

*business*

# style quiz

# Let's face it: looks matter.

The old adage about judging a book by its cover is true! We all need something to base our first impressions on, and like it or not, it's usually the visual details that guide our feelings, nudging us right on over to "yes!" or pushing us to a "hell, no."

Your business probably already has a style, we're just going to put a name to it. Clients will make decisions about you based on how your website and business card look, so why not take advantage of that? When you deliberately make choices about your business style, you are in control of your business. And that is the key to reigning in your right client.

The Business Style Quiz helps you define your Business Style, so you can clarify your message to your right clients and make sure you look fabulous while doing it.

**LET'S GET STARTED >>**



# business style quiz

## What is this?

A quick and painless quiz-style guide to help you define your business style and differentiate it from your personal style.

## How long will it take?

10-15 minutes, depending on thorough/particular/detail-oriented you are.

## What do I need?

A printer and pencil or pen. Preferably something bold. If you don't have a printer, you can write your answers down on paper to tally them up.

## How to approach the ??

Circle the best answer! You can choose one of two options below to get the most out of the guide.

## Directions

### Quick & Easy

Print a single copy of the next page (page 3) set a timer for 2 minutes, and get to work.

Don't think too hard, answer what comes first into your head. The lightning round will give you a good idea about your general business and personal style. Tally your results on the last page.

### Deep Dive

Print 3 copies of the next page (page 3), and label them **ME, MY BUSINESS**, and **MY CLIENTS** in the empty box in the upper righthand corner.

1. Follow the **Quick & Easy** for the one titled ME.
2. For **MY BUSINESS** and **MY CLIENTS**, don't set a timer. You already know the content of the questions, so take your time. Think strategically!

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**For each question, think about your answer from your business' perspective:**

- *Would my office look like this?*
- *Do I want my clients to feel this vibe?*
- *Does this style represent the work I do?*

**Then, take the quiz one more time, this time from the perspective of a typical client:**

- *What do their houses look like?*
- *How do they dress?*
- *Where do they shop?*

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**3. On the Scoresheet**, write down the differences and overlap between your style, your business style & your clients' style.

- *What do your styles have in common? Where do they differ?*
- *If you have a business style, do you need to tweak it based on the results?*
- *Do you feel your marketing and branding is on target with your style?*

# business style Quiz

## DECORATING

- A** Pottery Barn
- B** Crate & Barrel
- C** West Elm

## SHOES

- A** Well-made Pumps
- B** Jeweled Flats
- C** Flip Flops

## LIVING SPACE

- A** Large Colonial
- B** Industrial Loft
- C** Restored Bungalow

## INTERIOR STYLE

- A** Bright Contemporary
- B** Mid Century Modern
- C** Global Collector

## ON THE WALLS

- A** Impressionist
- B** Abstract
- C** DIY

## SHOPPING

- A** Ann Taylor
- B** J. Crew
- C** Anthropologie

## STYLE ICON

- A** Michelle Obama
- B** Gwyneth Paltrow
- C** Audrey Hepburn

## WINDOWS

- A** Custom Drapes
- B** Bamboo Blinds
- C** Gauzy Curtains

## FLORALS

- A** Lillies
- B** Orchids
- C** Peonies

## BUSINESS MEETING

- A** Tailored Skirt Suit
- B** Classic Buttondown
- C** Blousy Print & Dark Jeans

