

A top-down view of a workspace. In the upper right, a white cup filled with a frothy, brown beverage sits on a white saucer. Below it, an open notebook with a brown cover is visible. The left page is labeled 'Notes' and has a blue pen resting on it. The right page has the words 'To Do' written in blue ink and circled with a hand-drawn oval. The background is a light-colored surface.

DAILY BUSINESS AUTHENTICITY ACTION CHECKLIST TO ENSURE YOUR SUCCESS



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Let's start first with a recap about WHY and HOW Business Authenticity adds to your Performance and Profits.

- ✓ It ensures that you stand out from the crowd
- ✓ It positions YOU as the influencer
- ✓ It adds a strong brand identity to your business
- ✓ It makes your business relatable and real rather than pompous and pretentious - and that's REALLY important in today's world.
- ✓ It builds trust and welcomes engagement

With these benefits in mind, here's how you can make sure authenticity shines through in your business each and every day.



Nº 1 State the reason WHY you do what you do

You must have a deeply rooted reason and guiding light to help shape every business decision you make. Your goals help define the strategy and the roadmap to achieving objectives and milestones, but it's your mission or reason you do what you do that drives your behavior and actions. Authenticity must be reflective in your mission to ensure it inspires you everyday, as well as those who work for you and those who buy from you too!

Display your mission for all to see, including you.

- Place it in a frame on your desk
- Post it on your website
- Occasionally state it on your social media channels
- Hang it in a frame at your place of business
- Include it in employee communications and trainings
- Include it in your advertising

The key is to let it be known so that all those who interact with you know exactly what drives your business decisions and actions and that it's not 'just for the money' as so many tend to assume.

Here are a few examples of Mission Statements that truly inspire.



Our Blue Box Values

At American Express®, we have a mission to be the world's most respected service brand. To do this, we have established a culture that supports our team members, so they can provide exceptional service to our customers.

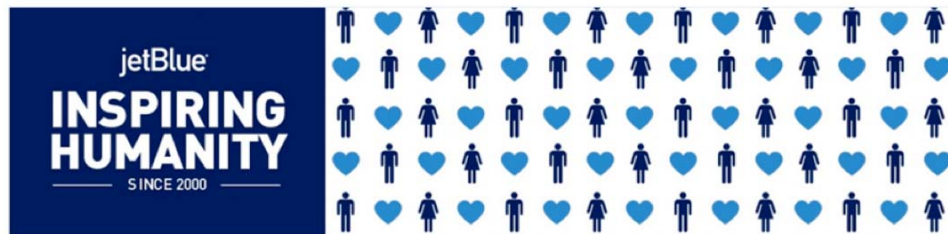


Mission Statement

Honest Tea seeks to create and promote great-tasting, healthier, organic beverages. We strive to grow our business with the same honesty and integrity we use to craft our products, with sustainability and great taste for all.

NORDSTROM'S COMMITMENT

In store or online, wherever new opportunities arise, Nordstrom works relentlessly to give customers the most compelling shopping experience possible. The one constant? John W. Nordstrom's founding philosophy: offer the customer the best possible service, selection, quality and value.



Up for good

In the air and on the ground, we're committed to bettering the lives of our customers, crewmember and communities — and inspiring others to do the same.

We set out in 2000 to bring humanity back to the skies, when we noticed a lack of compassion, a missing human touch, in the air travel experience. It's what we're still doing today; only we've taken our promise below our wings and beyond our airports, bringing the customer service in the sky to charitable services on the ground.

At JetBlue, we're not just committed to air travel. We recognize our responsibility to the world — to better the lives of our customers, our crewmembers and the communities we serve, and to inspire others to do the same. This commitment to inspiring humanity is how we do business every day.

And here's mine.






Nº 2

Define your voice and your message and use it everywhere, clearly and consistently

Your voice - what you say, how you say it and where you say it - is incredibly important to the authenticity of your business. First you have to define it. Your mission gives the reason why you do what you do; your voice, however, communicates exactly what you do. The link to authenticity in your business voice is defined by the tone, approach and use of your message that expresses what's true about you and your business.

It's the medium you use to connect with customers and clients that you are most comfortable using BECAUSE it allows you to naturally reflect who you are. Is that through words (writing or blogging), video, visual (graphics and printed advertisements), radio or podcasting? What communication style are you most comfortable with? Not because it's easy, cost effective or the latest trend. I promise, you can leverage your marketing outreach using the voice platform you are most comfortable with. It's one of the many powers of today's marketing mix. The connection factor however is most important, and as we now know its effectiveness, resonance and response will be amplified if you first find the place where you can be naturally you, or simply authentic.





Once you know your place, your daily authenticity action checklist is a simple review to ensure you stay the course.

- Know who you're speaking to – your audience
- Know what you're saying – your message
- Know how you're saying it – your tone
- Know your authentic outreach – your natural YOU marketing platform
- Know your Unique Selling Proposition (USP) – your offer
- Identify the marketing channels that can be leveraged from your initial 'authentic outreach' – your marketing mix that connects you to your ideal customers and clients. This is a systematic approach that I teach, but essentially amounts to using your voice in multiple mediums by use of modified marketing formats that is still authentic, but adaptable to other platforms so you get greater exposure and broader reach. It's incredibly POWERFUL and effective!



Nº 3

Boldly Be You!

YOU are your secret to success. Nobody can or will do what you do, the way you do it. Sure, there are likely many who offer products or services similar if not the same as yours. But, when you authentically deliver your product or service, staying true to who you are, your voice, your story and your mission will draw customers and clients your way who value what you have to offer because of the way you offer it.

I'm sure you've heard this before. BUT, it's my hope that with the information and details I've provided, along with this **Daily Business Authenticity Action Checklist** you'll embrace being truly authentic in the operation of your business, so you can experience the power and profits of Business Authenticity!

Cheers to your authentic success!

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