



# True You Identity Guide

Discovering Your Authentic Self



How to connect  
with the real you

**Live on Purpose. Lead with Clarity. Thrive by Design.**

# FINDING THE REAL YOU

For most of my life, I thought I knew who I was.

I had the career, the titles, the accomplishments, but there were masks that came with them. I was “together” on the outside, but inside I felt a growing disconnect. My choices, my routines, even my successes didn’t feel like me anymore.

It took hitting a breaking point for me to ask the hard question:  
Who am I really?



That journey wasn’t easy. It meant confronting parts of my past I’d avoided, redefining success on my own terms, and learning to live in alignment with my values instead of other people’s scripts. But it changed everything.

**My clarity. My confidence. My sense of purpose.**

That’s why finding your true identity matters.

When you know who you are at your core, you stop moving through life on autopilot. You start making decisions that actually fit you. You create a life you don’t want to escape from.

## WHAT’S IN THE GUIDE

This guide is designed to help you do exactly that. Inside, you’ll:

- ✓ **Identify your core values** — your personal decision-making compass.
- ✓ **Pinpoint your strengths and passions** — the fuel that drives your best work and your happiest moments.
- ✓ **Uncover and rewrite the stories you’ve been carrying** — so you can release the ones that no longer serve you.

You don’t have to wait for a crisis to begin this work. You can start now. And when you do, you’ll see how much lighter, clearer, and more purposeful life can feel.

# THE THREE FACTORS OF IDENTITY

## 1. Personal Core Values

Your **core values** are your moral compass. These are the deeply held principles that guide your decisions and shape how you live your life. They influence what you say “yes” to, what you walk away from, and how you respond under pressure.

When you’re clear on your values, your choices feel aligned and authentic. When you’re not, life can feel like you’re constantly compromising yourself.



**Examples:** integrity, authenticity, service, curiosity, growth, compassion.

**Core values** are the enduring qualities of who you are at your best. They’re innate — woven into your character — and they rarely change over time. This is different from the things you value, like family, time, or travel. Those are important, but they’re priorities or interests that can shift with seasons and circumstances. Your core values are your filter for life — the constant lens through which you view and navigate every choice you make.

*Values are like fingerprints. Nobodies are the same but you leave them all over everything you do.”*

**~Elvis Presley**

## 2. Strengths & Passions

- **Strengths:** The abilities, traits, and qualities that come naturally to you (talents) — the things you consistently do well without forcing or faking it. These might include problem-solving, empathy, communication, organization, or creativity. Strengths are often so natural you may overlook them because they feel effortless.
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- **Passions:** The activities, topics, and causes that light you up — the ones that energize you, spark curiosity, and make you lose track of time. These could be anything from mentoring others, to building something from scratch, to exploring new cultures.



When you understand your strengths and passions, you gain a clear picture of where you're most capable and most alive. This matters because:

- Working from your strengths makes you more effective and confident.
- Following your passions keeps you motivated and resilient through challenges.
- Combining both helps you create work and a life that feels meaningful — not just productive.

Without this clarity, it's easy to get stuck in roles, careers, or relationships that drain you. But when your strengths and passions are part of your everyday life, you don't just do more — you become more of who you truly are.

*"Only when you cultivate your talents and gifts you prosper."*

**~ Sunday Adelaja**

*"If you can't figure out your purpose, figure out your passion. For your passion will lead you right into your purpose."*

**~ T.D. Jakes**

### 3. The Stories That Shape Us

We all carry stories — the moments, experiences, and messages from our past that have shaped how we see ourselves and what we believe is possible. Some are vivid memories. Others are quiet, almost invisible patterns of thought we’ve repeated for years.

Some of these stories lift us up:

- The teacher who saw potential in us before we saw it ourselves.
- The time we took a risk and it paid off.

Others quietly hold us back:

- The criticism that made us doubt our worth.
- The belief that we’re “not the kind of person” who can succeed at something new.

The key is realizing that while we can’t change the past, we can change the meaning we give it.



Your identity isn’t set in stone — it’s shaped by the stories you choose to keep telling yourself.

Why this matters:

- Self-awareness: Recognizing these stories helps you see which ones are guiding your choices today.
- Empowerment: You can choose to rewrite limiting narratives into ones that support your growth.
- Alignment: Your new story can match the person you’re becoming — not just the person you’ve been.

When you take ownership of your story, you reclaim the pen. You decide who you are and who you’re becoming, rather than letting old chapters define the rest of the book.

