

MarketA Peel

Marketing



CREATING MARKETAPEEL A PERSONAL BRANDING WORKBOOK

VALUES

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How to Use this Booklet

Thank you for downloading, Creating MarketAPeel, to help you define your brand and start your journey of discovery about yourself, your business, and your product / service. This booklet is the beginning of a much larger, Creating MarketAPeel Workbook, available at www.marketapeel.agency

YOU ARE A PRODUCT

Whether you are a business owner, a sales professional, or on the corporate ladder, consider promoting yourself as a personal business with goals, objectives, and a vision for your future.

This booklet will help you define who you are and why someone should hire you, buy from you, or pay attention to what you have to say.

There are lots of books in the market about business, marketing, and branding, this workbook is meant to be an accompaniment to them. If like me, you have a library of books on business, sales, marketing, advertising, self help... well, the list is endless, you already know a lot of theories. You probably have a number of ideas running through your mind without any idea on how they apply to you or plan of action.

This workbook is meant to help you dive further into the theories, to unpack the ideas, and define how to move forward towards the life you want.

If you are reading this on a computer screen, I suggest you print the document and grab a pen, because this is about to get messy. Like most people, I type more than I write because it's faster, it's easier, and let's face it, my penmanship makes a doctor's prescription pad crystal clear. You may want to type out your answers, however, a computer screen creates a filter between the mind and the page. You will get more out of it if you use a pen.



When you are done with the booklet, it should be full of notes, thoughts, and diagrams to help you think through each question. Once you have a better grasp on your brand, you can type out a plan and print it out to review on a regular basis.

In the booklet you will find an article about how to tell your story.

There is lots of space to write down all your ideas as they come to you. Don't edit or limit yourself, this isn't the final document, this is the messy part, where all your ideas fall onto the page for you to explore, unpack, and define. You will keep some, cross out others, and wonder where one or two even came from. In all this, it is my hope that you will find your brand and develop it in line with who you are as a person.

I firmly believe the way to a stress free business and life is to make choices reflecting who you are and what you believe. My hope is that this workbook will help you define your true values and the path you are meant to be on.

Being 'in line' with your values will ensure that the decisions you make will lead to success because it will reduce the stress that occurs when we are acting outside of our value system. This foundation will enable you to build a stronger plan to help you find the success you deserve.

Whether you chose to partner with MarketAPeel or not, I encourage you to use this booklet to define who you are, what you value, and what it means to you.

I wish you all the success along your journey and please share your journey with me on social media. I will be rooting for you to succeed.



Shannon Peel



Values

Your values are those principles and behaviours which determine what is important to you in life.

When your beliefs and behaviours match your values, life is usually good – you're satisfied and content. But when they don't align, that's when things feel wrong. Few people really know their values and understand them. While you work through these questions, be honest with yourself, if you believe that 'he who has the most toys wins,' then own that value. Don't buy into society's ideals of which values are positive or negative, they are all valid - As long as it truly is your value and not one you 'think' will garner you success.

There is a Realtor in a small ski resort town who has an interesting brand, he is trying to appear as the mover, shaker, wolf of wall street type player for the ultra rich... however, it comes across as forced, narcissistic, and inauthentic. When we try to be something we are not, our message comes across as trying too hard.

Show. Don't Tell.

The Realtor's marketing tells people what he wants to be seen as. He has a whole commercial about being the perfect dad, the perfect husband, the perfect friend, the perfect realtor with the big house and expensive car, who will fight for you, IF you are the 'right kind of person' he will choose to work for. He makes it very clear he is only interested in the ultra rich client and is trying hard to be what he believes they value. I don't know the guy and from what I hear, his wife is really nice. According to one testimonial, "he's not as much of an asshole as I thought he'd be." Your marketing should reflect who your customer expects you to be. People trust people who are like them, people who are who they say they are, and are honest about themselves, even if their values are expensive cars, perfect image, and a pretty women or man on their arm. Some may not want to hire you, but those who do, will love you.



Values Checklist

On the next five pages you will find a list of value words, which are used to describe values people hold. As you read each word, think about what the word means to you. What your definition of the word is.

If the word resonates with you and you believe it is one of your values put a check in the box next to it. Write down what you believe the definition of the word is not the dictionary definition. What does the word means to you. This isn't a vocabulary test, the grammar police are not coming by with a big red pen. This is only for you.

Some words have similar meanings. Does courage and bravery mean the same thing? Perhaps, perhaps not. The definition is going to be determined by your experiences, your use of language, and your belief system.

If your brain doesn't hurt after you've gone through these five pages, you've done it wrong. The whole point is the get the engine in your brain thinking and connecting with your emotional response to these value words. This first step is the foundation to create your MarketAPeel

Write down what you think your values are as of today. Right now.



✓	Value	Definition of 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	Definition of the value to you - 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	Definition of the value to you - 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	Definition of the value to you - 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	

Now for the hard part: Determining which of your values are the most important and at the core of who you are.

First, go back through the five pages and beside the boxes you checked off, add a letter for each check based on your feelings, intuition, beliefs:

(P) Powerful (S) Strong (O) Optional (M) Minor (W) Wish you had.

After you've assessed the power of each checked off word, strike through every 'Wish you had' value, then strike out every Minor and Optional value. This will leave you with the powerful and the Strong values. Keep the self improvement out of this equation. At this point, you are only interested in who you are, not who you want to be or wish you were.

Write all the powerful and strong value words here:

A cartoon illustration of a smiling woman with brown hair, wearing a white shirt and a blue skirt, holding a clipboard. She is standing on the right side of a page with horizontal lines.

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 analysis of one of my core values.

1. The value: Authenticity

Why is this value important to you?

I want to deliver what people expect so I am not dealing with misunderstandings, disappointment, and broken promises. I want deep connections in my life based on common threads with others, which weave stronger relationships with people who will be supportive of my efforts. After decades of not being good enough to those who believed I needed to be a certain way to be accepted or loved, I want to attract those who will like me for who I am, no matter the circumstances of my situation.

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.

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? _____

What does this value look like in a business? _____

How do you portray this value in your life? _____

2. _____

Why is this value important to you? _____

What does this value look like in a business? _____

How do you portray this value in your life? _____

3. _____

Why is this value important to you? _____

What does this value look like in a business? _____

How do you portray this value in your life? _____

4. _____

Why is this value important to you? _____

What does this value look like in a business? _____

How do you portray this value in your life? _____

5. _____

Why is this value important to you? _____

What does this value look like in a business? _____

How do you portray this value in your life? _____

Reflection:

Do your 5 core values match the list you wrote at the start of this booklet? What changed or why do you think they stayed the same? What did you learn about yourself and your value system?

Take a moment to think about these values, what goals do they bring to mind, what thoughts, proud moments in your life when you displayed these values.

[illegible]