



INCLUDES A LEADING EDGE
PERSONALITY ASSESSMENT

CONSTRUCT A **CONSISTENT** & AUTHENTIC **PERSONAL** BRAND

A PRACTICAL & PROFOUND
PROCESS TO SIMPLIFY YOUR
MARKETING & CONTENT
CREATION TO BECOME
THE GO TO PERSON

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Creator of the Personality & Needs Profile®
Founder of the Your Life Your Way Academy



YOU ARE IN THE RIGHT PLACE!

YOUR PERSONAL BRAND, AKA PROFESSIONAL PERSONA, IS THE PROCESS OF CREATING AND COMMUNICATING AN IDENTITY IN THE MARKETPLACE.

Right now you might feel overwhelmed with all the amount of work it takes to market your expertise. You are so ready to reduce the stress and struggle. In this PDF guide and Video Masterclasses, you learn how to crafting a professional identity that reflects and incorporates who you are and what problems you solve. This will be based on your Personality Needs, Skills and Experiences.

Identity, for you as an individual as well as for you as a professional, is not an option. It is a must. And in today's often saturated environment, a crisp Personal Brand helps you stand out uniquely from your competition.

Some of the benefits of having a clear, consistent and authentic personal brand are:

Online You Optimise Your Social Media Profiles: You might be present on most or just a few networks. It is best across the board to use the same look and feel, the same key words and style. This goes beyond just using the same profile photo and banner. You are easily recognizable when prospects search for and check you out.

Online You Create Coherent Content: You don't talk about one thing one day and a totally irrelevant thing the next. You have core themes and dive deep into each. This process simplifies what you say, share, post, why you do and who it is for.

Offline You Strengthen Connections: You show up the real deal allowing you to better establish a reputation as the go to person in your field. People get your vibe! This opens up opportunities to speak at events or be a guest on other's platforms.

READY TO SHOW UP MORE REAL TO SIMPLIFY MARKETING?

As preparation, please reflect on what you wish to achieve by having a consistent and authentic personal brand. Is it for you to create

a brochure, a content strategy, some freebies, get hired, attract clients? Or is it something else? Then identify your target audience. It is fine if you don't have one. yet. It is usually just a version of you a few years ago. You will find out more throughout this process.



PLEASE TAKE THIS SERIOUSLY

HERE ARE THE MOST FREQUENT MISTAKES PEOPLE MAKE WHEN THEY LACK A CLEAR & CONSISTENT PERSONAL BRAND.

Having Different Messages Across Channels: It confuses potential clients about your identity and value proposition when your message varies across different platforms (e.g., website, social media, email). Be professional and consistent all over the place!

Lacking What You are All About: If potential clients don't easily understand what you and your brand stand for, nor how you are different from the competitors, they might struggle to connect with and believe in your services and programs.

Changing Branding Elements frequently: Do you regularly change logos, color schemes or taglines without any clear reason? This can signal inconsistency and clients may perceive you and your brand as unreliable or unprofessional.

Messing Up a Value Proposition: Do you have a short and strong statement about why buyers should choose you, aka value proposition, and what they can expect? This varies from a tagline, slogan or mission statement. It should be straightforward and consistently communicated in and throughout all your marketing materials such as in headlines and a following brief paragraph. It should go deep into the issues you solve and how you are their best choice!



Failing to Engage with Your Target Audience: How you market, your style, your words and the images you use must resonate with your target audience. If it doesn't then you might not have fully understood their issues, needs and interests.

Overusing Jargon or Buzzwords: Excessive jargon or trendy buzzwords can alienate potential clients. Authentic messaging should be clear and relatable, allowing clients to easily understand the benefits of working with you... without confusion.

Lacking Authentic Storytelling: If your brand story feels forced or inauthentic, clients may perceive you as being tricky, sleazy or manipulative. Stay aligned to your personal and professional values, mission and the real experiences of your clients.

Using an Inconsistent Tone and Voice: Sure, you are not just about one thing nor is your personality made of one trait. Finding though a consistent tone helps clients feel more connected and familiar with you and your brand.

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THE OBJECTIVE WITH STEP 1

PERSONALITY NEEDS MEET PERSONAL BRAND



Aiming & achieving goals,
Traveling the world,
Training & being active,
Leaving the herd mentality.

Using my intuition,
Sensing ways through life,
Being profound & soulful,
Nurturing Mother of 4.

Inspiring others with content,
Doing breath work,
Giving myself authorisation,
Living with purpose.



CONSCIENTIOUS
PERSONALITY NEED

- I innately teach well, transmit & unite.
- I desire to acknowledge the good & continue learning.
- I feel energised by being grateful, benevolent & idealistic.



Life long learner & teacher,
In 3rd grade tutoring kids,
Teaching & Coaching
since 1988,
Provoking thought,
Raising consciousness.



ADVENTUROUS
PERSONALITY NEED

- I innately coordinate well, demonstrate & progress.
- I desire to succeed & perform to the best of my abilities.
- I feel energised by being capable, talented & heroic.



INDEPENDENT
PERSONALITY NEED

- I innately complete & realize things effectively.
- I desire to love unconditionally & dance through life.
- I feel energised by being autonomous, free & deliberate.



Needing freedom,
Being a Freelance &
Entrepreneur since 1985,
Feeling free of fears,
Being spontaneous & light.



NURTURING
PERSONALITY NEED

- I innately perceive well, use my intuition & easily predict.
- I desire to uncover things below the surface & go deep.
- I feel energised by being sensitive, profound & secretive.



ENTERTAINING
PERSONALITY NEED

- I innately guide well, discover & fantasize.
- I desire to consider others & make life sacred.
- I feel energised by being sincere, authentic & altruistic.




Following my inner GPS,
Guiding clients to find theirs,
Discovering & exploring,
Considering all as sacred.




INSPIRING
PERSONALITY NEED

- I innately dream a lot so I follow my deeper calling.
- I desire to renew, rejoice & reawaken my mission.
- I feel energised by being purposeful, elevated & believing.



ADAPTABLE
PERSONALITY NEED

- I innately listen well, offer perspective & save.
- I desire to serve & help those who need what I have.
- I feel energised by being understanding, inclusive & diverse.



Caring from the heart,
Listening to my heart,
Being different and having
diverse Points of View.

NOTICE ALL THE KEY WORDS, CORE MESSAGE & EVEN COLORS FOR BRANDING

REINFORCED WITH STEPS 2 –3

EXTENDED INTO MY PROFESSIONAL EXPERIENCE

I started as a Corporate Trainer in 1988 & am goal oriented to get fast results striving to always perform better each day & stay fit.

I am highly intuitive and connect easily with the “information field” to say and write (I love words) what is best for people in that precise moment.

