

Values-Based Marketing: When your message connects to your audience by sharing something more meaningful than product or the exchange of cash. You get to tell your story.

As humans, we are all big piles of feelings and opinions and judgments. Consumers, like the rest of us... always seek to be understood. If we are successful in connecting with a group of people with a strongly held belief - those people will talk about it. Then your idea spreads, and your business grows. The following questionnaire was designed to help drill down to the why behind your story and give you a window into what will resonate with potential clients.

1. Why did you start your business?
2. What motivates most of your business decisions? Let's leave money out for this exercise.
3. Is there someone you admire? Think about this, we often admire those around us who share similar beliefs, talents or values!
4. What keeps you up at night? What is important to YOU?
5. Now, describe your business as a person. What does your business care about? What is its PASSION, Drive? Beliefs?

6. What does your client care about?

7. What passion, drive, belief or even bias do you share with your client?

8. Simplify your message to a basic human need. If it's too long-winded, you will lose audience.

9. What are the top questions that potential clients have about your product, service or company? Give your answers too.

10. Think through your sales process - what can you do to make each step better, easier, faster for your clients?

11. What do you do for your community, the economy, the world? Focus on HUMAN Values rather than Corporate values.