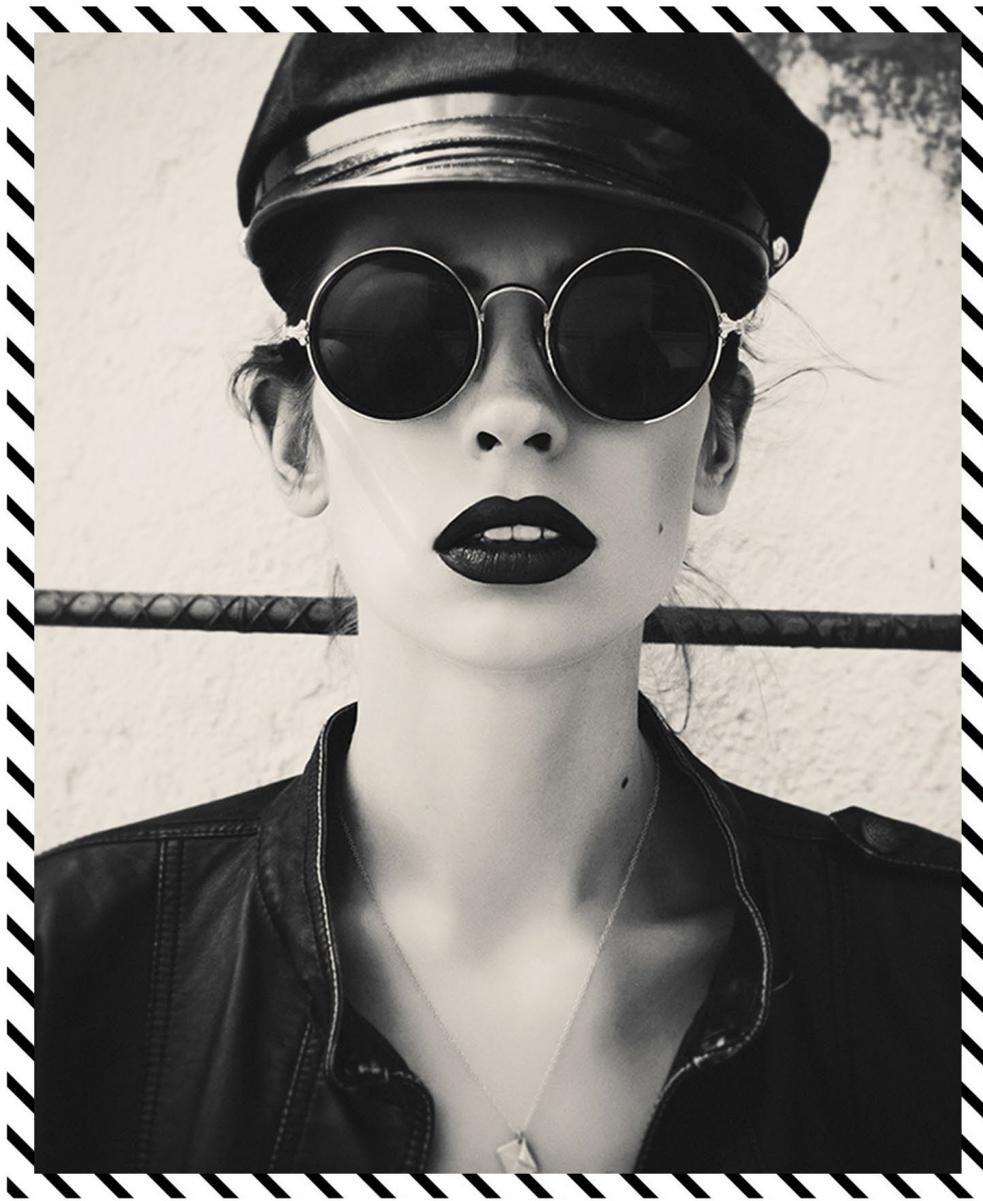


HOLISTIC FASHIONISTA

the luxury business doyenne



THE BUSINESS TRENDSETTER BRANDING ARCHETYPE REFERENCE BOOK

*Discover your branding archetype to
begin your journey into being a
trendsetter in your industry.*

Ever wondered how to set the foundation to a successful blog or business? One that is aligned with ALL your true interests and talents so you can make GREAT money doing what you love, quit that day job and market your business with a strategy?

I did too.