I have tons of positive energy to output a whirlwind of content through both writing and speaking on podcasts.



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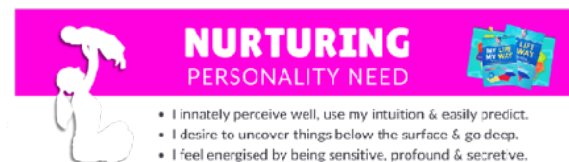
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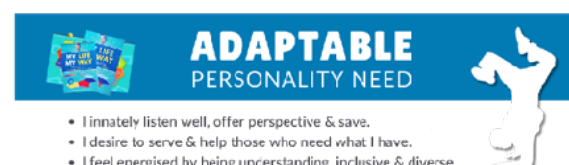
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I created a proven Coaching Methodology with registered Intellectual Property & clients in 20 countries worldwide.

I help people with fun, free and light hearted programs so they stop “working on themselves” and love themselves more by being free of fear.

I use an in depth, scientific approach to discovering new tools and techniques so people orient themselves in the direction of their lives.

When others look left, I look right, up, down, back, forth. Life is about gaining more perspective.

CONTENT CREATION SIMPLIFIED: TOPICS FROM WHO I AM, VALUED & VIABLE

PRACTICAL USE WITH STEPS 4 –5

REAL & IDEAL CLIENT EVIDENCE & EXAMPLES

HIGH ACHIEVERS

People who challenge themselves to go beyond the norms and often mediocre way to accomplish goals and satisfaction.

INTUITIVE VISIONARIES

Top clients are high level visionary entrepreneurs who need to understand intuition. Their best ideas come sleeping, swimming or even taking a shower! Also women of all ages and those with deep questions.

PURPOSE DRIVEN

People who know they are here for a reason and commit to contribute to the greater good in their own unique ways.



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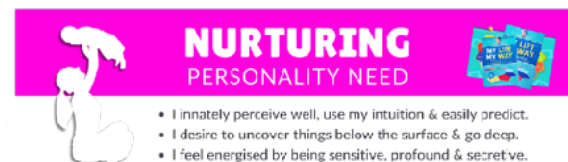
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AWAKE & CONSCIOUS

People who are aware they can learn more about themselves and life. Coaches who also guide others to be their best.

ENTREPRENEURS

People who freelancers or solopreneurs with their own businesses and are driven by freedom and the love for what they do.

GROUPS TO LEAD

People who desire to shine and need guidance from someone who has explored wide and far what it means to be the real deal.

READY TO SERVE

People who have a big heart, are good listeners, and willing to care about other's well being.

SUCCESSFUL MIDDLE LIFERS OR YOUNG PROFESSIONALS IN THEIR 30'S

NOTE ON PERSONALITY NEEDS

ONE NEED DRIVES THOUSANDS OF DESIRES

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YOU ARE THIRSTY. THAT MEANS THAT YOUR BODY NEEDS HYDRATION.

This “Need” for hydration drives you to get something to drink. This “Need” creates desires. Do you desire a glass of water, a soda, juice, something cold, warm, bubbly, sweet, bitter, new? Get the idea?

Your “Personality Needs” are the drivers of your behaviour as well as of your intrinsic, internal, motivation.

Most people lack the motivation to succeed because they don’t know their unique and personal “Personality Need” drivers.

Desire (the creative, never ending, churning of ideas) is a key ingredient in success.

And the biggest internal desire you have on a subconscious level is to be you!

Instead of “getting success” like everyone else, discover intellectually, feel emotionally, visualise and see “what it is like for you”.

Sure, design a great business and create an amazing business plan. You will need systems. But if they “don’t fit you” and lack your desires, they lack life force energy.

Being the real & best you, doing the real & best you, gives you “biologically” access to an unlimited energy supply.

YOU ARE YOUR BIGGEST ASSET. GET CREATIVE ABOUT CREATING MORE.

WELCOME & GET READY FOR FUN!

Welcome here, I'm **DIANA DENTINGER**, your guide to bring out the best you ever. Back in 1985, I started my career as an Entrepreneur and Corporate Team Building Trainer. Since then, I've been on a mission to **design programs that are fast, fun and highly effective**. Whether you're navigating a journey for personal growth or seeking a spiritual compass, I've got something for you!

Over these 35+ years, I've helped hundreds of one on one clients in over 20 countries of the world. They are people like you, **wanting more out of life!** But in their race to success, the overwhelm of their roles and responsibilities, their fears and struggles, they lost themselves. Their feelings of confusion, frustration, guilt and regret also put a strain on their own health and relationships. What brought their **inner spark back to life was knowing who they are**. I've heard so many personal stories in my long Coaching Career. Humans are very fragile yet also very powerful!

In 2004, my Coaching skills skyrocketed when I become a **BioPsychology (Neuroscience) Psychosomatic Illness** therapist. These profound and practical approaches helped me unravel the mysteries of each person's inner conflicts and talents. Reverse engineering the research, I created the **Personality & Needs Profile®** and the **Your Life Your Way™** Coaching Methodology. For these I was awarded Top 100 World Women Achievers in 2018.

Here's the thing: You're here because you're ready for more and better! You've tried some techniques that worked, others that were a waste of time, others that only gave short term benefits. **How about tools that are spot on for you as a unique individual?!** This practical and personalised process gives you the key to unlock your greater potential for more happiness, health and vitality.

Born in Chicago, IL, I grew up in a huge midwestern USA family that taught me about life's variety and richness. I've spent most of my life in Europe (since 1984) raising my four kids in Northern Italy. Here's to you **becoming crystal clear & confident** for a happier, healthier and **more fulfilling life**, your way.



HOW & WHERE TO USE WHAT YOU DISCOVER

WHAT ARE YOU NEEDING MOST TO BUILD OR SCALE YOUR BUSINESS?

Lately, have you read any emails that sound so chatgpt-ish? What did you think about them? How did they make you feel about the sender? Would you ever want anyone to sit down and speak to you like that? As the hype, fluff and fake invade the market even more... how about **tuning into real and being the real deal?**

So the question: what are you needing? Is it really to shortcut, save time, kick out content with an AI tool, be more consistent? Or something else? More time, more money, more help, more partners, more employees?

What I notice is that people might have many of the above things checked off their to do list but their programs or services are still not converting prospects into paying clients. Why? Potential clients have eyeballs on their stuff but they hesitate to buy.

This is where **constructing a consistent and authentic professional persona** comes into play. This process helps you stand out by being crystal clear on your unique and individual identity. You might call it a Brand Identity if the Brand is You. When you are you, then you ooze real. With real, people sense they can trust you. Trust sells. Trusting clients buy.

You are unique, and, as a service provider, help people in your unique way. This sets you apart from anyone and everyone else, even those doing similar things as you.

