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Coffee
Chat

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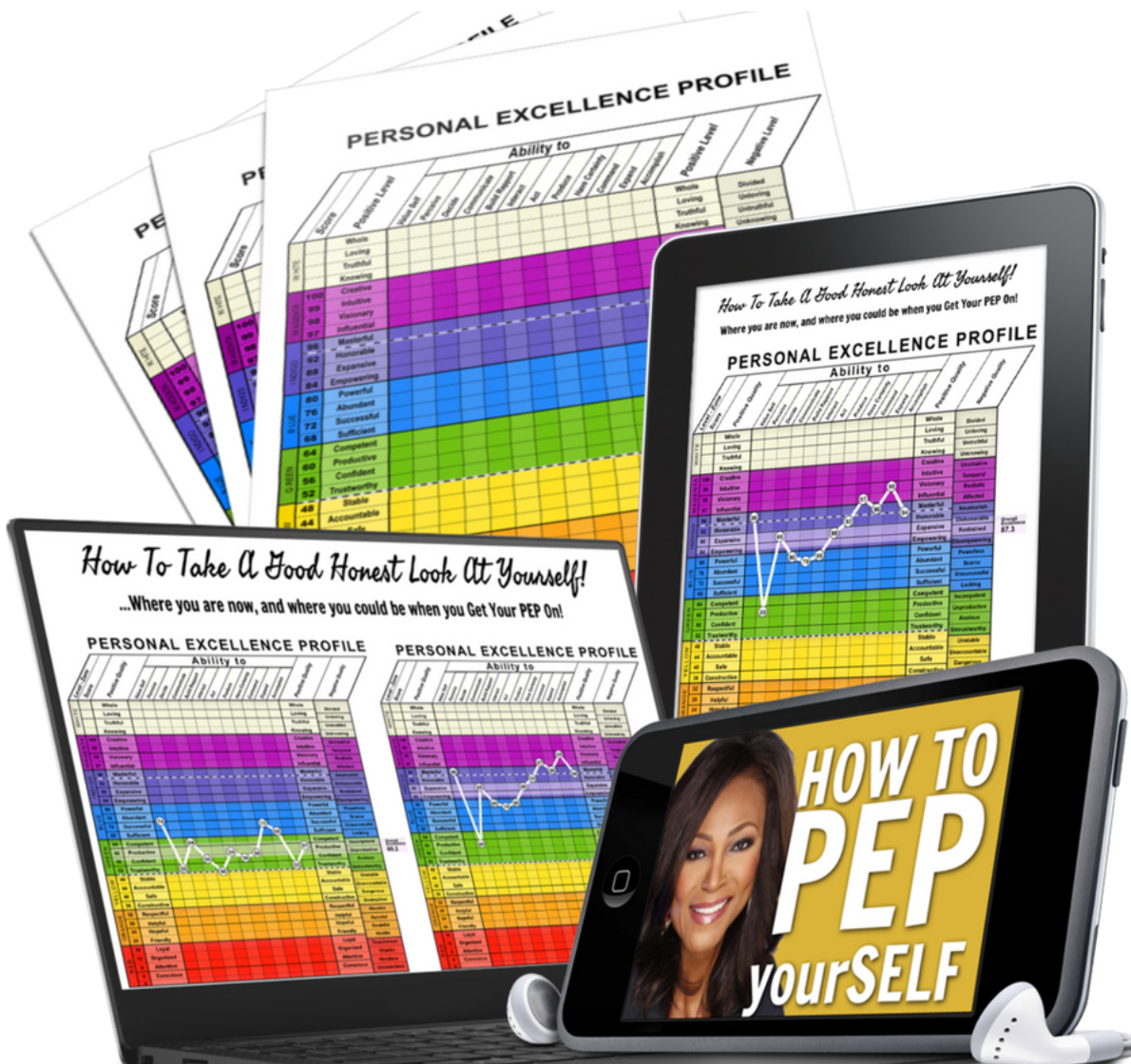
Includes An Intuitive
Self-Awareness
Assessment, Workbook &
Innovative, Expert
Life Coaching

DISCOVER YOUR 12 GREATEST
LIFE ABILITIES IN
12 MINUTES OVER 12 DAYS

CHLOÉ HAS BEEN AN EXPERT
CONTRIBUTOR, FEATURED, OR SEEN ON:

