



## Discover Your Emotional Fingerprint™

Have you ever wondered why you do what you do? What makes you feel on top of the world and what drives you completely crazy? What gives you the strength to press forward when you seem to have nothing left? What makes you feel love from someone and what makes you feel angry toward another? It is based on your Emotional Fingerprint™. Would it be interesting to learn how the specific things that create your Emotional Fingerprint have a direct impact on your career, your love life, your decisions, your relationship with your kids, your ability to be happy, n your future and so much more?

What about people like former President George W. Bush and President Barack Obama? Or celebrities like Brad Pitt, Angelina Jolie, Jennifer Aniston, Britney Spears, Madonna and others? What is their Emotional Fingerprint? What determine why Barack Obama runs the country from the way George W. Bush? It is simply based on their Emotional Fingerprint. Was Angelina Jolie ability to steal Brad's heart away from Jennifer Aniston's was based on his Emotional Fingerprint. Do Britney Spears, Madonna, Lindsay Lohan and Paris Hilton have similar things in their Emotional Fingerprint and that's why there's so much drama attached to each of them? On the contrary, what is in the Emotional Fingerprint of greats like late Henry Ford, Walt Disney, John D. Rockefeller, Abraham Lincoln, Martin Luther King Jr. or Mother Teresa? What as it in their Emotional Fingerprints that would allow them to impact the world in such significant ways?

Our Emotional Fingerprint is created by what makes us feel important. Using the word "Important" may be misunderstood by some. **It is not a Self Elevating Principle.** It is a key to the core of your Emotional Fingerprint. The word "important" has a different connotation for each person. Regardless of what your own interpretation may be, it is that feeling you have when you feel on top of the world. **It has nothing to do with being prideful, egotistical, or self-centered, and it is not about being selfish; it is about being self-aware.** It doesn't matter if you are the President of the United States, a professional athlete, a famous celebrity, a stay-at-home parent, or business owner. Everyone has this need to feel important. Dr. John Dewey commented that, "The deepest urge in human nature is the desire to be important."

William James, the father of American psychology, said, "The deepest principle in human nature is the craving to be appreciated." And modern psychologist Dr. David Schwartz stated, "Man's strongest, most compelling non-biological hunger is the desire to be important."

Your Emotional Fingerprint is made up of seven things that make you feel important. **KEEP IN MIND** this is **NOT** about being more important than someone else. A feeling of importance is when you feel amazing, on top of the world or completely incredible.

**INSTRUCTIONS:** Between this page and the next there are seven groups which list five "feelings of importance". Answer the following question "I feel important when I am.." by selecting only **ONE** of the "feeling of importance" per group. It may be a challenge to only select **ONE** but choose the one that stands out the most. After you have selected one from each group you have just identified your Emotional Fingerprint™. I will then show you how to use your Emotional Fingerprint to get what you want and to get it now.

### I Feel Important When I Am...

#### Group 1 Select only one

- IN CONTROL**  
Example: Control in your life, job, the situation or conversation
- CONFIDENT WITH MY APPEARANCE**  
Example: Looking your best, your style, clothes you choose, being unique
- ORGANIZED**  
Example: Cleaning, organizing, putting things in order
- CONNECTED TO GOD, SPIRIT, UNIVERSE**  
Example: Feeling inspired, connected, faithful
- TRUSTED**  
Example: Living worthy of trust, people trusting you, being relied upon

## I Feel Important When I Am...

### Group 2 Select only one

- PROVIDING**  
Example: For myself, family, securing a financial future, giving to charities
- OVERCOMING MY CHALLENGES**  
Example: Overcoming obstacles and challenges in life
- IN THE MOMENT**  
Example: Being present, accepting what is, being centered and connected
- IN A LOVING RELATIONSHIP**  
Example: With spouse, partner, or loved one
- GIVEN RESPECT**  
Example: Respecting yourself, your home, your work, or friends

## I Feel Important When I Am...

### Group 3 Select only one

- WORKING**  
Example: Working in the home, or in your career
- FREE AND INDEPENDENT**  
Example: Having freedom, feeling independent, making your own decisions
- RELYING ON MY KNOWLEDGE**  
Example: Your intelligence, understanding, knowledge of how things work
- BEING A FRIEND**  
Example: Spending time, calling, texting, connecting with friends
- RECEIVING PRAISE**  
Example: Being acknowledged for a job well done by others or yourself

## I Feel Important When I Am...

### Group 4 Select only one

- SECURE**  
Example: In yourself, your relationships, finances and work
- BEING CREATIVE**  
Example: Expressing your creativity, painting, singing, writing, scrapbooking
- HEALTHY**  
Example: Eating right, exercising, losing weight, living healthy
- CONNECTED TO FAMILY**  
Example: Being with children, grandchildren, siblings or relatives
- RECEIVING RECOGNITION**  
Example: At work, at home, from friends or even from yourself

## I Feel Important When I Am...

### Group 5 Select only one

- SOLVING PROBLEMS**  
Example: Fixing things, problem solving, project organization, mechanical solutions
- ACHIEVING MY LIFE'S PURPOSE**  
Example: The reason why you feel you were brought to earth, your life's mission
- CONNECTED TO NATURE**  
Example: Being environmental, being "green," camping, hiking, gardening
- POWER OF INFLUENCE**  
Example: Being a leader, being persuasive, being a boss, politician, entrepreneur, or pastor
- VALIDATED**  
Example: Your views, opinions or advice is being sought or validated from others or yourself

