

WHO ARE YOU?

Branding is so much more than our logo and color palette, because we are more than that. In our roles as photographers, makers, coaches, and creative entrepreneurs, *we are* our business. Building a brand is about setting up expectations for our customers to buy. When our customers know what to expect from our products or services and we can communicate these expectations of values, service, and vision in our own voice, magic happens. This is when we have built *our* brand.

brand foundations





BRAND FOUNDATIONS

This is your core brand purpose and sets the guidelines for the brand that you will create. It's the reason why you make the products that you sell or provide the services you offer.

MISSION - What are you doing (or will be doing) right now?

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VISION - How does your mission impact your people?

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VALUES - What determines how you do business?

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ETHOS - What is the spirit behind your brand?

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CORE VALUES - What do you believe that shines through in what you do, why you do it, and how you work with people? Circle any words that stand out to you. Don't think too much. You may be surprised at what comes through.

Abundance	Benevolence	Continuity	Eagerness	Firmness
Acceptance	Bliss	Contribution	Ease	Fitness
Accessibility	Boldness	Control	Economy	Flexibility
Accomplishment	Bravery	Conviction	Ecstasy	Flow
Accountability	Brilliance	Conviviality	Education	Fluency
Accuracy	Buoyancy	Coolness	Effectiveness	Focus
Achievement	Calmness	Cooperation	Efficiency	Fortitude
Acknowledgement	Camaraderie	Cordiality	Elation	Frankness
Activeness	Candor	Correctness	Elegance	Freedom
Adaptability	Capability	Country	Empathy	Friendliness
Adoration	Care	Courage	Encouragement	Friendship
Adroitness	Carefulness	Courtesy	Endurance	Frugality
Advancement	Celebrity	Craftiness	Energy	Fun
Adventure	Certainty	Creativity	Enjoyment	Gallantry
Affection	Challenge	Credibility	Entertainment	Generosity
Affluence	Change	Cunning	Enthusiasm	Gentility
Aggressiveness	Charity	Curiosity	Environmentalism	Giving
Agility	Charm	Daring	Ethics	Grace
Alertness	Chastity	Decisiveness	Euphoria	Gratitude
Altruism	Cheerfulness	Decorum	Excellence	Gregariousness
Amazement	Clarity	Deference	Excitement	Growth
Ambition	Cleanliness	Delight	Exhilaration	Guidance
Amusement	Clear-mindedness	Dependability	Expectancy	Happiness
Anticipation	Cleverness	Depth	Expediency	Harmony
Appreciation	Closeness	Desire	Experience	Health
Approachability	Comfort	Determination	Expertise	Heart
Approval	Commitment	Devotion	Exploration	Helpfulness
Art	Community	Devoutness	Expressiveness	Heroism
Articulacy	Compassion	Dexterity	Extravagance	Holiness
Artistry	Competence	Dignity	Extroversion	Honesty
Assertiveness	Competition	Diligence	Exuberance	Honor
Assurance	Completion	Direction	Fairness	Hopefulness
Attentiveness	Composure	Directness	Faith	Hospitality
Attractiveness	Concentration	Discipline	Fame	Humility
Audacity	Confidence	Discovery	Family	Humor
Availability	Conformity	Discretion	Fascination	Hygiene
Awareness	Congruency	Diversity	Fashion	Imagination
Awe	Connection	Dominance	Fearlessness	Impact
Balance	Consciousness	Dreaming	Ferocity	Impartiality
Beauty	Conservation	Drive	Fidelity	Independence
Being the best	Consistency	Duty	Fierceness	Individuality
Belonging	Contentment	Dynamism	Financial independence	Industry

Influence	Meticulousness	Preparedness	Self-control	Temperance
Ingenuity	Mindfulness	Presence	Selflessness	Thankfulness
Inquisitiveness	Modesty	Pride	Self-reliance	Thoroughness
Insightfulness	Motivation	Privacy	Self-respect	Thoughtfulness
Inspiration	Mysteriousness	Proactivity	Sensitivity	Thrift
Integrity	Nature	Professionalism	Sensuality	Tidiness
Intellect	Neatness	Prosperity	Serenity	Timeliness
Intelligence	Nerve	Prudence	Service	Traditionalism
Intensity	Nonconformity	Punctuality	Sexiness	Tranquility
Intimacy	Obedience	Purity	Sexuality	Transcendence
Intrepidity	Open-mindedness	Rationality	Sharing	Trust
Introspection	Openness	Realism	Shrewdness	Trustworthiness
Introversion	Optimism	Reason	Significance	Truth
Intuition	Order	Reasonableness	Silence	Understanding
Intuitiveness	Organization	Recognition	Silliness	Unflappability
Inventiveness	Originality	Recreation	Simplicity	Uniqueness
Investing	Outdoors	Refinement	Sincerity	Unity
Involvement	Outlandishness	Reflection	Skillfulness	Usefulness
Joy	Outrageousness	Relaxation	Solidarity	Utility
Judiciousness	Partnership	Reliability	Solitude	Valor
Justice	Patience	Relief	Sophistication	Variety
Keeness	Passion	Religiousness	Soundness	Victory
Kindness	Peace	Reputation	Speed	Vigor
Knowledge	Perceptiveness	Resilience	Spirit	Virtue
Leadership	Perfection	Resolution	Spirituality	Vision
Learning	Perkiness	Resolve	Spontaneity	Vitality
Liberation	Perseverance	Resourcefulness	Spunk	Vivacity
Liberty	Persistence	Respect	Stability	Volunteering
Lightness	Persuasiveness	Responsibility	Status	Warmheartedness
Liveliness	Philanthropy	Rest	Stealth	Warmth
Logic	Piety	Restraint	Stillness	Watchfulness
Longevity	Playfulness	Reverence	Strength	Wealth
Love	Pleasantness	Richness	Structure	Willfulness
Loyalty	Pleasure	Rigor	Success	Willingness
Majesty	Poise	Sacredness	Support	Winning
Making a difference	Polish	Sacrifice	Supremacy	Wisdom
Marriage	Popularity	Sagacity	Surprise	Wittiness
Mastery	Potency	Saintliness	Sympathy	Wonder
Maturity	Power	Sanguinity	Synergy	Worthiness
Meaning	Practicality	Satisfaction	Teaching	Youthfulness
Meekness	Pragmatism	Science	Teamwork	Zeal
Mellowness	Precision	Security		

List if values pulled from StevePavlina.com

I love this exercise because it's interesting to see how things that are important in our life can also be applied to our business. One of my values is adventure. In life it's about finding ways to add the element of adventure to my week. In business it's getting a new client and the excitement I feel as we start our journey together to make their business dreams come true. Out of the values you circled which five are your most important?

5 DEFINING VALUES

HOW THEY RELATE TO YOUR LIFE AND BRAND

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FIGURE OUT WHO YOU ARE,
AND DO IT ON PURPOSE.

- DOLLY PARTON