



## **Core Values For Your Brand**

*Define the top 5 core values your brand stands for, so your ideal clients are a value fit to work with you.*

*(Brand Stance Content)*

### **Step 1: What is your direct offer? We want you to be selling NOW!**

\*\*Note - “selling” here can mean different things: selling a service, selling who you are as a person, selling people a new idea/way of being or thinking, suite of freebies (WS, Optin, Strategy Call)

- Join a Community Conversation
- FB group
- If these core values resonate with you, I’d love for you to hit reply/send me a message about working together.
- Waitlist for the book
- Waitlist for IBB next year
- Sign up for your optin

**Step 2: Brainstorm the one-word core values you live by, run your business by, and want your clients to also share.**

Connection, Kindness, Community, Non-Judgement, Equality, Social Justice, Wisdom, Freedom, Time, Truth, Freedom, Compassion, Inner Connectedness, Flow

**Step 3: Write each Core Value Statement. Use “I/we believe” language to give it additional insight and meaning.**

- **Examples:**

*Our Core Values...*

### *Joy.*

*We believe that a business and a life rooted in JOY changes families, communities, and legacies.*

### *Integrity.*

*We believe in tried-and-true business growth solutions. We do not teach strategies we haven't tried (and had success with ourselves). And, we will never sell you something you don't want or need.*

### *Innovation.*

*We believe that growing a business you love requires innovative ideas and elevated consciousness, as well as courage, self-reflection, and intentional focus.*

Freedom: I believe those that are serving (or have served) in the military deserve a life of financial peace and prosperity.

Creative Expression: I believe that creative expression is a powerful process to unlock personal healing.

Ease: We believe that everyone can learn to perform music in a relaxed and accessible way.

**Step 4: CTA** (What do they do now, as a next step?)

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**Resources:**

[Joyful Business Revolution™ Core Values](#) (scroll down the page to view)