My intention in creating this content for you is that:

- You walk away with a clearer personal and professional **IDENTITY**.
- You experience precise tools that catalyse **STORIES** that make you unique.
- You find your specific **WORDS & METAPHORS** for verbal messages and copy.
- You better define your **COLORS** for your content and your visual message.
- And that you feel so aligned to yourself that people crave to be in your energy!

Let's dive in...



ABOUT THE TITLE OF THIS PROGRAM

Are you intentional with what you do? I am! Since I have lived in 3 different countries and studied **8 DIFFERENT LANGUAGES**, I am intentional about the words I use. Words help people imagine, visualise and understand. When choosing words, I dive into their root origins and their etymology. So here you go!

CONSTRUCT (Latin) Com + Struere - amass together, compose by uniting things, reorder the single pieces according to logic. This means you learn here how to create a form, structure, that is orderly & stable.

CONSISTENT (Latin) Con + Sistere - with stability as in being still, able to resist because of the structure and composition. With this process you realise how simple is it to show up your best ALWAYS.

AUTHENTIC (Latin) Authentèò - to have authority, act based on being real, documents done by a notary to attest to something being official and real (authenticate). For Diana and this process, being authentic is NOT about being your mood of the moment, being vulnerable nor being so open that on social media you share your personal life. It is about you being the real deal when it comes to offering your services and solving the problems people come to you for and also pay you for.

PROFESSIONAL (Latin) Profèssus - to confess publicly, teach (Professor), exercise a noble art about which you can profess (meaning to teach behind a podium). Is what you do a "noble art"? Have you mastered your "art" to the point of being a Professor? Or do you simply take other people's concepts, studies and experience and try to make them your own? This later means you might be qualified to teach in a nursery school, but surely not at a University level (Professor).

PERSONA

(Latin) Per-sonàre - from the wooden mask used by antique Greek actors with exaggerated facial expressions and larger mouths to project the words to the public. Later, applied to describe a person based on their body and set of qualities.

BRAND (Greek) Prè-tho - to burn, the sword and its blade imitate a flame. The term is warlike and also what we do to cattle. Could we intend to leave an impression?

THE BASICS OF YOU BEING A PERSON

HOW ABOUT SOME SHORT & SWEET?!

- You are a person (persona).
- As a person you have a Personality.
- Personality is the tool you use to make it through life.
- The tool of Personality contains your set of innate talents.
- Your innate talents are unique & in your **DNA AT CONCEPTION**.
- Better biological words for talents are **PERSONALITY NEEDS**.
- Why? Because **NEEDS DRIVE BEHAVIOUR** from your DNA, brain and cells.
- Your **PERSONALITY NEEDS** drive your preferences even for a specific profession.
- In a profession, you are still a unique person with a Personality.
- Who you are as a person is the same as who you are as a professional.
- What shifts slightly is the tone and wording that describe who you are.
- As a professional you are paid to solve problems and find solutions.
- You do this best by using your unique set of **PERSONALITY NEEDS**.
- Being authentic means being real about who you are as a person & professional.
- You are real when you know yourself, act like yourself and describe yourself.
- Others perceive you as real when you use words coherent to who you are.
- You cannot authentically nor realistically be and do **WHO YOU ARE NOT**.
- You live with more meaning and greater health when you are the real you.
- Place to describe the real you are on your CV, website or in Marketing Messages.
- Others subconsciously and consciously trust you when you are **THE REAL YOU**.



**THERE IS ZERO DIFFERENCE BETWEEN WHO YOU ARE
AS A PERSON AND WHO YOU ARE AS A PROFESSIONAL.**

The difficulty, up to now, is to fully know yourself and be then the real you!

This PDF GUIDE is about revealing who you are in all your multi facets, multi talents and multi dimensions. Being the real you and showing up confident to be you, is how to gain the trust of those who work with you and with whom you work. They feel it!

THE BEST PLACE TO BEGIN

From the previous pages you might get the gist that this is **NOT** another fly by night Mini Course on how to make millions with your marketing message, become an overnight success or an instant instagram influencer with that one viral post. **IT IS** about building a solid foundation for you to show up real as a professional.

TOUGH TRUTHS

You have read the words **KNOW THYSELF** probably somewhere a few times in your life. Or maybe even posted a quote about this on social media along with all the other banal quotes like “Be the change you want to see in the world”. Oops & ouch.

There are **5 EXISTENTIAL QUESTIONS** in a specific **HIERARCHY TOP DOWN** order that you use afterwards to go **BOTTOM UP** to fulfill your **Maslow’s Universal Needs**.

1. WHO AM I? This is by far the most important starting from **TOP DOWN**.

For you here now, this means getting crystal clear on who you are as a person with your complete set of Unique Individual **PERSONALITY NEEDS**. Out of who you are, flow all the other answers. You discover WHO with your unique Personality Profile.

2. WHY AM I HERE? This is just a blend of the core of your Personality.

For this Methodology, your **WHY** is a very precise & specific conflict you uniquely resolve. It is your life theme. It is very biological based on your innate talents and **Limbic System Program**. Your **WHY or PURPOSE** is your best decision making tool.

3. WHERE DO I EXCEL? This is about the ecosystem of life & business.

Based on your biology, you either excel as an outside or insider.

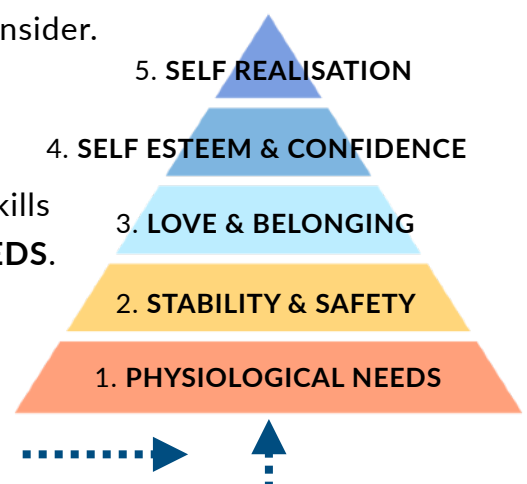
It is vital to your health to be in the right place!

4. WHAT DO I INNATELY & NATURALLY DO WELL?

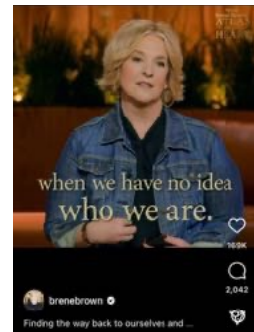
This flows out of who you are and includes the learned skills that are simply driven by your innate **PERSONALITY NEEDS**.

