

Core Values

As a brand, you want to represent something, and as an artist, that's relatively easy because you express yourself. The main question here is the following: What makes you stand out from the crowd? It is now time for you to start thinking and observing yourself.

- What do you do daily that is different from other people?
- What kind of hobby is different?
- What kind of food do you like?
- What kind of guilty pleasures do you have?
- What kind of behavior is different than usual?
- Is the way you speak different from other people?
- Do you have a strong opinion on subjects and aren't afraid to say it?

These are just a few questions to get you going and push you in the right direction.

You might want to ask some people around you to get to know their opinion as they know you differently than you know yourself.

Write down everything that comes to mind. If you came up with at least three values, you are ready to open the Brand House Worksheet. Let's put the most essential (core) values in the vertical pillars of your house. When you are done, we can go ahead to the next chapter.

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The Brand House

