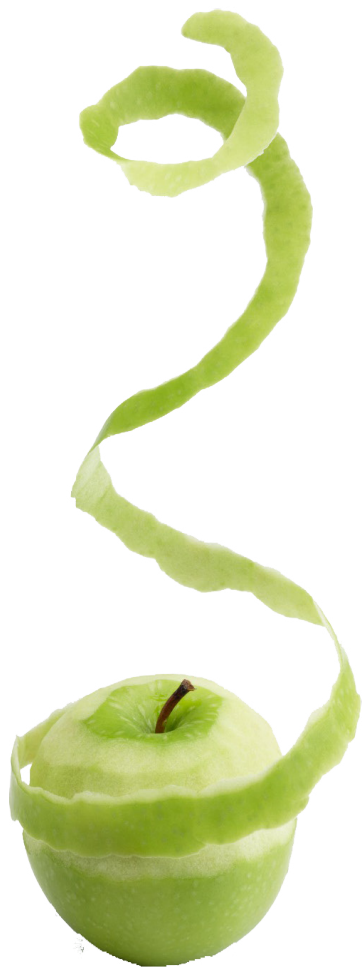


# Market A Peel

## *Marketing*



## CREATING MARKETAPEEL A PERSONAL BRANDING WORKBOOK

VALUES

**Shannon Peel**

779 839 0521

[shannon@shannonpeel.com](mailto:shannon@shannonpeel.com)

[www.marketapeel.agency](http://www.marketapeel.agency)

Content Creation  
Writing Services  
Publishing Services  
Website Design  
Explainer Videos  
Presentation Development

Copyright © 2018 by MarketAPeel

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permission requests, write to the publisher, addressed at the address below.

Shannon Peel  
MarketAPeel  
C/O  
PO Box 375  
Enderby, BC V0E 1V0

[www.shannonpeel.com](http://www.shannonpeel.com)  
[www.marketapeel.agency](http://www.marketapeel.agency)  
[www.marketapeelstories.com](http://www.marketapeelstories.com)



✓	Value	If you checked it off, define the value to you - Not the dictionary - what you believe it to mean in your life.
	Accuracy	
	Achievement	
	Adaptability	
	Adventure	
	Ambition	
	Assertiveness	
	Authenticity	
	Authority	
	Balance	
	Beauty	
	Boldness	
	Bravery	
	Calm	
	Celebrity	
	Charity	
	Commitment	
	Common Sense	
	Community	
	Compassion	
	Competency	

✓	Value	Define your values - Not the dictionary - what you believe it to mean in your life.
	Confidence	
	Consistency	
	Contribution	
	Courage	
	Creativity	
	Curiosity	
	Decisiveness	
	Determination	
	Education	
	Empathy	
	Ethical	
	Excellence	
	Expertise	
	Fairness	
	Faith	
	Fame	
	Family	
	Fearless	
	Focus	
	Friendship	

✓	Value	Define your values - Not the dictionary - what you believe it to mean in your life.
	Fun	
	Generosity	
	Gratitude	
	Growth	
	Happiness	
	Hard Work	
	Harmony	
	Honesty	
	Humility	
	Humour	
	Independence	
	Individuality	
	Influence	
	Inner Harmony	
	Inspiration	
	Intelligence	
	Justice	
	Kindness	
	Knowledge	
	Leadership	

✓	Value	Define your values - Not the dictionary - what you believe it to mean in your life.
	Learning	
	Logic	
	Love	
	Loyalty	
	Openness	
	Optimism	
	Organization	
	Passion	
	Peace	
	Performance	
	Persistence	
	Pleasure	
	Poise	
	Positivity	
	Popularity	
	Power	
	Professional	
	Quality	
	Recognition	
	Reputation	

✓	Value	Definition of the value to you - Not the dictionary - what you believe it to mean in your life.
	Respect	
	Responsible	
	Religion	
	Results	
	Risk	
	Security	
	Self Respect	
	Self Reliance	
	Service	
	Spirituality	
	Stability	
	Status	
	Strength	
	Structure	
	Success	
	Teamwork	
	Trusworthiness	
	Vision	
	Wealth	
	Wisdom	





Take a look at the list of your powerful and strong value words and start voting them off the Island until you are down to five core values. The words which hold the most power for you. When you have five core value words, you will need to explore them even further.

## **Your 5 Top Values - An Example**

I'm providing an example of the next step because it is important you truly understand your values. They are the foundation of your personal brand.

An an analysis of one of my core values.

### **1. The value: Authenticity**

#### **Why is this value important to you?**

I was brought up with the word 'should' and defined acceptable behaviours. I felt misunderstood, unseen, and unimportant because who I was never seemed to be enough to those who loved me and I tried to live a life I 'Thought' I was supposed to live to make others proud, which caused a number of issues, stresses, and bad decisions. I now believe in being who I am and being open to create authentic connections. If people don't like me, it is not an issue for me, because I am proud of me.

#### **What does this value look like in a business?**

In business I am always honest, I do not try to get an upper hand and do not play games to get what I want at the expense of another. What they see is what they get and I tend to let my work speak for itself instead of telling people what I can do. The negative side of this value is others take advantage of me because I do not hold my cards close and give too much away. Others judge me harshly and come up with inaccurate opinions of me based on their assumptions when they see me having a bad day.

#### **How do you portray this value in your life?**

I always tell the truth. I act as I feel. If I'm sad, I'm sad. If I'm happy, I'm happy. I do not fake it until I make it. If someone truly wants to know 'how I am' and it is appropriate, I will tell them what is going on. I use my story in an appropriate manner to inspire and help others define theirs and move forward when negative things happen in their lives.

**Your Turn - Tell the story of each of your five values.**

## **Top 5 Values:**

1. \_\_\_\_\_

Why is this value important to you? \_\_\_\_\_

---

---

---

---

---

---

---

---

How do others behave when they have this value? \_\_\_\_\_

---

---

---

---

---

---

---

---

How do you portray this value in your life? \_\_\_\_\_

---

---

---

---

---

---

---

---

2. \_\_\_\_\_

Why is this value important to you? \_\_\_\_\_

---

---

---

---

---

---

---

---

How do others behave when they have this value? \_\_\_\_\_

---

---

---

---

---

---

---

---

How do you portray this value in your life? \_\_\_\_\_

---

---

---

---

---

---

---

---

3. \_\_\_\_\_

Why is this value important to you? \_\_\_\_\_

---

---

---

---

---

---

---

---

How do others behave when they have this value? \_\_\_\_\_

---

---

---

---

---

---

---

---

How do you portray this value in your life? \_\_\_\_\_

---

---

---

---

---

---

---

---

4. \_\_\_\_\_

Why is this value important to you? \_\_\_\_\_

---

---

---

---

---

---

---

---

How do others behave when they have this value? \_\_\_\_\_

---

---

---

---

---

---

---

---

How do you portray this value in your life? \_\_\_\_\_

---

---

---

---

---

---

---

---

5. \_\_\_\_\_

Why is this value important to you? \_\_\_\_\_

---

---

---

---

---

---

---

---

How do others behave when they have this value? \_\_\_\_\_

---

---

---

---

---

---

---

---

How do you portray this value in your life? \_\_\_\_\_

---

---

---

---

---

---

---

---