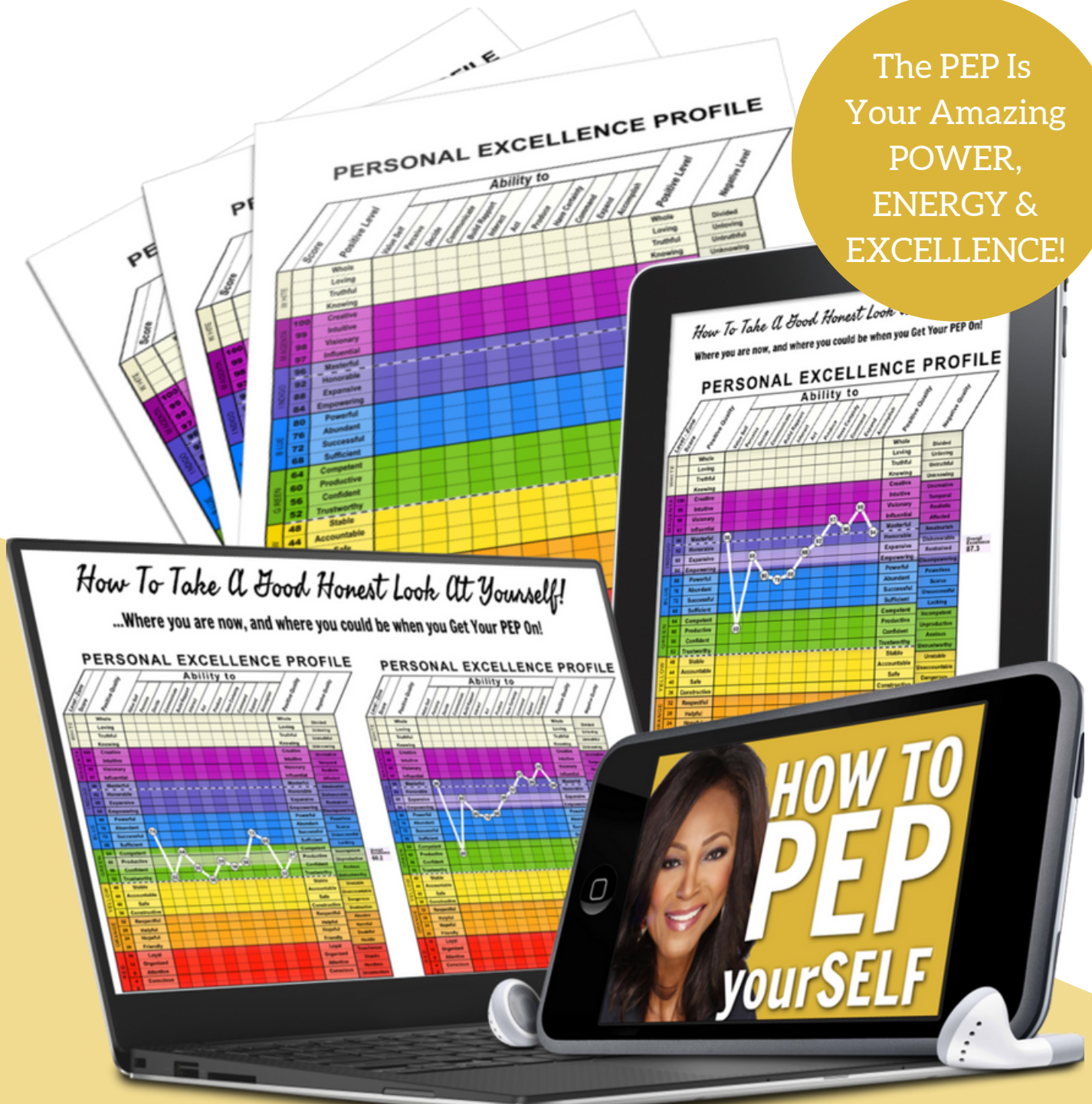


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HOW-TO PEP yourSELF TO THRIVE & FLOURISH

The PEP Is
Your Amazing
POWER,
ENERGY &
EXCELLENCE!



CHLOE TAYLOR BROWN

CHLOETAYLORBROWN.COM



A NOTE FROM CHLOÉ TAYLOR BROWN

Hello there!

