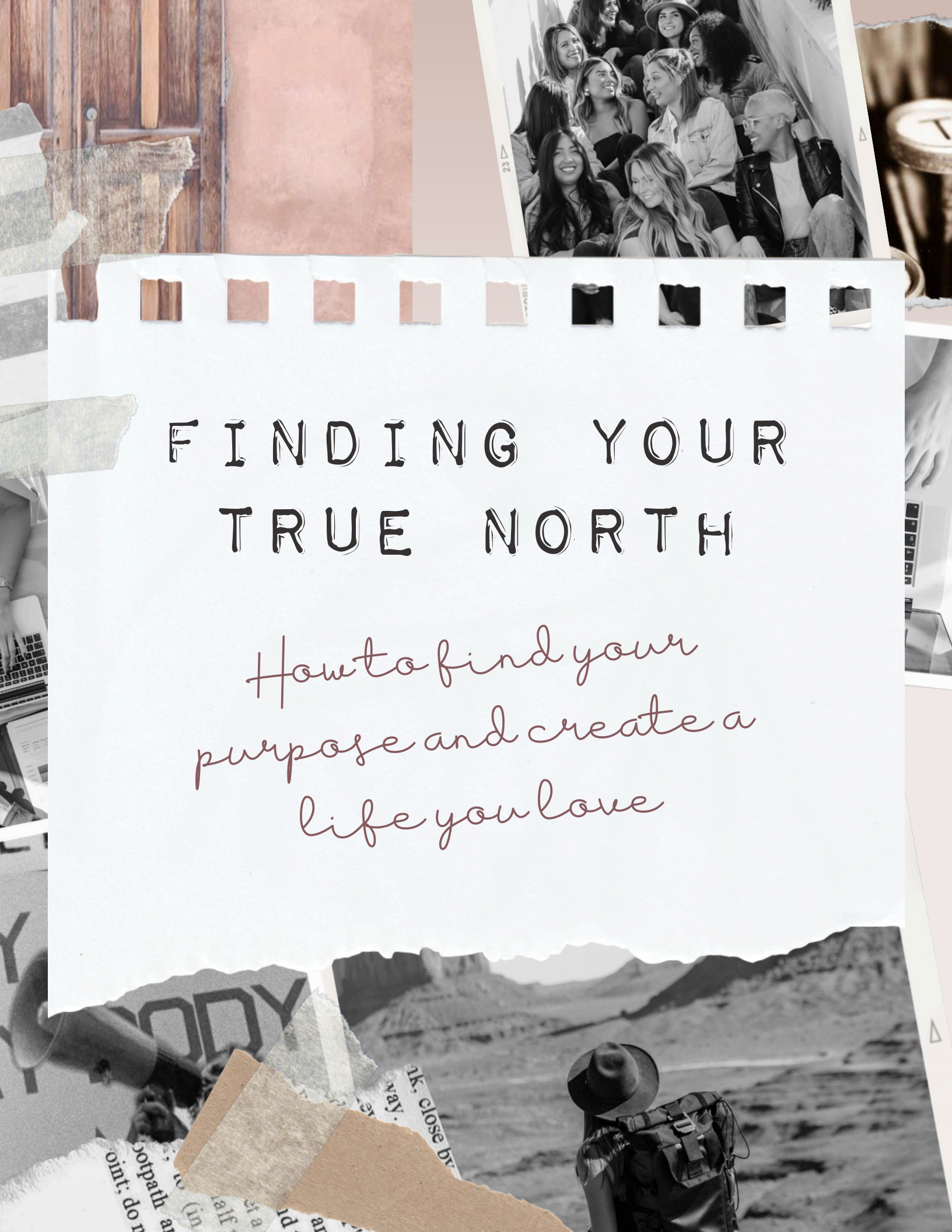


FINDING YOUR TRUE NORTH

How to find your purpose and create a life you love

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WHEN YOU FOLLOW YOUR TRUE NORTH, YOU FIND THAT SUCCESS COMES NATURALLY.