## I Feel Important When I Am...

### Group 6 Select only one

- REACHING MY GOALS**  
Example: Accomplishing a task, closing a deal, achieving a desired result
- PERFORMING**  
Example: Teaching, singing, dancing, entertaining, or public speaking
- LEARNING**  
Example: Reading, studying, learning something new
- BEING A GOOD PARENT**  
Example: Knowing you have taken care of the needs of your child
- NEEDED**  
Example: People want to spend time with you, they rely on you, or when you rely on yourself

## I Feel Important When I Am...

### Group 7 Select only one

- WINNING**  
Example: Playing games, dealing with people, winning in life
- EXPERIENCING LIFE**  
Example: Traveling, exploring, trying new things, being adventurous
- HONORING MY STANDARDS**  
Example: Living my morals, having integrity, principles, being honest
- SERVING**  
Example: Giving and helping, contributing to society, family or work
- ACCEPTED**  
Example: Feeling accepted by myself, friends, family, or in my work

The seven things that “make you feel important” are referred to as your **“I’s”**. The **“I”** stands for **I**mportance. Looking at your seven **“I’s”** review the questions below and see how they have impacted your life. Our failures and successes are determined by our Emotional Fingerprint™.

### **Personal Life**

- If you could do anything and you knew you would not fail, what would you do? Which **“I’s”** would it meet?
- Do you have any goals you are working on? If so, which **“I’s”** do they meet?
- Think of someone who has a positive impact on your life. How many **“I’s”** do they meet?
- What situations do you hate being in? Which **“I’s”** are violated in these situations?
- What is the greatest risk you have ever taken and which **“I’s”** did it meet or violate?

### **Relationships**

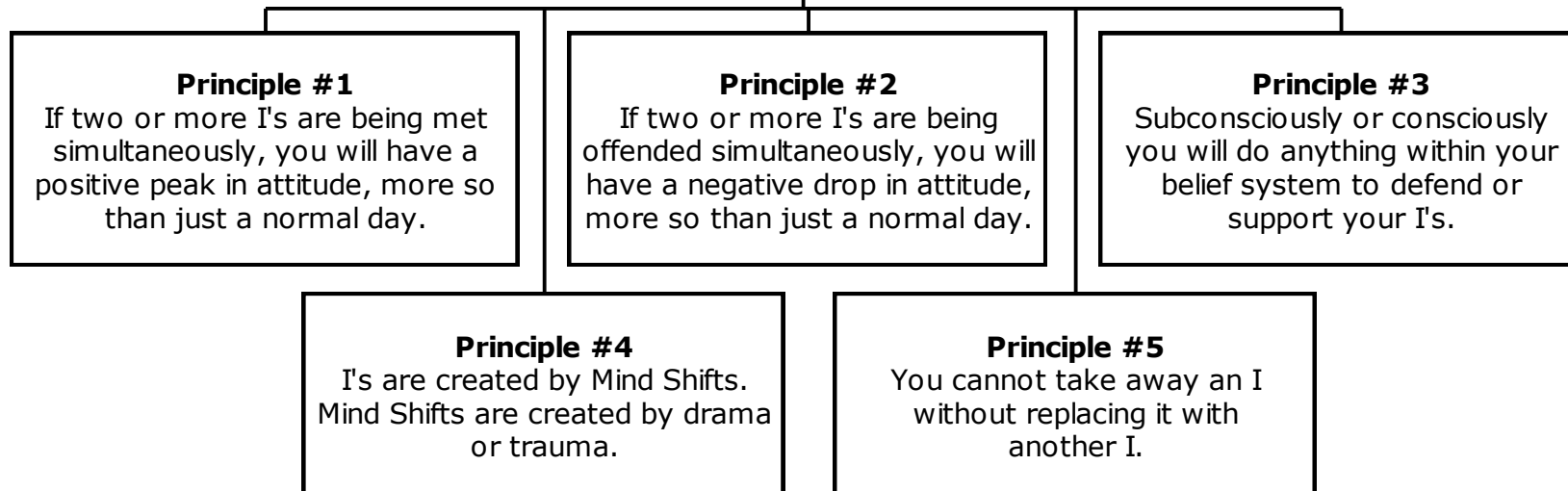
- How many **“I’s”** does your best friend meet?
- How many **“I’s”** does your partner meet?
- When someone offends you or rubs you the wrong way, which **“I’s”** do they violate?
- When you get into arguments, which **“I’s”** are you trying to defend?
- Who is someone you enjoy being around? Which **“I’s”** do they meet?

### **Business**

- When you started your job, which **“I’s”** were being met? Are they still being met?
- Do any of your co-workers, customers, or bosses violate your **“I’s”**? Which ones?
- What do you love best about your career? Which **“I’s”** are being met?
- If you were to start your own company, what would you do? Which **“I’s”** would it meet?
- If you were to retire, what would you do? Which **“I’s”** would be met?



# ***The Law of Importance***



[www.LawofImportance.com](http://www.LawofImportance.com)  
[www.IologyMovie.com](http://www.IologyMovie.com)

**\*I's** stand for what makes you *feel* **I**mportant.