*“People think that stories are shaped by people. In fact, it’s the other way around.”*

**~ Terry Pratchett**



# THE PR4LIFE PLAYBOOK



## Personal Core Values — Live on Purpose

**Goal:** Identify your 4–6 non-negotiable guiding principles.

### Steps:

**1.List What Matters Most:** Write down everything that feels important to you — qualities, principles, priorities. Don't edit yet.

**2.Spot the Constants:** Circle the ones that have been important to you through different life stages.

**3.Define Them in Your Words:** For each, write a sentence about what it means to you personally (e.g., "Integrity means doing the right thing even when it's not easy or visible.").

**4.Test Your Alignment:** Think of a recent decision. Did it reflect your core values? If not, what would have been different if it had?

**5.Refine Your List:** Narrow it to 4–6 that feel essential — your "life filter."



## Strengths & Passions — Lead with Clarity

**Goal:** Pinpoint what you're naturally good at and what energizes you, so you can align them in your daily life.

### Steps:

**1.Recall Peak Moments:** List 3–5 times you felt proud, capable, or "in the zone." What skills or qualities were you using?

**2.Ask for Outside Perspective:** Ask 3–5 people who know you well, "What do you think I'm naturally good at?" Compare their answers to your list.

**3.Identify Energizers vs. Drainers:** For one week, jot down moments when you felt energized vs. depleted. Patterns will reveal passions and potential strengths.

**4.Overlap Your Lists:** Look for where your strengths and passions intersect — these are your sweet spots for fulfillment and impact.

**5.Choose One to Amplify:** Pick one strength or passion to focus on bringing into your work, relationships, or personal life more consistently.



## The Stories That Shape Us — Thrive by Design

**Goal:** Identify and rewrite any limiting stories so they serve your growth, not hold you back.

### Steps:

**1.List Your Defining Moments:** Think of 5–7 events or experiences that shaped how you see yourself. Write a sentence for each.

**2.Label the Story:** For each event, finish this sentence: "This taught me that I am \_\_\_\_\_."

**3.Spot the Limiters:** Circle any statements that make you feel small, stuck, or powerless.

**4.Challenge the Narrative:** Ask, "Is this story 100% true? Is there another way to see it?"

**5.Write the Rewrite:** Create a new, empowering version that aligns with your core values and strengths (e.g., "I'm not good at public speaking" → "I'm developing my confidence as a communicator, and I get better with practice.").

**6.Live It Out:** Look for opportunities to act in alignment with your new story — reinforcing it until it becomes your truth.



## About Marvin

I've spent decades as a professional storyteller, capturing moments when people were at their most vulnerable — moments that revealed both the raw pain of life and the extraordinary resilience we're all capable of.

But my understanding of transformation didn't come from observation alone. It came from living it. I've faced seasons of burnout, identity loss, and reinvention. I know what it's like to look successful on the outside while feeling completely misaligned on the inside.



Through years of deep personal work — and the courage to confront what I'd avoided — I found clarity, freedom, and a renewed sense of purpose. That's what I bring to PR4LIFE: a coaching practice built to help you:

- **Rediscover who you are beyond roles, titles, and expectations.**
- **Release beliefs and patterns that limit your potential.**
- **Build a life that reflects your values and vision every day.**

Because I've walked this road myself, I know how powerful it is to have someone in your corner — not just to encourage you, but to help you see blind spots, design a path forward, and take the steps that change everything.

## The PR4LIFE Mission: How We Work

**PR4LIFE™** exists to help you reclaim your life from the noise, the expectations, and the old stories that no longer serve you — so you can live with clarity, purpose, and direction.

Our mission is simple:

- **Live on Purpose:** Wake up each day knowing who you are, what matters most, and why you're here — so your time and energy go toward what truly counts.
- **Lead with Clarity:** Make decisions you won't second-guess because they're aligned with your values and long-term vision.
- **Thrive by Design:** Build a life that energizes you — one that you actively create instead of one that just happens to you.

Through a coaching partnership rooted in respect, kindness, and empathy, we help you:

- **Release beliefs that limit your perspective or potential.**
- **Replace unhelpful patterns with habits that move you toward your vision.**
- **Align your daily actions with the bigger life you want to live.**

The outcome? You gain the confidence, direction, and tools to make intentional choices — and create a life you're excited to wake up to every single day.

## Your Next Step

You've begun uncovering the True You in these pages. Now it's time to build on that clarity.

✦ **Start Clarity Kickstart 5-Week Intensive \$197** — Five focused coaching sessions designed to help you clear on what you want and make real, measurable progress. **Limited spots.**

✦ **Book a Free Strategy Session** — Let's explore where you are, where you want to go, and the path to get there.