

Your brand is the spine of your marketing and at the heart of your brand is your brand values.

Choose 3-5 values that represent your business.

Which are your non-negotiable values? Which are you flexible on? We've collected some words you can use as inspiration.

Got questions? Post them in the FB group to get help with this.

Kate & Belinda



Authenticity	Directness	Kindness	Respect
Achievement	Discipline	Knowledge	Responsibility
Adventure	Education	Leadership	Security
Authority	Efficient	Learning	Self-Respect
Autonomy	Effective	Listening	Service
Balance	Experience	Love	Spirituality
Beauty	Fairness	Loyalty	Stability
Boldness	Friendships	Meaningful Work	Success
Compassion	Fun	Openness	Status
Challenge	Generous	Optimism	Synergy
Community	Growth	Pleasure	Teamwork
Competency	Happiness	Poise	Thoughtfulness
Consistent	Honesty	Popularity	Trustworthiness
Copiousness	Humility	Practicality	Wealth
Creativity	Humor	Pragmatism	Wisdom
Curiosity	Influence	Proactivity	Wittiness
Delight	Integrity	Recognition	
Determination	Inner Harmony	Reputation	
Dignity	Justice	Resourcefulness	

