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CREATED COLORFUL

LINDSEY MYERS

createdcolorful.com



About Created Colorful

Lindsey Myers founded Created Colorful in 2020 while navigating being a new mom. Pouring any energy she had into her kids, Lindsey slowly realized she had nothing left for herself. Hope came crashing into her life once she learned color analysis—a process where each person has a set of colors that objectively flatters them. From there, she was hooked. Through sharing her findings on Instagram, Lindsey quickly was flooded with requests and became a CEO “overnight” when Created Colorful was born. Its goal is to help you love how you naturally look by providing real and honest shopping + styling advice, no matter your size, age, or season of life. Created Colorful’s color analysis process works for all skin tones, types and ethnicities—including yours—allowing the brand to help more than 20,000 clients to date find their colors and reignite self-confidence.

What Makes Created Colorful Special?

- Created Colorful believes every woman deserves to feel worthy and celebrated, but sometimes, we aren’t used to prioritizing ourselves. That’s why Created Colorful makes a simple process with a profound impact. Consultations require a few rounds of makeup-free selfies + a questionnaire and, from there, experts analyze your results and deliver a 20-color palette plus your four knockout colors, color education, clothing links, makeup recs, and more straight to your inbox.
- Through sharing tips and advice on [its social channels](#) to [offering step-by-step guides](#), Created Colorful works to make understanding your color palette accessible to everyone. Created Colorful’s unique process includes post-consultation collaboration to ensure clients are getting the most out of their consultations. Created Colorful offers actionable steps following up with you to offer advice, tips, shopping links, Facebook groups and more
- In 2020, with two young children and a steady rotation of nursing tops and sweatpants, Founder Lindsey Myers realized how much her low-energy styling was affecting her self-esteem. Without the time, energy or money for fad diets and expensive closet overhauls, Lindsey found color analysis. Instead of fighting to change who she is, Lindsey leaned into styling the colors that best highlighted her natural beauty and, in turn, fell in love with the confidence she rediscovered.
- Created Colorful has grown to have a team of almost 30 employees, including expert Consultants to analyze colors and Encouragers to personally deliver each client’s results, all with one goal in mind: helping you feel confident, gorgeous, and empowered.

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Suggested Interview Questions:

- Can you tell us the story of when you first discovered color analysis and how that led to today with Created Colorful?
- How did color analysis affect your self-confidence and worth?
- What are your top three tips for someone looking to reignite their self-confidence through color analysis?
- Created Colorful is set apart by its ability to help people of all body types, skin tones and ethnicities—something not all color analysts offer. Why was it important for you as a business owner to provide inclusive services?
- How does a professional color analysis differ from other readily available services, such as social media filters?
- Created Colorful began when you struggled with your self-confidence as a new mom. What other stages of life can benefit from discovering their best colors and why?
- What do you hope color analysis can do for women as a collective? How does an understanding of each individual's color play a role in your vision?
- What does the process look like for a Created Colorful consultation?
- You taught yourself how to help your Pacific Islander husband and tan-skinned children find their colors. How does Created Colorful address the gap in the color analysis market for people of color?
- How is color analysis a budget-friendly solution to changing the way we see ourselves?
- Can you walk us through the types of color palettes? How does each palette play into each skin tone?



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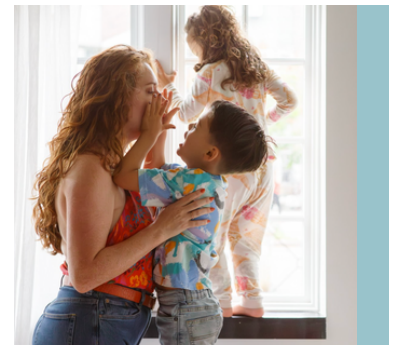
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Suggested Interview Topics:

- Color Is the New Black: How Color Analysis Can Help You Stop Blending in and Start Standing Out
- Why Created Colorful Offers Color Analysis for All Skin Tones and Ethnicities
- How Color Analysis is a Secret Door to Connecting with Your True Beauty and Self-worth
- How to Ditch The Trends and Find Your Colors
- Why Color Analysis is the Antidote to Dieting
- Simplified Shopping: How Color Analysis Can Take the Dread Out of Buying New Clothes
- Building a Wardrobe for YOU with Color Analyst Lindsey Myers
- Learn Your Colors with Personal Fashion Hype Girls at Created Colorful
- Are your clothes wearing you? Hear from a Color Expert on How to Build a Wardrobe That Helps You Look and Feel Your Best
- Summer, Fall, Winter, Spring: Which One Best Suits You?
- Gift The Women in Your Life a Confidence Reset with Created Colorful
- How Color Analysis Helps You Find The Perfect Clothes, Makeup and Hair Color
- The Answer To Your Low Self-Esteem in Work, Life and Selfhood: Color



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