



Goals of

Passion

.....
The definite guide to setting GOALS you will
love to ACHIEVE!

AYSE DURMUSH

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AS SEEN IN



Welcome

ABOUT AYSE

Ayse has worked with multiple Fortune 500 companies around the world, saving them hundreds of millions in revenue.

She offers a unique mix of mindset and business consulting which has also impacted 1000's of startups and entrepreneurs worldwide.

Ayse has also worked and trained with some of the biggest names in business and personal development including Richard Branson, Tony Robbins, Deepak Chopra, DavidJi, Abraham Hicks, & Gabby Bernstein.

Ayse is not just professionally trained, she has worked her way from the bottom to the top in a range of roles including bar manager, secretary, commercial producer, and voice over artist she brings a unique first hand experience to her consulting.

But all that switching roles in an attempt to find something she loved and overworking finally led to life saying ENOUGH and forced her to take stock.

Ayse launched her business in 2015 after waking up paralysed and being told she was incurable. This was the moment that sparked a deep desire to take care of herself and live life on her terms.

This WTF moment led to a personal growth pilgrimage that transformed her body, mind, business and spirit.

It took just 6 months to cure her paralysis and within a year she was healthier and happier than ever, even going on to lift over 930 lbs on the leg press.

Her extensive and unique experience in both professional and personal transformation means she knows exactly how to ensure both you and your business are thriving, regardless of the circumstances and diagnosis from others.

Seven years on, running a mission-driven business that helps people manage their self-care and build a thriving business without losing themselves in the process.

If Ayse can do this with what she went through, imagine what **YOU** can do with her help.

AYSE DURMUSH
THE TRANSFORMATION EXPERT





“

Nothing makes me happier than seeing my people excel.

It brings me so much joy knowing that working together can transform the lives!

I live and breathe that transformation!

”

Ayse Durmush -
The
Transformation
Expert

Some Client Wins



Sandra Kern, Entrepreneur

When the pandemic hit my business collapsed. I was really at a loss as to what to do. I was stressed and panicked! Then I heard about Ayse's training I knew instantly it's what I needed. I bought straight away and got to work.

And I am so happy I did. Her training helped to give me the tools I needed to manage my stress better, rebuild my self belief and fall in love with my business again.

The clarity helped me to not only focus but helped me pivot to a new business model. If you're hesitating, don't Ayse helped me through the most difficult of times.

I can't thank Ayse enough.



Sara Woolley, Executive Life Coach

Before working with Ayse, I was spinning my wheels in my business. For months I had been trying to work out what was wrong and couldn't come up with a solution. I was working all the hours God sends but money seemed to be flowing out of my business and barely coming back in. I was panicking that with that continued rate of loss I would have had to get a second job just to pay my bills.

But Ayse changed all of that. In just a few months of working with her I was able to plug the gaps in my business and come up with a sustainable plan that gave me drive, focus and clarity. Her ability to see the big picture and how all the pieces come together was huge. She's only little but she's a powerhouse and I'll be forever grateful for her help and support.

Some Client Wins



Martina Clay, Online Coach

I had lost all hope in my business. After years of trying coaches and mentors and training I just never seemed to get anywhere. I was always in a famine and feast cycle, living from one contract to the next and it was exhausting. I came across Ayse from a meditation app and loved her approach to mindfulness.

Working with Ayse was hands down the best investment I made in my business. She helped me to restructure how I ran my operations and I went from 3k months to 6k in just 90 days. Now for the first time in 7 years I'm excited to go to work everyday and I'm already on track for my biggest launch yet. All I can say is, if you are on the fence, leap off, Ayse has a magic touch that will transform your business.



Isabella Mancini, Interior Designer

It's only looking back on where I was I realize how far I've come. A year ago I was sick, broke and miserable! Every day was a struggle for me to get up and start work, even though I was doing something I love. I started to hate my business. It felt like a chore rather than something than a pleasure and I was desperate to change that. Having someone with so much expertise and knowledge, just come in and clear so many things up for me was revolutionary.

I had a huge wakeup call. The changes I was able to make, helped me to fix my income and manage my stress. So today I am proud to say I am on the mend, I have a sustainable monthly income and I am loving my work again.

Some Client Wins



Charlotte Pierla, Online Business Owner

I had tried multiple business models over the years. I had an e-commerce store, I tried dropshipping, Amazon, low content books even PLR. Whilst everything worked for a while, I struggled to make any of those businesses work long term. It was only when we worked with Ayse that I realized the fundamental issue with my business all along was that it wasn't my purpose.

I was chasing the money and sabotaging the business in the process. Working with Ayse meant I got so much more clarity on what I needed to be doing and truly I can say today that I love my work and could not have done this without Ayse's guidance.



Tammy Knutson, Executive Coach

I was ready to give up, it seemed like everything I tried worked for a bit then I'd get bored and try something else. I was that quick fix kinda girl. Always looking for the shortest route possible, even though we all know that's not sustainable long term. I had reached a stage in my coaching business where I beginning to dread speaking to clients.

I was working all the hours but was struggling to make ends meet. When I decided to work with Ayse, she immediately took stock of my business and helped me not only structure an easier way of working but her mindset work meant that I began to love my clients again and they obviously felt the shift.

One client who had been paying month to month suddenly invested for a whole year of coaching. I am so grateful our paths crossed. I don't know what I would have done without Ayse's support.

SOME CLIENT SUCCESSES



Alexis fell in love with her career again and got promoted to a role making over \$200,000 per annum.



Emani rediscovered her passion and is now living her dream of traveling the world as a full time digital nomad whilst her business continues to grow.



Lin took over the family business and successfully diversified, going from \$8,000 months to \$12,000. Making more money than her family did previously.



Emma won a huge corporate contract taking her income well over the \$150,000 mark for the first time ever.



Ryann was on the verge of returning to her old job but successfully turned her business around in just 3 months. Now she'd never dream of going back as her business continues to grow month on month.



