

Removing the Masks of DOING Identities to
Uncover the Beauty Of Simply BEING YOU



UNMASK THE TRUE VALUE OF YOU

PHASE FOCUSED

I Make a Difference | Melinda Cates



YOU ARE OF VALUE BECAUSE YOU EXIST

Part of the joy and beauty of being human is discovering your own intrinsic value—the precious essence that makes you uniquely YOU.

It's about owning your worth, treasuring your gifts, honoring your uniqueness and allowing yourself to express your full potential in the world.

Time for you to see, feel and know the precious jewel you are.

YOU ARE OF VALUE

YOU ARE VALUED

YOU ARE IRREPLACEABLE

THERE IS NO ONE ELSE LIKE YOU



Hello, I'm

MELINDA CATES

It's an honor to connect with you on this journey back to your true self.

As a Life Transition & True self Activator and Facilitator, I've spent years exploring and experiencing the depths of the human experience—the emotions, the processes, the challenges, and the beauty.

Through my own journey of healing and self-discovery, I've unearthed powerful tools and insights that I now share to guide others home to their own radiance, wholeness and magic.

My wish for you is for this journey to be one of deeper acceptance, powerful transformation, and a strengthening of the connection with the whole, worthy and perfect being that you truly are.

If You Have Questions Or Want To Connect With Me

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youtube.com/@IMakeaDifference-IMAD

UNMASK THE TRUE VALUE OF YOU

If you're reading this, you're curious about your true value—the core of who you truly are.

Maybe you're going through a significant life change, feeling a quiet ache that there is something more, or you are drawn to and passionate about exploring the depths of yourself.

Wherever you are on your journey, your soul is calling you home—to a place of deep self-understanding and limitless and unshakable worth.

This workbook is a powerful step in that journey. You'll unravel conditioning about your value, discover beliefs that hold you back and uncover the inherent qualities that make you uniquely YOU.

You'll discover more of the magic, beauty and uniqueness of who you truly are, strengthening your connection to your, limitless worth, owning your gifts, and expressing the true you and your potential.

Are You Ready To Unmask The True Value Of You?

Let's Begin...

UNMASK THE TRUE VALUE OF YOU

THE VALUE CONDITIONING TRAP: WHERE YOU LEARNED WHAT "VALUE" MEANS

You were born knowing you were of value, yet you were surrounded by people who lacked and questioned their value.

You were raised in an environment and society where a person's value was not seen as intrinsic but was measured by what society, culture, religion, community, and family deemed to value.

It's no wonder your view of your value got a little tangled along the way.

You were exposed to lots of messages that you absorbed about what makes you valuable (or not).

Reflect on your earlier years...

- What were you praised for?
- What did you get attention for?
- What behaviors were rewarded?
- What were you criticized for?
- What were you punished for?
- What made you feel “seen” “heard” or “loved” by those around you?

The answers to these questions hold valuable insights about your early conditioning. You likely started to believe that your value was directly linked to:

- Achievements and accomplishments - excelling at sports, getting great grades, winning and meeting other's expectations
- Roles you fulfilled - the peacekeeper, the protector, the nurturer, where you learned to be of value to others
- External Validation - others approving of, acknowledging and recognizing you for what they valued

UNMASK THE TRUE VALUE OF YOU

THE VALUE CONDITIONING TRAP: WHERE YOU LEARNED WHAT "VALUE" MEANS

This is the *Value Conditioning Trap*.

Your conditioning disconnects you from your inherent value and keeps you looking for and needing external validation – a never-ending cycle that leads to exhaustion, resentment, and a diminished sense of self-worth.

In this process what you created was an identity for yourself, an identity that was of value and that you believed was all about your value.

You learned to equate your worth with DOING—achieving, helping, pleasing—because that's what got you noticed, recognized, and validated for - you then stepped into the DOING TRAP.

Unconsciously, you started wearing masks to fit the identities, the expectations that were connected to your value and you became the person you *thought* you needed to be of value.

But beneath your masks, your true self was waiting.

The awesome thing is...

