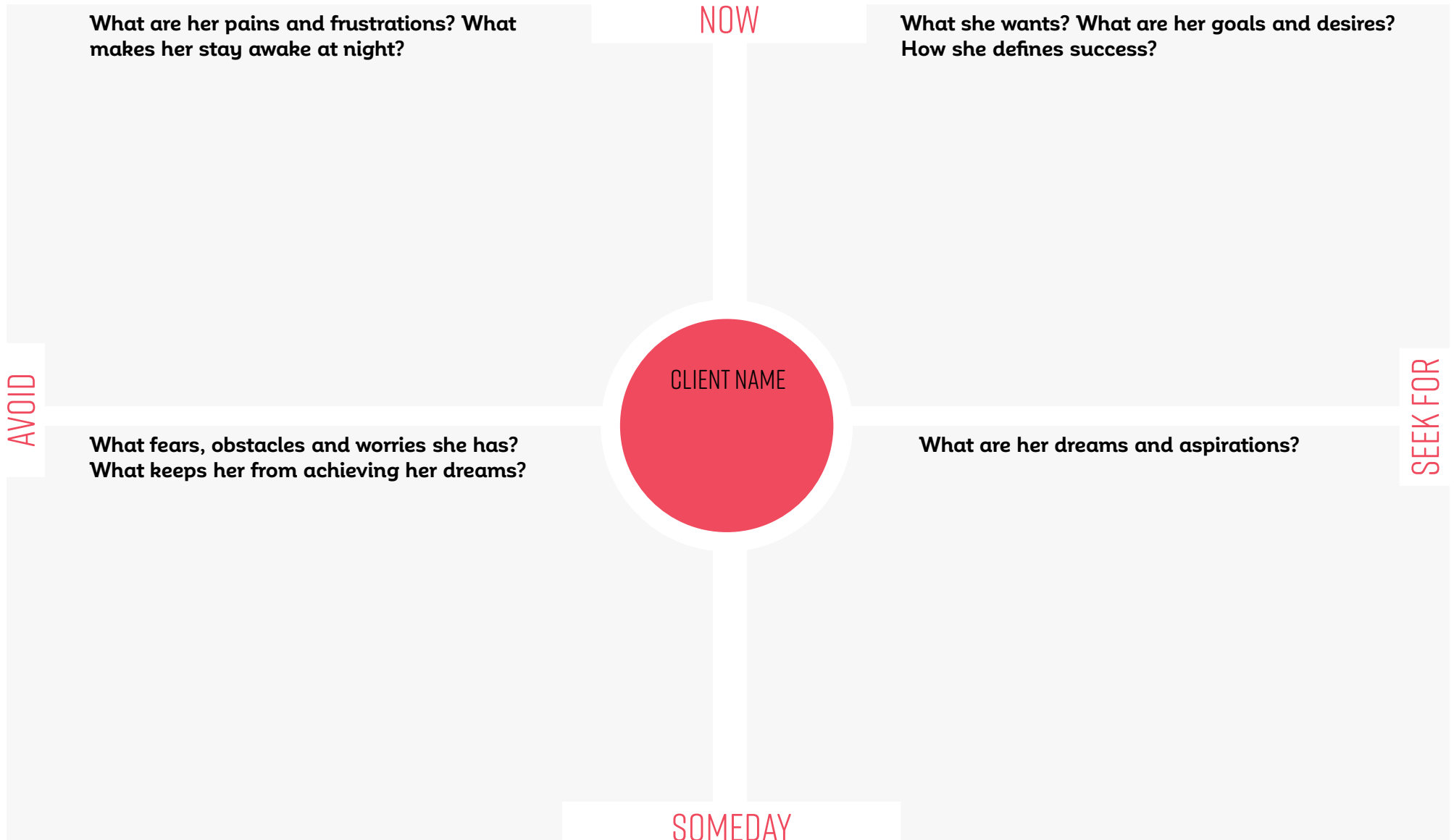


# Where your perfect client is and where she wants to go?

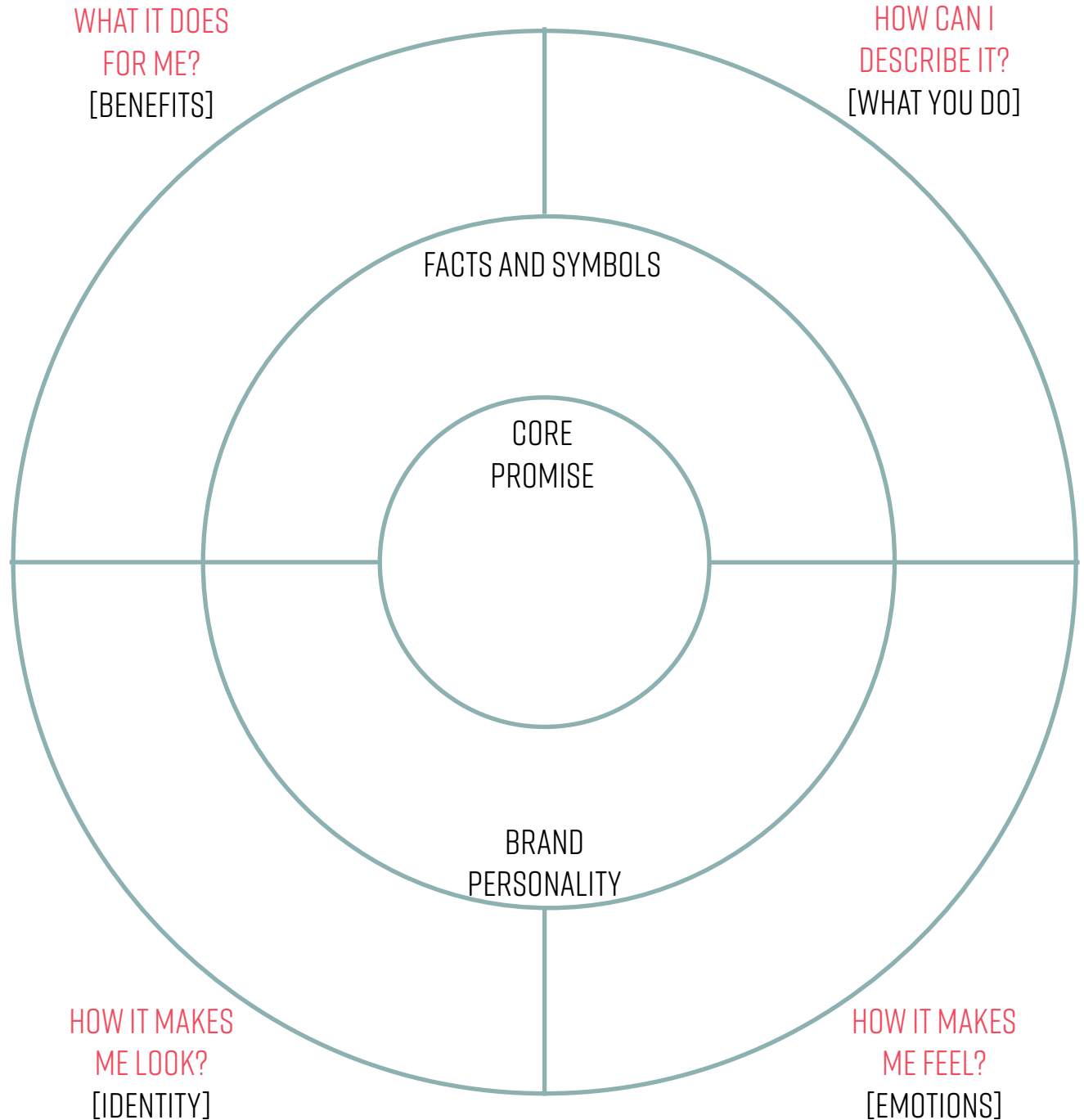


# How do you want to be seen?

We make choices based on emotion and the meaning something has in our lives. Let's get to the core of it.

What do you want people to think, feel and say about your brand? Think as your client. How should she answer this questions?

1. What positive emotions you want to elicit or what emotions you have the cure for?
2. What are the symbols that signal to them you are the person they are looking for and make them feel like that?
3. How they want to be seen and how you help build the image they want to show to the world?



# *How do you want to be seen and remembered*

**LOOK & FEEL | Visual references**