and see the current ways to join.

You don't need to have everything figured out. You simply need to be willing to see yourself with fresh eyes and take the next meaningful step.