I'm Angel Quintana, the Founder/CEO of Holistic Fashionista. I'm about to take you on an expedition to discovering the secret weapon to designing a business that stylish, original, and most of all, profitable. Whether you were already thinking of starting a blog, seeking help to grow your business, or are looking to build a website that matches your true interests and passions, I'm going to show you how attracting ideal customers doesn't have to be rocket science. In fact, it's loads of fun! I cracked the code to developing a business that stands out and now I want to share the answer with you.

The answer is BRANDING.

If I've peeked your interest even a little bit, I promise you, we've just barely scratched the surface... But what you're about to learn isn't about ME at all. It actually has everything to do with YOU. I'm going to help you develop YOUR personal brand and design the business of your dreams (*and turn it into an empire, if that's what you want*), just like I built mine in just 1 year.

So I invite you to take the Branding Archetype Quiz that's got my tribe talking, thinking outside the box, and inspired enough to take massive action towards building a RAD brand. Let's get this party started shall we?

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The Business Trendsetter Archetype Quiz

What Will Be Revealed to You:

- You will open the door to your inner rebel, tastemaker, and visionary so your originality can shine through
- Get clear about what's holding you back from real success so you can nip it in the bud AND start attracting your Kismet Client™ effortlessly
- Find the hidden areas in your personality that repel you from money and reverse it instantly!
- Unlock your brand IDENTITY so you can dress for success, show off your personal style, and get people saying "I NEED to know her!"

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- Discover what type of trendsetter you are so you can start working on your personal brand, make more *WAY* more money, and be the leader in your niche!
- Be a better video marketer, radio show host, or TV personality
- + much, much more!

What happens next?

Once you know your Business Trendsetter Archetype (*I've given them cute names so you can truly embrace your inner: LOLA, WILLOW, or BAHAR*), you will be on your way to creating not just any ole blog or business--- those are a dime a dozen--- but a cutting-edge BRAND where you can easily communicate to your audience what you are selling, who you are selling it to, and why your product or service is the right solution for their problem.

People buy from people they KNOW, LIKE, AND TRUST. That's why Branding is an essential ingredient to your success.

One more thing:

When growing your business, it is helpful to learn where your greatest strengths lie so you can determine where you might need more help. The Business Trendsetter quiz is designed to showcase what type of trendsetter you are, which directly correlates to your leadership style, how you market your business, and how you conduct your business to match your brand.

Branding is the name of the game and is essential to your success-- so the more honest you are with your answers, the easier it will be to attract your kismet clientele quickly and authentically.

[RE-TAKE QUIZ »](#)

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YOUR RESULTS!

LOLA THE REBEL *points: 16-26*



Lola the Rebel may have gotten a bad reputation in high school, but in business... she's who the industry leaders are looking to for 'trends' they can copy. You see, being a trendsetter is about taking risks; risks that ordinary people are too scared to take until they see someone else already doing it-- then they'll jump on the bandwagon.

But *Lola could care less about trends* or what's hot on the runway this season. She doesn't want to be told what to do or what to wear; and thinks the color of the season is just a big ole marketing ploy to keep people in the rat race of consumerism. She'd much rather do things her way. And that's

why we love her so much. She's a rebel. She likes to bend and break the rules in all areas of life.

The Lola Archetype is downright cool and her sense of style screams Kate Moss chic. From your typical cigarette jean paired with furry jackets, band tees, and chunky metal jewelry, the Lola muse is anything but ordinary. Try tousling your hair with beach bedhead products, choose a tough bracelet to balance your feminine edge. When it comes to shoes and accessories, keep it sassy! Pointy stilettos,

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rugged boots, and animal print bags to showcase your inner Lola.

This rebellious pioneer sees an opportunity to be different and runs with it. Being a misfit or breaking new ground is a high the rebel just can't live without. Have you ever been wielded in by a youtube video of someone talking a bunch of nonsense, or better yet, they are saying things you think but don't ever say? Then you end up watching their other 10 videos? Their authenticity is infectious and admirable. Even if what they are saying is grammatically poor and their appeal down right offensive, their allure is undeniable.

Lola's are born to lead, IF they can see their angst and rebellion as gifts-- she'll be shocked how quickly she can appeal to the masses. This rebellious trendsetter is ready to take chances in the marketplace; isn't afraid to be herself; and will do what it takes to get her point across LOUD and clear. If she's ready to use her VOICE to build her brand, the sky is truly the limit. The world is C-R-A-V-I-N-G more rebels!

