

CREATE YOUR OWN

PERSONAL STYLE PROFILE

↑ & LOOK MORE
CONFIDENT!



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LOOK MORE **CONFIDENT**, COMFORTABLE & AUTHENTIC

A **Personal Style Profile** is your unique, authentic and personalized style template. It's the underlying, fundamental framework that makes it easy to assemble your wardrobe, choose your haircut or navigate any of life's myriad other style decisions.

Follow these simple steps to create your own Personal Style Profile that will help you look and feel more confident, 100% of the time.*

Have fun and let me know how you make out.



Dave Bowden
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**Well, 100% OF THE TIME THAT
YOU'RE CLOTHED, THAT IS.*



#1

VISUALIZE

Try to remember five different times you saw someone and thought “I like that look.” It could be a movie or TV character, a friend or co-worker, a guy on the street – literally *anyone*. Write them down below. And if you can’t think of five, don’t worry. Just jot down as many as you can.

To help make things clear, I’ll include examples from my own Personal Style Profile for each step.

My Example: *RYAN GOSLING IN CRAZY, STUPID, LOVE*

Your Looks:

1. _____
2. _____
3. _____
4. _____
5. _____



#2

IDENTIFY

Go through each look that you listed in Step 1 and think of three or four things that you particularly liked about each. What made it stand out so much in your memory that you were willing to write it down? Don't over-think it too much: just write the first things that come to mind about each look.

Take a look at my notes below to give you some idea of why I like this look, then use the following pages to repeat the exercise for each of your preferred looks.

My Example: RYAN GOSLING IN CRAZY, STUPID, LOVE

Why I like it:

1. STYLISH, BUT NOT SUPER FASHION-Y
2. CLASSIC, BUT STILL MODERN AND UP TO DATE
3. FIT WAS TRIM, BUT NOT TOO SLIM OR TIGHT
4. CLASSY, BUT NOT STUFFY



#2

IDENTIFY

Go through each look that you listed in Step 1 and think of three or four things that you particularly liked about the look. What made it stand out so much in your memory that you were willing to write it down?

Look #1: _____

Why You like it:

1. _____
2. _____
3. _____
4. _____



#2

IDENTIFY

Go through each look that you listed in Step 1 and think of three or four things that you particularly liked about the look. What made it stand out so much in your memory that you were willing to write it down?

Look 2: _____

Why You like it:

1. _____
2. _____
3. _____
4. _____



#2

IDENTIFY

Go through each look that you listed in Step 1 and think of three or four things that you particularly liked about the look. What made it stand out so much in your memory that you were willing to write it down?

Look 3: _____

Why You like it:

1. _____
2. _____
3. _____
4. _____



#2

IDENTIFY

Go through each look that you listed in Step 1 and think of three or four things that you particularly liked about the look. What made it stand out so much in your memory that you were willing to write it down?

Look 4: _____

Why You like it:

1. _____
2. _____
3. _____
4. _____



#3

HIGHLIGHT

Now that you've identified what you like about each look, go back through your lists and **highlight any words that you used in multiple looks**. This exercise will reveal the traits, styles and characteristics that you associate most with looking confident. I've provided two examples of my own for you below.

Example 1: RYAN GOSLING IN CRAZY, STUPID, LOVE

Why I like it:

1. STYLISH, BUT NOT SUPER-FASHION-Y
2. CLASSIC, BUT STILL MODERN AND UP TO DATE
3. FIT WAS TRIM, BUT NOT TOO SLIM OR TIGHT
4. CLASSY, BUT NOT STUFFY



#3

HIGHLIGHT

Example 2: BRAD PITT IN MR. AND MRS. SMITH

Why I like it:

1. MODERN TAKE ON SUBURBAN HUSBAND
2. COOL AND SLEEK
3. DEBONAIR
4. MUTED COLORS



#3

HIGHLIGHT

Your Turn:
Go Back and **Highlight**
Common Words in Your List!