5. HOW DO I DO THINGS?

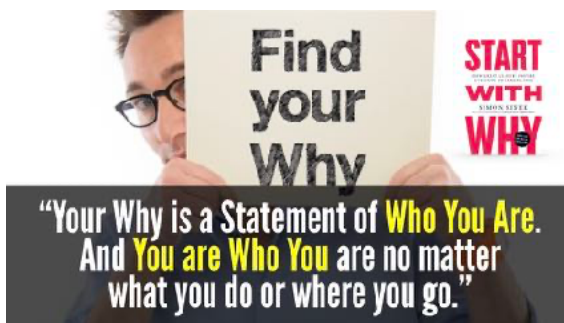
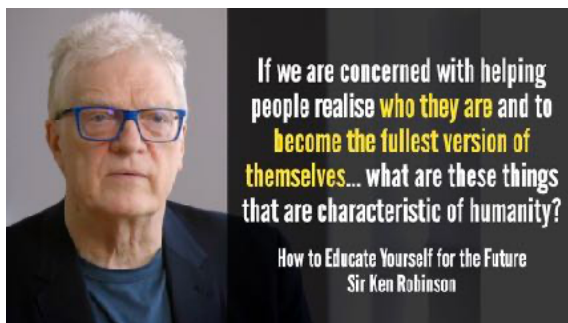
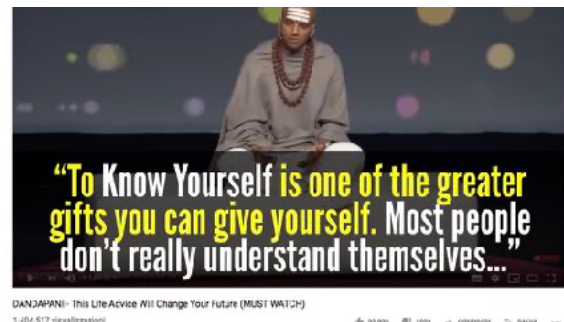
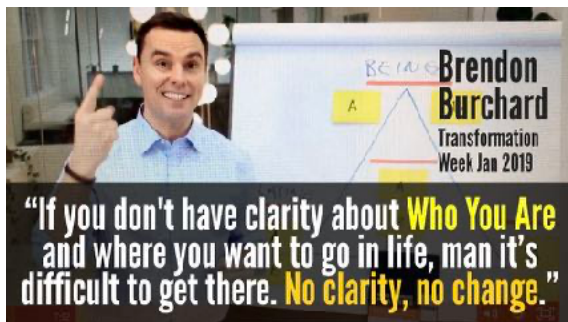
You have emotional energy that powerhouses your motivation and give you an overall vibe that people feel.



THE “KNOW WHO YOU ARE” CLICHE’



NONE OF THE “NEW GURUS” TEACH IT... BUT THEY ALL SAY IT!



MINI RANT & TOUGH TRUTH

In your marketing messages, stay away from macro concepts and maxims and instead **STAY IN YOUR LANE**. Speak about what you do and the benefits it brings.

If you are a Business Coach helping people build a business, you are NOT helping them become the Best Version of Who they Are. You are helping them realise a business, learn skills and have success. **WHO THEY ARE** is a different lane.

Stop filling your marketing with cliché phrases & cloned quotes to look & feel good.

A MINI RANT ABOUT COACHING

RANT IS A WORD I DO NOT chose lightly to express what I observe in my 30+ years being a Corporate Team Building Trainer and One on One Coach, until recently.

When I had some complaints boiling inside of me, it was crazy weird how, over a few weeks time, I saw 3 restaurant signs with only the RANT letters lit up. I live in Italy so the signs say RISTORANTE. All the letters Risto and E at the end were out.

Might that be too woo woo for you? Well, for me it was a **CLEAR SIGN** to use rant!

RANT ALERT

I love Coaching and Training. And I strongly feel that most people would benefit by having a Coach to help them get clear on what they want so they achieve their desired results, live with more meaning, feel fulfilled and self realised.

What I have seen though, especially in the past 15+ years on line, is a rise in fluff and hype. And in my personal thoughts, feelings and opinions, this way to do Marketing & deliver Coaching and those who do this style of Marketing and Coaching are damaging the reputation of the Coaching and Training Industry.

Why? Because potential clients have their BS meters on. They can feel when something is off. Sure, you can push their buttons and trigger their emotional and psychological fears to get them to buy, but once they do, are they getting results?

The statistics would say they aren't. There are high drop out rates, high incompleteness rates as well as high refund rates, especially in group online courses. As Coaches and Trainers, could we say there might be, just maybe, a huge pink elephant in the room?

CONCLUSION: So many things in this Industry, like the world, need to improve, evolve and transform if those who call themselves Coaches and Trainers feel they want to transform lives. One tiny place to start is with this topic! There are more.

WARNING: if your service sucks, a fantastic Personal Brand won't help you.

YOU ARE SO MUCH MORE THAN 1 TYPE

You might be really curious or even completely irritated by now. We are not into the Course yet, but simply setting the stage for **HOW TO RISE ABOVE THE MASSES** of charlatan marketers, snake oil services and cutesie clichè Coaches. **HERE'S MY POINT OF VIEW PAGE:** <https://yourlifeyourwayacademy.com/about/>

This is about **AUTHENTIC**, you being the real deal for what you exactly do. What you do can change and evolve, just as your Personality (see the last page on FAQ), yet you being you and doing you means that there will always be a consistent theme.

Up until now, the only way to get some answers about **WHO YOU ARE** was through Psychometric tests from the 1930's. Do your own research on the low rates of validity and reliability. Suffice it to say, the Coaching, Training and Personality Assessment Industries are full of cookie cutter programs, one size fits all solutions and many outdated tools. Very few out of the over 71,000 proclaimed Coaches have any notion about Neuroscience or Biology.

To transform lives, you want to stay updated. Finding, integrating and applying the latest research to your programs (it takes years) give you a competitive advantage. Now it is easier to be a step ahead of the masses who just "click a button" or have ChatCPT create their programs, books and content. **THESE LACK DEPTH. WHERE IS THE EXPERTISE? WHERE IS THE EXCELLENCE?**



About Personality, trends show that people are not interested in being labelled or typed or pigeon holed into being just one thing. People want truth and people want the freedom to be who they really are. So REMEMBER:

- You are **NOT JUST** one type (like in the Big 5 or Myers Briggs 16 Personalities).
- You **CANNOT** discover who you are with forced multiple choice answers.
- You should **NOT** care about who you are compared to others (Dr. Peterson's test).
- Knowing yourself and being yourself should **BE YOUR TOP PRIORITY**.

RATE HOW SATISFIED I AM

THE PDF GUIDE IS NOW WRITTEN IN THE FIRST PERSON (I, ME, MY).