Your true value—your inherent worth—was never lost. It's been within you all along. This workbook will help you rediscover it. Let's start by unmasking the ways you've been conditioned to seek value, so you can begin to reclaim the POWER of who you truly are.

UNMASK THE TRUE VALUE OF YOU

UNEARTHING YOUR "VALUE IDENTITIES": THE IDENTITIES YOU ADOPTED AND ROLES YOU FULFILLED TO FEEL OF VALUE

The value masks you have worn have come about through the roles you fulfilled and the actions you took that were of value to others. You were either valued for what you did, or you interpreted other people's neediness of you in what you were doing, as you being of value.

These 'value identities' are what you came to believe made you valuable. The roles you fulfilled became interwoven with your sense of identity, influencing your choices and how you interact with the world.

You now have an opportunity to explore and identify the value identities you wore as a starting point for uncovering your true and intrinsic value.



These value identities were created out of you feeling of value for DOING

UNMASK THE TRUE VALUE OF YOU

HONORING YOUR VALUE IDENTITIES

It's important to know and even remember that even though these 'value identities' may not have reflected who you truly are, they STILL hold value.

They were an essential part of your journey.

Think of it this way: These roles, these ways of being, the identities you created for yourself, helped you to navigate the world, connect with others, and even offer your unique gifts. They were stepping stones on your path to becoming who you are today.

Don't make these past identities "wrong." There are qualities within them that are natural to YOU. Maybe you were a "people-pleaser" because you have a naturally kind and sharing heart. Or perhaps you were the "achiever" because you thrive on commitment and growth.

Honor these aspects of yourself. Celebrate the ways they supported you, and now, gently release them from the burden of being responsible for your value.

It's time to step further into the fullness of who you are – a multifaceted, radiant being with limitless potential beyond any single role or identity.

Your true value lies in embracing all of who you are – all the parts of your true self, as well as every aspect of your human self as well as the past and the present.

STEP 1 - Unmasking Your Value Identities

In this step, you'll journey through different phases of your life, identifying the identities you adopted to feel valuable.

You'll explore how these identities, often fueled by a need to DO or ACHIEVE, became intertwined with your sense of worth.

This is the first step in unmasking your true value—the one that exists beyond any external measure.

THEN FOR EACH VALUE IDENTITY, WORK THROUGH THE FOLLOWING STEPS.

THE UNMASKING YOUR TRUE VALUE - PROCESS

STEP 5 - Unmasking Your True Value

Shift your focus from what you did to who you ARE.

Here, you'll uncover the unique qualities, strengths, and attributes that make up your inherent value—the essence of YOU.

It's time to recognize, appreciate, and embrace these valuable parts of yourself.

STEP 6 - The Value Your True Value Brings To The World

To deepen your appreciation of your value, so you recognize and know it, being able to identify and own how your value is valuable helps you strengthen your understanding of what you bring to this world.



STEP 2 - What You Believed Your Value Was

You'll uncover the specific actions you believed made you valuable, whether through external validation or your own perceptions.

Identifying what you DID To Feel Of Value & That Others Valued: (What did you do that gave you the feeling of value, or that others acknowledged being of value)

STEP 3 - The Cost Of Your Value Identities

In this step, you'll explore the impact of basing your worth on external validation and achievements.

What did it cost you — your time, your energy, your relationships, your sense of self? What did you sacrifice?

Recognizing these costs can be a powerful catalyst for change, motivating you to reclaim your true, inherent value — the kind that can't be taken away.

STEP 4 - The Unfulfilled Promise Of Your Value Identities

You created these identities because you believed they were the path to feeling valuable. You had expectations—goals you thought would prove your value.

In this step, we'll explore whether those roles truly delivered on their promise.

This reflection will reveal whether those identities truly fulfilled you or left you feeling incomplete, unappreciated, and even less valuable—no matter how much you achieved.



UNMASKING YOUR "VALUE IDENTITIES"

The Identities You Adopted To Be Of Value

Reflect on your life's journey. Capture the identities you've adopted throughout the different phases of your life, noting:

- **The Identity You Created in being of value** (refer to the 'value identities' for support).