I'm Chloé Taylor Brown. Thank you for allowing me to share with you a basic general description of the Personal Excellence Profile assessment - the PEP. If you have not taken the PEP yet and would like to know more about the PEP or about me, or to get a more detailed, descriptive debrief of your own Personal Excellence Profile, then please let me know by going to LifeUpWithChloe.com to take the PEP or to send a message from my contact page. If you have already taken the PEP and you have reviewed your interactive graph online, as a PDF version, or maybe you've printed your PEP graph out in color... then this general explanation will serve you well because the PEP is an intuitive assessment that shows an authentic step-by-step way to experiencing contentment, fulfillment, success and having fun as you accomplish your goals! And you get to choose what that is for you and the life you desire to live.

The PEP is a leading-edge method that strategically helps individuals, teams and people to understand the basic foundational principles essential to living an abundant, creative and meaningful life. The PEP is the Personal Excellence Profile assessment. It is based on the theory that each person has twelve key abilities used to make their life work and flow more authentically and dependably. These twelve are: **The ability to VALUE SELF, PERCEIVE, DECIDE, COMMUNICATE, BUILD RAPPORT, INTERACT, ACT, PRODUCE, HAVE CERTAINTY, COMMAND, EXPAND and ACCOMPLISH.** If you are ready to PEP yourSELF and see your whole self and what level of excellence you're currently using your abilities, how to be intentional about using your higher levels of excellence now, and how to elevate your lower levels of excellence in each area then let's get ready to be ready because you never know what wonderful things God is up to in your life.

Be ready!

Chloé Taylor Brown

Chloé Taylor Brown
Founder of LifeUpWithChloe.com
Author, Lifestyle Strategist,
Executive Life Coach &
Co-creator of the PEP



KNOW YOUR 12 IMPORTANT LIFE ABILITIES

HOW TO PEP YOURSELF

Based on your awareness and knowledge of your twelve most important life abilities, and how to be intentional about using these twelve abilities, you can be more on point and effective in setting up your goals and objectives, expecting to accomplish them, and even exceeding your goals and expectations when you are in alignment and caught up in the momentum of feeling amazing and winning.

The uniqueness of the PEP graph is that it shows you how you are doing in each of your twelve key abilities. It shows how these abilities add up to reveal your overall level of excellence, what that means, and how you can start being in alignment right now.

In addition to the twelve abilities the PEP graph is also comprised of eight color zones: These zones are: **RED, ORANGE, YELLOW, GREEN, BLUE, INDIGO, MAGENTA and WHITE**. The color zones classify these levels of excellence together into common groupings.



FAST, FUN LEADING-EDGE TRANSFORMATION

*TRANSFORMATION: AN ACT, PROCESS, OR INSTANCE OF
TRANSFORMING OR BEING TRANSFORMED*

Why?

Because the PEP demonstrates "how-to" use your energy, your excellence, and your power by directing it into your goals and what you want to accomplish. It helps you to generate your own power and "YOU" CAN determine to create a new life game and plan to enhance your whole life... and live it out loud.

How?

- By using the PEP, you can be on purpose about making your life more of what you want it to be.
- By understanding how to separate each of these twelve abilities that make up the whole you.
- By bringing each of them into a "right now" view and perspective.
- By taking a good honest look at where you are, what you want now, where you want to go from here, and what you want to accomplish.
- By highlighting your TWELVE KEY ABILITIES that make up the whole YOU.
- By doing the inspired, fun work within each ability to draw out and create personal excellence, authentic high-level performances and achievements, and to win.

The PEP works for individuals, families, members within teams, groups, institutions, organizations, and Fortune 50 to 500 corporations alike.

“

We all have many amazing abilities.
The (12) twelve abilities of the
PEP have been found
consistently to be the most
important abilities necessary
to creating an authentic life
that truly matters.
Here are the twelve vital
abilities of the PEP and an
explanation of each ability.

”



adore your
SELF

1. THE ABILITY TO VALUE SELF:

It is wholesome and good to know that you are indeed, worthy and very valuable. If you don't value yourself, almost nothing turns out favorably for you. To know who you are and what you're made of is the key to holding on to your most valuable assets. How? By not giving them or your value away in the first place. By not making nothing or less of yourself and your gifts and talents. By putting your own oxygen mask on first and helping yourself first. When you don't value yourself you help others get what they want, but you're not doing this for yourself then you feel resentful and depleted. The PEP helps you to KNOW the value of who you are, how to live from your higher levels of excellence, how to like, honor and love yourself and how to have fun and enjoy your life.



