



# FINDING YOUR BRAND VALUES

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TO HELP YOU DIFFERENTIATE YOUR  
BRAND FROM OTHERS

# BRAND VALUES

## AND THEIR IMPORTANCE.

Your core values are directly connected to your purpose. They shape your identity and the content you create and are the drive of every message you deliver. Your brand is defined by the values that you consider integral to your business's existence. Every single one of them needs to be something your business cannot work without.

## BRAND VALUES DETERMINE YOUR BRAND'S IDENTITY, MESSAGE AND PERSONALITY.

## SO START BY ASKING YOURSELF THIS:

- What are the core principles of your business?
- Who do you want to be as a brand?
- What will people expect from you and your brand?

*Go deeper with the exercises on the following pages.*

# ☀️ LET'S GO INTO DETAIL

Your values create a distinct personality and company culture.  
The market can change but you will always stay true to your principles.

## CREATING A WORD BANK

Answer the following questions. *(Check out the cheatsheet two pages down, if you're stuck!)*

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**HOW WOULD YOUR DREAM CLIENT DESCRIBE YOU?**

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**HOW WOULD YOU DESCRIBE YOUR DREAM CLIENT?**

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**WHAT DO YOU WANT PEOPLE TO FEEL ABOUT YOUR BRAND?**

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**HOW DO YOU IMPACT OTHER PEOPLE?**

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**WHAT ARE THE THINGS THAT MAKE YOU STAND OUT FROM OTHERS?**

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**NOW PICK ONE WORD FROM EACH OF THESE QUESTIONS.**

 **YOUR VALUES**

When finding your values, ask yourself if they are really what guides you, because if they don't actually guide your actions, then they aren't your real values. When your values are only words and don't align with your actions, it makes you less believable and less impactful.

**CRAFT YOUR OWN DEFINITIONS FOR YOUR VALUES. THIS CAN HELP YOU CLARIFY WHAT YOU REALLY BELIEVE IN.**

*For example: Passion - The drive that makes you give your best every day.*

*Honesty - Admitting when you made a mistake and holding yourself accountable.*

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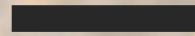
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# VALUES CHEATSHEET

- Accountability
- Action-driven
- Activistic
- Adaptable
- Affordable
- Agile
- Aligned
- Ambitious
- Authentic
- Aware
- Bold
- Brave
- Calm
- Capable
- Casual
- Challenging
- Charming
- Classic
- Communicative
- Committing
- Compelling
- Compassionate
- Connective
- Conscious
- Consistent
- Courageous
- Creative
- Daring
- Direct
- Diverse
- Driven
- Do-no-harm
- Dynamic
- Edgy
- Efficient
- Elevated
- Emancipation
- Empathetic
- Empowered
- Equal
- Exploring
- Expressive
- Extraordinary
- Fair
- Fearless
- Fierce
- Flexible
- Forgiving
- Freedom
- Fresh
- Fun
- Generous
- Genuine
- Gratitude
- Growth
- Holistic
- Honest
- Humility
- Impactful
- Inclusive
- Independent
- Influential
- Informal
- Innovative
- Insightful
- Inspiring
- Integrity
- Intentional
- Intuitive
- Inquisitive
- Joyful
- Justice
- Kind
- Knowledgeable
- Lively
- Loyal
- Mindful
- Minimal
- Modern
- Natural
- Neutral
- Nostalgic
- Non-Violent
- Nurtured
- Original
- Organic
- Organized
- Optimism
- Open-Minded
- Passionate
- People-centred
- Playful
- Purposeful
- Professional
- Quality
- Quiet
- Quirky
- Queer
- Rebellious
- Reliable
- Resourceful
- Respectful
- Responsive
- Simple
- Sincere
- Sociable
- Solution-driven
- Soulful
- Spontaneous
- Strategic
- Sustainable
- Thoughtful
- Timeless
- Tolerant
- Transformational
- Transparent
- Trendy
- Trustworthy
- Unconditional
- Unconventional
- Unique
- Universal
- Unity
- Upbeat
- Uplifting
- Useful
- Valuable
- Vibrant
- Visionary
- Warm
- Welcoming
- Wholesome
- Wild
- Wise
- Witty

# QUESTIONS?



JUST SEND ME AN E-MAIL

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*I'm looking forward to hearing from you!*

