HOMESTYLE EXCELENCE */

Your brand feels real and grounded-just a few more secret spices needed.

Inventory Sheet

This worksheet turns your core values into **authentic, shareable content ideas** that connect with your audience and reinforce your brand's emotional truth.

Main icon designed by Victoruler

🧂 Section 1: Choose Your "Signature Spices"

List your 3 strongest values—these are the ones your audience already notices.

| Value #1: _____
| Value #2: _____
| Value #3: _____

Now pair each with a **core emotion** and a **common audience pain point**.

Value	Emotion It Evokes	Pain Point It Speaks To

📖 Section 2: Tell the Kitchen Stories

Brainstorm **real moments** when these values showed up in your work, process, or client stories.

Value	Real Story or Moment of Proof

These are great raw materials for Instagram captions, podcast episodes, or homepage copy.

Main icon designed by Victoruler

Section 3: Convert to Content

Turn each story or value into 2–3 content formats:

Value	Format 1	Format 2	Format 3
	e.g., Instagram reel	blog post	testimonial slide

Optional: Tag where it could go in your current content calendar or funnel.

Section 4: Tone Check — Keep It "Homestyle"

For each post or message, ask:

- Does this feel **honest** and **real**?
- Would I actually say this in a conversation?
- Does this sound like *our kitchen*, not a marketing manual?

Make light edits or voice notes where needed.

NOTES

Main icon designed by Victoruler