01

PHASE 1

Your Value Identity

02

PHASE 2

Your Value Identity

03

PHASE 3

Your Value Identity

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PHASE 4

Your Value Identity

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PHASE 5

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PHASE 7

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PHASE 8

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PHASE 9

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PHASE 10 NOW

Your Value Identity

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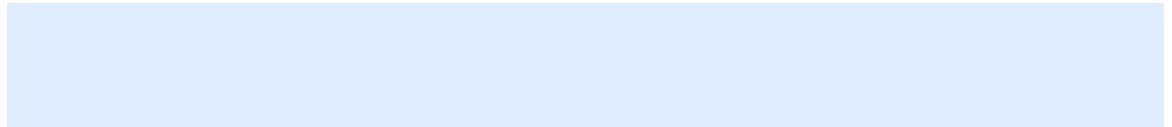
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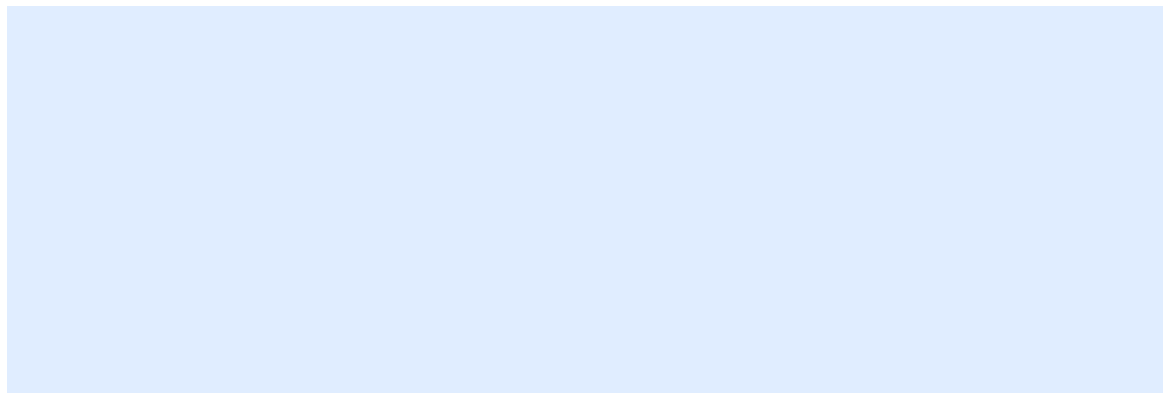
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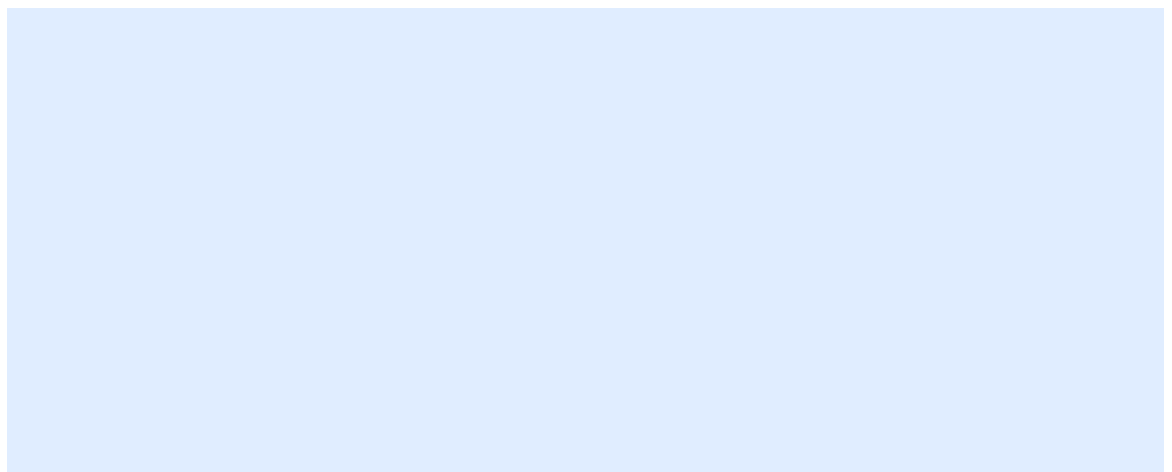
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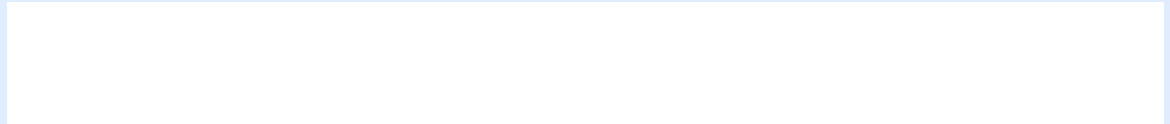