CHOOSE HOW I FEEL OVERALL RIGHT NOW.



1. How satisfied am I with my current branding? 1 (low) - 10 (high)
2. How satisfied am I with my current website? 1 (low) - 10 (high)
3. How satisfied am I with my social media presence? 1 (low) - 10 (high)
4. How fitting is my message to who I really am? 1 (low) - 10 (high)
5. How satisfied am I with my current marketing strategy? 1 (low) - 10 (high)
6. Rate my levels of stress and frustration. 1 (low) - 10 (high)
7. Rate how much I want to accelerate achieving my goals. 1 (low) - 10 (high)
8. Rate how close I feel I am to getting the success I deserve. 1 - 10 (high)
9. Rate how clear my clients say my marketing message is. 1 - 10 (high)
10. Rate how simple it is to say what I do professionally. 1 - 10 (high)

Remember that high ratings might be misleading. When I add awareness, the ratings might change. For now I know what I know. But in business, as in life, the unknowns and invisibles are what keep me small and stagnant.

1. IDENTIFY WHO I REALLY AM



THE 5 STEPS TO CONSTRUCTING YOUR PROFESSIONAL PERSONA

On these next pages I will read a series of descriptions about unique human talents. And I will imagine I am playing a fast and fun game of identifying which ones are mine. These talents are called **PERSONALITY NEEDS**. Each has a specific name.

WHY ARE THEY CALLED NEEDS?

Because Needs drive behaviour. How I emotionally feel, then act and then think about my actions, originates from a drive deep inside of me. This drive is so **INSIDE ME** that my unique **PERSONALITY NEEDS** are in my **DNA SINCE CONCEPTION**.

Therefore my Personality Needs have been there all along. Unfortunately no one could teach me how to be myself. That is why life has been full of trial and error.

To play to the fullest requires that I fully tap into an Inner Knowing. It's better to say **INNER YESSING** since "know" and "no" sound the same. I am pretty aware of myself. This process brings it to a more conscious level so I can be more me more often.

While reading the descriptions on the next pages, **OUT LOUD** if possible, I will tune in and feel which of the **22 PERSONALITY NEEDS** resonate the most with me. It's emotional not mental. It's not about right or wrong. It's about remembering the best version of who I am, that resides in every cell of my body. It feels great in my body.

The information is there. This tool helps me recognise it. To start, I will decide which **3 PERSONALITY NEEDS FEEL THE MOST LIKE ME!**

When I get clear answers to who I am, then my why, where, what and how flow naturally out of me. I more easily fulfill my life vision and mission. I recognise the right opportunities for me to excel in my professional and personal life.

**READING OUT LOUD ALL THE DESCRIPTIONS ON THE NEXT 6 PAGES,
I CIRCLE ONLY 3 THAT SOUND & FEEL THE MOST LIKE ME**



ADAPTABLE PERSONALITY NEED



- I innately listen well, offer perspective & save.
- I desire to serve & help those who need what I have.
- I feel energised by being understanding, inclusive & diverse.



ADVENTUROUS PERSONALITY NEED



- I innately coordinate well, demonstrate & progress.
- I desire to succeed & perform to the best of my abilities.
- I feel energised by being capable, talented & heroic.



BALANCED PERSONALITY NEED



- I innately evaluate well, order & measure the pros and cons.
- I desire to decide what is right for me respecting others.
- I feel energised by being dutiful, fair & trustworthy.



CONNECTED PERSONALITY NEED



- I innately mediate well, join & negotiate.
- I desire to reconcile & heal those with pain.
- I feel energised by being affectionate, peaceful & moderate.

**CONTINUE READING THE DESCRIPTIONS OUT LOUD
TO CIRCLE THE 3 TOTAL THAT SOUND & FEEL MOST LIKE ME**



CONSCIENTIOUS PERSONALITY NEED



- I innately teach well, transmit & unite.
- I desire to acknowledge the good & continue learning.
- I feel energised by being grateful, benevolent & idealistic.



DYNAMIC PERSONALITY NEED



- I innately move well, articulate & finish what I start.
- I desire to advance & evolve my life projects.
- I feel energised by being unpredictable, changing & abstract.



ENGAGING PERSONALITY NEED



- I innately communicate well, conceive & create.
- I desire to design & produce, even with nature.
- I feel energised by being charming, romantic & loquacious.



ENTERTAINING PERSONALITY NEED



- I innately guide well, discover & fantasize.
- I desire to consider others & make life sacred.
- I feel energised by being sincere, authentic & altruistic.

**CONTINUE READING THE DESCRIPTIONS OUT LOUD
TO CIRCLE THE 3 TOTAL THAT SOUND & FEEL MOST LIKE ME**



ESTABLISHED PERSONALITY NEED



- I innately lead well, delegate & protect.
- I desire to have and own my things and belongings.
- I feel energised by being stable, assertive & materialistic.



EXPRESSIVE PERSONALITY NEED



- I innately celebrate well, liberate & live joy.
- I desire to let out what I have inside as if life were a party.
- I feel energised by being positive, optimistic & ecstatic.



INDEPENDENT PERSONALITY NEED



- I innately complete & realize things effectively.
- I desire to love unconditionally & dance through life.
- I feel energised by being autonomous, free & deliberate.



INNOVATIVE PERSONALITY NEED



- I innately begin well, invent & accelerate.
- I desire to play & experiment with many things.
- I feel energised by being curious, spontaneous & skillful.

**CONTINUE READING THE DESCRIPTIONS OUT LOUD
TO CIRCLE THE 3 TOTAL THAT SOUND & FEEL MOST LIKE ME**



INSPIRING PERSONALITY NEED



- I innately dream a lot so I follow my deeper calling.
- I desire to renew, rejoice & reawaken my mission.
- I feel energised by being purposeful, elevated & believing.



KNOWLEDGEABLE PERSONALITY NEED



- I innately study well, write & organize.
- I desire to reveal the mysterious unknown so others are aware.
- I feel energised by being hospitable, prepared & informed.



MAGNETIC PERSONALITY NEED



- I innately take charge well, assert & harmonize.
- I desire to master things that interest me & let myself go.
- I feel energised by being courageous, disciplined & humble.



NURTURING PERSONALITY NEED



- I innately perceive well, use my intuition & easily predict.
- I desire to uncover things below the surface & go deep.
- I feel energised by being sensitive, profound & secretive.

**CONTINUE READING THE DESCRIPTIONS OUT LOUD
TO CHECK THE 3 TOTAL THAT SOUND & FEEL MOST LIKE ME**



ORIGINAL PERSONALITY NEED



- I innately take risks well, wander & envision the future.
- I desire to be worry free & out of the box about life.
- I feel energised by being wild, youthful & without limits.



