# Define Your Core Brand Values - Worksheet

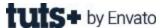**Reference Tutorial:** [How to Define Your Core Brand Values (And Why You Should)](https://tutsplus.com).
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## 1. Discover Your True Values

Think of a *negative* experience you've had with a brand and fill it into column one. What sort of feeling did that experience leave you with that you'd like to avoid? What the opposite value you'd like to project to your customers?

| Negative Brand Situation | What You'd Like to Avoid | Opposite Value to Project |
|---|---|---|
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## 2. What Do You Stand For?

Use the box below to elaborate your thoughts on why your core values are important and what they mean to you.

If you had to say it all in just one sentence, how would you phrase it? In other words, what does your brand stand for?