2. THE ABILITY TO PERCEIVE:

To perceive is a whole-body felt perception using sight, sound, smell, taste and touch; and also, a sixth and perhaps a seventh inner sense and knowingness. Think of physically (your body), emotionality (your emotional state), mentality (your thoughts and the way you think), and your intuitive sense—perception is a knowingness that you possess. If you can't really perceive what's going on in your life and around you, then no matter what you're doing, you're going to be missing the mark and coming up short, feeling lost and unaware. The PEP shows you where you are right now and how to elevate your ability to be more aware and perceptive.

trust your
GUT



3. THE ABILITY TO DECIDE:

Your ability to decide is coming to a set of conclusions based on your evaluation of your perception. Your decision is the on switch and the set up for creating and accomplishing what you want to accomplish. Nothing happens in your life unless you decide for it to happen (unless, of course it's by default, and that doesn't last). Once you make a decision, it means you can start doing something about what you have decided. You CHOOSE what you want to accomplish... or what you don't want to accomplish. You choose what you want to become or what you don't want to become. You choose what you want to have or what you don't want to have. You choose what you want to create and make or what you don't want to create and make. Again, your ability to decide is the setup for living an on-purpose life.

choose who
you want to

BE



4. THE ABILITY TO COMMUNICATE:

Now that you've made your decision, you're ready to communicate what you've decided. You can start by communicating your decision to yourself first to use your conscious mind to impress upon your subconscious mind, which gives you the power to hold your position with the decision you have made. Real sustainable change happens in deep in the subconscious mind.

Communicate what you have decided with yourself by writing yourself a note, sending yourself phone reminders, recording and listening to voice and message as many times as you like and need to hear. You can also use your conscious mind to communicate through a song, a dance, a video, a blog, and social media. There are countless avenues for you to communicate what you have decided you want to accomplish

your voice is
verbal & nonverbal

**BODY
LANGUAGE**

DOWNLOAD THE
COMPLETE 30 PAGE BOOK
"HOW-TO PEP YOURSELF"



CHLOÉ
TAYLOR BROWN



5. THE ABILITY TO BUILD RAPPORT:

When you use all of your abilities to communicate effectively, verbally and non-verbally, it sets the stage to build rapport. Building rapport is your ability to attract the right people to you by connecting with them emotionally, finding common ground, developing mutual trust, a shared experience, and relating and being relatable. The better rapport you build with the people you interact with most, the more harmony and alignment you will bring, and others will be willing to support and help you create and accomplish your objective and goals. Likewise, you will be better able to relate to them and help them create the life they want, too. Building rapport is indeed, a very vital ability. It brings harmony, agreement, accord, and unity, and everyone, the family the team, the group, the staff—is on the same page. Everybody sees the big picture, the goal, the vision.

love & respect
yourSELF & your

PEERS



6. THE ABILITY TO INTERACT:

Interacting is cooperating, networking, intermingling, interrelating and collaborating with other individuals or groups. Interaction is being involved in a back-and-forth, give-and-take situation between you and others—your family, friends, or teammates, your co-workers, boss or staff—having a high ability to interact means you're effectively using all of the previous abilities. Your ability to value yourself as worthy, your ability to perceive with intelligence and wisdom, your ability to make good decisions, your ability to communicate those decisions effectively, and your accomplished ability to build rapport will all be utilized together to boost your ability to interact well, determining the quality of all of your interactions with other people.

who's on your
TEAM



7. THE ABILITY TO ACT:

Your ability to move and take action, to do things on your own based on your goal(s) and what you say you want to accomplish is your ability to act and get things done. It's not enough to make good decisions, communicate those decisions to the right people, build rapport, and get people fired up and ready to do something amazing, but you, yourself don't take action or do anything... then this would be a special setup for failure and you probably won't be able to accomplish your goals or get what you want often enough in life to bring you contentment and satisfaction. Why? Because it is essential for each individual, and each team member to be able to get up and get into action, to do something worthwhile based on the decision and goal you're intending to accomplish.

lights, cameras,
ACTION

MAKE IT HAPPEN

strategic goal
SETTING

8. THE ABILITY TO PRODUCE:

Is your capacity to get things done, to complete what you start. Production brings about and delivers to you your desired outcomes... the degrees and certifications, the relationships, startups and businesses, and the products and services you've intended to produce. Do you know a person who is always incredibly busy, busy, busy, and yet never seem to get anything done? Or worse, that person might be you. If you do a lot but never complete anything before you move on to something new then you may have an amazing ability to act, but you don't complete what you start, therefore, you have a poor ability to produce, to accomplish your goal(s), to bring about your decision, your intention(s) about what you want to accomplish. You must produce.



