

JOSÉE  
BRISEBOIS

PERSONAL STYLIST

*Chic & Confident Style for the High Achieving Woman in the Spotlight*

YOUR VIRTUAL  
IMAGE MATTERS

THE WAY YOU SHOW UP ON ZOOM MATTERS

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# JOSÉE BRISEBOIS

## VIRTUAL IMAGE

### **How to maximize your impact and success when working from home with personal branding**

#### **The way you show up on virtual calls matters.**

Every time you present yourself on a virtual call is another opportunity to either make a strong first impression or not. It takes less than 3 seconds for people to judge our credibility, maybe less online. It takes over 5 years to change this first impression.

What does your personal brand image say about you? Personal branding is your strongest asset, whether you've considered it or not; it's how others perceive you. So, it's worth learning how to package up your skills, environment, and personality so you look like the credible expert and leader that you are.

The other important reason to own a strong personal brand is because we all want the shiny object. Want it or not, attractiveness and beauty sell. That's just how it is. It's not enough to have an outstanding product or service nowadays. There is way too much competition. Up-leveling your business as a whole is important. Upgrading your image should be part of this process to represent your business effectively. In fact, your personal style and office background are the easiest way to best represent your business, exude confidence and gain instant credibility when speaking online, on camera or when meeting potential clients. They are the embodiment of your brand.



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## VIRTUAL IMAGE

A big under estimated step to creating a strong brand and be as effective as possible when it comes to your personal image is to audit and build a wardrobe to match your brand.

Doing this will support you to always be prepared and represent your brand well, especially when you need to attend an event or promote something at the last minute. You don't have time to scan through a cluttered closet or think about what to wear every time you have a client meeting, workshop, or webinar. To be as successful as you want, you have to spend your time wisely. The average woman spends 10 extra minutes a day figuring out what to wear, that adds up to about one hour per week or about 45 hours a year – that's a whole week worth of time! Ironically, my clients always feel like they have more things to wear after purging bags of clothes out and by creating new outfits with what they already own. So make sure you tackle that closet once and for all. I promise you will feel lighter and things will subtly and sometimes even boldly shift for the best in your life.

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