

Homemaker In High Heels

Module 5 - VIDEO #1: Fashion Me Forward- Image Matters

What is your go to interview look?

What color are you wearing when you come alive?

What are your favorite colors? and WHY?

What message does your current look represent?

What is your vision for your external look? What message do you want to convey?

List Three People's Style that you admire and list Why?

Module 5 - VIDEO #2: Dress & Speak For Where You Are Going

Where Are You Going?

What is your industries style?

What do you want people to feel when they encounter you?

What phrases can you use for people to associate you with your company, organization, or ministry?

Who are 3 people you admire in the industry that speak well and convey there message well? (Write down what you like about there presentation skills)

Assignment #1

Prepare 3 Outfits for where you are going, describe them with detail, and how you feel wearing them. (Take Pics In Them)

OUTFIT #1 _____

OUTFIT #2 _____

OUTFIT #3

Assignment #2

Prepare Two Elevator Pitches of Who you are and What You do in less than 45 seconds. Rehearse in a mirror at least 10 times or until you get comfortable saying it naturally. Avoid using the word ummm and sounding like a sales pitch.

****USE YOUR AUTHENTIC VOICE****

Elevator Pitch #1

Elevator Pitch #2

Professional Social Media Banner (Canva or PicMonkey)

LOGO

Module 5 - VIDEO #3: **The Basic Branding (You) Check LIST**

1) Professional Photo

2) Professional Looking Social Media Presence (Picmonkey, Canva)

- a) Logo
- b) Social Media Banner
- c) Branding Colors (consistency wherever you are at)
- d) Create A Website (Just get started...less is more)
- a) Content That Serves Your Audience (Niche Branding)
- e) BRAND YOU on all social media
- f) Consistency in your branding (so people can recognize you)

3) What TWO social Media sites do you use the most and why?

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