“

Lola's are born to lead, IF they can see their angst and rebellion as gifts-- she'll be shocked how quickly she can appeal to the masses. This rebellious trendsetter is ready to take chances in the marketplace; isn't afraid to be herself; and will do what it takes to get her point across LOUD and clear.

So take your hat off to Lola the Rebel, or better yet, keep it on-- spray paint some weird looking stencil on it and go out and own your style. If properly guided this misfit has the gumption to make millions and ultimately be the trendsetter that

will not only inspire a zillion copycats, but will move mountains to let individuality ignite creativity.

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LOLA! Start by creating your brand image...

Want to learn the secrets to branding your Lola vibe and get comfortable owning your weirdness? Check out our Brand Image course where you'll learn how to capture the rebel in you so you can start building your tribe. [Click here](#) for details.

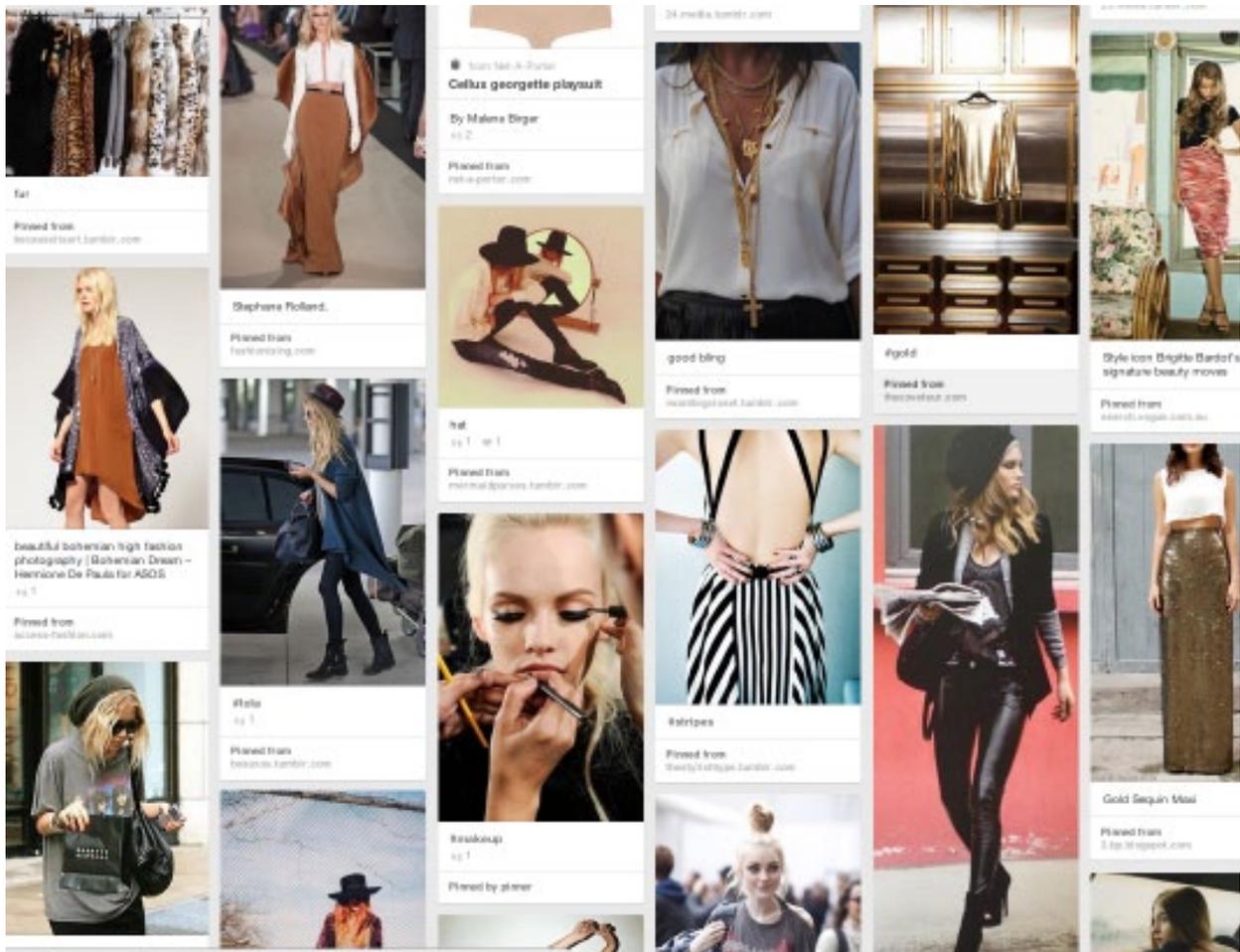


GET DETAILS >>

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Follow Your Archetype on Pinterest!



