

# 418: Refine Your Personal Style

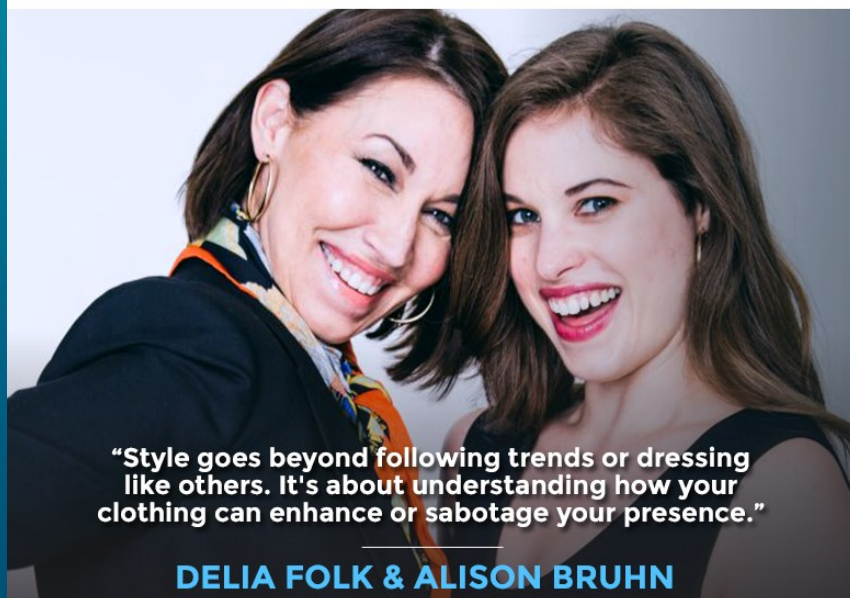
## 10 Point Checklist

### Delia Folk & Alison Bruhn

Want to gain as much knowledge as possible out of Get Yourself Optimized? Read on below for a 10 point checklist that gives the next, real steps you can take for introducing these insights and optimizing your life.

*Get* **YOURSELF OPTIMIZED**

HOSTED BY **STEPHAN SPENCER**



**“Style goes beyond following trends or dressing like others. It’s about understanding how your clothing can enhance or sabotage your presence.”**

**DELIA FOLK & ALISON BRUHN**

# 10 STEPS YOU CAN TAKE TODAY

**Want to take charge of your health, wellness, and success?  
Here are 10 steps that can move you closer to your goals – today.**

- Learn about my body type and dress in ways that enhance my features to build a unique and empowering style. Clothing should be tailored to individual body types.
- Embrace the style aesthetic that aligns with my personality rather than trying to emulate someone else's style. This will boost my confidence.
- Find support and strength through collaboration with like-minded individuals. Explore a broader range of communities and connect with them on a personal level.
- Recognize that brand stories matter. A brand is a delivered promise. I become a part of that promise when I connect with the story. This helps me build loyalty and genuine interest in my brand.
- Understand the difference between style and fashion. Fashion focuses on trends and the latest designers. Style is a reflection of my entire life, and encompasses how I dress and how I live.
- Cultivate timeless, evergreen pieces which can be worn for years. Invest in classic wardrobe staples that stand the test of time and add trendy elements to keep my style fresh.
- Avoid fast fashion — cheaply made clothing that doesn't last and contributes to environmental issues. Focus on building a wardrobe of high-quality pieces.
- Align my attire with my goals and intentions. Understand the concept of enclothed cognition. This means my clothing influences my thoughts, feelings, and behavior.
- Find joy in my wardrobe. Choose pieces that make me feel special. Aim for a closet filled with items that lead to my greater daily satisfaction.
- Visit Delia Folk and Alison Bruhn's website, [thestylethatbindsus.com](https://thestylethatbindsus.com), to learn more about style and how to create my wardrobe mindfully. Discover the services they offer.

To view the transcript, resource links and listen to the podcast, visit:

<https://www.getyourselfoptimized.com/refine-your-personal-style-with-delia-folk-and-alison-bruhn/>