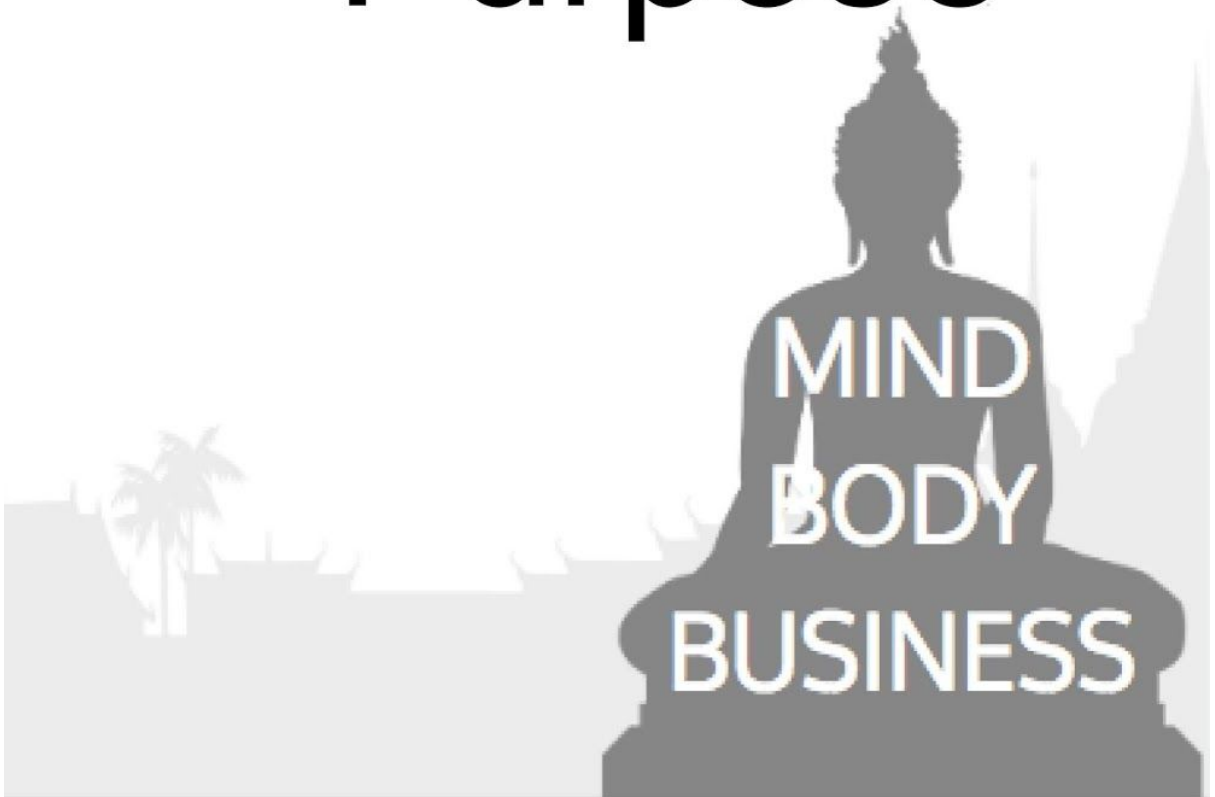




Find Your Purpose



BROOKE FERGUSON, MBA

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Introduction

There comes a point in every person's life where they want something more. They know that they have gone off track, and their life doesn't look (or FEEL) how it is "supposed to". Not by society's standards, but by their own.

Right now, I am going to tell you my own. I reached this point in 2007. I remember it Very Vividly, even though it has been many years since then, it is still deeply ingrained in my brain.

I was sitting outside on a beautiful day on the concrete steps of our home in California. I had been together with my partner for almost five years. I had been running my business for about a year after finishing my MBA, and all looked well on the surface.

But something wasn't quite right.

My eyes followed the perfectly stamped lines in our sidewalk. And, one of them, I noticed had started to crack. It was veering off - going off track - and headed in the wrong direction, altogether. It had lost its way.