Martha Beck

INTRODUCTION

Your true north

Do you feel stuck and unfulfilled in your life? Do you feel like there HAS to be more? You want more passion and purpose, and you're desperate to get rid of this nagging feeling that you're not living up to your full potential... I get it. You're lost... you feel like you're headed south and you know it's the wrong way... You need to find your true north...

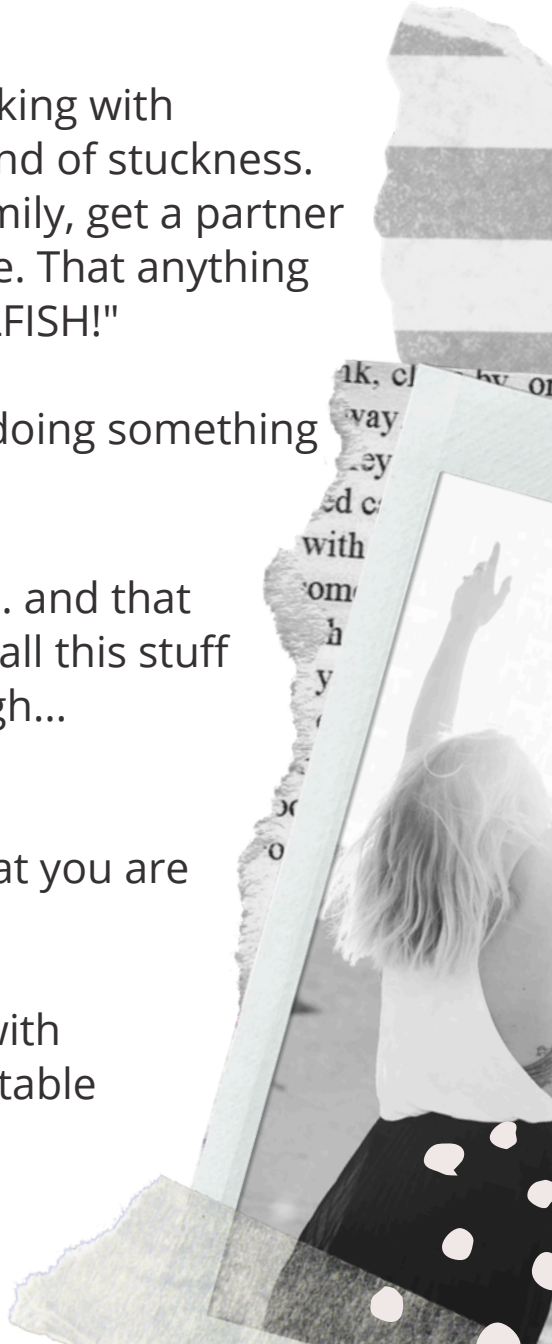
So many of us feel exactly like this. After speaking with hundreds of women...there seems to be a trend of stuckness. We are often told to get a good job, start a family, get a partner and the house and the 2.5 kids and then retire. That anything outside of these parameters is somehow "SELFISH!"

I mean, heaven forbid we spend this one life doing something for ourselves! Who do we think you are?

Well, I'll tell you.... we are amazing go-getters... and that nagging feeling that you're getting telling you all this stuff we are supposed to be happy with isn't enough... it's because it isn't!

The fact that you even feel this way proves that you are meant for more. Way more!

You are SUPPOSED to have an epic life filled with adventures and risk and growth and unforgettable memories.



Finding your passion isn't just about having something fun to do. It's about finding something that makes you feel excited, motivated, and a little more like yourself.

And let's be honest, who couldn't use a bit more of that?

Having something in your life that genuinely lights you up can do wonders for your confidence, mental health, and overall happiness. It gives you something to look forward to, something to get lost in, and something that's entirely yours.