#4

HIGHLIGHT AGAIN

Now that we've identified which words you used most often, go back through your list one more time and also **highlight any words that you only used once, but that really jump out at you.**

There may be some words that you consider really important, but that only applied to one of the looks you listed above. Let's capture them here. (I've highlighted my examples in blue below.)

My Example: RYAN GOSLING IN CRAZY, STUPID, LOVE

Why I like it:

1. STYLISH, BUT NOT SUPER FASHION-Y
2. CLASSIC, BUT STILL MODERN AND UP TO DATE
3. FIT WAS TRIM, BUT NOT TOO SLIM OR TIGHT
4. CLASSY, BUT NOT STUFFY



#4

HIGHLIGHT AGAIN

Example 2: BRAD PITT IN MR. AND MRS. SMITH

Why I like it:

1. MODERN TAKE ON SUBURBAN HUSBAND
2. COOL AND SLEEK
3. DEBONAIR
4. MUTED COLORS



#4

HIGHLIGHT AGAIN

Your Turn:
Go Back and **Highlight**
Any Other Important
Words in Your List!



MAKE YOUR LIST

Review all of the words you've highlighted and list each of them below. These are the traits that jumped out at you and had a lasting impact, which you'll start to work from to define your Personal Style Profile.

List your words here, and check out the next page to see my list.

Your Highlighted Words:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____



#5

MAKE YOUR LIST

My Highlighted Words:

1. CLASSIC
2. NOT SUPER FASHION-4
3. DEBONAIR
4. MODERN



#6

BOLSTER YOUR LIST

Take a good look at your list. If I told you right now that your Personal Style Profile was going to be derived from these words, would you be comfortable with that? Were there any words not present that you wish were there? If so, add them now. Again, you can see my additional words on the next page.

Add Any Additional Words:

1. _____
2. _____
3. _____
4. _____
5. _____



#6

BOLSTER YOUR LIST

My Additional Words:

1. CLASSIC
2. NOT SUPER FASHION-4
3. DEBONAIR
4. MODERN
5. GENTLEMANLY
6. DAPPER



#7

RE-ORDER YOUR LIST

Now that your list feels full and complete, re-order it according to which words you deem most important. Which ones resonate the most with you? Throw your preferred order here, then scroll down for mine.

Your Preferred Order:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



#7

RE-ORDER YOUR LIST

My Preferred Order:

1. MODERN
2. CLASSIC
3. DAPPER
4. GENTLEMANLY
5. DEBONAIR
6. NOT SUPER FASHION-4



#8

REFINE YOUR LIST

Go through your list and see if you can consolidate or eliminate any synonyms. In my case, debonair and gentlemanly mean roughly the same thing. I prefer Gentlemanly, so I'll keep that one.

1. MODERN
2. CLASSIC
3. DAPPER
4. GENTLEMANLY
5. ~~DEBONAIR~~
6. NOT SUPER FASHION-4



#8

REFINE YOUR LIST

Your Turn:
Go Through Your List and
Eliminate Any Redundancies.



#9

CREATE YOUR PERSONAL STYLE PROFILE

From your remaining list, choose your Personal Style Profile. You can include all of the words left on your list, or choose the ones that resonate most strongly with you. From my words I decided to go with:

A MODERN, CLASSIC GENTLEMAN



#9

CREATE YOUR PERSONAL STYLE PROFILE

Your Turn:
Write Your Personal Style Profile Below



#9

CONGRATULATIONS!

I hope you've found this process as revealing and rewarding as I did. You can now use your Personal Style Profile as your North Star to guide you in all things style and fashion from now on.

I'd love to hear how the process went for you.

Email me at dave@irreverentgent.com to let me know how you made out.

If you're on Twitter, you can tweet at me: [@IrreverentGent](https://twitter.com/IrreverentGent).

Or, head back to [the post about how valuable the Personal Style Profile can be](#) to leave a comment.



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