Right away I identified with this crack. I knew something felt off track in my own life. I had been unable to identify it for quite some time. At first it just felt mildly wrong. Like how when the crack just started, it was still "near enough" to the correct line. But, the further on and on it went, the greater the divide.

That was the exact situation in my life. I had made decision after decision for my life and my business, and in a chronological way it

made total sense. But, somehow I had gotten too far from my real self. Too far away from the person that I actually wanted to be.

Like you, I had gotten caught up.

Caught up in the Day to Day grind of it all and somehow lost focus on

- Who I was
- What was really important to me
- Having a sense of purpose
- And really feeling alive

I knew I needed to Get Back To My Passion, and get my life Back on Track!

Let me walk you through how I did it.

Remembering Your True Purpose

To begin, I want you to imagine a time when things felt good. When you felt like you were the most "yourself" that you could be. Your life felt like it was in harmony, in sync, and you had a groove.

Try to recall all of the various details of this time. How old were you? What was your job? What was your daily schedule like? What was your mindset? What did you do for fun? How did you spend your free time?

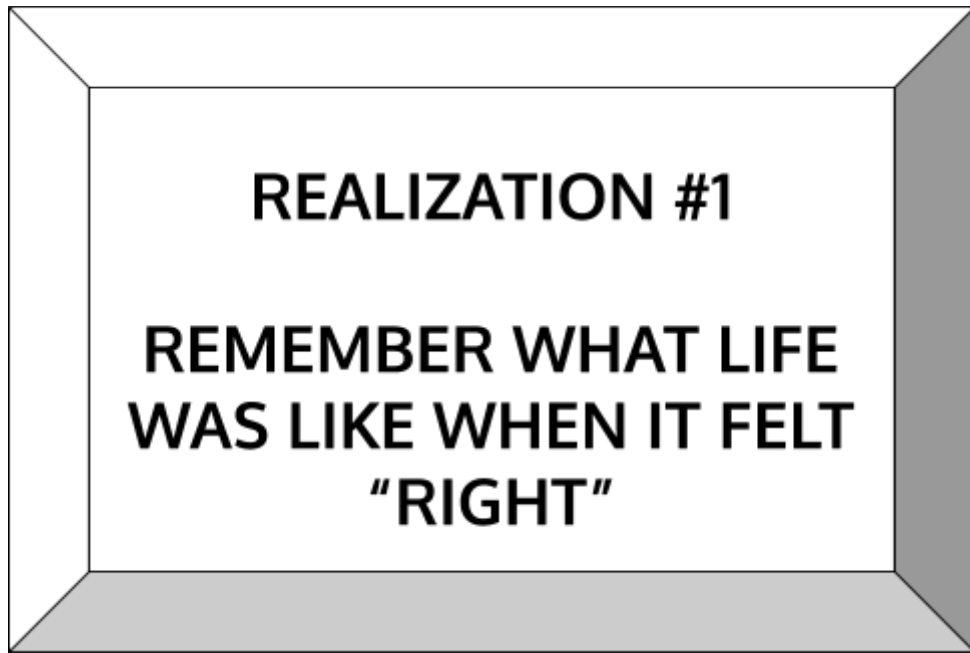
The key to this first part is to remember when things were going well for you.

Here is why:

When you have lost something, it is easier to retrace your steps and go back bit by bit to determine when it was that you had it. This is MUCH easier than trying to create something from thin air, or summon something into existence. Let me explain.

If you have lost your keys, you go back, bit by bit, place by place to all of the places you have been since you last drove your car - because, obviously, you had your keys then. You do not hire a taxi, drive to the dealership, and have them order you a new key. That would be ridiculous. You simply go back in time and find the darn thing.

And that is exactly what we are going to do now.



Take out some paper or your computer and type up as many details as you can from this time period, being sure to answer the questions asked above.

After you have finished, I want you to be brutally honest about where you are Right Now. Write it down.

How old are you? What is your job? What was your daily schedule like today? What is your mindset now? What do you do for fun (do you do anything now for fun)? How do you spend your free time now?

