

Module 15, Lesson 3 Handout: **Brand Values**

Brand identity is simply how your audience perceives you, and it's a critical part of growth marketing. If you don't absolutely nail this aspect of your business, your brand will always feel flat, cloudy, or undefined. Your customers may not quite understand who you are, which means they won't have a reason to stick around.

There are 3 components of a solid brand identity:

1. **Brand Values:** This is what your company stands for, and why you do what you do.
2. **Brand Voice and Personality:** This is the tone of your company. These are words you say, and how you say them. It communicates your values and makes you recognizable to your audience.
3. **Visual Brand Identity:** We will cover this specifically in another lesson, where we talk more in depth on design.

Together, these three components create the look, feel, and tone of your company to the outside world. While your brand identity may evolve over time, taking the time now to define your company is a crucial exercise.

Brand Values

Your brand is so much more than whatever products or services you sell. Your brand is what you stand for and what you believe in, which should stand the test of time, no matter how many iterations of logo design, font changes, and font colors you change.

Consider your brand values to be your company's true north. Just as we are working on the third piece of your sphere for 360 degree clarity, your brand values may be the core of all of it. They are like the nucleus that drives everything else, the internal element that guides your entire purpose.

When creating your own statement of your true north, I like to share what I call The 3 M's of Brand Values:

1. **Meaningful.** We aren't talking fluff here. We're talking deeply meaningful phrases you're willing to go to bat for, and your customers trust you to fight for. They should be clearly defined and easily understood.
2. **Memorable.** They should be consistently and constantly represented in everything you do, so much so that your customers and employees remember them. They should stand the test of time, no matter how many iterations the rest of your brand goes through.
3. **Matchless.** Your brand values should be uniquely yours. They should be a true reflection of your brand's culture, and something that sets you apart from every other company on the planet.

Let's create your own Brand Values.

Think of a positive experience you've had with a brand in the past. How did it make you feel? Why did it resonate with you? Of all your experiences with brands between then and now, why did this moment stand out, and why do you feel a connection to the brand as a result?

Maybe you belong to a gym that makes you feel happy and energetic every time you walk in the door. Or drive a car that makes you feel powerful. Or shop at a boutique where they make you feel like the most important customer in the room. Or use a face lotion that you feel has the utmost integrity when it comes to ingredients. Describe those feelings and think through how you want your own customers to feel.

Positive Brand Experience	What You'd Like to Recreate	One Word That Sums Up This Feeling

Let's do the same exercise for a negative experience. Think of a negative experience you've had with a brand in the past. How did it make you feel? Why did it affect you so deeply? Of all your experiences with brands between then and now, why did this moment stand out, and why do you want your customers to avoid this same situation?

Perhaps you stayed at a luxury hotel that made you feel inferior or not worthy. Or ate at a restaurant that made you feel invisible and uncared for. Or had a customer service experience that made you

feel dismissed and angry. Describe those feelings and think through the things you will do differently so your own customers never have to associate those emotions with your brand.

Negative Brand Experience	What You'd Like to Avoid	One Word That Sums Up This Feeling

Now let's talk about what you stand for.

What core values are important to you? Why do you want people to trust you? If you were offered a million dollars to do something that went against your brand values, what core values would make you turn the money down?

Now say all of that in just one sentence to convey exactly what your brand stands for:

Let's do one last Brand Values exercise. Brainstorm your brand's eulogy. Yep, you read that correctly. Write down everything you would want people to say about your brand at its funeral. You'll probably notice some themes or patterns in your words, and this is a great guide to use in determining your ultimate brand values. Then try and narrow down the list to about 5 words or phrases, and if they fall under the 3 M's, then voila! You'll have nailed your brand values.

Words and phrases I'd like to hear at my brand's eulogy: