

## VALUES

### Developing a BRAND FOUNDATION: VISION | VALUES | VOICE (The 3 Vs)

#### Step 2: VALUES

##### 1: PERCEPTION

GET QUIET

GO INSIDE

MEDITATE ON THE FOLLOWING from the mind of your prospective client

Why are you here?

Why does your business exist?

What makes you unique or better?

Why should I buy from you?

These are the some of the questions every single consumer subconsciously asks themselves before buying anything...ever. Right now, even YOU may be subconsciously asking, “Why should I listen to you? Is this exercise valuable to me?” Right??

This is a powerful, but often ignored strategy that will allow you to attract more of your ideal customers, foster a successful culture, and grow your business faster.

##### 2: 3S EXERCISE

With this exercise I am going to teach you a powerful process used to gain HUGE momentum, and help develop your VALUES. This tool can be used for ANY type of brainstorming.

SOURCE:

Journal (free-write) about what is important to you without putting ANY thought into it. Do not filter or edit the ideas. This could be in paragraphs or bullet points. The first thoughts may not be the best, but they will lead to higher frequency ideas - so just stay in the flow!

SORT:

Re-read and see what strikes you, what stands out. What makes you feel alive and inspired? What values do you want your clients to hold as well? Begin to formulate - write out your values in statement form. Write as many as possible.

**YOUR BRAND, YOUR LEGACY**

## VALUES

### SELECT:

Select the ideas you will implement as values. Choose 5 - 8 that you want to build your brand and business on. Remember, a brand is a living, breathing entity - so these should stand the test of time, yet they are NOT set in stone. You may find as you grow your views evolve which is why we revisit this process from time to time.

### EXAMPLE: Zappos

- Deliver WOW Through Service
- Embrace and Drive Change
- Create Fun and A Little Weirdness
- Be Adventurous, Creative, and Open-Minded
- Pursue Growth and Learning
- Build a Positive Team and Family Spirit
- Do More With Less
- Be Passionate and Determined
- Be Humble

When asked what he'd do differently if he could start his company all over again, Zappo's CEO Tony Hsieh had this to say, "If I could go back and do Zappos all over again I would actually come up with our values from day one. We actually didn't always have values. It wasn't until about five years into it that we rolled out our values - only THEN did we have massive impact."

FOR EPIC RESULTS - I recommend printing your final values and placing them where you can see them on a daily basis. This will serve as a reminder to WHY you're doing the work to create a wildly successful business and putting yourself into the world to serve others.