And it's not just feel-good fluff. Research suggests that doing things we find meaningful and enjoyable can help reduce stress, boost our mood, and improve our overall well-being.
Basically, doing more of what you love is actually good for you.

Who knew?

Ever been so into something that you completely lost track of time? That's called flow. It's when you're so absorbed in what you're doing that your brain finally shuts up about your to-do list, the washing, and that embarrassing thing you said in 2014.

It's almost like a little holiday for your brain.

And here's another cool thing. When you find something you genuinely care about, the benefits don't necessarily stop with you.

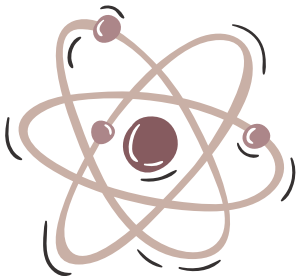
Maybe you discover you love helping people, creating things, protecting the planet, or bringing people together. That passion can turn into something that makes a difference in other people's lives too.

But here's the thing I want you to remember, your passion doesn't have to change the world to be worth pursuing.
It doesn't need to become a business, make you money, or impress anyone.

Sometimes, doing something simply because it makes you happy is more than enough.

And personally, I think that's a pretty good reason to start.

FOR THE SCIENCE NERDS...



Because yes, there's actually research behind all this. Here's the interesting stuff:

1. Having fun is genuinely good for you.
A study involving 1,399 people found that enjoyable leisure activities were associated with better mood, lower stress indicators, and several measures of physical well-being.

Pressman et al. (2009), Psychosomatic Medicine

2. Having a sense of purpose matters.
Research published in The Journal of Positive Psychology explored the relationship between meaning in life and well-being across different ages. Turns out, feeling like your life has meaning is closely connected to how good you feel about it.

Steger, Oishi & Kashdan (2009)

3. Getting lost in something is a real psychological thing.
It's called flow, and research has linked it to greater well-being. A 2026 meta-analysis found a moderately strong positive relationship between experiencing flow and psychological well-being. So getting completely absorbed in something you love is actually pretty good for your brain.

Sweeny et al. (2026), Emotion

Science disclaimer:
Most of these findings show associations, not proof that discovering a passion automatically makes you happier or healthier. But they're pretty good reasons to make more room for things you enjoy.

For a ridiculously long time, women were told what they could and couldn't do. And the list was pretty big.

And surprise, surprise, most of the exciting stuff was apparently reserved for men.

Women were expected to look after everyone else, keep the house running, be good wives and mothers, and generally put their own ambitions somewhere near the bottom of the list. Being too independent, too ambitious, or wanting something just for yourself wasn't exactly encouraged.

Ugh. The bastards.

We've come a long way since then (thank god), but you can't just undo centuries of conditioning overnight.

For generations, women were taught to put everyone else's needs before their own. To be helpful, selfless, accommodating, and not make too much of a fuss. And somewhere along the way, a lot of us got pretty good at it.

Thankfully, things are changing. Women are building businesses, getting degrees, smashing their way into industries that once wouldn't even let them through the door, and generally proving that all those old rules were a load of rubbish.

Love that for us.

BUT! Despite all that progress, those old expectations haven't completely disappeared.

We might know perfectly well that we're capable of doing something, have all the opportunities in the world, and even watch other women doing exactly what we want to do, but still somehow convince ourselves that we're not quite ready, not good enough, or that we should be spending our time on something more useful.

It's ridiculous when you think about it, but it's also pretty understandable.

After all, when you've spent your whole life absorbing messages about who you're supposed to be, it's not always easy to figure out what you actually want. And it’s even harder sometimes to give yourself permission to go after it.

Maybe it's time we started questioning some of those old rules instead of automatically believing them. Food for thought.

FOR THE FACT-CHECKERS...

Because we're not just making this stuff up.

Women aren't exactly sitting around waiting for permission anymore.