The Cost And Unfulfilled Promises Of Your Value Identities

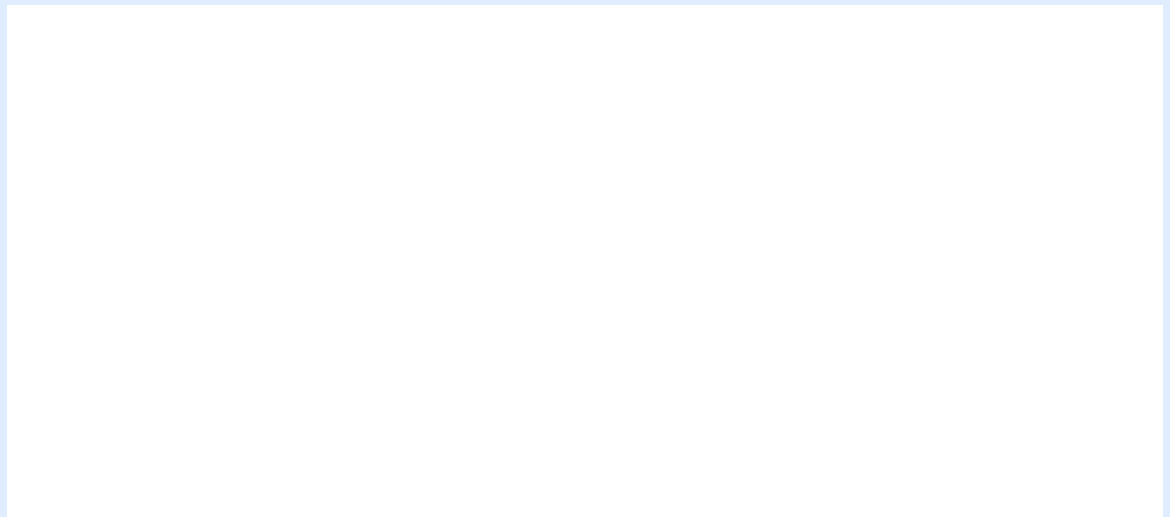
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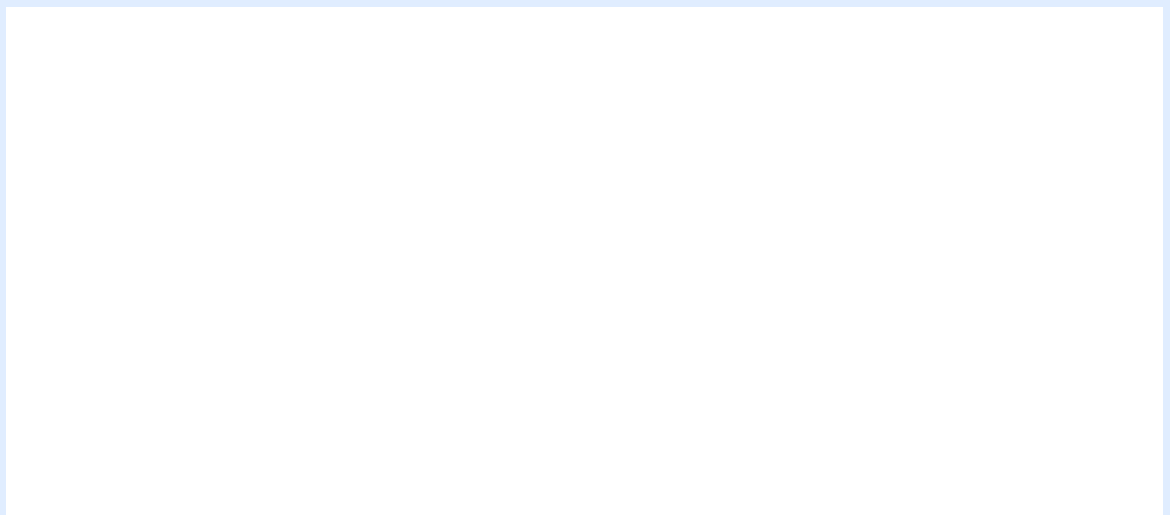
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Did You Truly Achieve What You Wanted With This Value Identity? *(If not, capture what you didn't achieve and how that impacted your sense of value.)*