## OUTLOOK

- A** Composed
- B** Glass Half Full
- C** Woo Woo

## KITCHEN TOPS

- A** Granite Tops
- B** Concrete Counters
- C** Recycled Glass Surfaces

## EXERCISE

- A** Treadmill
- B** Kettlebells
- C** Yoga

## FANCY HAIR

- A** Chignon
- B** Sleek Pony
- C** Sideswept Curls

## COLOR TONES

- A** Neutrals
- B** Naturals
- C** Jewel Tones

## LOCATION

- A** Suburbs
- B** City
- C** Traveler

## JEWELRY

- A** Matching Set
- B** Statement Piece
- C** Bracelet from Bali

## WEEKEND WEAR

- A** Jeans & Tee
- B** Black Silk Tee Dress
- C** Floral Boho Skirt

## PATTERNS

- A** Damask
- B** Chevron or Stripe
- C** Botanical or Ikat

## FLOORING

- A** Wall to Wall Carpet
- B** Hardwoods
- C** Threadbare Orientals

## CARRYALL

- A** Burkin Bag
- B** Crossbody
- C** Leather Tote

## COLLECTIONS

- A** Antique China
- B** Penguins
- C** Milk Glass

## DRAWN TO

- A** Perfectly Executed
- B** All Lined Up
- C** Hand Drawn

# business style quiz



## SCORESHEET

ME	TALLY	TOTAL	MY STYLE	
	A	_____		_____
	B	_____		_____
	C	_____		_____

MY BUSINESS	TALLY	TOTAL	MY BUSINESS STYLE	
	A	_____		_____
	B	_____		_____
	C	_____		_____

MY CLIENTS	TALLY	TOTAL	MY CLIENT'S STYLE	
	A	_____		_____
	B	_____		_____
	C	_____		_____

**Where are the overlaps? List the similarities.**

YOU & BUSINESS _____	BUSINESS & CLIENT _____	CLIENT & YOU _____
_____	_____	_____
_____	_____	_____

**Where are the outliers? List out differences.**

YOU & BUSINESS _____	BUSINESS & CLIENT _____	CLIENT & YOU _____
_____	_____	_____
_____	_____	_____



## MOSTLY As

# Classic

**You're timeless.** Classics tend to gravitate toward the tried and true with a kick of class. While some might say you are stuck in the past, we say you've brought the best of the past with you. You know what works and why, and always look perfectly in place.

**Classics** tend to have an elevated sense of elegance that leans to sophistication. You feel at home in a little black dress for any occasion - always better to be over dressed than under.

You take pride in appearance, but you are more than skin deep. Legacy and principal are high on your list of values.

### **You are drawn to:**

Navy  
pinstripes  
wide stripes  
touches of metallic  
thin lines  
damask

### **In other words, you're:**

Sophisticated  
Refined  
Controlled  
Elegant  
Understated

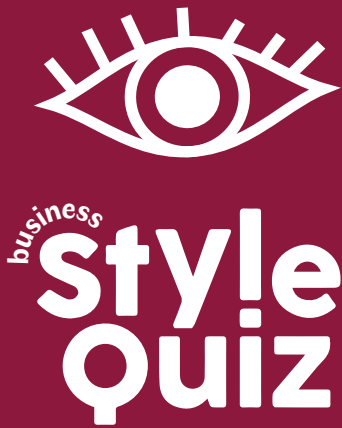
## **VARIATIONS**

### **A FEW Bs - Fresh CLASSIC**

Mostly classic, you have an eye for picking the modern pieces that will be classics in the future.

### **A FEW Cs - Original CLASSIC**

You hold your ground with time honored tradition but love to stir things up with a pop of color and unexpected adornments.



## MOSTLY Bs

# Modern

**You're discerning.** Clean lines and organized drawers make you happy and keep you calm. You are drawn toward simplicity, from the lack of walls in your home to the minimal watch you wear as your only accessory. You wish you didn't have to put a case on your iPhone and hide its beautiful lines.

**Moderns** tend to be idealists, and focused on the present. You know what's cool and what's a passing fad.

You appreciate good design in all things, and seek out well-engineered items with strong aesthetics and sustainable materials.

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### **You are drawn to:**      **In other words, you're:**

color blocking  
white  
well-lit spaces  
white space  
negative space  
clean-cut pieces

Minimalist  
Structured  
Industrial  
Mid-Century

## **VARIATIONS**

### **A FEW As - Graceful MODERN**

Mostly modern, you bring the polish and elegance of classic to your style by mixing in family heirlooms.

### **A FEW Cs - Offbeat MODERN**

You like clean lines and organized spaces, but add some life, please! You do that with treasures and texture.



## MOSTLY Cs

# Eclectic

**You're a collector.** Wherever you go, you find beauty in the unexpected and have a talent for making the wide array of styles you love work in your home and wardrobe. Your possessions usually have a stories about where or when it was acquired.

**Eclectics** tend to be creative spirits - you have to be in order to make it all work! You love the feeling of being inspired and the act of inspiring others.

You seek out what is different, whether old or new. Looking like everyone else is not in your game plan, for your home or your wardrobe.

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### You are drawn to:

Patterns of all kinds  
anything handmade  
high quality artistry  
arrays of color

### In other words, you're:

Bohemian Artistic  
Vintage  
Global  
Visionary  
Avant-garde

## VARIATIONS

### FEW As - Refined ECLECTIC

You lean toward the vintage end of eclectic and have a way of making things old and new alike feel like classics.

### FEW Bs - Fresh ECLECTIC

Tending toward the avant-garde, you enjoy more texture than most moderns combined with ample white space.



# But... I don't fit. Not exactly.

Don't fit neatly into one of the styles above?  
You're complex, and that's totally okay!

If you're interested in exploring your style in more detail, I recommend Danielle LaPorte's first book - **Style Statement**. It's a fat 250 pages of insight into the depths and shallows of how you think and live in the world, with a focus on style. And not just the visual kind.

business  
**style  
Quiz**




## Put your style to work!

Use your newfound business style to  
redefine your brand.

**Visit our pinterest page to start your own board for  
your style and use ours as a jumping off point!** Explore  
color palettes, logos, websites, and other design elements for  
Classics, Moderns, and Eclectics.

**ONLINE AT:**

[pinterest.com/rubyreddesign](https://pinterest.com/rubyreddesign)

A large, stylized graphic of an eye with radiating lines, rendered in a lighter shade of red than the background, centered behind the text.

*business*  
**style**  
**QUIZ**

Thank you for taking  
the Style Quiz!

Has it helped you? Let us know!

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