Elena turned her side business into her main source of income in just 4 weeks and is currently making \$4,000 a month and is well on her way to \$10,000k months.



Marti successfully negotiated her first ever corporate deal and went from \$2,000 months to \$10,000 months in a matter of weeks.



Jane's inner work led to her finding the courage to leave an abusive relationship of 15 years and is now happily remarried to the love of her life. All whilst growing her business.



Tamsin healed her issues with self-esteem and lost over 30lbs in excess weight in 3 months. She's happily on the road to her healthiest weight ever and her business is making more money too.



Some Client Wins



Working with Ayse has been a blessing for me and my business. She was knowledgeable and understanding and helped me get through when I was ready to give up on my business. I can't thank Ayse enough for helping me.



Hannah Van Dijk
Beauty Brand Owner



Having worked with coaches and consultants for many years, I know what to expect. But Ayse was exceptional. She was professional and approachable. And helped deliver solutions which completely transformed my business.



Tomas Hansen
Entrepreneur



I am so grateful to have had the opportunity to work with Ayse. Not only she help me get clear on my what my business needed. But she also challenged me to grow my business in ways I hadn't thought possible. She always found solutions to some problems I had had issues with for years and her skills are second to none and I hope to work with her again in future.



Andrea Nilsen
Boutique Owner





HOW TO USE THIS BOOK

Possibly the biggest question we ever ask ourselves is 'why are we here'. The truth is as unique to us as our fingerprints.

You can either take the approach of reading end to end or if you prefer you also have the option to just dip in.

I have also included the 5 Why process as the quickest route to answering your why's. But the ikigai approach will dig deeper into your motivations and bring joy to your day.

I personally work through both methods when I have new goals and ambitions that I want to achieve.

The combination of the two is what ultimately led to me making so many of my dreams come true, because I really tapped into my reason for being and my why's

I hope you find this book useful! And don't forget to share your story with me at the end of this book.

SECTIONS

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NEXT STEPS

01

HOW I GOT
HERE

01



HOW I CAME TO THIS POINT

After years of over working, over committing and not giving enough time and love to myself - my body shut down.

I woke up one day completely paralyzed from the neck down.

Alone, laying in the darkness I had a lot of time to contemplate what I truly wanted my life to be.

At the time I was a successful senior marketer working for one of the largest financial institutions in the world.



I had more money than I needed, I could buy pretty much anything I wanted without worry. But I wasn't happy. I had a 3 bedroom house I wasn't living in, I had been split from my ex-husband for a while and going through a nasty divorce and I was working all the hours I could to keep my mind off just how miserable my life was.

No amount of money, or things could fill the gap in my life. The gap that was a lack of self love and not following my path.

That moment of paralysis was one of the scariest periods of my life but it was also the catalyst to the irrevocable change that came.

Doctors told me I was incurable and would have to live with the risk that I could collapse at any moment. I refused to believe them and set out on my journey of healing that changed the course of my life forever.

Happily I have proved the doctors wrong and turned my life around. During my self-discovery I stumbled across another side effect.



knew I needed to find my path. I knew that if I went back to doing what I had been that I would again find myself paralyzed somewhere and the cycle would repeat.

Determined to live life on my terms I went deeper into my personal development journey and discovered that I had dreams I was holding back on.

Dreams of:

- Traveling the world
- Writing a book
- Losing weight
- Dancing at the Notting Hill Carnival
- Visiting Thailand
- Training with Olympians

And a whole bunch of other things that I could go on and on about.



Once I finally listened to the dreams I wanted to experience they became my WHY.

Those WHY's helped me to reverse engineer what I needed to do to make them come true.

And yes, I made every single one of those dreams a reality and so many more using the tools in this program.

I know these tools will work for you too, if you follow the path I have carved out myself.

Wising you all the best on your journey!

Much love
Ayse

02

INTRODUCTION

02



INTRODUCTION



WHAT IS IKIGAI?

"Iki" means 'life' and 'Kai' (pronounced gai) means 'reason or worth'

So the literal translation of Ikigai is 'life reason'. Very similar to what is called 'Dharma' in sanskrit. Life purpose or life meaning, although it is often said that there aren't words in the English language to truly grasp the driving force of ikigai.

But we do know that at it's core is passion.

What are the benefits?

As a concept Ikigai is your path. The way of life, the journey you are on rather than the actual destination.

When you consider your dreams with this lense, suddenly the focus shifts from this huge life purpose question and it becomes more of a question about the quality of the life you are living.

Therefore, the benefits of ikigai are a daily joy, happiness and general life experience you will treasure.

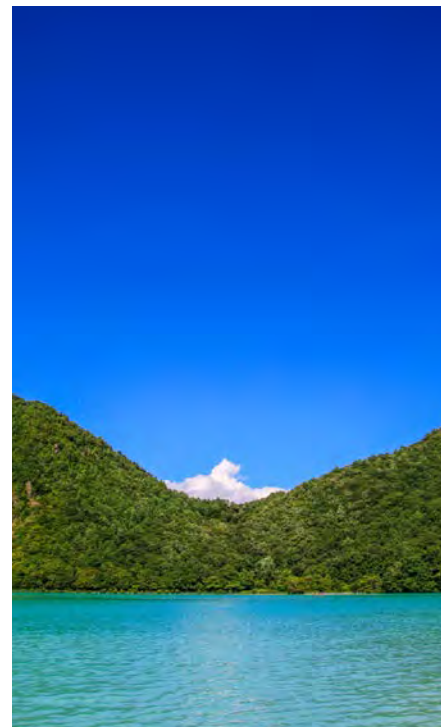
Talk about win win!



This simple approach to your life ambitions will transform your day like nothing else. It will empower you, drive you to wake up each morning and go about your day with a passion unsurpassed.

How amazing does that sound?

So let's get into it, how do we apply the principles of ikigai into our lives to help drive us toward living the life of our dreams?