As we get older, yes, our lives need to change. A bit. But, not entirely. The moment that we give up our authentic selves, we also begin to lose our own identity. The gap you see from the first scenario where you were young and carefree and happy, versus your current reality, is like the chasm I saw between the sidewalk crack. It had simply gone too far.

Next, I am going to tell you How You Can GET IT BACK.

Finding Fulfillment

Each of us has our own idea of the lifestyle we want to live. This is not the make-believe one that society pushes down our throats. This is the actual lifestyle you have that makes you feel fulfilled, *inside*.

In my case, I had accidentally gotten onto society's life track, instead of following my own. I knew on some level that something wasn't right because it simply felt "Off", but, like, every single day. I had a certain life on paper, but when it came down to it, it was not the life that I had really wanted. It took a lot for me to realize this, and that day, staring at the sidewalk like a crazy person, I finally got it.

TRUTH SMACK:

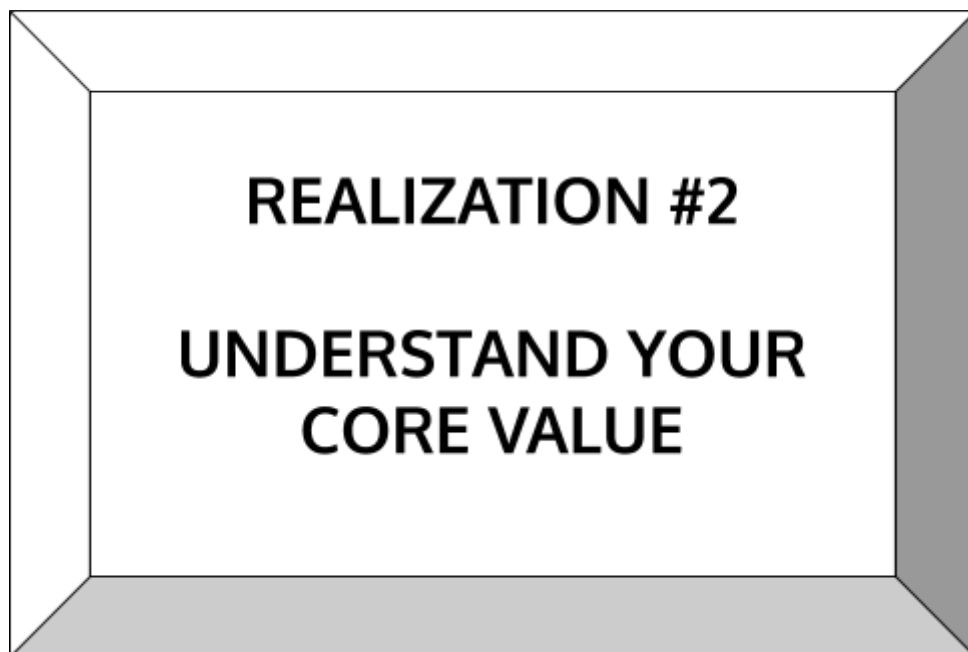
YOU ARE NOT HAPPY BECAUSE YOU CHOSE TO BE CONVENTIONAL
INSTEAD OF UNCONVENTIONAL



Oops. I was right. I had to hit myself with my own Truth Smack. Never had I ever actually been conventional. I had never bought into the traditional life of burying myself in debt and having 2.5 kids, and obsessing about whether or not my boyfriend was going to love my cooking that night.

The truth smack was that I had become someone that I wasn't. And that was the difference I was feeling.

After that, the bottom dropped out. I had admitted it to myself, and I knew something needed to change. I remembered back to the time in my life that I felt most free and alive. I traced my life back to that time and could easily see the huge gap of a difference that my life had now become. I was 31, in a boring relationship with a depressed workaholic, living in suburban home, and waiting for my ten year life sentence to be up. I had an agreement with my boyfriend that in ten years we would sublet our home and move to Thailand. We both really loved Thailand and the last time that I was there was one of the best experiences of my life.