PASSIONATE PERSONALITY NEED



- I innately focus well, investigate & calculate.
- I desire to arouse the senses & move the energy of money.
- I feel energised by being charismatic & highly creative.



QUESTIONING PERSONALITY NEED



- I innately analyze well, contemplate & diagnose.
- I desire to counsel & advise others about their issues.
- I feel energised by being wise, calm, quiet & reflexive.



RADICAL PERSONALITY NEED



- I innately restructure well, transform & demolish.
- I desire to give value to & regenerate things in projects.
- I feel energised by being tenacious, transgressive & rebellious.

**FINISH READING THE DESCRIPTIONS OUT LOUD
TO CIRCLE THE 3 TOTAL THAT SOUND & FEEL MOST LIKE ME**



SELECTIVE PERSONALITY NEED



- I innately design well, empathize & please for pleasure.
- I desire to enjoy life & make every simple thing beautiful.
- I feel energised by being sensual, stylish & enthusiastic.



SUPPORTIVE PERSONALITY NEED



- I innately collaborate well, construct one level at a time.
- I desire to partner with people of high standards.
- I feel energised by being present, brilliant & successful.

**WHO DO I FEEL I AM THE MOST? WHICH 3 PERSONALITY NEEDS?
WRITE THE NAMES & KEY WORDS FROM THE DESCRIPTIONS BELOW**

1.

2.

3.



THE NEUROSCIENCE ABOUT PERSONALITY

Only read if I enjoy the nerdy science like Diana... here's the take.

Most people have the misconception that they craft their identities from scratch, but that is not how it works. Our very essence, down to the biological core, is shaped by our DNA - it's not just an opinion, but a fact. **DNA is the blueprint of our being, carrying the intricate codes that make us who we uniquely are.**

While over 99% of our DNA makes us the same as everyone else, it's that tiny sliver under 1% that sets us apart. Within this fraction lies **Memory Information** passed down from our family lineage, defining not only our physical features but also embedding predictable emotions, talents, life problems and potential solutions.

Know that DNA is not just about outward appearances. My DNA contains whispers of **Emotional Memory from my parents and ancestors** that ingrain predispositions to act and react, to perceive and sense, to think about things a certain way.

Unpacking the complexity of Personality is hefty and that has been Diana Dentinger's mission. The biology is that these **Emotional Memories**, stored as images in our limbic systems, sketch the stories we tell ourselves, our personal narratives, which again, influence our actions and reactions. Our biggest issue is how to STOP automatically replaying inherited emotional dramas stored in the DNA, brain and cells that drain and consume our energy!



Sure of my Personality Needs, I simply live my Personality Potential which is stored in my frontal cortex. I become able to exit the vicious cycles of the past. This is how the game of life is set up, the rules, the challenge. Overcoming the repetitive programming is how I feel empowered to steer my life with intention.

The journey is about playing daily full out with unwavering confidence and vitality. I throw myself into the game aware of my talents to realise who I came to be!

I CAN SIMPLIFY THIS FOR MYSELF!



**BECAUSE THE GUESS WORK AND TRAIL & ERROR TAKE TIME!
HOW ABOUT ACCESSING REAL ANSWERS FAST BY GETTING
MY PERSONALITY PROFILE WITH A ONE ON ONE CALL?**

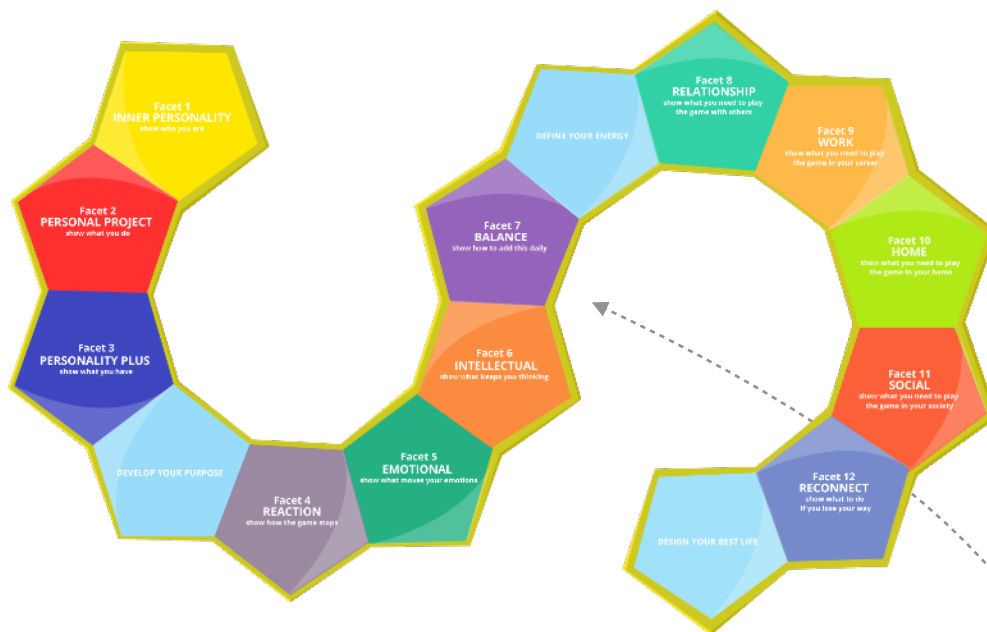
1. Go from feeling confused about what to do to letting who I am be naturally expressed. This attracts the opportunities that are most aligned to the real me.
2. Go from feeling overwhelmed with too much on my plate to defining what is really priority for me that brings more success and fulfilment into my daily life.
3. Go from feeling frustrated that I know there is more that I want from life to finally having the clear answers about how to make that all happen!
4. Go from being embarrassed or shy about how I show up online (in person) to feeling empowered and enthusiastic everyday to facilitate positive change in my clients.

FIND OUT MORE ABOUT COACHING SESSIONS

<https://yourlifeyourwayacademy.com/coaching/>

WHAT I DO DURING A 3 HOUR ONE ON ONE CALL

FUN KNOWING MYSELF IN THE 12 FACETS OF PERSONALITY SO STEP BY STEP EVERYTHING IN MYSELF & MY LIFE TRANSFORMS!



LASER COACHING WITH MY COMPLETE PERSONALITY PROFILE

- 60 MINUTES Discover Who I am in the Core 3 Personality Need Facets
- 30 MINUTES Define my Life Purpose & Mission Statement plus Image
- 30 MINUTES Increase my Vitality knowing myself in the 3 Energy Needs
- 10 MINUTES Define How I uniquely move clients from pain to pleasure
- 30 MINUTES Tap into What I give in my 4 Outer Life Area Needs
- 20 MINUTES Define a Communication Plan for personal marketing

IT IS FAST, FUN & HIGHLY EFFECTIVE

<https://yourlifeyourwayacademy.com/product/3-hours-coaching/>

2. BE MORE OF WHO I REALLY AM



While reading the **POSITIVE DESCRIPTIONS OF THE 3 PERSONALITY NEEDS** that feel the most like me, for sure I remembered times that I was and did those things.

