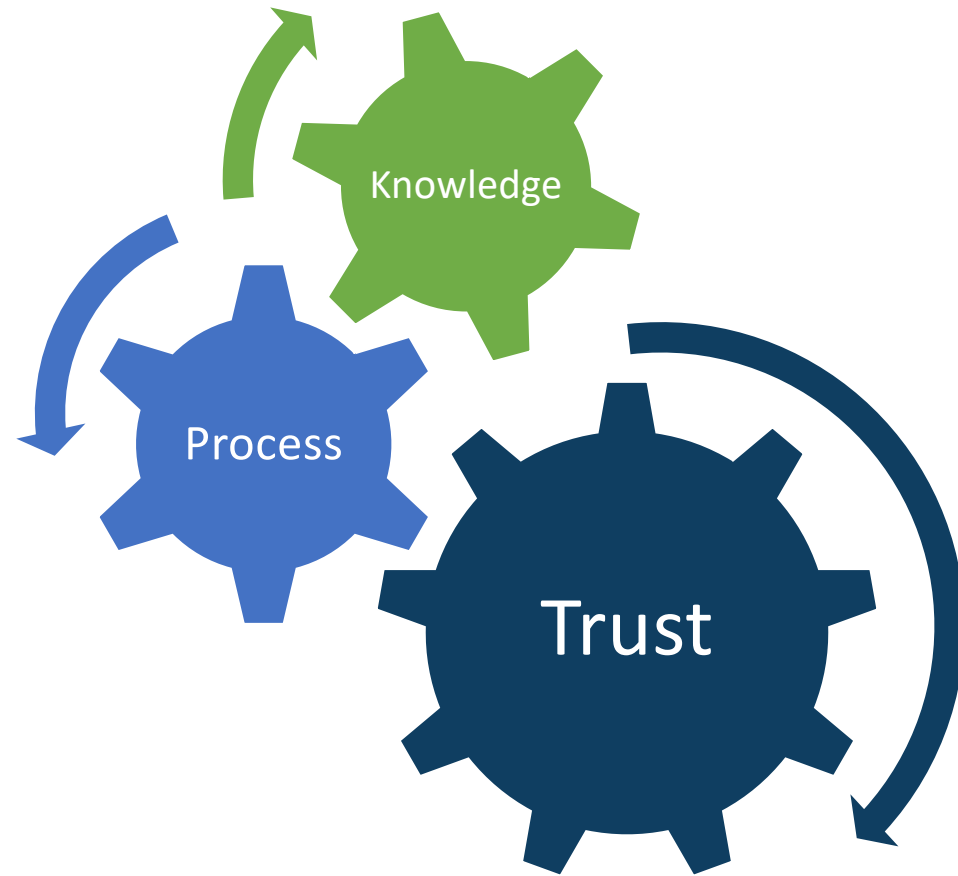


Authentic Selling

The Heart and Soul of Selling

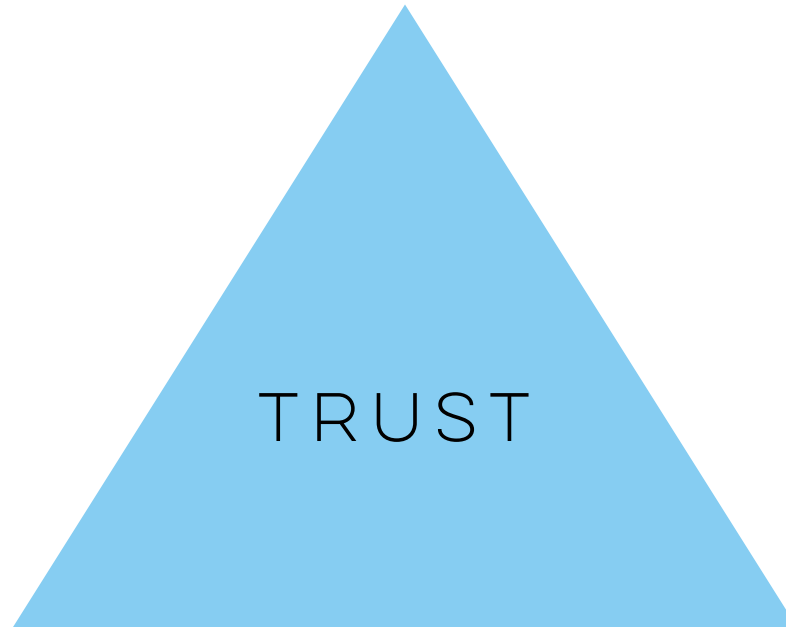


Keys to Success



Authenticity

I experience the real you.



Logic

I know you can do it; Your reasoning and judgement it sound.

Empathy

I believe that you care about me and my success.

YOUR Core Values

- 1** Write down ten things that are most important to you. Think of one of your heroes, someone you really admire. What qualities do they possess? Write those down.
- 2** Next rate the values from 1-10 with 10 being the most important and 1 being the least important.
- 3** Finally, choose your top three highest rated values. Define your top 3 values.

1 & 2: What's most important to you?	3: Define your top 3 values. 1) 2) 3)
---	---

Personal Core Values

Abundance
Acceptance
Accountability
Achievement
Advancement
Adventure
Advocacy
Ambition
Appreciation
Attractiveness
Autonomy
Balance
Being the Best
Benevolence
Boldness
Brilliance
Calmness
Caring
Challenge
Charity

Cheerfulness
Cleverness
Community
Commitment
Compassion
Cooperation
Collaboration
Consistency
Contribution
Creativity
Credibility
Curiosity
Daring
Decisiveness
Dedication
Dependability
Diversity
Empathy
Encouragement
Enthusiasm

Ethics
Excellence
Expressiveness
Fairness
Family
Friendships
Flexibility
Freedom
Fun
Generosity
Grace
Growth
Flexibility
Happiness
Health
Honesty
Humility
Humor
Inclusiveness
Independence

Independence
Individuality
Innovation
Inspiration
Intelligence
Preparedness
Proactivity
Professionalism
Punctuality
Recognition
Relationships
Reliability
Resilience
Resourcefulness
Responsibility
Responsiveness
Security
Self-Control
Selflessness
Simplicity

Stability
Success
Teamwork
Thoughtfulness
Thoughtfulness
Traditionalism
Trustworthiness
Understanding
Uniqueness
Usefulness
Versatility
Vision
Warmth
Wealth
Well-Being
Wisdom
Zeal

YOUR Authentic Brand Promise

PERSONAL CORE VALUES	SUPERPOWERS	BUSINESS CORE VALUES
MY AUTHENTIC BRAND PROMISE...		