9. THE ABILITY TO HAVE CERTAINTY:

Having certainty, to a degree, is affected by your ability to produce what you have decided you want to accomplish. If you don't produce much or you never produce anything, it's going to have a negative impact on your ability to have certainty. Having certainty comes through as a certain type of assured communication in your body language and mannerisms, as well as the words you choose to use and how you use your words. Being certain about what you have decided you want to accomplish is significant because it means you can envision it, you're feeling confident, certain, and headed in the right direction. You know it. You may not have figured it all out or have the action steps lined up yet, and that's okay because you are confident about it. You know where you're going, you've communicated it to the right people and the actions you're taking are getting you closer to where you want to be. Remember this—individuals and teams with high levels of confidence possess the high levels of certainty needed to act boldly, and therefore they produce boldly.

connecting your
LIFE DOTS

A man and a woman in business attire are shaking hands in front of a glass wall. The woman is holding a folder. The image is dark and moody, with the subjects highlighted by a soft light.

10. THE ABILITY TO COMMAND:

Having the capability to command at a high level is indeed, a powerful ability. It's about commanding your thoughts, your body, and the objects in your life. It's the ability to command others—family members, co-workers, employees, other companies and even other countries, and especially your pets. It's NOT about dictating and ordering other people around to get things done... Good commanding is issuing a statement, offering a directive, or an order, and the other person or thing complies willingly. If you are taking the right actions, and you're producing, and you have certainty, and your body language communicates that certainty, then others are going to be willing to follow your commands and your leadership. In other words, all the previous key abilities will affect your ability to command and lead. Having a high ability to command is essential to you being a dynamically effective leader, at home, as a team leader, a business owner or CEO, or as the President of a country.

turn up the
IT FACTOR



11. THE ABILITY TO EXPAND:

Your ability to expand and enlarge yourself, your family, your business or your organization is about you allowing it to happen and making your decision(s) grow. Your determined ideal, your “it” is what you have decided you want to accomplish. Right? Your ability to expand is you being able and willing to allow the decision to get bigger, for you to lead, direct and inspire your team into making it bigger with you. Your key ability to act, produce, to have certainty, to command, and to expand will determine what you are going to accomplish in any given area of your life.

bigger, better
GLOBAL

A woman with dark hair, wearing a blue fringe dress and black high heels, is posing with one leg raised and smiling. The background is a plain, light-colored wall.

12.THE ABILITY TO ACCOMPLISH:

This is what it's all about—you finally attaining and realizing your dream(s), goal(s), and desire(s). But here's the biggest part of the secret to **accomplishing** anything... **you** thoroughly and completely enjoying and feeling content while you are in the process of becoming, being in alignment with, and accomplishing your desires and goals. Being able to **accomplish** is the twelfth ability in my proprietary PEP and Personal Excellence coaching practice. It's about creating, making, and getting what you want in life. Being able to accomplish is also about helping other people get what they want; helping them attain their dreams, goals and desires too. The more harmony there is between you and your family or team, the bigger everybody gets; everyone grows and expands, and, according to the **DECISION**, when everyone in the family and on the team lives from a place of prosperity and fulfillment, life simply becomes more manageable, fun and joyous for everyone involved. Take the PEP and discover your excellence in 12 vital abilities.

the PEP helps
you live your

IDEAL LIFE



THE EIGHT COLOR ZONES OF THE PEP

A Description of Each Color...

Every color zone of the Personal Excellence Profile graph has a positive that helps you monitor your increasing level of excellence. Likewise, each color zone also has a complimentary negative, liability or “weakness” that can make you introspective, uncomfortable, and “down” – it can make you feel like you are moving away from excellence. Just realize that this means you have encountered an area of unknown that you have not become aware of.

transform your
thoughts, dreams &

GOALS

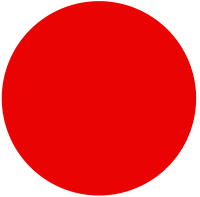
YOUR PEP IS YOUR ENERGY,
EXCELLENCE, AND YOUR
PERSONAL POWER...
LEARN HOW-TO USE IT
UNAPOLOGETICALLY &
START LIVING YOUR BEST LIFE.

