

HOW TO USE PINTEREST TO DEFINE YOUR STYLE

*If you don't already have a Pinterest account it is time to get one.
It's a world of images at your finger tips.*

- 1 Start a board that is titled MY STYLE.
- 2 Just start scrolling through and Save (new Pin It term) anything you like to your **MY STYLE** board. If you are not finding what you like just search the internet for anything you have seen on a celebrity, in an online magazine, or catalog. Pin these to your board.
- 3 Once you have a few items in there, click on an image and you will get similar images below. Save all the ones you like.
- 4 Just Pin and Pin and Pin. Don't think too hard, use your gut instinct.
- 5 If you are stuck, here are some things to think about...
 - ▶ What colors do I like?
 - ▶ In my life what do I wear most consistently?
 - ▶ What do I need to put more effort into?
 - ▶ Am I making a big career change?
 - ▶ What feels most comfortable?
 - ▶ What feels scary?
 - ▶ What patterns and shapes do I love?
- 6 Once you have about 20-40 images, take a bird's eye view. Pull back and review what's on your board. Look for similarities. You may see a repeating color. You may see a repeating jean and shirt layout. You may see patterns or textures that keep appearing.
Here is an example of a MY STYLE board.
- 7 Go in and delete anything that looks suspect or does not fit the pattern.
- 8 Once you have found some flow, write down 5 key terms that describe what you see. Like "Flowy" or "Ripped" or "Bohemian" or "Leather." Try combinations of these terms and go deeper and PIN IT!

NOW YOU HAVE FOUND YOUR STYLE!