LOLA

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WILLOW THE TASTEMAKER *points: 27-37*



Willow the Tastemaker has a keen eye for design. She knows how to create beauty in the world, turn regular items into priceless possessions, and will never sacrifice her artistic taste for mediocrity.

The Willow's of the world generally end up designers, photographers, fashionistas, musicians, and artistic types amongst many other aesthetically pleasing career paths, but what some of these amazing people don't know is that they ARE the future. Without the tastemakers,

stuff wouldn't sell, people wouldn't buy, and commerce + economies would suffer!

Big corporations will pay big bucks to unlock the hidden talents of the Tastemaker, for without these fabulous people marketing would be a big 'ole eye soar. Willow has the ability to make things look pretty so that style is never left out of the product before it hits the market. She knows how to perfectly marry design and function and that equals SALES. There is a reason iPhone cases are trending and eye-catching packaging is on the rise, because things that look good release good feelings in the brain and get people to whip out their credit card.

Willow's fashion sense is a-d-o-r-a-b-l-e. People stop her on the streets to say, 'nice threads girlfriend!' She loves sporting an artistic flair to each of her ensembles. She mixes and matches designer duds with vintage finds and knows how to make them look effortlessly classy and eclectic. Her wardrobe is filled with sentimental pieces

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of jewelry, some that belonged to her great grandmother, and handmade treasures she designed while retreating in Costa Rica. Willow is beyond a trendsetter, she is an anomaly. People not only want to bite her style, they want to be her!

“

There is a reason iphone cases are trending and eye-catching packaging is on the rise, because things that look good release good feelings in the brain and get people to whip out their credit card.

What Willow might not realize is if she isn't careful, her artistic talents might go undervalued by the reflection of the person in the mirror, HERSELF. She might suffer from doing favors for friends for peanuts, struggle to find a J.O.B. where she isn't bored in five minutes or undercharge for her services.

However, this savvy Tastemaker has the ability to create a lucrative and lasting business if she can value her artistic talents, charge what she's worth, never settle, and team up with business-minded folks who will help her get to the next level. If you're a Tastemaker, it's time to own your exquisite palette, increase your rates, and remember: without YOU, no one is getting rich! You are the magic in the Capitalists equation. Own it.

WILLOW! Start by Creating a stellar website...

Create a Stellar Website that not only looks amazingly pleasing, but brings traffic to your front door... Your website! Build a cutting-edge brand that represents your creative talents in a 9 week course designed just for you. [Click here](#) to get started.

