

THE GENTLE CORE VALUES GUIDEBOOK



REDISCOVER WHAT MATTERS MOST,
SO YOU CAN BUILD A BUSINESS
(AND LIFE) THAT FEELS LIKE HOME.

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A Gentle Invitation:

If your business (or life) feels a little "off" lately... this gentle guide will help you find your way back to what truly matters.

Inside, you'll uncover your top five core values and learn how to use them as an anchor for aligned decisions in your work and life. Take a breath. Go slow. You don't need to do this all at once. This isn't a test. It's a sacred check-in with you, your business, and your priorities.

Estimated Time: 30–60 minutes

A handwritten signature in a cursive script that reads "Marta".

Created by Marta Goertzen
Gentle Business Coach &
Creator of the [Gentle Business Blueprint](#)

Why Core Values Matter (Really)

Knowing your core values can be a transformative experience. They act as a filter to make aligned decisions, a mirror to reflect your truest self, and a compass when the path ahead feels foggy. They guide what you create, how you serve, and how you honor your own capacity and calling.

Let your values be the thread that ties your purpose and your presence together.

What Are Core Values?

Core values are the personal ethics or ideals that guide you when making decisions, building relationships, and solving problems. Identifying the values that are meaningful to you can help you rediscover clarity, direction, and peace in both your personal and professional life.

(Source: [Indeed.com](https://www.indeed.com))

Step 1: Reflect & Collect

Mini Reflection

When have you felt most like *yourself* in the past few months?

What were you doing?

Who were you with?

How did it feel?

Now, move through the Core Values list (on the next pages) and mark any that:

- Spark curiosity
- Make your heart feel warm
- Feel deeply resonant or even emotional

TIP: If you're not sure what a word means, look it up. Language matters.

On the next page you will find lists of words broken out by category.

Don't rush, take your time, but also, don't overthink it!

Give yourself space.

Highlight. Circle. Star. Annotate. Doodle. AND HAVE FUN.



HEART VALUES

Emotional & Relational Grounding



MIND VALUES

Growth & Learning

Love

Compassion

Kindness

Gratitude

Connection

Generosity

Joy

Friendship

Empathy

Service

Support

Loyalty

Clarity

Focus

Wisdom

Knowledge

Learning

Curiosity

Discipline

Logic

Creativity

Insight

Growth

Understanding

Which of these reflect how you would like to show up in relationships, both personal and professional?

Which of these words spark excitement or motivation for you?

 SOUL/FAITH VALUES

Spiritual & Purpose-Oriented

 COMMUNITY VALUES

Collaboration & Belonging

Faith

Purpose

Peace

Integrity

Spirituality

Simplicity

Authenticity

Gratitude

Freedom

Meaning

Tranquility

Stillness

Community

Respect

Teamwork

Communication

Unity

Connection

Kindness

Tolerance

Trust

Inclusivity

Welcoming

Contribution

which values have sustained you in
difficult or sacred seasons?

what kind of community do you want
to create or belong to?



INNER STRENGTH VALUES

Strength & Resilience

Courage
Confidence
Determination
Discipline
Self-Reliance
Leadership
Resilience
Stability
Boldness
Consistency
Responsibility
Bravery

which of these words remind you of
how strong you really are?



INTEGRITY VALUES

How You Show Up

Honesty
Transparency
Excellence
Dependability
Accountability
Fairness
Trustworthiness
Professionalism
Ethical
Credibility

which of these do you
want to be KNOWN for?



Add Your Own

Have something missing that feels core to who you are? Any words you were looking for but couldn't find? Add them here:

1. _____
2. _____
3. _____
4. _____
5. _____

Step 2: Choose Your Final Five

From the words you circled or highlighted, narrow them down to the five that:

- You want to live by
- Reflect your best self
- Support who you're becoming

My Final Five Core Values:

1. _____
2. _____
3. _____
4. _____
5. _____

Final 5 Reflection Prompts:

Which value feels like your anchor?

Which one feels like they might push you and grow you?

Which ones excite you?

Which ones caught you by surprise? Why?

Which ones didn't surprise you? Why?

Step 3: Turn Them into Gentle Actions

Or as I call it, “*verbify*” them. Make them your own, relatable, and deeply yours.

To do that you are going to give your values language and motion.

Fill in the prompts below to translate your core values into daily actions or reminders:

- 1) My core value is _____ and I will live this value out in my life and business by:

- 2) My core value is _____ and I will live this value out in my life and business by:

- 3) My core value is _____ and I will live this value out in my life and business by:

- 4) My core value is _____ and I will live this value out in my life and business by:

- 5) My core value is _____ and I will live this value out in my life and business by:

Step 4: Make Them Visible

Your values aren't meant to hide in a drawer.

Try these ideas to keep them top of mind:

- Add them to your planner or calendar
- Make a desktop or phone background
- Create a vision board or art print
- Post them near your workspace

Make them visible to help you stay grounded in seasons of change.

Bonus: Use Your Values as a Compass

Your values can:

- ☑ Help you evaluate client requests and opportunities
 - ☑ Shape your marketing and messaging
 - ☑ Define your boundaries
- ☑ Guide your business direction and pace

Whenever you feel stuck, ask:

"Is this aligned with my values?"

Gentle Next Step

This guide is just one small part of the Rediscover phase in the Gentle Business Blueprint. If this felt grounding, clarifying, or even a little emotional—that's the point.

You don't have to build your business (or life) from hustle or pressure.

Want support as you rediscover what's next?

Explore the full Gentle Business Blueprint and take your next step with clarity and compassion.

[Click here to learn more.](#)

With grace and purpose,

A handwritten signature in a cursive script that reads "Marta".

About The Author

Hey there! I'm Marta, a Gentle Business Coach at Selah Studios.

My mission is to help women solopreneurs:

- Find clarity and confidence about their business direction
- Get clear about their entrepreneur identity and style, and about who they are as entrepreneurs
- Build a strong personal brand
- **So that** *they can design a business that is flexible enough to fit the season of life they are in.*



I wholeheartedly believe in the power of regularly pausing and reflecting, expressing gratitude, and how these habits can transform your life and business.

I live along the beautiful Oregon Coast and love to explore it with my camera and a dog or two in tow.

I'd love to connect and hear about the core values you chose.

Here are a few places you can find me:

SelahStudios.co | [Instagram](#) | [Pinterest](#)