**The posture princess brand identity**  
The Posture Princess is a resource for girls and women who believe in their potential for greatness  
  
Inspiration story:  
Throughout history there have been women who have made contributions to humanity with intelligence, bravery, courage, confidence, resourcefulness and wisdom.  
They have been mothers and maids, matriarchs and mavens, entrepreneurs, executives and elected officials.  
They were daring and determined when their date with destiny arrived on their doorstep.  
  
She is reflective, responsive, incisively visionary, Sees her vital role in building a future; Especially by bringing something into existence such as a business, a movement, or a family of successful people.  
  
She is emotionally self-reliant.  
She is intelligent, savvy, intuitive and resourceful.  
Her presence is striking, but quiet.  
Her visage is stunning but calming.  
She is a “boss”. She is respected by other women without catty-competition.  
There is an air of mysterious nobility— like she is the daughter of a benevolent King, With the legacy of leadership and kindness. She understands business and commerce.  
She has a tremendous amount of self love and humility.  
She has ambition to teach and share love.  
She is pure. She is kind. She doesn’t even wear make-up, yet her radiance from within makes her beautiful.  
She is talented. Her voice is soft and easy to listen to. She is compassionate and inspirational. She readily acknowledges other peoples inner beauty and potential for greatness.  
  
She is compassionate.  
  
She tells people stories and gives examples of how to overcome the negative mindset.  
  
She is badass, with a really nice body. She is in-it to win-it.  
She has a team of people who coach her to make sure she is always at her best, living up to her potential.  
  
She can drive better than the men in the “fast and furious” movie.  
She inspires the insecure and self-conscious to find their strength and build a new future for themselves and their families.  
  
She is unstoppable. She is everywhere, yet nowhere to be found. She is part of a secret society of leaders who receive orders from “The Force”, and are sent from the future to demonstrate and inspire people to greatness and stewardship of the planet.  
She is classy, sexy, disciplined, beautiful, gorgeous, and voluptuous.  
  
The posture princess encourages young women and girls to imagine being themselves at their best; in great health, with confidence and well-developed character; feeling great about themselves; independent of what anyone thinks about them.  
  
She knows who she is and what matters most in life. She has a gift and uses it to Change the world and the lives of the people around her.  
  
She has a tight circle of friends and a wide network of influence.  
She is gracious in receiving gifts and gratitude from other people.  
She is generous with compliments and gratitude.