**Core Values**

**Optimal Email Marketing**

**Susan Neal RN, MBA, MHS**

[**https://christianpublishers.net/**](https://christianpublishers.net/)

Values are your beliefs that make you act a certain way. When you determine your core values and incorporate those into your brand and business, you can match better with your ideal customer. As you look through the core value list below, circle all the items that resonate with you. Next, group similar items together so you end up with 3–5 groups. Then choose the most important core value out of each group and use that word to represent the group. Prioritize your core values and refer to them when making decisions.

Abundance

Acceptance

Accountability

Achievement

Accuracy

Adventure

Advocacy

Ambition

Appreciation

Attractiveness

Authenticity

Authority

Autonomy

Balance

Beauty

Benevolence

Boldness

Bliss

Bravery

Brilliance

Calmness

Caring

Challenges

Charity

Cheerfulness

Christianity

Citizenship

Clarity

Cleanliness

Cleverness

Community

Compassion

Competency

Contribution

Cooperation

Collaboration

Consistency

Contribution

Courage

Creativity

Credibility

Curiosity

Daring

Decisiveness

Dedication

Dependency

Dependability

Determination

Diversity

Efficiency

Encouragement

Enthusiasm

Ethics

Excellence

Expressiveness

Fairness

Family

Faith

Fairness

Flexibility

Forgiveness

Freedom

Friendships

Fun

Generosity

Goodness

Grace

Gratitude

Growth

Happiness

Harmony

Health

Honesty

Honor

Hope

Humility

Humor

Independence

Individuality

Influence

Innovation

Insightfulness

Inspiration

Integrity

Intelligence

Intuition

Joy

Kindness

Justice

Kindness

Knowledge

Leadership

Learning

Love

Loyalty

Making a difference

Meaningful work

Mercy

Mindfulness

Motivation

Openness

Optimism

Originality

Passion

Patience

Performance

Personal development

Peace

Perfection

Playfulness

Pleasure

Popularity

Power

Preparedness

Proactivity

Prosperity

Professionalism

Punctuality

Quality

Recognition

Relationships

Reliability

Religion

Reputation

Respect

Resilience

Resourcefulness

Responsibility

Responsiveness

Risk taking

Security

Self-control

Selflessness

Self-love

Self-Respect

Service

Simplicity

Sincerity

Spirituality

Stability

Status

Success

Teamwork

Thankfulness

Thoughtfulness

Traditionalism

Trustworthiness

Understanding

Uniqueness

Usefulness

Versatility

Vision

Wealth

Well-being

Wisdom

Zeal