



What is your Life's Purpose?

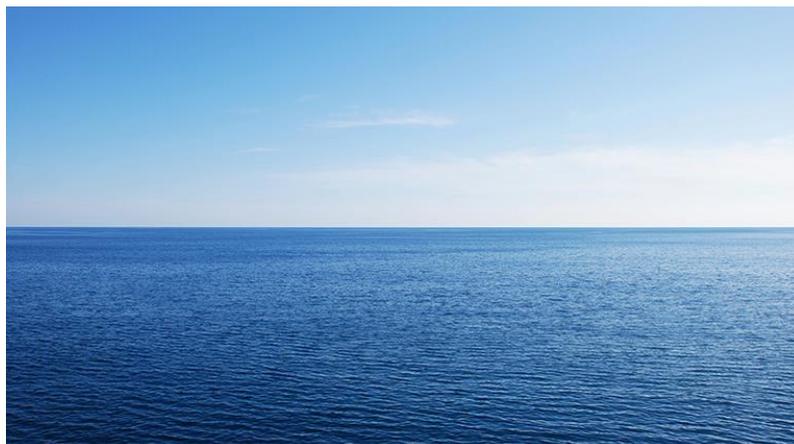
In a time of uncertainty and vulnerability, we often ask ourselves are we happy with our life, and what is our life's purpose? Answering these simple five questions can help you on your journey of figuring out your life's purpose.

1. **Who are you?**
2. **What do you love to do?**
3. **Who do you do it for?**
4. **What do they want or need?**
5. **How do they change or transform as a result of what you give them?**

Examples:

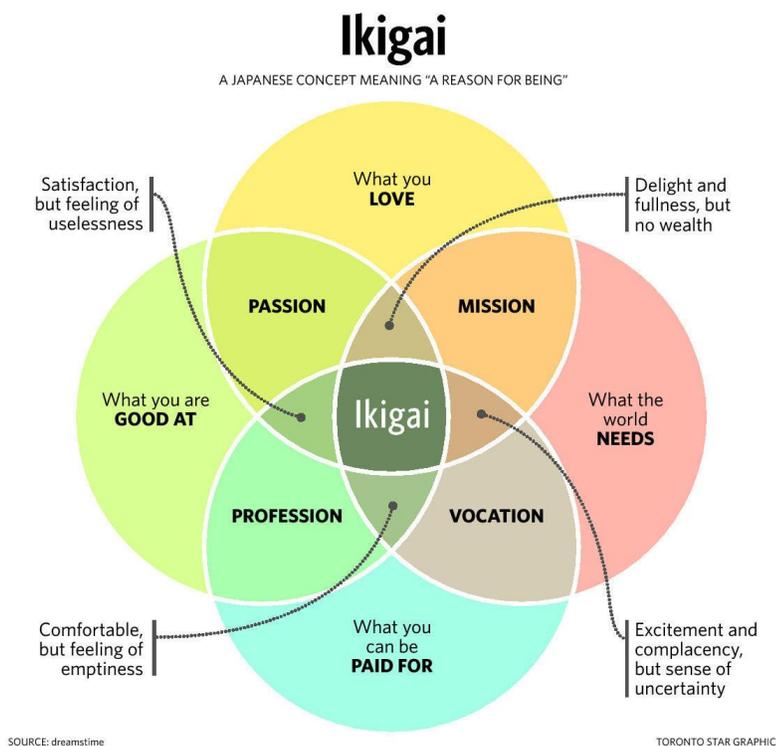
- I serve my patients, students, and family/friends with love and kindness to better and transform their lives.
- I write books for children, so they can fall asleep at night, so they can have awesome dreams.
- I design apparel for men and women who need affordable choices, so they can look and feel their best.
- I train entrepreneurs and creative people to take decisive actions, so they can get their greatest work into the world.

Source: <https://youtu.be/vVsXO9brK7M>



How to Ikigai

- Definition: **Ikigai** is a Japanese concept that means “a reason for being”. The word refers to having a direction or purpose in life, that which makes one’s life worthwhile, and towards which an individual takes spontaneous and willing actions giving them satisfaction and a sense of **meaning** to life.
- Ikigai focuses on four things (the magical roadmap): (1) Do what you love; (2) Do what you’re good at; (3) Do what the world needs; (4) Do what you can get rewarded for.
- Ikigai is a verb/action: (1) To serve; (2) To create; (3) To delight; (4) To nourish; (5) To provide; (6) To teach; (7) To heal; (8) To connect; (9) To build.
- Ikigai = time affluence + your gifts + rewards



Sources: <https://youtu.be/pk-PcJS2QaU> ; <https://en.wikipedia.org/wiki/Ikigai>