PERSONAL EXCELLENCE PROFILE

	Level - Zone	Score	Positive Quality	Ability to											Positive Quality	Negative Quality
				Value Self	Perceive	Decide	Communicate	Build Rapport	Interact	Act	Produce	Have Certainty	Command	Expand		
WHITE			Whole												Whole	Divided
			Loving												Loving	Unloving
			Truthful												Truthful	Untruthful
			Knowing												Knowing	Unknowning
MAGENTA	100		Creative												Creative	Uncreative
	99		Intuitive												Intuitive	Temporal
	98		Visionary												Visionary	Realistic
	97		Influential												Influential	Affected
INDIGO	96		Masterful												Masterful	Amateurish
	92		Honorable												Honorable	Dishonorable
	88		Expansive												Expansive	Restrained
	84		Empowering												Empowering	Disempowering
BLUE	80		Powerful												Powerful	Powerless
	76		Abundant												Abundant	Scarce
	72		Successful												Successful	Unsuccessful
	68		Sufficient												Sufficient	Lacking
GREEN	64		Competent												Competent	Incompetent
	60		Productive												Productive	Unproductive
	56		Confident												Confident	Anxious
	52		Trustworthy												Trustworthy	Untrustworthy
YELLOW	48		Stable												Stable	Unstable
	44		Accountable												Accountable	Unaccountable
	40		Safe												Safe	Dangerous
	36		Constructive												Constructive	Destructive
ORANGE	32		Respectful												Respectful	Abusive
	28		Helpful												Helpful	Harmful
	24		Hopeful												Hopeful	Doubtful
	20		Friendly												Friendly	Hostile
RED	16		Loyal												Loyal	Treacherous
	12		Organized												Organized	Chaotic
	8		Attentive												Attentive	Heedless
	4		Conscious												Conscious	Unconscious
	0															

IN THE "RED" ZONE

Know What Zone You're In & What To Do

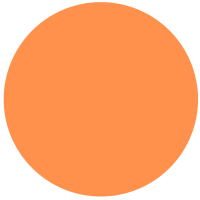


THE RED ZONE

When a person is in the **red zone**, they have the potential to step into their game, but they're their own worst enemy. They're fighting themselves, holding back, and stuck in their head trying to figure out how to start their game... it's a day-to-day struggle. It feels like they're fighting for the right to be here. They have the ability to be attentive, to organize their thoughts and activities, to become loyal to self, to their plans, and to others as they discover who they are, what they want, and identify what they **DO NOT KNOW**, then set about making that known in order to move up to higher levels of excellence.

IN THE "ORANGE" ZONE

Know What Zone You're In & What To Do

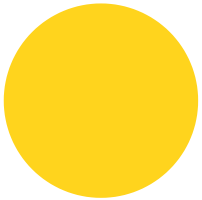


THE ORANGE ZONE

When a person is in the **orange zone**, they feel friendly and they are aware that others are in the game. They're starting to think and use their thoughts more effectively and becoming hopeful that things will work out. It's still a challenge to identify the position they need to take to start winning and because of this it feels like a fight for survival at times. They're starting to be more helpful toward themselves and others and as a result they respect themselves and others more.

IN THE "YELLOW" ZONE

Know What Zone You're In & What To Do

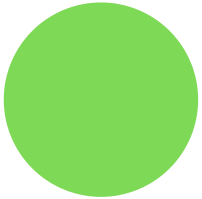


THE YELLOW ZONE

When a person is in the **yellow zone**, they've defined their game and established the position they want and need to take. They're adequately performing and have their basic needs covered. They are "average" employee material. They don't expect much of themselves and neither do those around them, however, it feels so much better than being in the red and orange zones because they've moved past "fighting to survive" and day-to-day existence. Their thoughts are constructive, safe, accountable and stable. However, because of this they need to be careful not to get caught up in this "comfort zone" of simply going through the motions, being predictable, routine and robotic.