After I had retraced my life back to the point where things "Felt Right", I had determined another gem. I was following my main Core Value.

In my work, I have helped many of my clients to stop what they are doing and assess their values. In my experience, each individual has

one key value that they hold dear. It is how they base all of their decisions, how they live their life, and essentially, the one thing they will hold on to even when they die.

For me, my core value is Freedom.

Freedom dictates every single decision I have ever made in my life, ever. And, when I make life choices based on this concept, I feel the most alive. I enjoy my time the most when I am doing something where this value is ever present.

What is your Core Value?

Look through this list and identify your top Core Value:

Achievement	Happiness	Productivity
Adventure	Health	Relationships
Approval	Helping others	Relaxing
Aesthetics	Honesty	Respect
Authenticity	Humor	Results
Autonomy	Independence	Risk taking
Balance	Ingenuity	Romance / love
Change	Integrity	Routine
Community	Intelligence	Security
Compassion	Justice	Service
Connection	Kindness	Spirituality
Creativity	Leadership	Status
Education	Loyalty	Success
Efficiency	Money	Teaching
Fame	Making a difference	Teamwork
Family	Passion	Tolerance
Freedom	Peace	Travel
Fun	Personal growth	Trust
Giving / Generosity	Power	Winning

Living On Purpose

Right. You found it. That one little word. Probably wasn't even that difficult for you. It just leapt right out and grabbed you, right?

WHY?

Because it is *Meaningful*.

And, therefore, it is significant. I realize you already know the meaning of meaningful (lol). But, what I want you to do is have a quick look at the other words around it. The synonyms...

mean·ing·ful

/ˈmēniŋfəl/ 

adjective

having meaning.

"meaningful elements in a language"

synonyms: significant, relevant, important, consequential, telling, material, valid, worthwhile

"a meaningful remark"

- having a serious, important, or useful quality or purpose.

"making our lives rich and meaningful"

synonyms: sincere, deep, serious, in earnest, significant, important

"a meaningful relationship"

- communicating something that is not directly expressed.

"meaningful glances and repressed passion"

synonyms: expressive, eloquent, pointed, significant, meaning; More

Most of us do not wake up every morning and shout: "TODAY MY LIFE IS GOING TO BE MEANINGFUL!!" at the top of our lungs.

But, we do think about it (read: all the time). In fact, we are looking around the world trying to pick up these synonyms like we are playing a video game and collecting gold coins. We look for them in our work, our friendships, our relationships, our free time, and mostly, as a grounding rod to know that we are doing something worthwhile and on our way to leading a meaningful life.

We look for things that are:

- Significant
- Important
- Sincere

Because we want our life to feel:

- Relevant
- Consequential
- Valid
- And Worthwhile

And, even though you don't jump out of bed screaming it every single morning, doesn't mean that you aren't secretly searching for it and subconsciously measuring this Every Single Day.

This is why we have moments like I explained there, on the sidewalk. We have moments where we don't recognize our life anymore, or who we have become, because we have been keeping these subconscious tabs on our own lives. We do this because we know that we have a core value that we are measuring ourselves against, and we want ourselves to stay on course.