How about if I write those memories down? This brings to my conscious awareness who I am, it reinforces the connection to the real me which helps the whole neural network access my talents in my frontal cortex. It is biologically healthy to be me!

This newfound clarity increases my confidence, which means I can trust myself more in my decision making, and trust that I am on the right path in life. When I am clearer and more confident, I have more energy. And with this boost of confidence and energy, I take more meaningful action, both in my personal and professional life.

JOT DOWN MEMORIES OF WHEN I EXPRESSED THE 3 PERSONALITY NEEDS

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



3. COMMUNICATE WHO I REALLY AM

In **Step 2** I gave myself a huge **BOOST OF CONFIDENCE & ENERGY** by recalling specific times and events in which I expressed my Personality Needs.

In **Step 3** I can shout that out to family, friends, clients, colleagues and the world.

HOW? Creating personal and professional **AFFIRMATIONS** using the key words.

Affirm (Latin) Ad + Firmare - the scope of holding stable, asserting a thing as certain.

WHY? Because I have evidence that I do **WHO I AM** very well. I am coherent to me.

Evidence (Latin) E + Vidéntem - intensify that it is seen openly & immediately.

Be humble and ego free as well as own your power! Put shy in your back pocket.

Create phrases that might have this structure: When I am... then I do... and therefore I and others.... **EXAMPLE** for the Nurturing Need: Using my intuition, I sense when people have something to say, usually it's a secret. I ask profound questions & they open up. Afterwards they feel so much relief and empowerment.

1.

2.

3.

4.

4. IDENTIFY THE BENEFITS OF WORKING WITH ME



Make a list of the **top 3 benefits people get when working with me** simply because I am me! These can include my Personality Needs as innate talents, accompanied by my personal and professional story and experiences, along with evidence.

- 1.
- 2.
- 3.

Make a list of the people who might benefit the most from working with me. What are their pains, pleasures, issues and desires?

- 1.
- 2.
- 3.

- Have I already helped this type of person?
- Would helping this person keep my motivation and energy levels high?
- Would these people pay for what I have to offer? How much?
- How confident am I that I can find these people?



5. UP LEVEL SKILLS FOR EXCELLENCE

THIS IS NOT ABOUT BEING NOR FEELING SUPERIOR TO OTHERS!

It is about “measuring myself” today compared to **WHO** I was yesterday. It is about tapping into all my innate talents and refining practical skills to excel even more.

When I follow the philosophy of this personalised approach, I **DO NOT** burn out or feel overwhelmed. I feel resourceful. I feel connected to an inner drive, a long standing evolutionary drive within me to fully become my best. It feels natural.

I see life even more as a gift and I appreciate that I am a unique individual who can contribute to the greater good by doing more me. I strive for this. It creates inside of me consistent motivation. I love who I am, who I can become, why I am here, what I do for myself and others and how I do it.

WHAT SKILLS WOULD INCREASE MY CREDIBILITY AS A PROFESSIONAL?

Often these are natural add ons to **WHO** I am, based on my **PERSONALITY NEEDS**.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

CAN I COMMIT TO LEARNING & MASTERING ONE OVER THE NEXT 3 MONTHS?

SOME FINAL REFLECTIONS

HERE ARE THE 5 EXISTENTIAL QUESTIONS

1. WHO AM I?

- Write out the additional clarity about WHO I AM gained from doing this process.

2. WHY AM I HERE?

- Write out possible potential personal themes in my life being WHO I AM.

3. WHERE DO I EXCEL?

- Does WHO I AM need freedom, therefore I excel as a natural entrepreneur?
- Does WHO I AM need to be at the top, a natural leader or a manager of others?
- Does WHO I AM need to be a contributor or natural follower?

4. WHAT DO I INNATELY & NATURALLY DO WELL?

- Write out tangible things that I do well based on WHO I AM.
- Write a plan for being and doing more me each day!



5. HOW DO I DO THINGS?

- Write out my emotional states, how I feel as well as the core values that guide my behavior.

1. **WHO** AM I? (INNATE PERSONALITY NEEDS)

2. **WHY** AM I HERE? (LIFE PURPOSE)

3. **WHERE** DO I EXCEL & THRIVE?

4. **WHAT** DO I INNATELY DO WELL?

5. **HOW** I DO UNIQUELY DO IT?

THIS IS JUST THE START TOWARDS REAL CLARITY

I WILL NEVER FIGURE THIS ALL OUT ON MY OWN! DIANA PLEASE HELP ME!



Identifying which innate **PERSONALITY NEEDS** I feel are me is just the start.
But I might NOT HAVE GUESSED RIGHT! Self help has its limits.

This **PDF GUIDE** was created so I realise that there are simpler and more spot on ways to create my brand, my marketing message, my website colors, the overall look and feel of my Professional Persona, my service offerings and more...

PERSONALITY IS QUITE COMPLEX but Diana Dentinger has super simplified it in the Personality & Needs Profile®. What is vital to my success is knowing and being who I am in my Complete Personality, in all **12 FACETS**. In each FACET I have a PERSONALITY NEED. With my Profile I easily tap into my greatness.



- | | |
|-------------------------|-------------------------|
| 1. MY CORE PERSONALITY | 7. MY BALANCE NEED |
| 2. MY PERSONAL PROJECT | 8. MY RELATIONSHIP NEED |
| 3. MY PERSONAL PLUS | 9. MY WORK NEED |
| 4. MY REACTION NEED | 10. MY HOME NEED |
| 5. MY EMOTIONAL NEED | 11. MY SOCIAL NEED |
| 6. MY INTELLECTUAL NEED | 12. MY RECONNECT NEED |

I can get my PROFILE in a DIY over 21 days in the Best You Yet Course or
I can accelerate the process exponentially getting One on One Sessions with Diana

<https://yourlifeyourwayacademy.com/coaching/>

WHAT OTHERS SAY ABOUT THIS PROCESS

REAL PEOPLE BECOMING MORE EXCITED TO BE THEMSELVES!

What Clients Say about having their Profile

After going through my Personality Profile with Diana, I started to feel good naturally, have more energy, **peak my performance** and even increased my income by 58% in 6 months.



Mopani MK
Banking Industry
Motivational
Speaker
UK

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile



Diana Lehner
Veterinarian &
Animal Trainer
AUSTRIA

The course **opened my eyes** on which needs I have to address and how. Now I am aware of whenever I get off course and about my next steps. Life is so much more enjoyable when you **stop wandering in circles** and start walking towards your goals. I'm equipped with everything I need but wasn't sure how to use it all!

