



*Your Personal Fashionista  
Blueprint*

You're an inspired female entrepreneur on a mission. You have a business and are "living the dream". And while your business is rockin', behind the scenes you kind of feel less than spectacular.

All of those years of hard work and late nights "paid off" financially, but now when you look in the mirror you feel... "blah".

:O

I know... but someone had to say it. I mean, you once were a secret fashionista, owning your unique style, taking in the compliments from friends and feeling proud in the body you loved and the clothes that made your unique style.

Stop it. Stop thinking you'll do it tomorrow, waiting for "someday" to go shopping. You tried that before and it's just not the same.

Dear bestie, it doesn't feel the same because YOU'RE not the same. You're successful, your life and body have changed, and your lifestyle has changed.

It's time to claim back that gorgeous twinkle in your eye, the sexy feeling you had when you woke up, and get you dressed and feeling like the amazing woman you already are on the inside.

And the truth is, when you uplevel your outside, it will empower you even more on the inside.

"Look good, feel good" is not just a catchy phrase. It's a fun way to fuel your confident and inspired soul, and will help you upgrade all areas of your life - simply by changing the way you think about yourself.

You're already on the path to change the world in your business. Are you ready to change YOUR world - starting in your closet?

# *Your Personal Fashionista QA*

How would you describe yourself? List 3-5 words that represent who you think you are today

HOW WOULD YOU DESCRIBE YOURSELF? LIST 3-5 WORDS THAT DESCRIBE HOW YOU SEE YOURSELF TODAY.

- 1.
- 2.
- 3.
- 4.
- 5.

WHEN YOU ARE LOOKING YOUR MOST AWESOME, WHAT 3 - 5 WORDS DESCRIBE YOUR SUCCESSFUL SELF:

- 1.
- 2.
- 3.
- 4.
- 5.

WHAT 3-5 WORDS DESCRIBE HOW YOU WANT OTHERS TO SEE YOU IN YOUR NEW WARDROBE.

- 1.
- 2.
- 3.
- 4.
- 5.

HOW WOULD YOU DESCRIBE THE PERSONAL STYLE YOU WANT TO HAVE? (YOU CAN LIST STORES, BLOGGERS, PEOPLE AS REFERENCES OR FASHION ICONS)

HOW DO YOU WANT TO FEEL IN YOUR CLOTHES?

WHO DO YOU ADMIRE FOR THEIR SENSE OF STYLE?

WHAT IS A TYPICAL DAY LIKE FOR YOU? (WHERE ARE YOU GOING, WHO SEES YOU, ETC)

WHAT ACTIVITIES DO YOU DO FOR FUN?

WHAT ARE YOUR FAVORITE COLORS (FOR CLOTHES)

WHERE DO YOU NORMALLY SHOP FOR CLOTHES? AND WHAT DO YOU LOVE ABOUT THOSE STORES?

WHAT MAGAZINES/BLOGGERS DO YOU READ/FOLLOW?

WHAT DO YOU TYPICALLY SPLURGE ON (AND WHAT IS CONSIDERED A 'SPLURGE' DOLLAR WISE?)

WHAT DO YOU FEEL MOST COMFORTABLE IN?

HOW MUCH TIME DO YOU WANT TO SPEND GETTING READY EVERYDAY?

WHAT DO YOU NORMALLY WEAR EVERYDAY NOW?

I WOULD LIKE TO FOCUS ON:

- ACCESSORIZING WHAT I CURRENTLY HAVE
- CASUAL CLOTHES THAT LOOK STYLISH
- BUSINESS CLOTHES THAT AREN'T STUFFY
- HOW TO USE CLOTHES IN MULTIPLE WAYS
- HOW TO STEP IT UP
- HOW TO MAKE ME MORE HIP AND STYLISH
- OTHER (PLEASE DESCRIBE)

MY SHOPPING BUDGET IS:

WHEN I BUY A TOP/SHIRT I CONSIDER \$\_\_\_\_\_ TOO EXPENSIVE

TRUE OR FALSE

\_\_\_\_\_ I love finding inexpensive "finds" that look more expensive

\_\_\_\_\_ I look at quality as a measure of "worthwhile" price

\_\_\_\_\_ I want to look my age

\_\_\_\_\_ I want to look sophisticated

\_\_\_\_\_ I want to look “hip” and cool

\_\_\_\_\_ One of the things I don't like now is I feel “stuffy” and like I look outdated

IS THERE ANYTHING ELSE YOU WANT ME TO KNOW?



Please provide a full body image of yourself. This image is for my personal file, so it's completely private. A simple phone image is perfect.

YOU'RE ALL DONE!

Thank you for taking the time to complete this form. Please know that everything you've shared is private and seen only by me. When you're ready, just email it back to [shana@totalgenius.net](mailto:shana@totalgenius.net).

Let's get you owning your personal style!

xoxo Shana