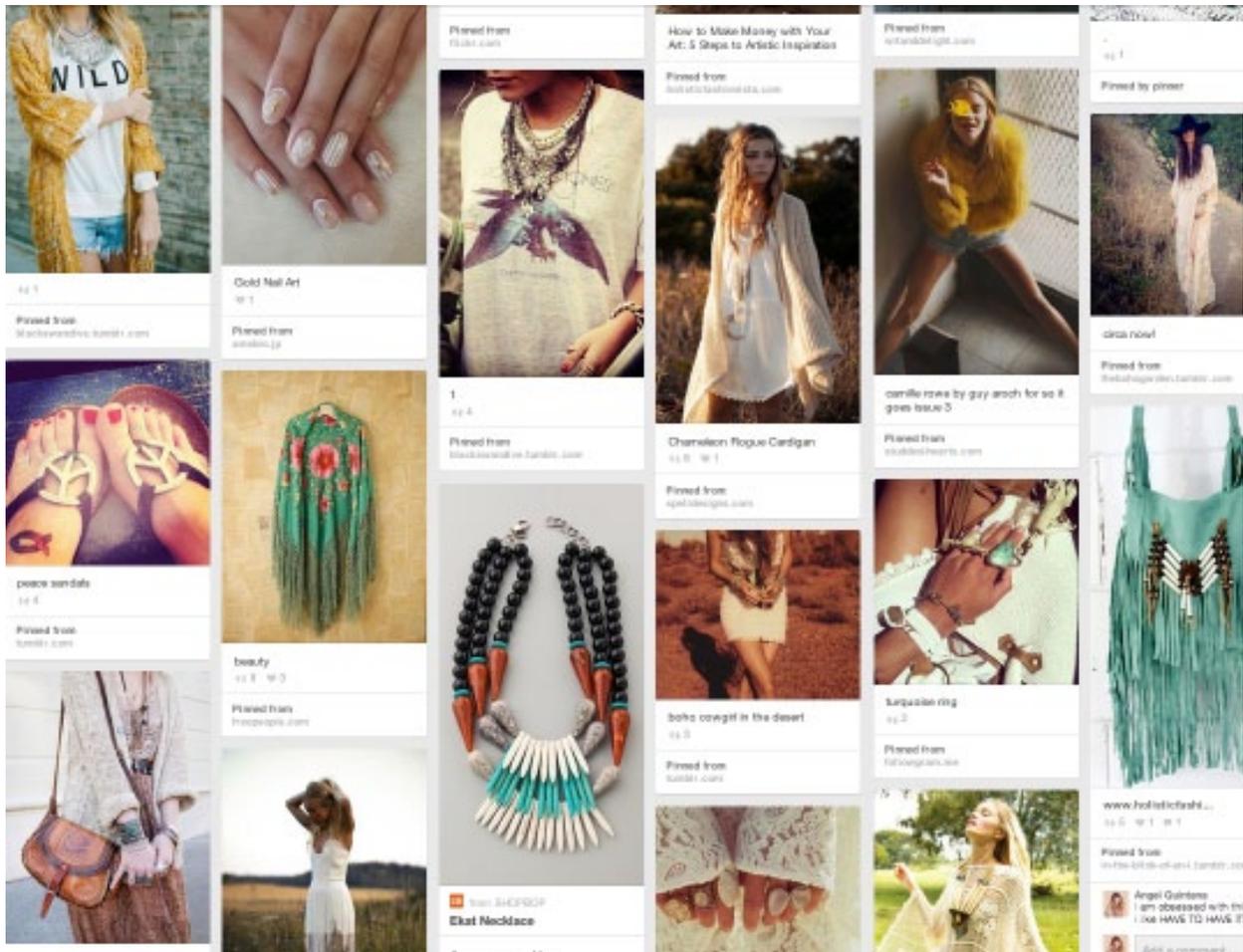


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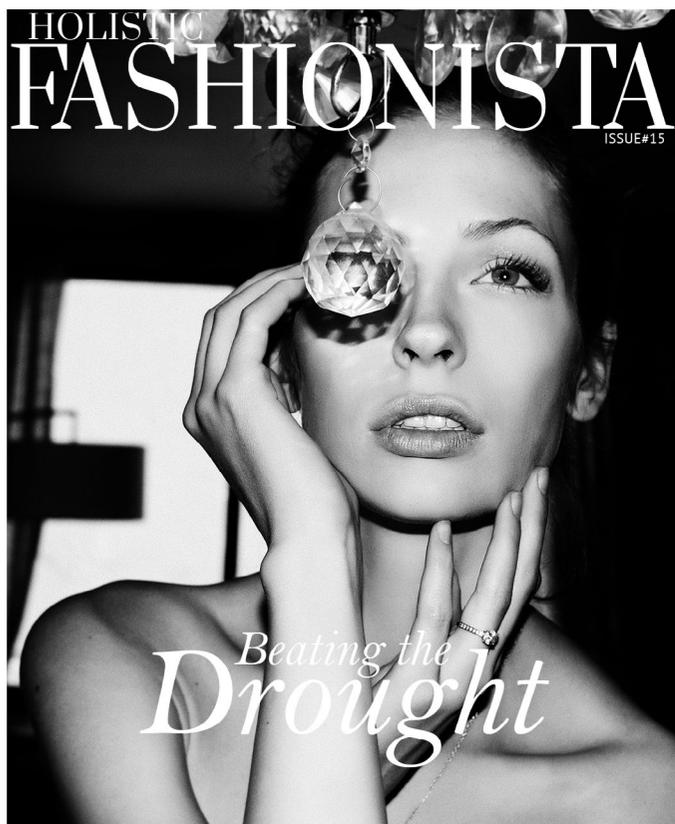
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Follow Your Archetype on Pinterest!



WILLOW

BAHAR THE VISIONARY *points: 38-48*



Bahar the Visionary is an idealist. She has the keen ability to think 100 steps ahead of the rest; in fact, she thinks so far down the road that sometimes she has a hard time getting started.