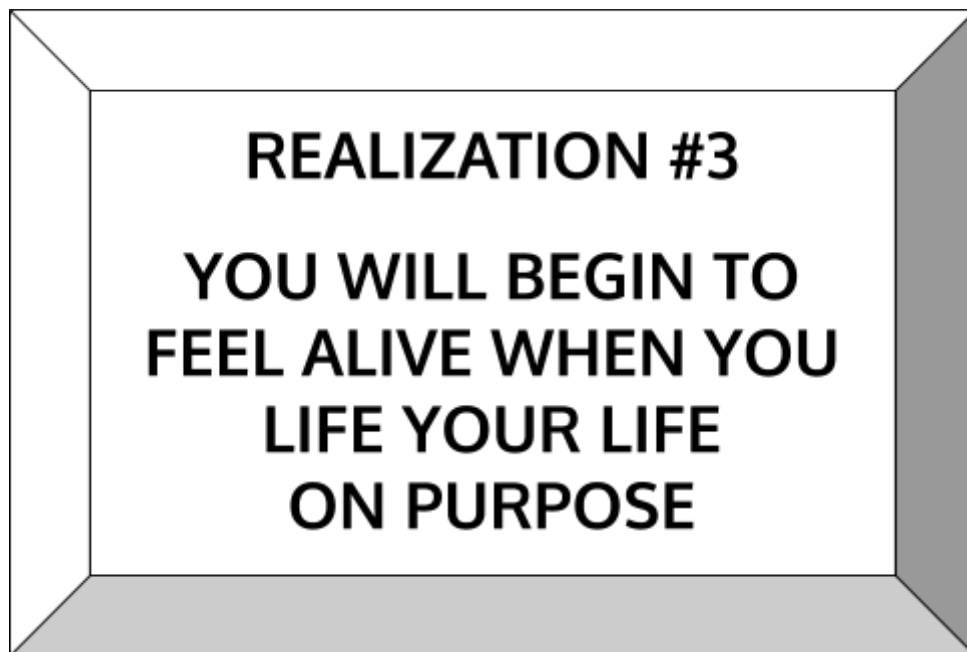
To me, and in my line of work, figuring this out about my clients is Paramount. Once I know this one little word, I know and understand every single thing about them. I realize what drives them. I get why they make the decisions that they do, and I understand what they are up

against. But, me knowing it is not as beneficial as them knowing it, or You knowing it now.

Because, not only is it the core value of your life, it is also the Vision you have for your life, and your life's work.

Your Vision is Living Your Core Value.

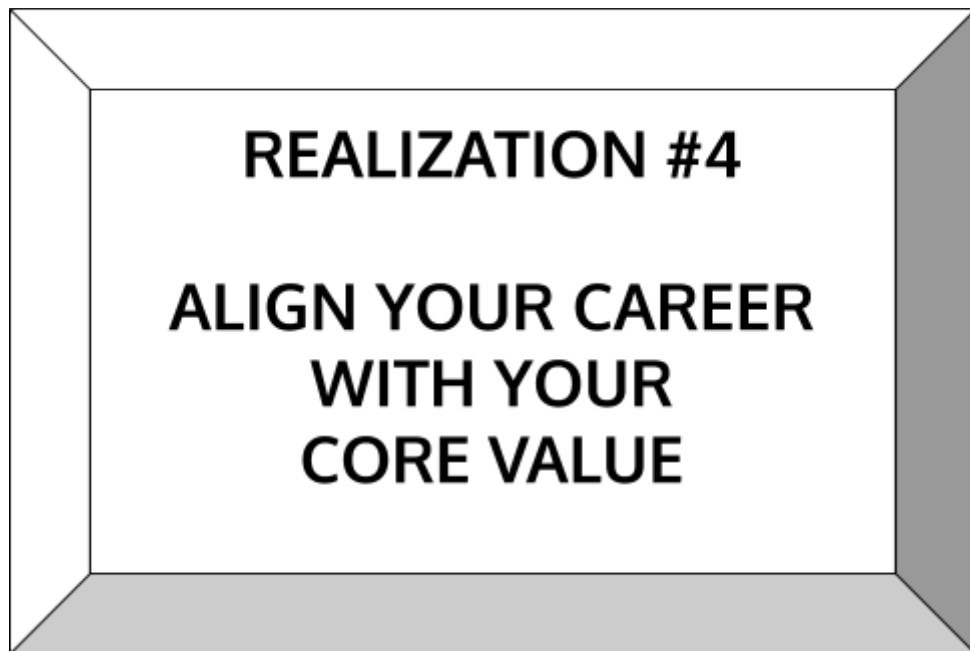
It is how you see your "best self" living, how you feel alignment (and "alive-ment"), and how you will successfully reach your true potential. When you are living out this value, and once you wake up to how important it actually is, you will get your mojo back for life.



Enough said. Let's really rock out and get you living your Core Value in your work life. Time to get that fire back into your belly!

