



DISCOVER YOUR CORE VALUES

This straightforward exercise is designed to help you identify your core values, the fundamental beliefs that will guide you and your business.

STEP ONE: Begin with the lists provided below. Highlight or note down any values that resonate with you. Feel free to add any values that you believe are missing.

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|---------------|-------------|--------------|----------------|
| Adventure | Discipline | Health | Quality |
| Authenticity | Discovery | Honesty | Respect |
| Awareness | Efficiency | Humour | Responsibility |
| Balance | Embodiment | Imagination | Satisfaction |
| Beauty | Empowerment | Independence | Security |
| Brilliance | Enjoyment | Innovation | Sensuality |
| Capability | Enthusiasm | Inspiration | Service |
| Clarity | Equality | Integrity | Simplicity |
| Commitment | Equanimity | Intelligence | Sincerity |
| Communication | Excellence | Intimacy | Strength |
| Community | Exploration | Intuition | Support |
| Compassion | Fairness | Joy | Sustainability |
| Confidence | Family | Justice | Tolerance |
| Connection | Fame | Kindness | Tranquillity |
| Consciousness | Focus | Love | Transparency |
| Conviction | Fortitude | Loyalty | Trust |
| Cooperation | Freedom | Mastery | Truth |
| Courage | Friendship | Motivation | Understanding |
| Creativity | Fun | Openness | Uniqueness |
| Curiosity | Generosity | Optimism | Unity |
| Dedication | Genius | Originality | Victory |
| Determination | Grace | Passion | Vision |
| Development | Gratitude | Patience | Vitality |
| Devotion | Growth | Peace | Wisdom |
| Dignity | Harmony | Playfulness | Wonder |



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STEP TWO: After you've compiled a list of resonating values, take some time to refine your selection. If your list is extensive, try grouping similar values together. For instance, 'Individuality' and 'Uniqueness' could be grouped together.

STEP THREE: From each group, choose the value that stands out the most to you. Ideally, you should end up with 3 to 5 values. This will provide a rich, personal combination without diluting the impact.

STEP FOUR: For the final step, craft a meaningful and inspiring one-liner for each of your chosen core values. You can incorporate similar values that didn't make the final cut. These sentences should resonate with you and inspire you. For example:

TRUTH: Embodying honesty and transparency in every action.

SELF-EXPRESSION: Unleashing your unique potential and creativity.

CELEBRATION: Embracing the joy and beauty in every moment.

APPLYING YOUR CORE VALUES TO YOUR BRAND IDENTITY

Now you've identified your core values and crafted meaningful taglines that encapsulate their essence. But this is just the beginning. These core values are not meant to be tucked away in a drawer or lost in a sea of documents. They are guiding principles and should be actively used to shape your brand identity.

Now, it's time to put these core values to work. In the following sections, we'll explore how you can translate these values into your brand personality, weave them into your brand story, design your brand experience around them, and define your brand promise through them.

Remember, your core values are the heart of your brand. They should be reflected in every aspect of your brand, from the way you communicate to the experiences you create for your customers. Let's dive in and see how these values can truly bring your brand to life.



APPLYING YOUR CORE VALUES

TRANSLATING CORE VALUES INTO YOUR BRAND PERSONALITY

Your core values are not just words on a page; they are the essence of your brand's personality. They shape how your brand communicates, behaves, and interacts with the world. For instance, if one of your core values is 'innovation', your brand personality might be forward-thinking, bold, and adventurous. Spend some time reflecting on each of your core values and jot down adjectives or phrases that capture the personality traits they inspire. This exercise will help you create a brand personality that is a true reflection of your values.

CRAFTING YOUR BRAND STORY WITH CORE VALUES

Every brand has a story to tell, and your core values are the heart of that story. They provide insight into why you do what you do, what you believe in, and what sets you apart from others. Using your core values as a guide, craft a narrative that encapsulates your brand's purpose and mission. This story should be compelling, authentic, and deeply rooted in your values, giving your audience a clear understanding of what your brand stands for.

DESIGNING YOUR BRAND EXPERIENCE AROUND CORE VALUES

The brand experience is the journey your customers go through when they interact with your brand. It's every touchpoint, from the first time they hear about you, to the moment they purchase your product or service, and beyond. Your core values should guide the design of this experience. For example, if 'customer service' is a core value, every touchpoint should be designed to create a positive experience for your customers. Consider how you can infuse each interaction with your core values to create a consistent and memorable brand experience.

DEFINING YOUR BRAND PROMISE THROUGH CORE VALUES

Your brand promise is the commitment you make to your customers. It's the unique value you promise to deliver, the expectations you pledge to meet, and the standards you vow to uphold. Your core values play a crucial role in defining this promise. They set the bar for what your customers can expect from every interaction with your brand. Reflect on your core values and consider what promise they inspire. This promise should be evident in every aspect of your brand, from your products and services to your customer interactions. Remember, a brand promise is not just about what you say; it's about what you consistently deliver.



CONGRATULATIONS

Using your core values, you've now defined your brand personality, crafted your brand story, designed your brand experience, and articulated your brand promise. Each of these elements is a crucial component of your brand identity, and together, they form a comprehensive picture of what your brand stands for and how it interacts with the world.

But remember, a brand is not static. It's a living, evolving entity that grows and changes with your business. So, revisit these exercises periodically to ensure that your brand identity remains aligned with your truth, your business goals and your customers' needs.

By defining your brand identity in this way, you've laid a solid foundation for all your branding and marketing efforts. You've created a guide that will help you make consistent decisions, communicate effectively with your customers, and create a brand experience that is uniquely yours.

Now, you're ready to bring your brand to life! Whether it's through your website, your social media presence, or your customer service, every interaction is an opportunity to express your brand identity and deliver on your brand promise. So, go forth and enchant your audience with the magic of your brand.

Remember, at Sorcery Design, we're here to help you navigate this journey. Whether you need assistance with web design, brand identity, or digital strategy, we're committed to helping you create an online presence that truly reflects your brand's magic. So, don't hesitate to reach out if you need support.

TOGETHER, WE CAN CREATE SOMETHING TRULY MAGICAL.