IN THE "GREEN" ZONE

Know What Zone You're In & What To Do

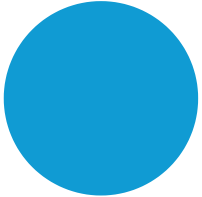


THE GREEN ZONE

When a person is in the **green zone**, they're ready and poised for a success break-out because they're intentionally starting to take on more roles, personas and identities and able to hold their position. They are more trustworthy and truthful with themselves and others and believe in who they are, their abilities and what they can make, create and contribute. They will need to watch out for anxious, unproductive thoughts and continue to stay positive, optimistic, confident, productive, and competent. They are now positioned to play their game and roles in life well. Now they can build upon their foundation to excel in their levels of excellence and life.

IN THE "BLUE" ZONE

Know What Zone You're In & What To Do

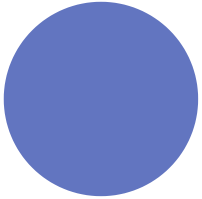


THE BLUE ZONE

When a person is in the [blue zone](#), they're doing a beautiful job of including their personality and individuality into the mix. They're applying their mind and exercising their roles. They're sufficient, successful and headed in the direction of being abundant and powerful. You're starting to express their presence.

IN THE "INDIGO" ZONE

Know What Zone You're In & What To Do

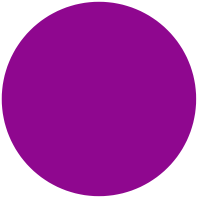


THE INDIGO ZONE

When a person is in the [indigo zone](#), they have the ability to express their personality and individuality in a compelling way as well as their spiritual attributes and virtues. They're now encouraging, uplifting and empowering others and being expansive. At this level it's not just about them, they're bringing others along as well and being honorable and masterful.

IN THE "MAGENTA" ZONE

Know What Zone You're In & What To Do



THE MAGENTA ZONE

When a person is in the **magenta zone**, they have the ability to incorporate their personality, mind, their roles and personas, material aspects, and their body as well and everything harmonizes in a highly spiritualized way. They're influential, a visionary, intuitive and creative. They have the ability to be instinctive, theoretical, psychic, and have fun.

IN THE "WHITE" ZONE

Know What Zone You're In & What To Do



THE WHITE ZONE

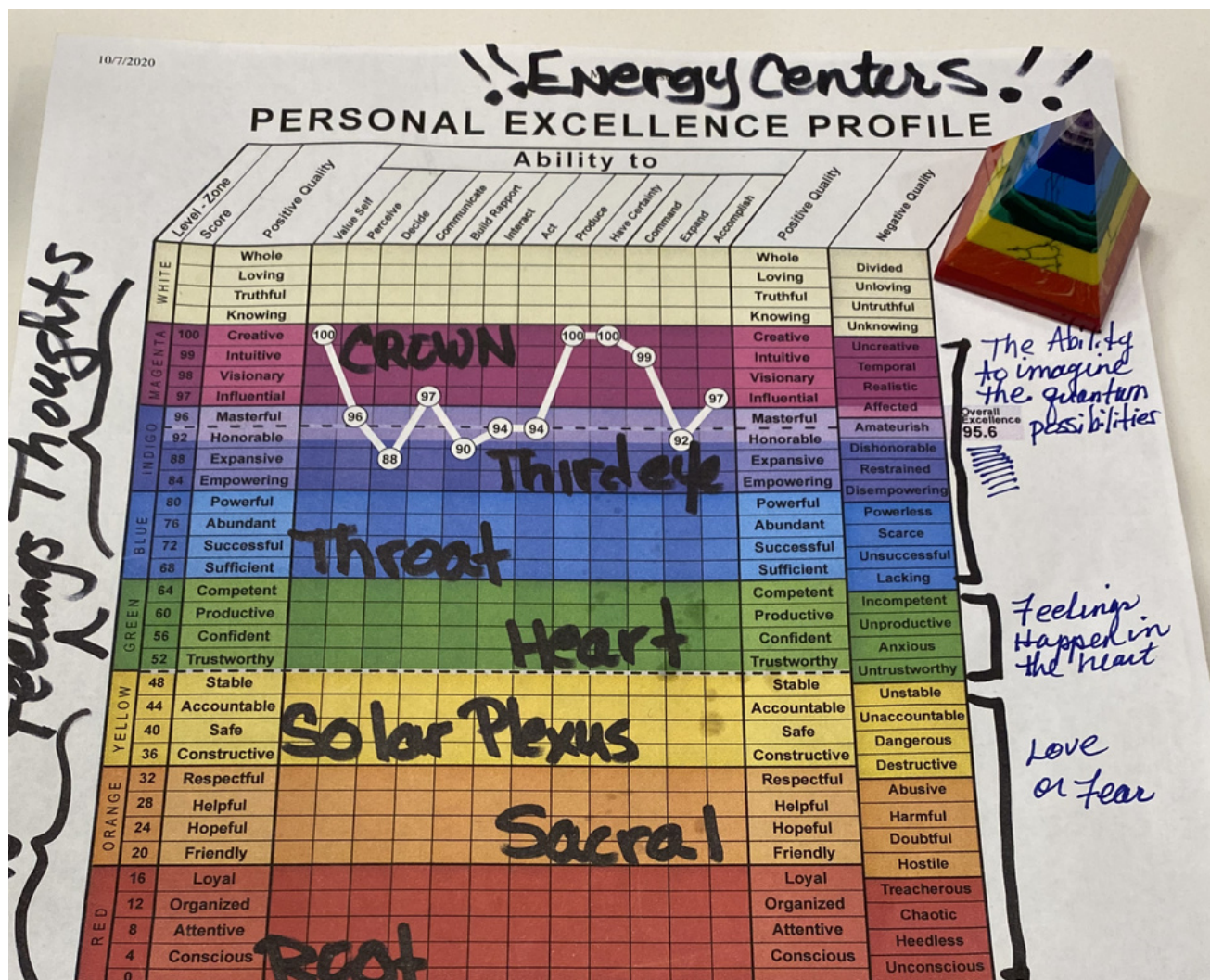
Resonating in the white zone is a total spiritual experience that cannot be measured or evaluated. At this level a person is fully knowing, truthful, loving and whole. They're in a heavenly space and place. Many of us go in and out of this heavenly zone and with practice we can be more present and in the moment.