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile

This program is astounding. After a 2 Day Intensive with Diana, I even got my wife, sister, and children coached. **Everyone needs Your Life Your Way.** Thanks for making it accessible to more people!



Miguel Ribeiro Ferreira
Shark Tank
Judge, Portugal

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile




Stig Bertelsen
Quantum Healer
Practitioner
SWEDEN

Sometimes even we who work professionally with giving feedback need feedback ourselves & I mostly go to Diana for this. She is also a **power house of compassionate energy** built on a foundation of researched academic skills.

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile




Sal Ramya
Soft Skills
Trainer
INDIA

I have attended many workshops and heard so many Coaching styles, patterns and topics but none of them is so unique as yours. This Coaching is tailor made for each and every individual. If knowledge is powder, knowledge of yourself I the ultimate light and power. I am really glad for having met you. My heartfelt thanks.

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile



Brid Hanlon
Healy & Timewaver
Consultant
IRELAND

Absolutely brilliant! I had no idea of who I was... I even feel upset about it because I managed to provide without knowing and my reference points were always outside, who does that person say I am, do I fit in... then I must be ok even if I don't know who I am. I have a lot of catching up to do...

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile

I got **more out of 2 days with Diana** than in 8 UPW's. I was even involved in the organization of Robbin's events. This is just what I was looking for in my own Personal and Professional Development.



Callum Bridgeford
Avocado Ninja
CEO Health Store
UK

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile




Costanza Arduino
Author, Bowen
Practitioner
ITALY

With Diana's help I finally understood the **profounder reasons why I was afraid** to publish my books, angel cards and meditations. She mentioned if there was someone in the family tree that worked with angels. It was crazy when my father told me the story!

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile



Gillian Hipp
Ph.D. Movement
Therapy
UK

This Methodology found a spare puzzle piece that I hadn't been aware of in my Personality. Actually, it was the **missing piece that's not been there for my whole life**. Massive weight lifted... I love working through all this and something has really shifted for me... very grateful to you! The universe works in amazing ways!

YOUR LIFE YOUR WAY ACADEMY

MY NEXT BEST STEPS



I can get a simple, **STREAMLINED PROCESS** making it easy for me to dive deep into every aspect of my being when I get my unique **PERSONALITY PROFILE**.

I've had enough of being pigeonholed into a single category!

I am a unique collection of traits and talents (aka all my **PERSONALITY NEEDS**).

Diana Dentinger lays it all out for me in a **FUN, GAME-LIKE** format taking the guesswork out of discovering the multifaceted person that I truly am.

A LIFE CHANGING & CAREER EXPANDING COACHING SESSION WITH DIANA DENTINGER

1. My Complete Personality Profile with Descriptions in all 12 Facets,
2. A 110 Page Manual Playbook for going fast and deep into myself,
3. 20 Part DIY Masterclass Video Trainings to understand the process fully,
4. A One on One Coaching Sessions focused on my expansion,
5. The Path to Prosperity Game Board and Member Activities!

THERE ARE 1.5 / 3 HOUR CALLS AVAILABLE TO GAIN CLARITY ON CAREER OR A VIP PROGRAM AVAILABLE TO DIVE DEEPER INTO ALL AREAS OF LIFE.

FIND OUT MORE ABOUT ONE ON ONE COACHING

<https://yourlifeyourwayacademy.com/coaching/>

**BECAUSE THE GUESS WORK AND TRAIL & ERROR TAKE TIME!
HOW ABOUT ACCESSING REAL ANSWERS FAST BY GETTING
MY PERSONALITY PROFILE WITH A ONE ON ONE CALL?**

FREQUENTLY ASKED QUESTIONS



1. What is a Personality & Needs Profile® Readout?

The Personality Profile Readout is a 20 page readout with 12 pages of descriptions of my Unique Individual Needs in each of the 12 Facets of Complete Personality. The descriptions are “key worded” so my biology, neurology and psychology remember “what it’s like to be me”. These key words have the power to catalyse change in me so it is easy to step into my potential and feel energised. Ultimately my Personality Profile Readout is an Instruction Manual on how to live life my way being the best version of myself. Offered in **VARIOUS COURSE OPTIONS** it is accompanied by a 110 page Playbook with worksheets, reflection questions and exercises to facilitate the process of self awareness, decision making and focused action taking.

2. How does the profiling process work?

First I fill out a Questionnaire writing at least 30 words to each of the 15 open ended questions such as: “Name the number one challenge that if it were solved would change my life for the better?” When correctly filled out, my questionnaire is put into a system that elaborates my Personality Profile Readout. It organises the Needs I have and in which Facet of Personality they are in. This Methodology is protected by copyright laws.

3. Does Personality change over time?

No, my innate Personality does not change. The degree to which I live my Personality is what changes. I might have periods during my life in which I fulfill my Unique Individual Personality Needs and am therefore expressing my Personality potential. And there might be other periods in my life in which I do not. Being that this Profile and Methodology were created by reverse engineering the root causes of psychosomatic illnesses, there is a higher probability of me developing an illness and emotional blocks when I am not expressing my fuller potential.

4. How does this Profile differ from other Personality Assessments?

Most other “tests” or assessments have me answer a multiple choice questionnaire, forced yes or no answers, or even rating an affirmation from strongly agree to strongly disagree. These are called Psychometric tests. They are not based on science. And if I would take the same test at a distance of time, there are probabilities that the results will vary. The results I obtain from these “tests” or assessments are that I am 1 of 4/8/9/16 types. But I am so much more! That is why the Your Life Your Way Academy is my one stop, best place for personal growth.

FIND OUT ABOUT ALL THE OFFERINGS

<https://yourlifeyourwayacademy.com/shop/>

MORE FUN & INSPIRATION

From **Podcast Episodes** each week on a variety of topics, both in audio and video format, to **Self Help Books** for my continued personal growth, Diana Dentinger shares her vast professional experience and profound wisdom to help me live a great life being the great person I am meant to be!

<https://www.youtube.com/user/dianadentinger>

<https://www.linkedin.com/in/dianadentinger>

<https://www.instagram.com/dianadentinger/>

<https://www.facebook.com/YourLifeYourWayGlobal>

<https://www.tiktok.com/@diana.dentinger>



<https://podcasts.apple.com/us/podcast/diana-dentinger/id1794623759>

<https://open.spotify.com/show/1LsdLt1H8zsXIRnhPM4yMB>

<https://yourcast.jiosaavn.com/dashboard/podcast/589422/episodes>

<https://player.fm/podcasts/diana-dentinger>