***There is no
path to
happiness
happiness is
the path.***

Buddha





01 Happiness & Motivation

Imagine your day starts with you waking up excited, you know that today is an opportunity to move forward with something that you have been longing to do. But this isn't just a one off, it's every day! Imagine how amazing that would feel!

No more morning blues, or pressing snooze ever again! It's no myth, it's absolutely possible, with a little reconditioning this could absolutely be your reality too.

As an example, if one of your passions is dancing and you get to enjoy a little dance at some point in the day, no matter what comes your way - you have your dance to look forward to.

If you are able to act on your passions daily, no matter how big or small the quality of your life will be so much better than waiting to do the things you love.

That's how I spent a huge chunk of my life, keeping things for best, waiting until things were perfect, waiting for my partner to want. to experience the same things. And guess what, nothing changed. Until I took matters into my own hands and did what I wanted to do!

Take time each day to do something you love and you'll find yourself going to bed with a smile on your face.





02 Balance & Guidance

Life is always going to be full of challenges but living life through the lense of ikigai can have a huge impact on how you experience those challenges and how you navigate through those difficult times in future.

So there is nothing we can do about the external world, we will all experience loss and failure at some point, and there will be circumstances that are out of our control that can really throw a curveball at us. Thank you Covid19!

Whilst ikigai can't stop difficult things from happening in our lives it can certainly ease the pain. It does this by helping us appreciate the balance in our lives.

Because it's when these difficult times strike that our passions pull us through. Our passions work as a way of guiding us out of pain and darkness even if just for a short period of time.



As often happens during difficult times, events seem to align and you find yourself in the most perfect place.

For me I was stressed, sick, exhausted in an abusive relationship and running as far away from life as possible. It was then in an effort to find healing that meditation found me.

Alone, in a foreign country and desperate for help. I just wanted some human contact and booked myself into a retreat that was due to take place that weekend.

I had no idea what I was stepping into but it was one of the most transformative experiences of my life.

Learning to meditate and practicing daily seemed to wipe the slate clean not just mentally and emotionally but physically too.

It's a practice that led me training as a meditation teacher. My work featuring alongside the Dalai Lama's and over 70,000 downloads.





03 *The secret to longevity*

It is also believed that ikigai is the secret to a long life

Its not so far fetched when you consider Japan has one of world's highest population of centenarians and that Okinawa is a "Blue Zone - one of the few places on earth where the habitants have much higher longevity rates.

Have a watch of Dan Buettner's TED Talk "How to Live to Be 100+" for some inspiration on the next page!

In fact in his talk he explains that the secret to a long life is down to a combination of diet, exercise etc but ikigai plays a large part too,

How to live to be 100+





04 Do we all have it?

The Japanese believe ikigai exists within all of us and is as unique as your fingerprint.

It's entirely unique to you, it's possibly another reason why no one externally can make you happy ultimately. True happiness comes from within.

Ikigai is personal to you and is a reflection of all you are, all your morals, self-esteem, what holds meaning to you and ultimately what brings joy into your life.

There is no right or wrong path with ikigai, you simply use your passion as a guide to the next step to take.

Ikigai is not about end results it's about the passion that keeps you on the long winding path.

As you travel that path you grow and slowly transform but you do so loving the process.

Again ikigai is personal to you, it could be something as simple as tending your garden daily that brings you joy or maybe it's becoming a global artist.

True ikigai has no boundaries, no limitations. It can be whatever you want it to be. You only need to discover your own and live by it.





05 Defeat the demon

Regardless of whether you know your path in life, or even what your passions are, possibly one of the most important things to do is to take action.

Yes, even imperfect action is better than none at all. Doing something, anything even if you don't like it, will help you to hone the skills you need to identify what you do like.

As an example, say you want to do something active but don't know what you like. Try different things out. Maybe book a beginners rock climbing course or learn to sing.

Until you experience things you'll never truly know what lights you up. Some of us have to have multiple goes at trying things out before we land on something that lights us up!

But be conscious not to let fear dissuade you as its a powerful voice inside each of us.

Especially when we are starting out on a new path, it's very easy to make excuses not to do something. But truly the only regret you will ever have is not trying something.

Try meeting the challenges head on. Take time to reflect on your fears and what's truly holding you back but don't let the voice in your head stop you from doing anything.





***A journey
of a thousand
miles begins
with a
single step.***

Lao Tsu



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4 Bonuses!**



**THIS IS ONE OF THE MOST POWERFUL
MANTRAS AVAILABLE**

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Clare

8 months ago

Beautiful little jewel of a meditationthank you

★★★★★



Jay

9 months ago in Hamilton, New Zealand

That was excellent, thank you so much 😊

★★★★★



Matthew

9 months ago in Washington, PA, USA

Very nice mantra

★★★★★

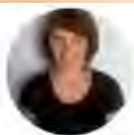


Kidron

10 months ago in Tempe, Arizona, USA

I ended up very relaxed and focused.

★★★★★



Christie

2 years ago in Worthing, UK

Simple and effective. Thank you for this xxx

★★★★★

03

IKIGAI HOW
TO

03

HOW TO



HOW TO FIND YOUR IKIGAI

Your ikigai is something that is not set in stone. It can be fluid.

So don't worry if you find yourself falling in love with one passion and then moving onto something else. The point is to enjoy the time you spend doing something you love.

We live in one of the greatest ages of learning right now.

Think about it, when else has mankind been able to simply open up a laptop and find entire trainings on everything from growing watermelons to dancing the Argentine Tango.

And all of it at our fingertips, we have a world of choice of things to fall in love with.

So let's explore the two paths available to finding your ikigai.