Find Your True Purpose

Let's get right to it: Your True Purpose Is Helping People Achieve Your Core Value



Truth Smack Time!!!. It is a long one, kind of a Double Smack!

TRUTH SMACK:

YOU WILL BE SATISFIED WITH YOUR LIFE WHEN IT IS A REFLECTION OF YOUR CORE VALUE. YOU WILL BE SATISFIED WITH YOUR CAREER WHEN YOU ARE HELPING OTHERS TO OBTAIN YOUR CORE VALUE.



OK!

I think you've got it!

Once you know it, you have it, you see your life unfolding that way, you feel like you are living on purpose, and you want to share your joy with other people. THIS is the feeling that we all are after. Once you have that cake, and put some icing on the cake!

And... Last but Not Least...

Ask For Help

Now we just have to make a plan to get you there. Obviously, you want to:

1. Have a sense of Purpose
2. Feel Fulfilled
3. Feel Alive
4. Reignite Your passion for what you do
5. Get your Mojo Back

And, we have identified how to do that. But, the most important part is not just thinking about it. It is Doing about it.

We have found you on the map. And identified the bridge, and what you want is on the other side of this bridge. Your next mission is to cross that bridge.

THIS is where A LOT of people get stuck. I see it every day! The business owners I work with have (YAY!) finally figured it out. But, then something awful happens. They freeze up.

Somehow the shock of the reality makes them turn into a statue. Me being me, beaming back in, I am there looking at their stature RIGHT IN FRONT OF THE BRIDGE shouting, begging them...

"JUST CROSS THE BRIDGE!"

But, there they are, being super statuesque.

Last time I left them they were pumped. Their gear was packed. They knew what their Thing was and they were gonna go get it.

So, what happened???

Well, In my experience working with extremely driven people is this: Hit them with a Truth Smack too hard, and they get [Analysis Paralysis](#). Let's have Wikipedia explain:

Analysis paralysis

From Wikipedia, the free encyclopedia

Analysis paralysis or **paralysis by analysis** is the state of over-[analyzing](#) (or over-thinking) a situation so that a decision or action is never taken, in effect paralyzing the outcome. A decision can be treated as over-complicated, with too many detailed options, so that a choice is never made, rather than try something and change if a major problem arises. A person might be seeking the optimal or "[perfect](#)" solution upfront, and fear making any decision which could lead to erroneous results, while on the way to a better solution.^[1]

Has this ever happened to you?

You suddenly are right there, at the precipice, staring at the bridge, and you totally lose your shit and freeze.

There are some reasons why I think this happens. People are afraid. They are not scared of the bridge, per say, but they are afraid of what is on the other side. They are afraid, well, really, to know what that feels like, because they are quite sure it will feel much different. And, while they know it, they feel it, they are sure that they want it, there is still a little freaked out voice inside shouting at them to...

"Stoooooop!"

This is actually why I have a job.

It is my job to talk to that voice. To reason with it. To logic it to death. That voice is really bad with logic because it is only based on emotion, so I hit it with Truth Smack after Truth Smack, and get you onto the bridge.

Sometimes we are unable to Truth Smack ourselves. And, we require somebody else to do it.

There are loads of Truth Smacking professions out there, ranging from Nutritionists, Personal Trainers, to Lifestyle Coaches and Business Consultants. We all want the same thing for our clients, we want them to be healthy and we want them to succeed.

A lot of times, it is important to realize where you are stuck, and get some help breaking out of the Analysis Paralysis so you can simply Get The Job Done. You know you will be happier on the other side. I don't need to convince you of that.

And, now, I want you to repeat out loud to yourself:

I can do this.

Repeat it again:

I Can Do This.

And lastly...Scream it to yourself!

I CAN ACTUALLY, REALLY, TRULY DO THIS!

People Hide Their Purpose on Purpose

One of the things that I do in my life is that I dig for information. Sometimes this can be difficult for me when I am dealing with humans.

Here is why:

Humans like to bury their truth.

