



ICONIC DETAILS

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- The Persona Stylist -

360* ICONIC PERSPECTIVE

I believe in a **wholistic approach**, meaning 360 degrees, when it comes to my clients and the projects we create together. The 360* Iconic Perspective Map is my visual representation and self-evaluation tool for my unique approach.

As a swimmer growing up, I remember my coaches saying, "To improve, you must focus on your technique and the fundamentals." No matter what our skill level, at the end of the day it all came back to "Kick - Drill - Swim."

In terms of **personal branding** this can be translated as:

Fundamentals	Techniques
Identity - Image - Message - Marketing	Consistency - Cohesion - Charisma Reflection - Action

- What does it mean to rule your life with ICONIC DETAILS -

- A conscious awareness to the influence you have on the world and the world's influence on you.
- Approaching life and work with a consistent, cohesive and charismatic perspective.
- Regularly reflecting on your work, planning your next best move & taking action.
- Critically evaluating everything in your life, so all that remains has truly earned its place.

- Consciously considering the intention, symbolism and sentimental value behind each element of your visual statement.

- TERMINOLOGY -

Identity:

You know who you want to be in this next phase of your journey. The personality, values, strengths, beliefs, actions, experience and reputation you want to embody.

Image:

You can easily identify the iconic details that make up your visual statement and first impression. You know your color palette, fonts, symbolism, and unique aesthetic. You know what you want to be associated with and how you want others to perceive you.

Message:

You know the statement you want to make with your work and presence. You know your “why” and the way you want to express it. You can easily outline your ideal client, unique wording, tag lines and call to action statements.

Marketing:

You have a strategy to express your message to the world. You have an organized system for tracking, organization, positioning,

Consistency:

Meaning: Predictable, dependable & reliable. You have the consistency in your online, offline and in-person presence. You have consistency across all platforms and mediums. Through your reputation, referrals, and word of mouth.

Cohesion:

Meaning: Uniformity, harmony & flow. There is a symmetry about you. Everything you say, do and produce seems to have a cohesive flow to it.

Charisma:

Meaning: Authentic confidence. You have that special “je ne sais quoi” about you. Others often say to you “That is SO you!” or, “I thought of you when I saw this!”

Reflection:

