

LOOK

FREE PACK • 2 OF 3 • LOOK

HOW I GOT OUR OWN LOOK **WITHOUT** BEING A DESIGNER

The way I turned “I like that” into one page of rules, for our posts and our videos.

02 / 08 I DON'T DESIGN, I PICK

I CAN'T DESIGN TO SAVE MY LIFE

And yet everything we put out looks like it came from the same place, because instead of learning design, I built a way round it.

The building is the easy bit now. Knowing exactly what you want, and being able to say it, is the actual skill.

Taste is the skill.

FIND WHAT YOU ALREADY LIKE

1**Save everything that stops your thumb.**

Not just your industry. Clothing brands, posters, anything. I saved 77 posts in one folder before I wrote a word about why.

2**Find what they've got in common.**

I set the AI up with one job: find what these have in common that I can't put into words. Nearly eight out of ten came back black, cream and grey, heavy writing and a bit of grain, which to be fair are my logo's colours.

3**Say exactly what you love, and what you don't.**

Go moment by moment. For our videos it was the way the camera follows the words, the backgrounds with shadows of colour, and the way it goes fast and slow. Some bits didn't fit us at all, so they went.

THEN MAKE IT **YOURS**

4**Answer by number, not in design words.**

Get options made on your own photos, never stock, and answer like “one, matte, three, A and C”. You don’t need a single design word to know which one you like.

5**Be honest about the first version.**

Our first video test was a good first draft, but it felt flat, the red looked like tomato soup, and the camera never really landed on a word. Three specific notes, and we went again.

6**Bring it back to your brand.**

Mix the pieces you love from different places, then pull them into your own colours. For us that’s black and cream, with pops of colour.

05 / 08 THE METHOD • 7

LOCK IT, THEN KEEP IMPROVING IT

Every answer becomes a rule, and every rule goes on one page. Now everything we make starts from something I've already said yes to, whoever's making it.

OUR PAGE (A FEW OF THE RULES)

- ☐ Black and cream first, one colour now and then
- ☐ Real photos only, never stock
- ☐ Grain on everything
- ☐ The camera follows the words
- ☐ Never look like anyone else

LOCKED
ONE PAGE

WHAT I SAID WHEN WE LOCKED OURS

WE CAN ALWAYS IMPROVE ON IT.

06 / 08 YOUR WORKSHEET • FILL IT IN

I LIKE THAT → THE RULE

THE POST I SAVED

WHAT I LOVE (THE EXACT BIT)

THE RULE FOR US

Words that whip round the screen

The camera lands on each word

The camera follows the words, one at a time

Fill in five, then circle what keeps coming up.

07 / 08 TRY IT THIS WEEK

FOUR THINGS, THIS WEEK

- 01** Save 20 posts or videos you genuinely love, from anywhere.
- 02** Fill in the worksheet for five of them.
- 03** Circle what keeps coming up. That's your look, you just didn't have the words for it.
- 04** Write your rules on one page, and make the next thing you post follow it.

08 / 08 THIS IS 2 OF 3

PACK 1 OF 3

TEAM

YOU'VE GOT THIS ONE

LOOK

PACK 3 OF 3

SHOOT

WANT **ALL THREE?**

I'm building a place for people who want to run things this way, where I share exactly how we do it as we build it.

- All three packs, straight away
- First in when the community opens
- First look at what I'm teaching next

JOIN THE WAITLIST → LINK IN BIO

Want it set up for you instead? Tick "set it up for me" on the form and I'll be in touch.