Your PEP is Your Personal EXCELLENCE

"Excellence is the ability to take, maintain, and enhance a position with power and, from that position, direct your energy and excellence toward a specific outcome to accomplish what you have intended to accomplish."

PERSONAL EXCELLENCE PROFILE																
Level - Zone Score		Positive Quality	Ability to										Positive Quality	Negative Quality		
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	0															

TAKE THE PEP AND DISCOVER AN INTUITIVE, AUTHENTIC WAY TO THRIVE, PROSPER & FLOURISH



This concludes the general overview of the Personal Excellence Profile – the PEP. If you would like to take this intuitive, high-level self-awareness assessment then please visit www.chloetaylorbrown.com/pep-assessment

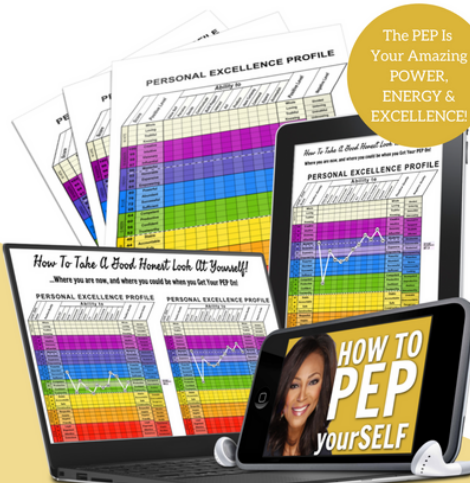
Chloé Taylor Brown

THIS CONCLUDES THE BASIC DESCRIPTION & GENERAL DEBRIEF OF THE PEP



CHLOÉ
TAYLOR BROWN

HOW-TO PEP yourSELF TO THRIVE & FLOURISH

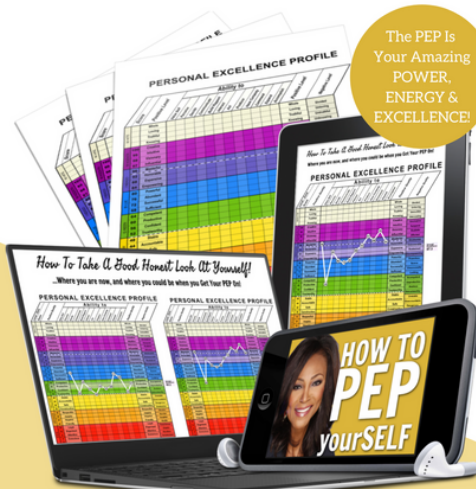


The PEP Is
Your Amazing
POWER,
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