HOW TO



THE HOLISTIC PATH TO IKIGAI

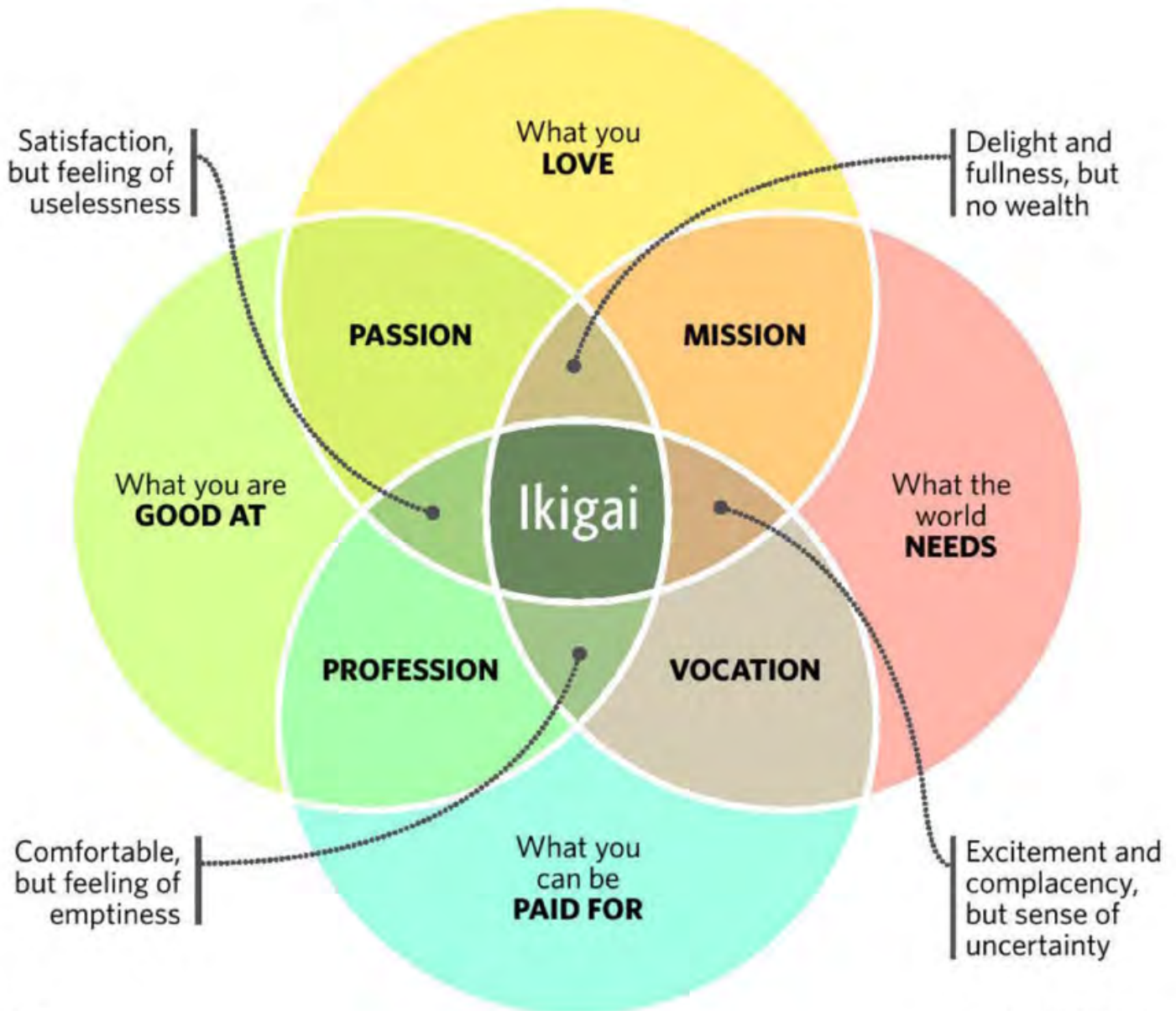
A popular representation of the ikigai concept is visualized in the graphic below from the Toronto Star.

This image illustrates how four distinct components of one's life can overlap and identify at the center, one's sweet spot.

IKIGAI GRAPHIC

Ikigai

A JAPANESE CONCEPT MEANING "A REASON FOR BEING"



SOURCE: dreamstime

TORONTO STAR GRAPHIC

Four components to the holistic path

- Passion: Do what you love
- Profession: Do what you are good at
- Mission: Do what the world needs
- Vocation: Do what you can be paid for

And your ikigai is what sits in the center of all of these.

Now I want to address something that always throws my clients off when they see this graphic. If you love making clay pots at the weekend, it does not mean that you need to throw in your work and start to try and make a business out of pottery.

Yes ideally we would all be making money from something we truly love with a passion, but for many the necessity of money never gives us the opportunity to do so.

So I recommend that you focus on finding things that bring you joy full stop and use those moments of escape to fuel your day. At least until you are able to create a living from something you enjoy. Because ultimately who knows in future whether your clay pots could turn out to be bestsellers!





06 *Passion*

Simply put what are your passions, or what do you really enjoy doing the most? Now another word of caution here. The emphasis is on 'doing'.

Watching Netflix and burying yourself in a tub of ice cream may be fun but you aren't actually 'doing' anything.

Think active, do something that things bring you joy. It could even be something as simple as taking walks in nature or grooming your dog.

Find your passion in life to find your ikigai.



07 Profession

Ideally your profession should be something that you are good at.

Be it a talent or skill such as playing an instrument, speaking in public, or even organizing events, you can make it a part of your ikigai. It doesn't have to be your whole reason for being. Just something that brings you joy.

Doing what you are good at also be a part of your occupation, for example maybe you are talented in sales or accounting - stranger things have happened.

Whatever you choose to focus on, do what it takes to fine tune your skills, master your talents and grow your purpose.



08 Mission

Are you able to do something that could have a positive impact on the world.

Sounds grand doesn't it, but thinking as big as this could help you tap into a passion that could be your mission.

For example do you have a way of creating electronics that save energy, or maybe you're good at communicating in multiple languages. There are many different ways you could get involved in large scale projects. Perhaps through volunteering.

