



DRESS YOUR BRAND

Your Personal Blueprint

Step Into Your Vision

Visualize yourself one year from today. You're sitting in a cozy cafe, sunlight streaming through the windows, your favorite drink in hand. Across the table sits a close friend who has supported you over the years. They ask, "So tell me, what are you proud of accomplishing this past year? (Note: These milestones don't have to be just professional—include personal wins, too! Everything is integrated.)"

Prompt:

It's _____, and I'm sitting at a café with

Over the past year, I've accomplished [list up to 3 key achievements or milestones (focus is important):

I feel...

Looking ahead, I feel ready to continue building on this momentum because...

Activate Your Vision

Which of these strengths will help you reach your vision? I call these superpowers because they are the crux of your personal brand and impact the trajectory of your future.

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APPROACHABLE: Someone who helps others feel welcome. Choose this if your vision involves bringing new partnerships or people into your life.

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CREATIVE: Someone who finds new ways to do something or solve a problem. Choose this if your vision involves getting past something that has made you feel stuck or requires problem solving.

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ASPIRATIONAL: Someone who appreciates (and at times curates) experiences beyond the norm. Choose this if your vision is about growing toward your highest potential, inspiring others, or creating a life that reaches beyond your current circumstances.

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BOLD: Someone who is not afraid to take risks and likes to push the envelope. Choose this if your vision requires you to step outside your comfort zone, embrace new challenges, or adapt to unexpected changes along the way.

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OPTIMISTIC: Someone who is hopeful and confident about the future and at many times, helps others feel the same. Choose this if your vision involves navigating uncertainty, rallying others around a shared goal, or maintaining resilience in the face of setbacks.

Dress Your Superpower

Our style is a walking billboard of our story, values, goals, and dreams. Use this table to map out the “ingredients” you will use to communicate your message.

The Ingredient	My Signature Choices
Color Palette <i>(e.g., Neutrals, Jewel Tones, Pastels)</i>	
Fabrics <i>(e.g., Structured wool, flowing silk, denim)</i>	
Prints/Patterns <i>(e.g., Stripes, Florals, Solids)</i>	
Silhouettes <i>(e.g., Tailored, Oversized, Fitted)</i>	

Quick Challenge Reflections

Use the space below to record your reflections and observations from the “Quick Challenge” activities that you choose to take on from the book!

Bring Your New Style and Brand to Life!

Shop your superpower

Instantly express your personal brand superpowers with your own mini statement accessories wardrobe (currently 3 styles available)

[Shop the Kits](#)

Book a workshop

Bring a “Dress Your Brand” workshop to your company and help your colleagues find their own personal brand-aligned style

Email: Elizabeth@brandstylebloom.com

Join the community

Join the Dress Your Brand community on Substack and get tips on how to elevate your personal brand through style and beyond directly to your inbox.

[Join me on Substack](#)