Awaken Your Inner *Superstar*

Build Your Brand, Monetize Your Magic & Lead Your Movement

Identity — Who Are You, Really?

Part One - Remembering & Discovering Your True NATURE

This first section is intended to get you to verbalize who are you in the deepest sense. In other words, when you strip away the layers of learning, socialization, and what your parents, family and friends think you should be, what remains? This is your true self.

1. **Strengths / Gifts** - What are the things that you excelled out - that didn't require training or teaching. Performing? Music? Physical activities? Sports? Studying? If you don't remember, call your parents or others who knew you as a child and ask them. Another fun way is to go back and look at old photos.

Watch Out!! Sometimes we can get confused between what comes NATURALLY to us, versus what is LEARNED. Right now we want to focus on those natural talents, the ones that required no discipline or pushing to feel "good."

2. **Passions/Interests** - Most passions are inborn and give us clues to ways we can begin to be happier, healthier and even more successful. What do you love to do, see, hear, read or be? Think back to when you were a child. What could you spend hours doing without getting bored or tired? What information could you not get enough of? What specific subjects at school did you love?

3. **Dislikes/Weaknesses**

Dislikes: What do you despise doing?

Weaknesses: What are you not so great at? Be honest with yourself.

Alignment: Do you see any areas of alignment, where wha you're currently doing really jives with what you're seeing here? Where do you feel GOOD when you see what you've written as it compares to what you're doing?

Misalignment: Are you seeing any areas where there is misalignment between your strengths and passions, and the work you do every day? For example, are you trying to be detailed and serious, when in fact you're a carefree fun-loving extrovert?

Part Two - Who You CHOOSE To Be

1. Superstar Core Values: Defining Your Standards

Your principles or values are like a compass for navigating decisions. They also create the standards for any culture that you are building. Every movement has a culture and your core values give shape and definition to that culture.

To define your core values, consider these questions:

- When things are hard, what principles will you not compromise?
- What characteristics and traits do you value in yourself AND in others?
- Think about someone you admire, then think of the qualities you admire in them.
- Who do you LOVE to work with? What are the values you share with them?
- Consider what "turns you off" in others, your values are likely the opposites of these "anti-values."

Below are words to stimulate ideas. Remember: there are no right or wrong answers. Not everyone has the same core values, so don't think about what you SHOULD value, instead think about what you truly DO value.

- Abundance
- Acceptance
- Accountability
- Achievement
- Adventure
- Artistic Talent
- Awareness
- Balance
- Beauty
- Boldness
- Bravery
- Calm
- Caring
- Challenge
- Change
- Cleanliness
- Collaboration
- Comfort
- Commitment
- Communication
- Community
- Compassion
- Competence
- Competition
- Confidence
- Connection
- Continuous
- Improvement
- Convincing
- Cooperation
- Courage
- Creativity
- Decisiveness
- Determination
- Dignity
- Discipline
- Discovery
- Diversity
- Education
- Effectiveness
- Efficiency
- Equality
- Empathy
- Excellence
- Fairness
- Faith
- Family
- Flexibility
- Forgiveness
- Freedom
- Friendship
- Fun
- Generosity
- Going the Extra Mile
- Goodness
- Gratitude
- Happiness
- Hard Work
- Health
- Holiness
- Honor
- Humility
- Humor
- Income
- Independence
- Influence
- Inner Peace
- Innovation

- Integrity
- Intelligence
- Investing
- Joy
- Justice
- Kindness
- Knowledge
- Learning
- Leadership
- Loyalty
- Love
- Meaning
- Merit
- Mindfulness
- Modesty
- Money
- Non-violence
- Openness
- Opportunity
- Optimism
- Order
- Organization
- Outcome Oriented
- Outstanding Service
- Passion
- Peace
- Perseverance
- Persistence
- Personal Growth
- Pleasure
- Poise
- Positive Attitude
- Power
- Practicality
- Preservation
- Privacy
- Progress
- Prosperity
- Punctuality
- Quality
- Quiet
- Rationality
- Recognition
- Relationships
- Reliability
- Religion
- Resourcefulness
- Respect
- Responsibility
- Righteousness
- Risk-Taking
- Romance
- Safety
- Security
- Selflessness
- Self-esteem
- Self-reliance
- Seriousness
- Service
- Simplicity
- Sincerity
- Skill
- Speed
- Spirit
- Stability
- Strength
- Style
- Success
- Systemization
- Teamwork
- Timeliness
- Tolerance
- Tradition
- Tranquility
- Trust
- Truth
- Unity
- Wealth
- Well-Being

List YOUR Core Values, and DEFINE what they mean to YOU:

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_____ _____ _____

_____ _____ _____

_____ _____ _____

_____ _____ _____

2. Purpose / Legacy

Obituary Exercise: Imagine it's many many (many!) years from now, write the obituary that you would love to be spoken at your funeral.

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In light of the above, what is your purpose / North Star? Remember it's not set in STONE!

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