

Personal Style Dos and Don'ts...*For Every* *Scenario!*

When it comes to your personal style it's important to showcase your individuality and maintain your authenticity, while building your brand. As you gain more visibility for your personal brand from the stage, on camera, or by hosting or attending events – there are a few DOs & DON'Ts you may want to consider to show up looking and feeling your best.

MEET YOUR BRANDING AND STYLE EXPERTS



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LET'S GET STARTED →



SCENARIO #1

Video or Photoshoot

 **DO:** BREAK UP PATTERNS WITH SOLID COLORS



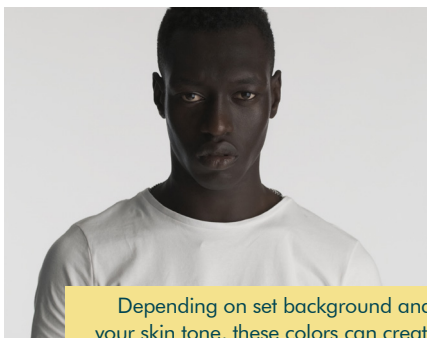
For example, pair solid pants or a jacket with your fun pattern!

 **DON'T:** WEAR STRIPES AND TIGHT PATTERNS



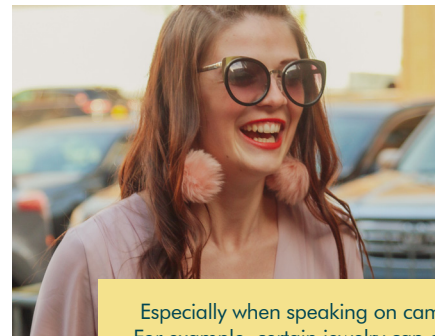
It can create an undesired moiré effect.

 **DO:** AVOID BLACK AND WHITE

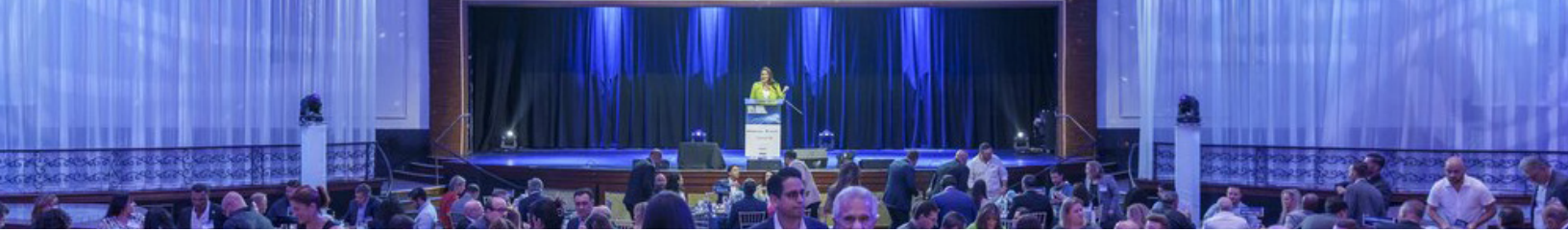


Depending on set background and your skin tone, these colors can create a high contrast that isn't always appealing on-camera.

 **DON'T:** WEAR DISTRACTING ACCESSORIES



Especially when speaking on camera. For example, certain jewelry can create interference with audio.



SCENARIO #2

On Stage

✓ **DO:** HAVE FUN WITH ACCESSORIES!



✗ **DON'T:** WEAR BLACK

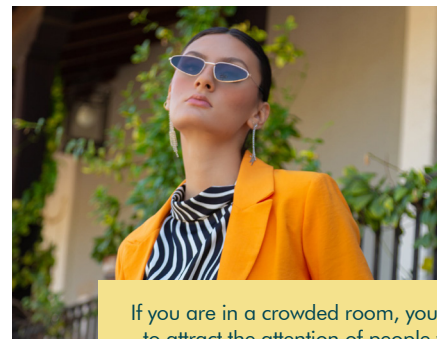


Credit: Stampede Social

✓ **DO:** FAMILIARIZE YOURSELF WITH THE STAGE/LIGHTING COLOR SCHEME TO AVOID CLASHING.



✗ **DON'T:** BE AFRAID TO GO BIGGER!



If you are in a crowded room, you want to attract the attention of people who may be sitting all the way in the back.



Credit: Smash Pixel Studios

SCENARIO #3

Networking & Events

✓ **DO:** INCORPORATE A SIGNATURE ITEM / ACCESSORY



✗ **DON'T:** FORGET ABOUT COMFORT



✓ **DO:** STAND OUT (BE MEMORABLE!)



Credit: Getty / Forbes

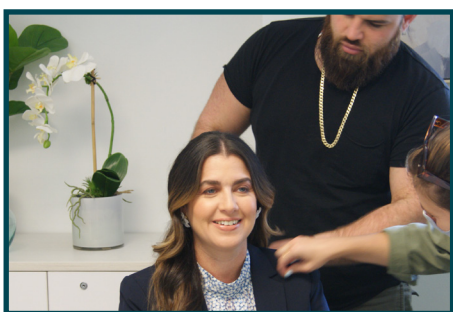
✗ **DON'T:** NEGLECT TO IRON OR STEAM YOUR OUTFIT



THANK YOU FOR ATTENDING

Your Style Story: Bridging Brand Identity and Personal Style!

Do you want to get a jump start on leveling up your personal brand and personal style for 2024?



SPECIAL OFFER FOR UKG ONLY:
Personal Branding Photoshoot

OFFER INCLUDES:

- 60-minute personal brand consulting
- 90-minute photoshoot & digital photo library
- Personal styling & shopping (2 looks)**
- Professional makeup

INVESTMENT: \$1279 (75% SAVINGS)*

*Must be purchased by 11/28.

**Does not include the cost of new clothes.

SET UP YOUR CALL TO GET STARTED HERE.

Have a question or specific request?

Email Tamika at tamika@tbmediagroup.com or **BOOK A DISCOVERY CALL HERE.**

Contact Us

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