

Marketing Alignment Audit Worksheet

“Commit to the Lord whatever you do, and He will establish your plans.” – Proverbs 16:3

Step 1: Audit Your Values

“Let your roots grow down into Him, and let your lives be built on Him.” – Colossians 2:7

What are the God-given values that matter most to you in this season?

List 3–5 core values you want to build your business and marketing around:

Faith Check-In:

- Which of these values reflect God's character?
- Are there any that feel more like pressure from the world than a true conviction?

 Prayer Prompt:

“Lord, help me align my business with your heart. Show me the values You’ve placed in me for this season.”

Step 2: Audit Your Priorities

“There is a time for everything, and a season for every activity under the heavens.” – Ecclesiastes 3:1

What are your real-life priorities right now? Think about your family, faith, health, business goals, and more.

Top Priority (non-negotiable):

Secondary Priorities (important, but flexible):

“Nice to Have” (optional for now):

Faith Check-In:

- Are your current business goals aligned with these priorities?
- Do you feel any tension between what you value and what you’re pursuing?

 Prayer Prompt:

“God, give me clarity on what matters most. Help me steward my time in a way that honors You and my family.”

Step 3: Audit Your Season

“My grace is sufficient for you, for My power is made perfect in weakness.” – 2 Corinthians 12:9

What kind of season are you in right now—spiritually, emotionally, practically? Check any that apply:

- Rest + Renewal
- Growing + Building
- Grieving + Healing
- Overwhelmed + Surviving
- Focused + Productive
- Waiting on the Lord
- Other: _____

How does this season impact your availability, energy, and focus for marketing?

Faith Check-In:

- Is God inviting you to slow down or take bold action?
- Are you resisting the season you're in?

 Prayer Prompt:

“Father, help me to embrace the season I’m in and rely on Your strength instead of my own striving.”

Bringing It All Together: Marketing That Aligns

Based on your audit, which marketing strategies feel aligned right now?

Aligned, sustainable strategies to focus on:

What marketing methods will you release (for now)?

 **Prayer Prompt:**

“Jesus, I commit this marketing plan to You. Direct my steps and help me trust You with the results.”

Final Reminder:

Your marketing doesn't need to be everywhere.

It needs to be faithful, intentional, and aligned with who God made you to be.