

THE  
**BORN  
ICONIC**  
STYLE METHOD

with L.A. Stylist, Digital Boutique Curator,  
and Self-Expression Queen  
Heather Born



*Get styled like a mother effing icon*

THE BORN ICONIC STYLE METHOD  
**PACKAGES**

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04

THE OVERVIEW

06

THE PHOTOSHOOT

08

THE MINI

11

THE BRAND

14

THE SIGNATURE

17

YOUR STYLIST

19

BOOKING

# BORN SIGN ON

INTRODUCING

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# THE BORN ICONIC STYLE METHOD

# The Overview

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OFFICIAL WEBSITE: [The BORN ICONIC Style Method](#)

## Photoshoot

- 2 weeks
- \$749
  
- Shopping
- Boutique
- Vision Board
- Initial Voxer
  
  
- 50+ pieces
- 3 digitally styled outfits

## Mini

- 4 weeks
- \$1497
  
- PLUS**
- Unlimited Voxer
  
  
- 100+ pieces
- 3 digitally styled outfits

## Brand

- 6 weeks
- \$2997
  
- PLUS**
- 1:1 Time
- STAND OUT Online Brand Advisory (This package only)
  
  
- 175+ pieces
- 5 digitally styled outfits

## Signature

- 8 weeks
- \$5500
  
- PLUS**
- Closet Detox
- Style Dossier
- Care Package & Signature Ring
- LA/OC in-person styling
  
  
- 250+ pieces
- 10 digitally styled outfits

PACKAGE 1

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# THE PHOTOSHOOT DETAILS

# The BORN ICONIC Style Method **Photoshoot** Package

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You've got a photoshoot to slay and need your style to speak for you AND your brand. The BORN ICONIC Photoshoot Package is your ticket to ride. Here's what to expect:

## Turn Around Time + Investment:

- 2 weeks (\*from time of necessary submitted shopping info)
- \$749 pay-in-full

## What You Get:

- Personal Shopping (done-for-you)
- Digital Boutique (shoppable private Pinterest board w/ live links to purchase items)
- Style Vision Board
- Keep & Shop from your Digital Boutique at any time
- Initial Voxer Communication

## UNIQUE To This Package:

- **50+ shoppable pieces** chosen & curated for your Digital Boutique
- **3 on-brand outfits digitally styled** from your Digital Boutique based on your chosen buys in prep for your photoshoot

PACKAGE 2

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# THE MINI IN DETAIL

# The BORN ICONIC Style Method **Mini** Package

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If you're looking for a serious style tune up — whether for your business OR your personal life (or *both*) — The BORN ICONIC Style Method Mini is the package for you.

Here's what to expect:

## Turn Around Time + Investment:

- 4 weeks (\*from time of necessary submitted shopping info)
- \$1497 pay-in-full

## What You Get:

- Personal Shopping (done-for-you)
- Digital Boutique (shoppable private Pinterest board w/ live links to purchase items)
- Style Vision Board
- Keep & Shop from your Digital Boutique at any time
  
- Unlimited Voxer Communication
- Parts 1, 2, 3, partial 4 of 5-part Style Method (Identify, Understand, Embrace, Celebrate)



# The **Mini** // Continued

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If you're looking for a serious style tune up – whether for your business OR your personal life (or *both*) – The BORN ICONIC Style Method Mini is the package for you. Here's what to expect:

## UNIQUE To This Package:

- **100+ shoppable pieces** chosen & curated for your Digital Boutique
- **3 outfits digitally styled** from your Digital Boutique based on your chosen buys

PACKAGE 3

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# THE BRAND IN DETAIL

# The BORN ICONIC Style Method **Brand** Package

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If you're ready for a MAJOR style uplevel that pairs with STAND OUT branding advisory — The BORN ICONIC Style Method Brand Package has got your name all over it. Here's what to expect:

## Turn Around Time + Investment:

- 6 weeks (\*from time of necessary submitted shopping info)
- \$2997 pay-in-full

## What You Get:

- Personal Shopping (done-for-you)
- Digital Boutique (shoppable private Pinterest board w/ live links to purchase items)
- Style Vision Board
- Keep & Shop from your Digital Boutique at any time
  
- 1 Hour 1:1 Time with Heather Born (Rapid-Fire Style Q&A)
- Unlimited Voxer Communication
- Parts 1, 2, 3, 4, partial 5 of 5-part Style Method (Identify, Understand, Embrace, Celebrate, Embody)

# The Brand // Continued

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If you're ready for a MAJOR style uplevel that pairs with STAND OUT branding advisory — The BORN ICONIC Style Method Brand Package has got your name all over it. Here's what to expect:

