

Crystal Lily

CREATIVE

How to Create an Inclusive, Empowered Brand Statement



Website: www.crystallily.co | Email: goodvibes@crystallilyphoto.com | Instagram: [@crystallilycreative](https://www.instagram.com/crystallilycreative)
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Creating an Inclusive, Empowered Brand Statement

Creating an inclusive, empowered brand is about being mindful and intentional in your messaging by creating conversations that evoke raw feelings and invite relationships that align with your core values.

What you put out into the world should literally disrupt what a person is doing by grabbing their attention to draw them in with excitement or repel them with annoyance.

When people are drawn to your brand, it should make them feel empowered to take action and the best way to draw them in is through your core values.

Core values are the principles your brand stands for. Think about why you buy from a brand. Think about what attracts you to it. The reason you're pulled towards one brand over another is because of your core values. Inherently, all of us have things we're drawn towards, and it's always based on a feeling. When you're clear on the core values for your brand and you've incorporated them into the way you operate, you're going to speak directly to the feelings of the people who will buy from you and people you're excited about working with!

Choose 3-5 core values for your brand. Consider the common words, phrases, and themes that come to mind when you think about your brand and the way you want people to talk about it. The values you choose will help you formulate your brand statement. (Allow yourself 5-8 minutes for this activity.)

What values feel the most genuine and natural to you that are non-negotiables for you to have in your everyday life? Below is a list of words to help get you started.

Abundance	Commitment	Discipline	Friendship
Acceptance	Communication	Drive	Fun
Achievement	Community	Education	Generosity
Adaptability	Compassion	Emotional	Genuineness
Adventure	Confidence	Balance	Grace
Affection	Connection	Empathy	Gratitude
Affluence	Consciousness	Empowerment	Growth
Ambition	Conservation	Enthusiasm	Happiness
Appreciation	Contribution	Equality	Harmony
Assertiveness	Control	Excellence	Health
Authenticity	Courage	Faith	Health &
Autonomy	Creativity	Fame	Wellness
Balance	Credibility	Family	Heart
Beauty	Curiosity	Fearlessness	Helping others
Charity	Decisiveness	Flexibility	Honesty
Clarity	Depth	Focus	Honor
Cleanliness	Determination	Freedom	Human rights
	Dignity		Humility

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Humor	Mindfulness	Recognition	Stability
Imagination	Open-	Relationships	Structure
Inclusivity	mindedness	Relaxation	Success
Independence	Optimism	Reliability	Support
Influence	Organization	Resourcefulness	Sustainability
Innovation	Originality	Respect	Teamwork
Inspiration	Passion	Romance	Travel
Integrity	Patience	Security	Trust
Intelligence	Peace	Self-care	Truth
Intuition	Perseverance	Self-control	Understanding
Joy	Philanthropy	Selflessness	Uniqueness
Kindness	Playfulness	Self-reliance	Vitality
Knowledge	Pleasure	Sensuality	Wealth
Leadership	Power	Service	Wholeness
Learning	Professionalism	Simplicity	Wisdom
Love	Proficiency	Sincerity	Worthiness
Loyalty	Prosperity	Spirituality	
Meaningful work	Purpose	Spontaneity	

Write down your top 3-5 core values. (If you're having trouble narrowing it down to 5, think about the economy of the words and ask yourself if any of the words have a similar meaning.)

- 1.
- 2.
- 3.
- 4.
- 5.

Exercise (Allow 5-8 minutes):

1. **Why are these values important to you?**

2. **How do you want people to feel when they interact with you and your brand?**

3. **What are your core beliefs? (Consider ideals, causes, movements, etc. that you believe in.)**

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Now, that you've outlined your core values and beliefs, you can use the exercise below to help you draft your brand statement.

I've included my brand statement as an example for you below. The statement below was formulated on the values of freedom, empowerment, community, self-care, and trust. The core beliefs are centered around empowering communities, using your platform to inspire growth and effect positive change, and the belief that everyone deserves equality and safety.

Crystal Lily Creative believes in empowering leaders by helping them create the tools they need to form relationships that support their growth and their purpose, without sacrificing integrity. We believe in the freedom to use our platform to help create positive growth and change within communities, because safety and equality should be a right, not a privilege. We believe that disrupting the status quo is necessary so that self-care no longer has to include evaluating the safety of the spaces people seek to occupy.

Now that you've read my brand statement; what does inclusivity and impact look like through the lens of your core values, the causes/movements/organizations you support, and the way you want people to feel?

Your brand statement (Allow 10-15 minutes):

(Your/Company Name) _____ believes (your core beliefs + what you do) _____ so that (your client benefits from product/service) _____. I/we value (your top values) _____, because (why your values are important to you and their benefit to your client) _____. I/we believe (impact you want to make) _____.

Want to do more inclusive, empowered work on your brand? [Click here](#) to access empowered brand therapy consulting offers.

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