These types of pastimes, feed our souls on a different level. Whenever we are able to offer help to others something deep shifts inside us. I cannot recommend taking time out of your schedule to do something for others as a way to put your life into perspective.

WHAT YOU CAN DO

- Look for local charities that you are interested in and get in touch with them to see if they have volunteering opportunities
- Join local groups that help build up your local community perhaps through gardening or building projects
- Offer your services to a soup kitchen or a charity that helps the homeless
- Get in touch with local elderly living facilities and offer your services in their gardens, walk their pets or help with shopping

There are so many things you could do to help the wider world. It's just a matter of putting it into action.

NOTES:



09 Vocation

Perhaps the most difficult part of the ikigai process and again another reason why I advise clients to focus on other areas until they have established themselves.

Finding a vocation that you love, that pays your bills is the absolute sweetspot that to be honest most never achieve. But that does not mean it cannot be done.

It absolutely can. But if you are just starting out exploring your ikigai it's highly unlikely you are there just yet.

Take time on working out what you could be doing in future and start to create a 'side hustle' doing it to test it. Then slowly let that 'side hustle' take over your regular role.



Step One

Go back and review all the pillars in this section



Step Two

On a sheet of paper write out under each pillar what you love or would love to do in that space.



Step Three

Once you have your answers - work through the lists again until you have just a few things you can implement.

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feeling
loved!



Tracy

2 years ago in Raleigh, NC, USA

Just what I needed this morning. Endless blessings and gratitude!



Carlos

Last year in Los Angeles, CA

Very good.



Sarah

Last year in Canberra, Australia

Beautiful :)



Ofa

Last year in Newcastle, Australia

Beautiful and simple. Thank you 🙏



Elin

Last year in Stockholm County, Sweden

Beautiful and peaceful. Thank you!



03

THE PATH

03



HOW TO



THE PRAGMATIC PATH TO IKIGAI

So how do we infuse passion into these pillars with meaning?

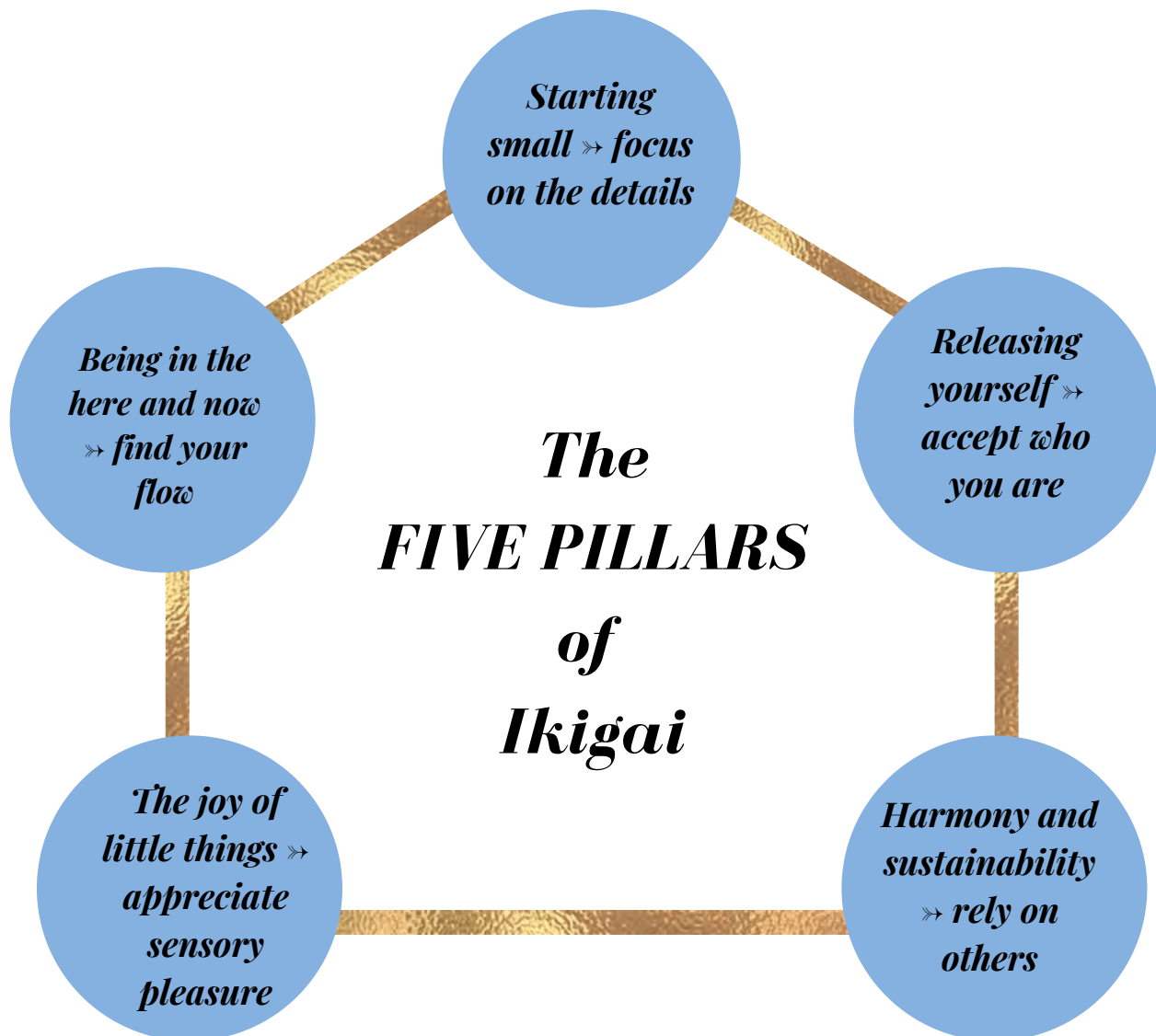
Actually there are a few simple steps to follow:

- start small
- accept where you are
- create harmony
- use gratitude

All of which I'll expand on in the next few pages.

