

# CREATING MARKETAPEEL

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DEFINING YOUR VALUES



Book One of the MarketAPeel  
Personal Branding Workbook Series

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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](http://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.

# 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.

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✓	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	



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? \_\_\_\_\_

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What does this value look like in a business? \_\_\_\_\_

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

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

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

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What does this value look like in a business? \_\_\_\_\_

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

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

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

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What does this value look like in a business? \_\_\_\_\_

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

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

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

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What does this value look like in a business? \_\_\_\_\_

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

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

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

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What does this value look like in a business? \_\_\_\_\_

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

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MARKETAPEEL

Visit [MarketAPeel.agency](http://MarketAPeel.agency) for  
more resources to help you tell  
your personal brand story.

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