With a BIG mission, usually dedicated to serving the world with forward-thinking and ahead-of-her-time products, this over-achiever is here to make huge strides in the world, IF she can stay focused on a project long enough to see it to fruition. A dedicated Bahar archetype will embrace the challenge and spearhead her calling

with verve and perseverance.

As a Visionary, she might struggle with the highs and lows, also known as the roller coaster ride of the entrepreneur's journey. The innovation and downright genius that lives inside her brain is enough to bog down anyone. As the saying goes, 'Those who are crazy enough to think they can change the world, are usually the ones who do.' They were referring to Bahar.

And her fashion sense is exquisite. She LOVES the finer things in life. Good art, nice textiles, expensive soy candles, and lighting that makes your skin glow in the dark. Bahar isn't about to just slab on any ole cosmetic; she respects her body too much. She'll opt for dropping a pretty penny at Wholefoods on skincare that is organic and free of parabens and chemicals. To say it lightly, Bahar is extremely educated. She takes the time to research her purchases, because she can't be bothered by gimmicks. She is the real deal and in business she is no different.

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While beating to her own drum gets a little scary at times, more often than not this Visionary feels alone and at times, like she doesn't belong, which often results in enjoying her solitude a wee too much-- probably because she's wicked smart and can't relate to everyone. However, it is in those hours of solitude she makes and creates her most prized possessions: change! Bahar is a Change Agent. She needs to get use to the fact that there aren't many of those walking the streets of every town.

If you ever wondered how the world evolved, shifted or changed at lightening speed, it was from the work of Bahar the Visionary. With the right balance of solitude and marketing this woman will be naturally successful! Her vision and altruistic nature allows her to BE the change she wishes to see in the world and then she goes on to help others do the same.

The world just would not be the same or as miraculous without this fine lady. If she truly knows what's best for her, she'll accept the fact that her kind is rare and that being the exception to the rule is a GIFT. It's time to take out that magic wand and command the attention you deserve. The world is waiting.

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BAHAR! Start your branding expedition by joining The Club...

The Club is an exclusive membership for serious women entrepreneurs who want to master the art of internet marketing by supplying them with the #1 internet marketing and branding strategies they need to improve their SEO, build a buzz around their products/services; AND start being the CEO in their business! Join the rest of the CEO's [here](#).



WHERE TRENDSETTERS



AND CHANGEMAKERS UNITE!

GET DETAILS >>

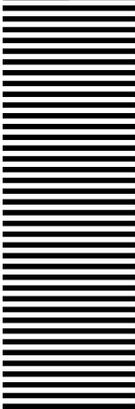
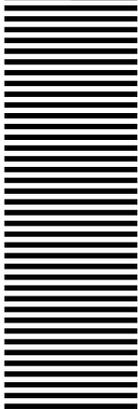
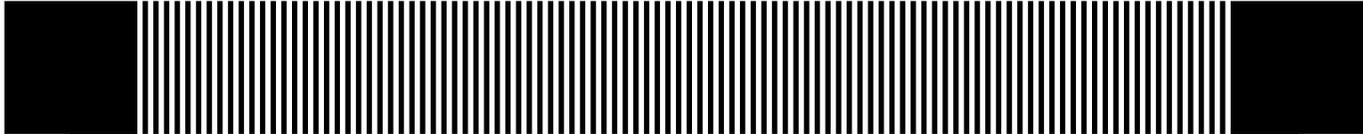
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Now that you know your branding archetype, it's time to get started towards building + developing a brand that truly reflects your greatest strengths and talents. The easiest way to set yourself apart from competition is to do things YOUR WAY. And that means developing and sharpening some of your skillset. Lola needs to develop stronger customer connection by allowing her wild side to show without worrying others "won't like her." Willow needs to brush up on her sales skills to assure she is charging what she's worth to her high profile clients, while Bahar needs to start building her dream team to help execute her over-active creative mind, which is flying high with tons of ideas!

Here at Holistic Fashionista we take design + marketing to an entirely new level because we know that design isn't just about aesthetics and we know marketing is NOT just a formula. Design is about making sure it functions because quality matters! And marketing is about relationship building-- authentically and charismatically.

Signature System is your ticket to building a strong brand online from start to finish. From learning the nerdy SEO/SEM tricks-of-the-trade, designing your own website, fine-tuning your client attraction skills, to CEO training, we're dedicated to the success of your business no matter what stage you're in!



\$100 *giftcard*

Enjoy \$100 off Signature System!
[Schedule a Chat](#) for details.

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