
THE ALIGNED BUSINESS CREED

EXCITE | AWAKEN | IMPACT

Be YOU | Build Your Business | Change The World

BE TRUE TO YOU, AND ALLOW OTHERS TO DO THE SAME

EDUCATE YOUR SELF, question every

UNCOVER INNATE TRUTH thing, always

AND SHARE IT *make a real* **ENSURE YOUR MOTIVES,**

Aim for a better, *difference* **ACTIONS + OUTCOMES**

improved world **challenge the status quo** **TRUTH**

Embrace strategies that work for YOU and YOUR business

Create a like-valued **Invest time, energy and money where it**

community who want *empower others* **counts**

to change the world always look to create better

TAKE ACTION WITH MEANING AND PURPOSE outcomes for all

What's the one thing in the world you desire to change...GO DO IT!

8 BUSINESS INGREDIENTS

01 Model Your business reflects who you are, so discover

you first. **02 Niche** Know your audience deeply, and serve

them well. **03 Brand** Know what you stand for. Make it good

for you, your business, other people and the planet. **04**

Product Create value and products that solve a problem and

evolve the world. **05 Pricing** Add value and over deliver. **06**

Marketing Connect with your audience - always serve, help,

educate, inspire. **07 Sales** Under promise and over deliver

with integrity, honesty and transparency. **08 Management**

Systemise, leverage and provide even more value.

BE YOU. CHANGE THE WORLD