UNMASKING YOUR TRUE VALUE

From Identities To Qualities & True Value

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What Amazing Qualities, Strengths and Attributes Did You Express In This Value Identity? *(Even if the value identity wasn't the experience you expected, or was uncomfortable, what was amazing and unique about you that you expressed)*

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INTEGRATION OF YOUR TRUE VALUE

You've identified qualities, attributes, and aspects of your true value, but discovering them is just the beginning.

It's time to not just know your value, but to truly feel it as an inseparable part of who you are. Feel these qualities in your being, the energy of them and their radiance.

Own each of these qualities and see how they are expressed in your daily life. Even during the times of discomfort and disruption, the value of who you will guide you through, recognize this.

You were born knowing your value, but somewhere along the way, you learned to forget. Now, it's time to remember, to reclaim, and to integrate those precious qualities back into your being.

Your true self is waiting to be embraced.

Your next step is integration.

DAILY VALUE CHECK-IN:

1. What Did I Recognize And Appreciate About Myself Today?
2. What Qualities Did I Express?
3. What Is Valuable About The Qualities I Expressed?
4. How does recognizing these valuable qualities and my value make me feel?



TIME TO SEE, FEEL, HEAR AND OWN YOUR TRUE VALUE

Every quality, strength, and attribute you identified is a part of who you naturally ARE, is your unique essence, and your gift to the world.

Your value isn't about what you DO; it's about who you ARE and the beautiful, radiant qualities you express.

It's time to not just recognize these qualities but to feel them within you. To own them. To embody them. To hear how others reflect them back to you.

Let go of the old beliefs that tell you you're being selfish or arrogant for claiming your worth. Release the messages that have diluted and dimmed your value.

Those beliefs and messages came from other people, they are not your truth, unless you choose to hold on to them.

Allow yourself to see the beauty, the radiance, the magnificent purity of your TRUE value.

Rejoice in your uniqueness.

Own your quirks, your differences, and your sameness—all the threads that weave together the tapestry of YOU.

Stand tall. Stand in your power. Shine your light. Be visible.

Know this: In every breathing moment, YOU are of value.

Especially to YOU.

And in all that you do, you express the radiant value that is intrinsic to and is you.





Please hear me, feel and own this
Melinda Cates

“You are of value”

“The value of you *is* YOU”

“You are a unique, radiant being,
see yourself and allow yourself to
shine”

REFLECTING ON YOUR JOURNEY OF UNMASKING YOUR TRUE VALUE



Reflect on your journey of unearthing your value identities, where your value was based on your 'DOING', to unmasking your true value, where your value is about 'BEING' - capture any additional processing, insights, learnings and distinctions you have had. Capture what you have uncovered and discovered.

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Thank you for allowing me to be a part of your value and self-worth journey and for being a part of mine

Melinda

INTERESTED IN EXPLORING MORE...

To explore more about your self-worth, value, deservedness and true self, check out

[Empower Your Self-Worth Video](#)

[Self-Worth Validation Tracker](#)

[The I Deserve Course](#)

[Check Out The I Make a Difference](#)

[Free Resources](#)





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