

Create a Captivating Brand that turns visitors into clients

1 SET AN INTENTION (AND A TIMER)

Before you start pinning do this 3 simple steps.

1. Set an intention to approach this exercise with a curious, playful, aspirational spirit. Think beyond business. What colors your world in your life? This is about you as a whole amazing human being. Allow yourself to dream in your Pinterest board!
2. Set a timer to 3 to 5 minutes for each topic search to get more control. You can search all topics or just the ones you like but try to get to as many as you can.
3. Go to Pinterest and create a new board for your brand vision.

That's it. You're set to start!

2 WHAT TO SEARCH FOR

Things that bring you joy. Things you loved as a child or that matter to you today.

Things you love to have around you (look around. What makes you feel good).

Things you always carry with you.

How does your perfect home or office must look like. Search for it and pin it.

Your clothing style
(This is great for photoshoot inspiration)

Colors you love: search for
"color palette + [the main color you want]" or
"design seeds + [the main color you want]"

Patterns or textures you like.

Font combinations or typography + [the mood or style you're going for]

Things people who know you say "this is so you".

[Concept words that represent you] +
the word "symbol" or "image" (to get visual
representations instead of only quotes)

People (real or fictional that inspire you).

Your hobbies

3 BRINGING IT ALL TOGETHER

Now let it sit for a moment. Then make connections between what you have on your board. What patterns come up for your brand mood? What colors, shapes and styles repeat? If you need a brand colors, you can use [colors.co](https://www.colors.co) to pick a color palette from an image you like.

Now you know what your brand is really about and what to aim for if you're creating it yourself. Want help to bring your Inner Light to shine outside on your brand and website?

Learn about it and [schedule a chat HERE.](#)