## UNIQUE To This Package:

- **175+ shoppable pieces** chosen & curated for your Digital Boutique
- **5 outfits digitally styled** from your Digital Boutique based on your chosen buys
- **STAND OUT Online Branding Advisory**
  - Consultation in an “Ask ANYTHING” format during our 6 weeks together
    - Topical Examples:
      - Self-expression that further brands YOU
      - Website and social branding cohesiveness
      - Matching your visual style to your written messaging
      - Feedback on your brand holistically — what's on point & what needs attention
      - A second pair of highly creative and strategic eyes on your visuals

PACKAGE 4

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# THE SIGNATURE IN DETAIL

# The BORN ICONIC Style Method **Signature** Package



SIGNATURE WEBSITE: [The BORN ICONIC Style Method](#)

You're a White Glove Service kind of woman and expect the VERY best. I see you. The BORN ICONIC Style Method Signature Package is for YOU. Here's what to expect:

## Turn Around Time + Investment:

- 8 weeks (\*from time of necessary submitted shopping info)
- \$5500 pay-in-full —or— \$2750/mo payment plan

## What You Get:

- Personal shopping (done-for-you)
- Digital Boutique (shoppable private Pinterest board w/ live links to purchase items)
- Style Vision Board
- Keep & Shop from your personal Digital Boutique at any time
  
- 1 Hour 1:1 Time with Heather Born (Rapid-Fire Style Q&A)
- Unlimited Voxer Communication
- 5-part Method (Identify, Understand, Embrace, Celebrate, Embody)

# The Signature // Continued



SIGNATURE WEBSITE: [The BORN ICONIC Style Method](#)

You're a White Glove Service kind of woman and expect the VERY best. I see you. The BORN ICONIC Style Method Signature Package is for YOU. Here's what to expect:

## UNIQUE To This Package:

- **250+ shoppable pieces** chosen & curated for your Digital Boutique
- **Style Bible Dossier** — Personalized digital leave piece including:
  - **10 outfits digitally styled** from your Digital Boutique based on your buys
  - **Style guide** that includes style identity, language, emotion, mantra, & personalized tips
- **Closet Detox** — After deciding on the “yeses” and “nos” of *what you already own*, get Heather's personalized guidance on which “maybes” stay & which go

# The **Signature** // Continued



SIGNATURE WEBSITE: [The BORN ICONIC Style Method](#)

You're a White Glove Service kind of woman and expect the VERY best. I see you. The BORN ICONIC Style Method Signature Package is for YOU. Here's what to expect:

## UNIQUE To This Package // Continued:

- **BORN ICONIC Celebrate Care Package** – worth up to \$250
  - **Care Package Includes:**
    - Fav celebration beverage of choice (wine, champagne, etc) (**TASTE**)
    - Holographic w/ gold rim wine or champagne glass (**TOUCH**)
    - Artisan chocolates (**TASTE**)
    - Special scented candle + custom BORN ICONIC matches (**SMELL**)
    - Wireless earbuds + private BORN ICONIC playlist (**SOUND**)
    - Gorgeous packaging for total unboxing experience (**SIGHT**)
- **Signature BORN ICONIC Ring** – final personalized leave piece gift
- **In-person styling for pay-in-full LA/OC clients** – during Celebrate stage of Method



MEET

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**YOUR STYLIST**

# Meet Your Stylist

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## WHO IS HEATHER BORN?

I'm here to *wake you up* to the fact that you were **BORN iconic**.

Style and self-expression have been part of my DNA since "surprising" my family with blue lipstick in my 8th grade school photo.

I'm a former missionary and professional writer with a background in branding & sales. Now, I'm the creator and lead stylist of **The BORN ICONIC Style Method**, founder of fragrance & fashion brand **JOY RIOT!**, and branding advisor.

My life's work revolves around blowing the lid off of **who** each of us are and **what** we're here to do because our identity **MATTERS**.

You are *electric*.

I'll make sure you dress the part.



ACTION ACTION ACTION

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**BOOK YOUR STYLE PACKAGE**

# Book Your Style Package

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It's time to book, baby. Tap below to book your package of choice!

## The Photoshoot Package

[BOOK ME](#)

## The Mini Package

[BOOK ME](#)

## The Brand Package

[BOOK ME](#)

## The Signature Package

[BOOK ME \(PAID IN FULL\)](#) // [BOOK ME \(PAYMENT PLAN\)](#)

THE BORN ICONIC STYLE METHOD // with // HEATHER BORN

LEARN  
SHOW  
HOW