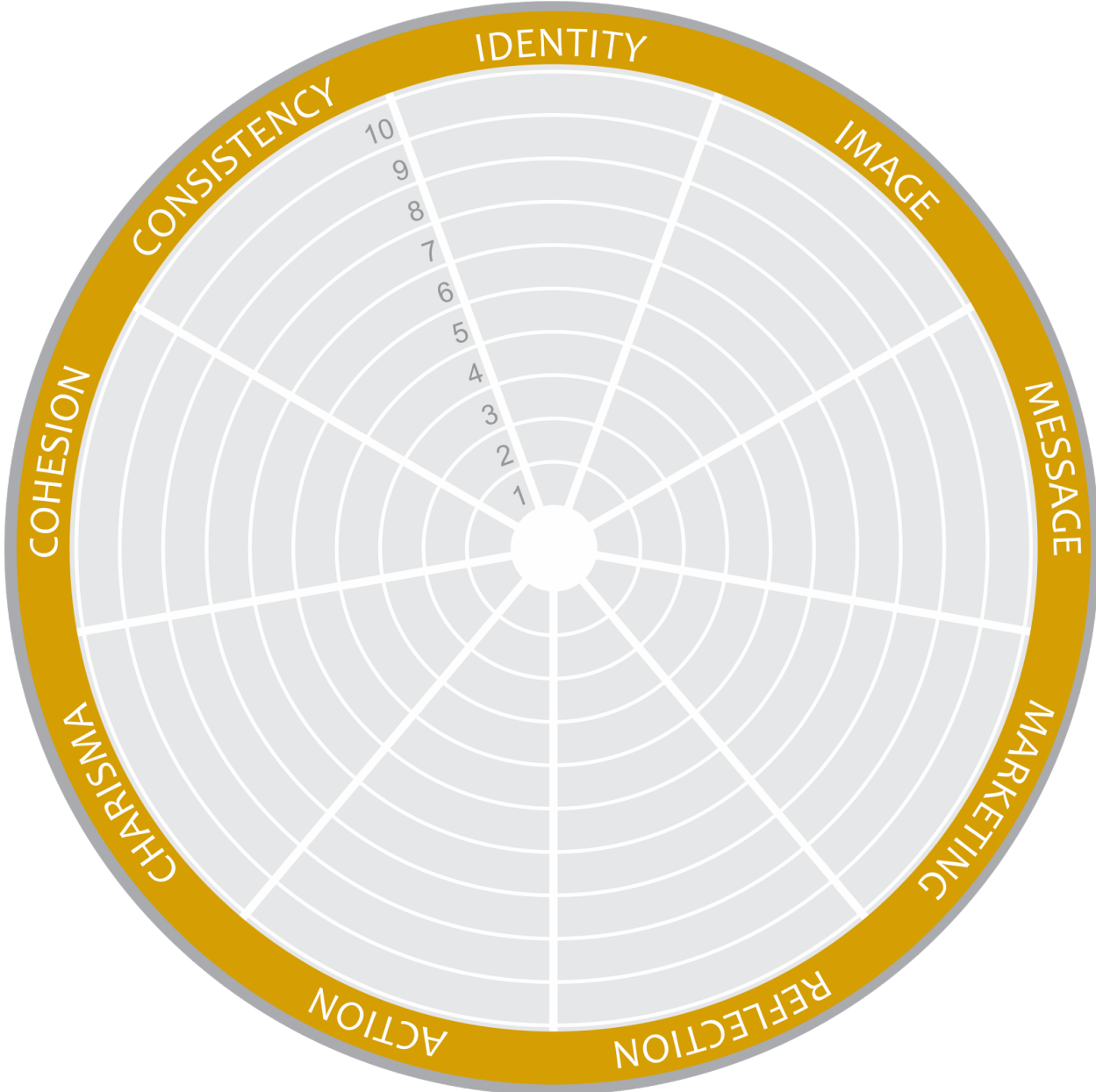
You regularly make time to reflect on your life and work. You know what’s working and what isn’t. You know what you want more of and what you would like to change. You understand what you need to release, as much as what you want to embody, embrace and personify.

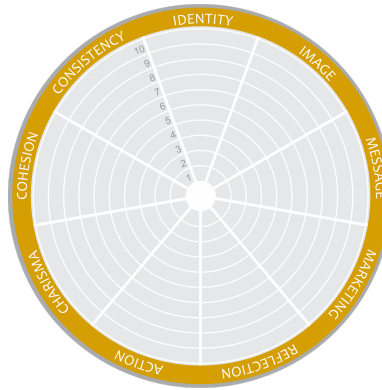
Action:

You have a strategy and process you know you can trust, to be where you want to be. You have projects you're working on, collaborators you can call, and a team of experts on your side. Generally you like to have a plan, do and review mentality.

360* ICONIC PERSPECTIVE

Assess yourself in each of the following areas and color in your personal score.
Score yourself from 1 (Absent, Needs Attention) to 10 (Iconic, I Got This)





- I'm Curious -

- What did you learn about yourself and your branding?
- Did you identify any area(s) that could use your attention?
- Are you inspired by these results?
- Are you interested in taking action to complete any area(s) ranking lower than you would like?

If you're interested in further exploring your results or taking action on inspired ideas that have bubbled up from this exercise, then let's connect! I offer a 30 Minute *Complimentary* Discovery Session to see if we are the right fit and align with one another creatively.

Simply call, email or book on my website. I secretly hope you reach out, I LOVE hearing the results, perspective and clarity that come from doing this exercise. ***Call me... Maybe!?***

~ Ashley