Five Pillars

Here are the five pillars to help you find your passion.





10 Start Small

When we talk of starting small that means we focus on the details.

When we are encouraged to improve the way we behave in small ways it makes it so much easier to implement.

As an example, perhaps we want to learn to meditate but can't seem to find the time in the day - maybe the solution is to simply get up a little earlier before the rest of the household awakens.

Eventually, these small changes can often become habitual and lead to supporting your ikigai.



11 Acceptance

Accepting who you, and loving who you are imperative to the success of finding your ikigai. Because then you truly know what you stand for in life.

Self-acceptance is a process we all need to go through at some point in our lives. Embracing who we truly are. There are many ways to go about this, perhaps through books, or audio books or just incorporating some kind of self care practice into each day so you honor yourself.

The goal of accepting yourself is to free yourself of trying to fit into other peoples perceptions of who you 'should be' including your parents! You can see why this can be a challenge.

Simply take a step daily toward honoring yourself and you will eventually get there I promise.



12 *Harmony*

Life is not meant to be lived in isolation.

Man is a social creature and whilst many of us hide away especially following the pandemic. It's truly one of life's great pleasures to be in good company.

The more we share and the more we engage, the more pleasurable life can be for us all.

Engaging with people who inspire you, who have similar outlooks on life and maybe even challenge you to be a better version of yourself can do amazing things to improve your overall energy.



13 Gratitude

I have a gratitude practice that I have followed for years. It involves writing down 20 things I'm grateful for that happened in that day - and yes I do this at night before I go to sleep. So I go to bed, with a feeling of happiness, love and achievement.

When we appreciate the small things in life our lives become full of appreciation! Logical right.

Think about the amount of skill or effort that is put into everything that you do. Find what it is that makes you feel good when you do it, then focus on doing it better. Do this often enough and much like a habit, you will find yourself more grateful for the talents you have and the people and things around you.

“

***Trade your
expectation
for
appreciation***

Tony Robbins

”



14 Find your Flow

This is simply being mindful of your surroundings.

Appreciating all the things around you! The miracle of life happening outside your window right now.

Practice mindfulness daily and learn to value the life you have. Try a breathing or a visualization meditation daily as a great exercise to help you appreciate your mind, body and soul.

You'll somehow find things a bit clearer when you do and your next steps will be more grounded.



15 Celebrate Small Wins!

Sometimes we get so absorbed with the big tasks in our lives we forget to enjoy the small wins. But when we train ourselves to celebrate our small daily wins and milestones we learn to truly appreciate the time we have.

Celebrating doesn't necessarily mean throwing a party or cracking open a bottle of bubbly, it can simply mean putting your win into your journal and capturing how that success made you feel. By doing something as simple as acknowledging a daily task and celebrating them you can truly appreciate how far you have come day to day.

It's a great way to enjoy the simple, slow changes you are making daily in our life as well as tracking your progress.



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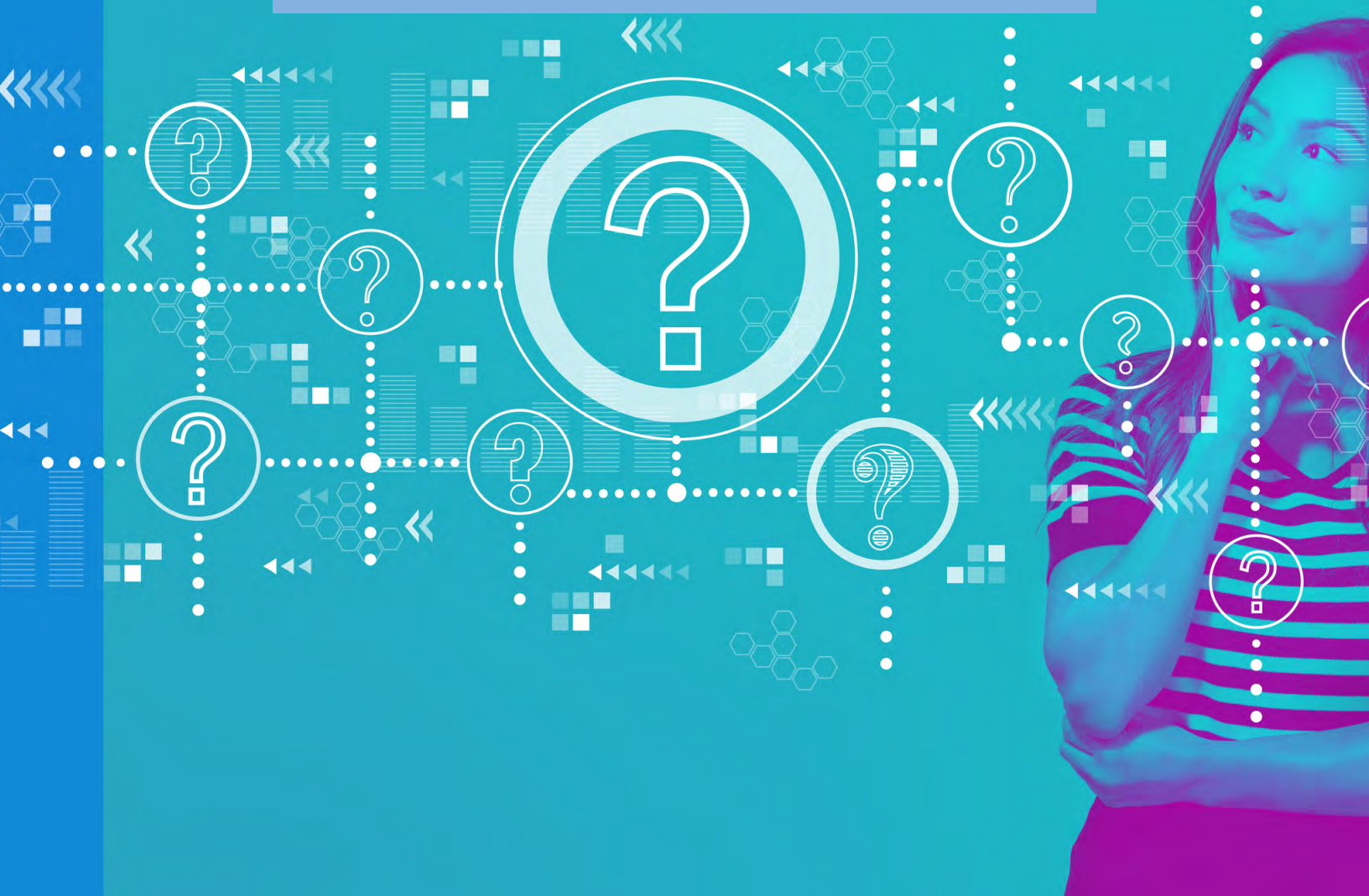
04