What? They LIKE TO DO IT?

Yes. Check it out.

I was recently having a long-ish conversation with my sister and I was trying to get to the bottom of how people make decisions. More specifically, I wanted to know in her life what drives her. And, how she makes her decisions. Mine has always been Freedom, and we both know and realize that, but I had no idea what hers was.

I am a very straight forward [INTJ](#) on the Myers Briggs Type Indicator, and my way of communicating is to know something, spit it out, and get straight to the point. I am not a walk down a flowery lane. I am a Star Trek beam in, do the job, and beam the F out.

What I would love is if everyone else in the whole entire world was this same way, but, the majority of human beings are much more layered. They initially think and worry about what others will believe about them, so oftentimes, they keep their true self buried, or, just under the surface. They have been busy trying to live a life full of meeting society's expectations, and haven't had a whole lot of time to understand themselves, know what makes them tick, and understand why they have an emotional reaction to various situations in their life.

OK, enough psychobabble, let me give you a real life example. Back to my sister. She has a not-nice-nosy-neighbor that was trying to trash talk her. Our talk went something like this:

ME: "So what happened then, this guy just started gossiping about you behind your back?"

SISTER: "No, it was right in front of my face! After he told my friend what he thought about me--fully knowing that it would get back to me--he said the same thing right in front of me! When my husband and I ran into him he made jokes about it right to my face."

ME: "Wow. I wonder why he would do that."

SISTER: "I have NO idea, but it was super annoying."

ME: "Ya. Can I ask you something totally off topic?"

SISTER: "Ya."

ME: "OK, you know how people are driven to do certain things in life?"

SISTER: "Like?"

ME: "Like they want to have a big house, or they want to have certain things?"

SISTER: "OK?"

ME: "Well, I am just curious, because I think that we all have this Thing. This Thing that drives us. For example, mine is Freedom. I am curious, what is yours?"

SISTER: "Well, I am not sure, I mean I never needed a big house or to be flashy or anything..."

ME: "No, I mean for you. Like what is your "happy spot"? When do you feel like you are most aligned?"

SISTER: "Well, I guess I would say I am very Relational. I like it when I have my friendships or my work people in my life and I can have them come 'round to my house. Or, I can see them at work meetings and feel like we have a strong rapport. I love selling boats because I feel like I am helping them to have some more fun and joy in their life. I really love it when all of this comes together and I feel like I have sped up the process to help them get everything they need much faster."

ME: "OK, so I am trying to get down to just one word. I understand that you like to help people, and you like to have people feel good and comfortable around you. Also, that you want them to have a good experience. But, for YOU, what is it that you most crave. When you are at your happiest, what is it like?"

SISTER: "Well...I guess...it would be when I am at my home, cozied up with my dogs. And, I have my nice flowers growing and my view of the lake. I think it is really relaxing, and I feel really content."

ME: "If you had to give that experience one word, what would it be?"

SISTER: "Hmmm. I guess it would be HARMONY."

ME: "Got it. So, that is your Core Value. That is what you strive for in your own life (your vision). And, it is also what you want your clients to experience from your work. You want them to have a harmonious experience, and also once they receive their boat - they get to have that experience. AND..."

SISTER: "Uh Huh"

ME: "It is also why you are so upset about that bad neighbor guy. He was not just gossiping. He was trying to disrupt your harmony!"

SISTER: "Omg you are so right."

OK, so let me go over this a bit more. Your Core Value is your "Thing". It is what internally defines you. It also helps you to define the vision of your life, how you want to live. And, if it comes in jeopardy, you will react like a panther protecting her kittens. You won't stand for it.

If, however, all is going well and feeling awesome in your life, you are experiencing alignment with your Core Value, and you see how your future is lining up = YOU FEEL GREAT! Your Mojo is rockin' and you can see the path laid out before you.

The icing on the cake is that you get to spend your work time gaining super extra Mojo Points by sharing your Thing with other people and having them enjoy the experience, too. This is your way of connecting

with the rest of the world that has similar views, viewpoints, but, most importantly, values.

