

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



# UNMASK THE TRUE VALUE OF YOU

PROCESS 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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# UNMASKING 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 layers of 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...

# UNMASKING 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 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

# UNMASKING THE TRUE VALUE OF YOU

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

This is the Value Conditioning Trap.

Your conditioning disconnected 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.

What you created was an identity for yourself, an identity that was of value and 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 we can begin to reclaim the POWER of who you truly are.

# UNMASKING THE TRUE VALUE OF YOU

## UNEARTHING YOUR "VALUE IDENTITIES": THE 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**

# UNMASKING THE TRUE VALUE OF YOU

## HONORING YOUR VALUE IDENTITIES

*It's important to 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 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 roles, often fueled by a need to DO or ACHIEVE, became intertwined with your sense of worth. You'll uncover the specific actions you believed made you valuable, whether through external validation or your own perceptions.

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

## THE UNMASKING YOUR TRUE VALUE - PROCESS

## STEP 3 - 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.



## STEP 2 - 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 - 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 5 - 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.

# 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).
- 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)

01

### PHASE 1

Your Value Identity / Role

What You DID To Feel Of Value & That Others Valued

02

### PHASE 2

Your Value Identity / Role

What You DID To Feel Of Value & That Others Valued

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03

### PHASE 3

Your Value Identity

What You DID To Feel Of Value & That Others Valued

04

### PHASE 4

Your Value Identity

What You DID To Feel Of Value & That Others Valued

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05

### PHASE 5

Your Value Identity

What You DID To Feel Of Value & That Others Valued

06

### PHASE 6

Your Value Identity

What You DID To Feel Of Value & That Others Valued

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07

### PHASE 7

Your Value Identity

What You DID To Feel Of Value & That Others Valued

08

### PHASE 8

Your Value Identity

What You DID To Feel Of Value & That Others Valued

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09

### PHASE 9

Your Value Identity

What You DID To Feel Of Value & That Others Valued

10

### PHASE 10 - NOW

Your Value Identity

What You DO YOU DO To Feel Of Value & That Others Valued

# THE COST OF YOUR VALUE IDENTITIES

Each of these 'value identities' came at a price to you, your intrinsic value, and your general self-worth.

*With each of the 'value identities' you adopted identify what the cost was to you - in your time, your energy, your relationships, your self-worth, and how you viewed and felt about yourself.*

1

## PHASE 1

Your Value Identity

What Did It Cost You?

2

## PHASE 2

Your Value Identity

What Did It Cost You?

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3

## PHASE 3

Your Value Identity

What Did It Cost You?

4

## PHASE 4

Your Value Identity

What Did It Cost You?



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5

## PHASE 5

Your Value Identity

What Did It Cost You?

6

## PHASE 6

Your Value Identity

What Did It Cost You?

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7

## PHASE 7

Your Value Identity

What Did It Cost You?

8

## PHASE 8

Your Value Identity

What Did It Cost You?

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9

## PHASE 9

Your Value Identity

What Did It Cost You?

10

## PHASE 10 - NOW

Your Value Identity

What Does It Cost You?

# THE UNFULFILLED PROMISE OF YOUR VALUE IDENTITIES

For each Value Identity, ask yourself:

- 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.*

1

## PHASE 1

Your Value Identity

Did You Truly Achieve What You Wanted With This Value Identity?

2

## PHASE 2

Your Value Identity

Did You Truly Achieve What You Wanted With This Value Identity?

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Your Value Identity

Did You Truly Achieve What You Wanted With This Value Identity?

4

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Your Value Identity

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Your Value Identity

Did You Truly Achieve What You Wanted With This Value Identity?

6

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Your Value Identity

Did You Truly Achieve What You Wanted With This Value Identity?

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7

## PHASE 7

Your Value Identity

Did You Truly Achieve What You Wanted With This Value Identity?

8

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Your Value Identity

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9

## PHASE 9

Your Value Identity

Did You Truly Achieve What You Wanted With This Value Identity?

10

## PHASE 10 - NOW

Your Value Identity

Are You Truly Achieving What You Want With This Value Identity?



# UNMASKING YOUR TRUE VALUE

## From Identities To Qualities

For each Value Identity ask yourself:

- 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)*

1

### PHASE 1

Your Value Identity

What Amazing Qualities, Strengths and Attributes Did You Express In This Value Identity

2

### PHASE 2

Your Value Identity

What Amazing Qualities, Strengths and Attributes Did You Express In This Value Identity

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3

### PHASE 3

Your Value Identity

What Amazing Qualities, Strengths and Attributes Did You Express In This Value Identity

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Your Value Identity

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Your Value Identity

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### PHASE 7

Your Value Identity

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8

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### PHASE 9

Your Value Identity

What Amazing Qualities, Strengths and Attributes Did You Express In This Value Identity

10

### PHASE 10 - NOW

Your Value Identity

What Amazing Qualities, Strengths and Attributes Do You Express In This Value Identity

# THE VALUE YOUR TRUE VALUE BRINGS TO THE WORLD

Having identified your true value and the qualities, attributes and strengths that were unique to you that you expressed with each of these identities, it is important to recognize and acknowledge the VALUE OF YOUR VALUE, *to the situation, role, and people* so that you develop a greater level of appreciation of your value and own it at a deeper level.

1

## PHASE 1

Your Value Identity

What was valuable about the qualities, strengths, and attributes you expressed in this value identity?

2

## PHASE 2

Your Value Identity

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Your Value Identity

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Your Value Identity

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## PHASE 7

Your Value Identity

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Your Value Identity

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## PHASE 9

Your Value Identity

What was valuable about the qualities, strengths, and attributes you expressed in this value identity?

10

## PHASE 10 - NOW

Your Value Identity

What is valuable about the qualities, strengths, and attributes you express in this value identity?

# 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.

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 messages 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, differences, and 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 let 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](#)







## DISCLAIMER

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