T H E 5 W H Y S

04



THE 5 WHY PROCESS



FINDING THE WHY OF YOUR GOALS

So let's say, you are working through the process and trying to find your ikigai but it's taking time. You don't want to wait and want to get moving on your goals. You still need your 'why' to push and pull you through all the challenges you're going to face to get there.

This simple 5 Why Process that actually comes from Toyota the car manufacturer is probably the quickest way to find your why.

This process helps you understand the nature of a problem and get to the root cause of it.

‘Why do you want to achieve (insert goal here)?’


Your first answer becomes the starting point for the second question that asks why do you want (i.e whatever your first answer was).

This method is continued with 5 whys until you ultimately come up with the real reason why you want to achieve your goal.

By asking the why 5 times you're digging deeper into your subconscious until you find your true reason. Which will ultimately help you hit your goal in the long run.



Here's a great example from Toyota of how they use the 5 Why's in the manufacturing process.



Why 1 - Why did the robot stop?

The circuit has overloaded, causing a fuse to blow.

Why 2 - Why is the circuit overloaded?

There was insufficient lubrication. on the bearings, so they locked up.

Why 3 - Why was there insufficient lubrication on the bearings?

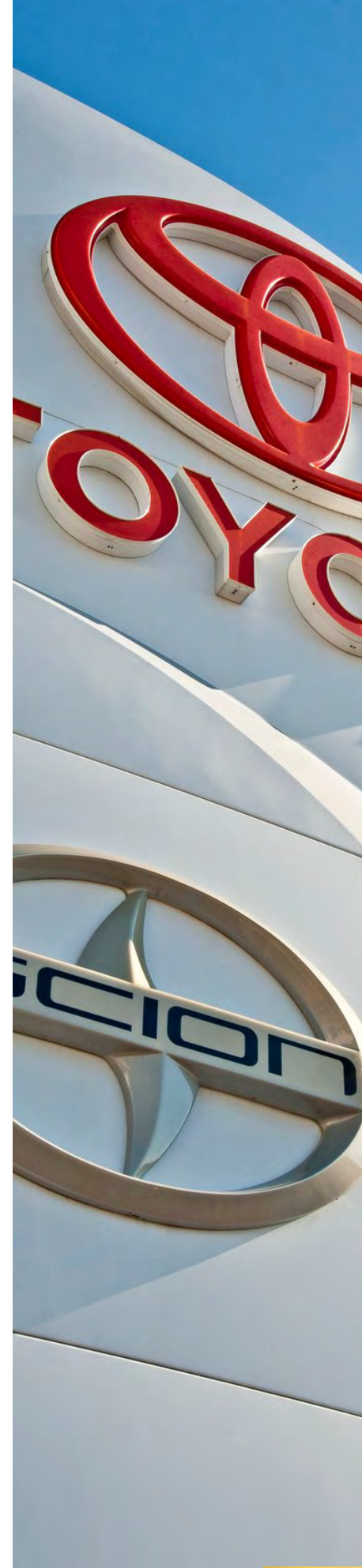
The oil pump on the robot is not circulating sufficient oil.

Why 4. - Why is the pump not circulating sufficient oil?

The pump intake is clogged with metal shavings.

Why 5 - Why is the intake clogged with metal shavings?

Because there is no filter on the pump.



it is important to note that when you are going through this exercise you should not judge your answers.

Just get into the flow of answering the questions and don't look at your answers and judge them as either right or wrong.

Just allow the answers to come.

The more you do this, trust me the easier it will get.

Additionally, when asking your 5 whys try not to jump at answering too quickly.

Take some time to pause and reflect on what it is you actually desire before writing it down.

It's also useful to go through this process early in the day before you get bogged down with other people's needs.

I like to get up a little earlier, make a coffee and sit with my questions for a bit.



Remember, the first answer typically does not give away your real reason for why you want to achieve that goal.

This is why it takes five rounds of asking whys (and sometimes more) before you can discover your real reason for wanting to achieve a goal.

Remember ultimately everything we want in life is because we believe it will make us feel a certain way. So our why's usually have some kind of emotion attached.

It could be:

- To inspire others
- Leave a legacy for our kids
- Feel loved
- Feel like part of a family

Whatever the ultimate why's are for you.





