Marketing with Integrity

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Effective marketing is about more than just selling—it's about being honest and creating lasting trust.

This worksheet will help you assess your current marketing strategies and align them with your values

Steps

1. Identify Your Brand's Core Values

- What values define your business?
- How do these values show up in your marketing?

2. Review Your Marketing Materials

- Look at your current messaging. Are you being honest about your offerings?
- Are there areas where you might be overstating or overselling? If so, how can you adjust these claims?

3. Customer Feedback

- What is the most common feedback from your customers?
- How can you use that feedback to improve your messaging and product?

4. Write an Honest Marketing Message

- Craft a message that clearly communicates both the benefits and any potential limitations of your product or service.

5. Ensure Consistency

- Make sure that all of your marketing efforts—across platforms—are consistent with your core values and promises.

Marketing with integrity is the key to building long-term relationships with your customers. When your brand is grounded in honesty, people will trust and return to your business. Use this worksheet to ensure your marketing reflects the values you hold dear.

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The best marketing doesn’t feel like marketing.

— *Tom Fishburne*