

STEP 1: UNDERSTANDING YOUR VALUES AND VALUE



Use this guide and form to get know your business well before you start creating content.

MISSION & VISION

- What are your main values
- What would success look like to you?
describe an ideal work day

IDENTIFY YOUR GREATEST STRENGTHS

- What services do you do best?
- What are the key things that make you different from your competition.

IDENTIFY YOUR BACKGROUND

- How long have you been in the business? (backstory)
- What is your general reputation if you have one. If brand new, what is the reputation you'd like to have?

IDENTIFY YOUR COMPETITORS & IDOLS

- Identify direct competitors. Business that can serve your clients.
- Identify business that you would like to be like.
That you "Look up to"

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Answer in this sheet

1. What are your main values? choose no more than 3 explain why

2. What would success look like to you? describe an ideal work day

3. What services or products do you do best? what makes you different than your competition?

Best service/Product

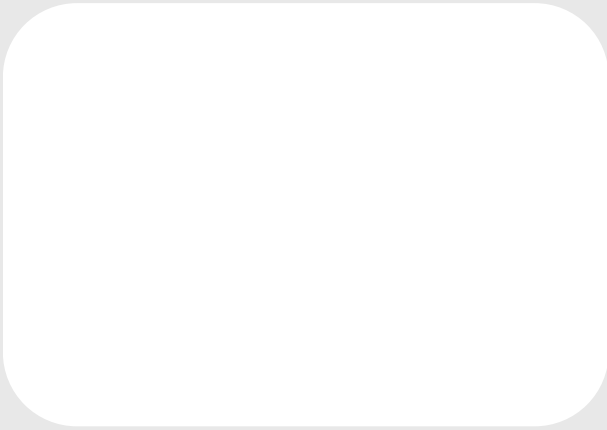
What makes me different

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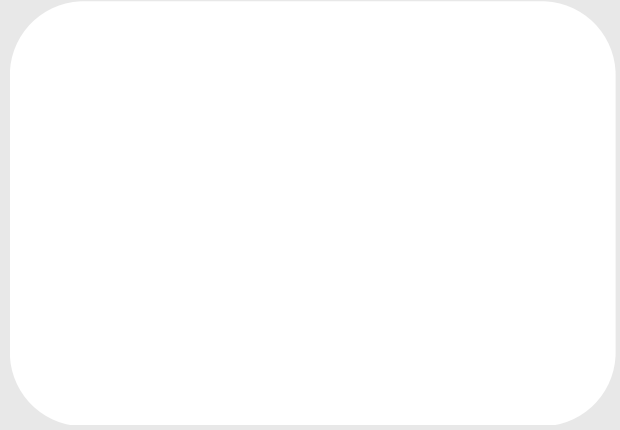
Answer in this sheet

1. What is reputation if you have one? what would be the ideal one?

My reputation Now

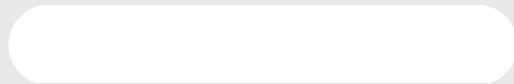


My ideal reputation



5. name three direct competitor social accounts and name three social accounts you look up to.

Competitors



Idols