Step One

Think of a goal you want to find the why to



Step Two

Ask yourself Why 5 times and write down each answer without judgement



Step Three

The final answers to your why are the why to your goal

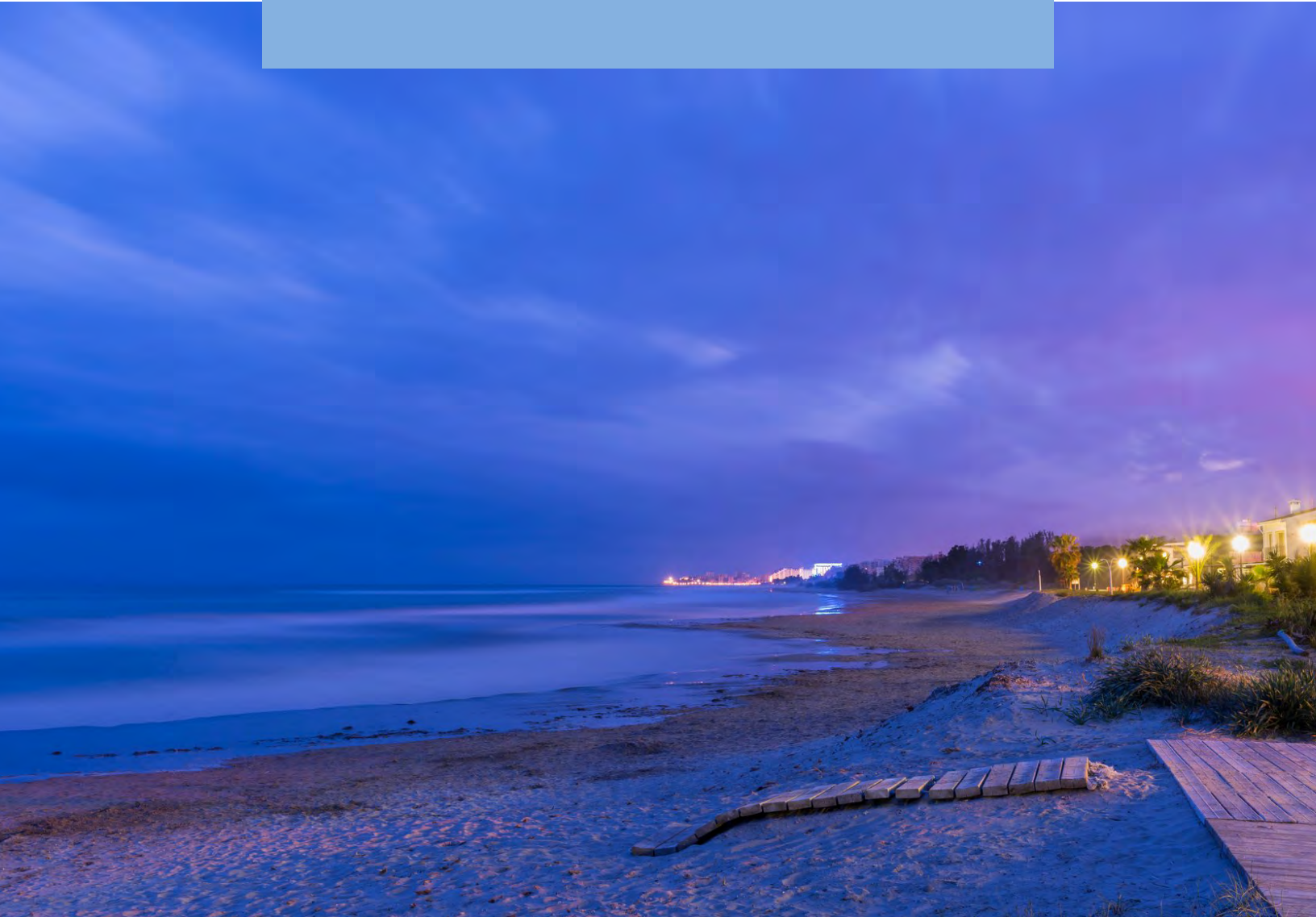
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N E X T S T E P S

05

NEXT STEPS



NEXT STEPS

Make no mistake identifying your purpose in life can be tough.

But the challenge is worth the effort! Because ultimately when you've identified how you can use ikigai in your day to day life, your life will improve.

Living a life on purpose is the ultimate dream.

You either choose to pursue your passion and your dreams or you choose not to. It's entirely your choice.

But I know when I made the choice to focus on my own ikigai my entire world changed for the better.

Should you find your ikigai, you will surely find a happiness that you carry with you throughout your life. And now is the time to embark on this journey if you haven't started already.

Get busy living, stay active for as long as you can, take care of yourself physically and mentally, be social, give thanks to what brightens your day, and live in the moment.



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Namo

10 months ago

Beautiful! Thank you!



Shani

11 months ago in Cooroy, Australia

Very peaceful. Easy to follow.



Tina

Last year in Perth WA, Australia

Really lovely meditation. Thank you 🙏



Sofie

Last year in Armagh, United Kingdom

peaceful and relaxing ❤️



Ashley

2 years ago in Los Angeles, CA, USA





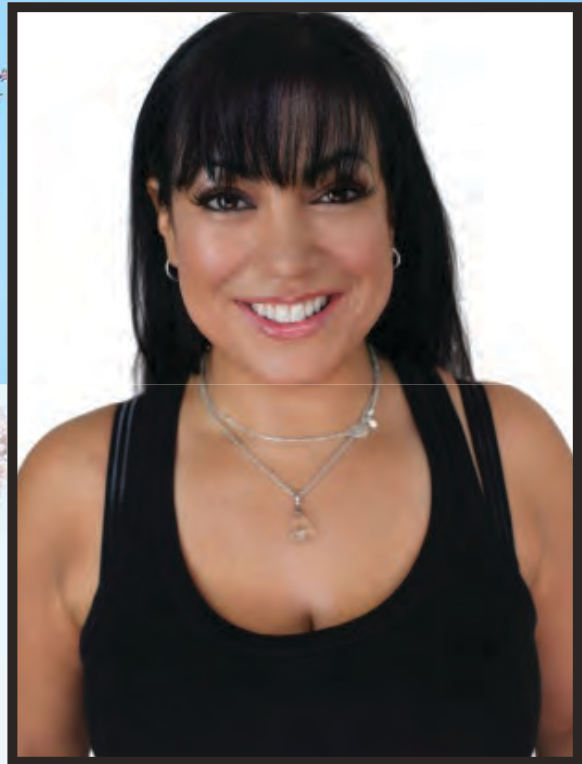
TAKE THE NEXT
STEP

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