Let's Review:

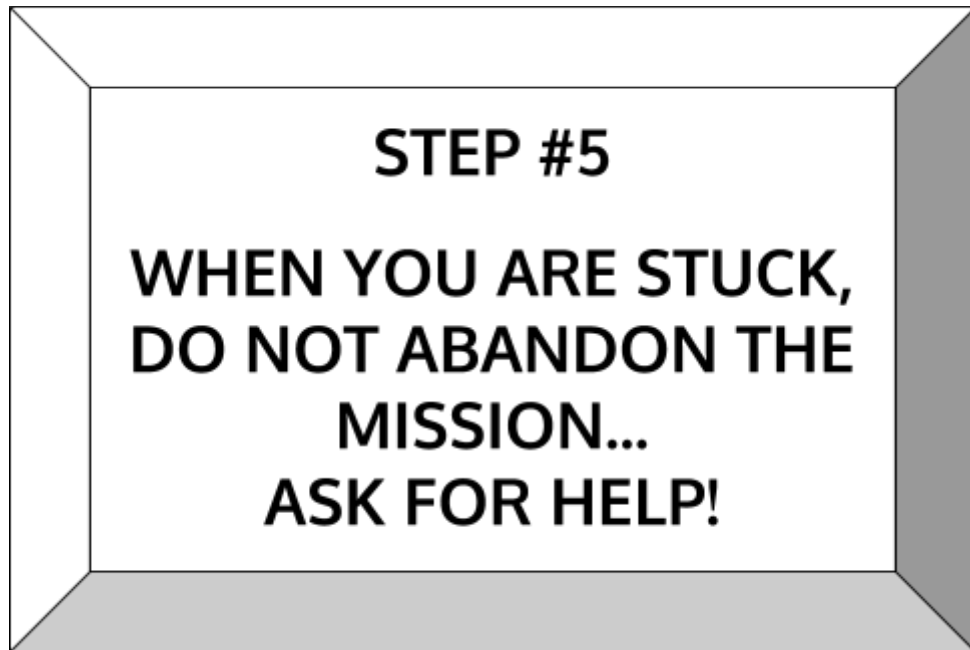
To find the Core Value in my life, I need to Identify What I actually Want, Determine Where I (actually) Was, And Recognize What I Really Wanted, and Realign my Life and Career to it. I needed to...

- Go back to a time when everything felt "right"
- Determine what my Core Value was
- Realize that I had somehow gotten "caught up" and strayed away from it
- Adjust! I needed to change my current situation to re-align myself with the vision I wanted for my life
- Realize that my Mission Is Helping People Achieve my own Core Value
- Make sure that my career was a reflection of this, AND that my clients wanted the same thing that I did

You now have the tools. You have identified everything that you need to know and understand where you have been stuck. You realize what you want and what you need to do differently to get the results that you require. And, guess what?

Now you are going to go and do it!

If you need some help or if you are feeling stuck, you know where I am. I can help you break through the Analysis Paralysis, and get it going. I can Truth Smack that little mean voice in your head that is afraid. And we can get you there together.



Getting to your goal will require work, and oftentimes it requires an objective thinker. When ships in the sea plot their course, they rely on devices that are mathematical and precise. They do not rely on where they “feel” they should go. (Or, they would probably never get there.)

We use your feelings to identify what it is that your values are, and we enlist your logic to get you there. When making a major change in your life, you will most likely:

- Never feel like doing it
- Feel like it is wrong
- Feel awkward or that you will do it wrong
- Be afraid of it
- Have to convince yourself on a regular basis that you are not insane

We have all been there. And, I don't doubt that you have been there before and pushed past it. The truth is...

I ALREADY KNOW THAT YOU CAN DO THIS.

You just might need some additional tools to get there. Let me meet you there, before the bridge. We can unpack and repack your bag and get you going. Then, you will break out of that statue and get going towards the life that you REALLY want to live. The one that deep down you have already admitted to yourself. The one that you know is authentic to you. Let's get you going.

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