- In 2023, women owned approximately 1.4 million US businesses with paid employees, according to the US Census Bureau. *Census.gov*
- Around 35% of Australian small business owners are women, representing more than half a million women running small businesses. *asbfeo.gov.au*
- Since 2006, the number of female small business owners has grown by 24%, compared with just 7% for men. *asbfeo.gov.au*
- In 2025 in the UK, 19% of small and medium-sized businesses with employees were women-led, while another 22% had equally balanced male and female leadership. *GOV.UK*
- In the UK Women-led businesses were substantially less likely to access secured debt than male-led businesses in 2024 — 14.2% versus 61.1%, according to the Gender Index figures cited in the report. *assets.publishing.service.gov.uk*

We're getting there...But there's still work to do. A global entrepreneurship study also found women were 47% more likely than men to close a business for family or personal reasons.

The thing is, you absolutely can do the things you want to do. And I think it's about time we started believing that a little more. We've spent enough time being told what we should do, who we should be, and what a successful life is supposed to look like. Surely we get to have a say in all that?

And I reckon a pretty good place to start is figuring out what actually makes us happy, what we care about, and what we'd love to do if we stopped worrying so much about what everyone else thinks.

We need to stop making ourselves smaller, start going after the things we want, and hopefully inspire a few other women to do the same along the way. Not too much to ask, surely.

Of course, there's one tiny problem with all of this.

If you're anything like I was a few years ago, you've probably spent so much time being responsible, doing shit for everyone else, ticking things off the to-do list, and generally just getting on with life that you've completely forgotten who the fuck you are.

I mean, you know who you are, obviously. You know what you do for work, what needs buying at the supermarket, when the bills are due, and approximately 400 other things that need sorting out.

But ask yourself what you genuinely love doing, what excites you, or what you'd do with your time if you could do absolutely anything, and suddenly it's a bit harder to come up with an answer. (Although VALID, napping doesn’t count.)

It's funny how that happens, isn't it?

We get so caught up in the everyday stuff that somewhere along the way, the things that used to make us feel excited, curious, and properly alive get pushed aside.

The good news is that those things don't necessarily disappear. Sometimes we just need to do a little digging to find them again. And that's exactly what we're going to do.

We're going to figure out what you actually enjoy, what matters to you, and what you might want more of in your life.

No pressure to discover your one true calling, quit your job, move to Bali, or turn your hobbies into a six-figure business.

Just a chance to get to know yourself a little better and see where that takes you.

Before we get started, a little disclaimer.

Some of this might be easy. Some of it might take a bit of thinking. You might draw a complete blank on certain questions, remember things you haven't thought about in years, or realise you've genuinely got no bloody idea what you want anymore.

That's all fine.

If you've spent years putting yourself at the bottom of the priority list, it's probably going to take a little time to dig through the cobwebs and figure out what's going on in there.

You don't need to have all the answers today. We're just going to start poking around, asking a few questions, and seeing what we find. And hopefully have a bit of fun along the way.

So grab a pen and some paper, your iPad, a coffee, a glass of wine, some snacks, a blanket... whatever makes you comfortable. Make yourself a little space, get cosy, and give yourself permission to focus on absolutely nobody but you for a change.

Right. Let's get into it.

Wait... what the fudge is purpose, anyway?

Before we go trying to find the thing, we should probably figure out what it actually means.





Purpose

/ˈpəːpəs/

- THE REASON FOR DOING SOMETHING OR THE REASON THAT SOMETHING EXISTS.
- DETERMINATION OR A FEELING OF HAVING A REASON FOR WHAT YOU DO
- AN INTENDED RESULT.

SOURCE: CAMBRIDGE DICTIONARY

Ok... so basically... "Purpose" is the reason why you exist.. and why you do things the way you do.

It is the big goal or the result you want for your life.
It's something that you want to achieve or work towards.

Got it? Sweet. Let's figure it out then!

Oh. By the way... there are note pages everywhere throughout this book and a few at the back, so if you get a random thought or something... (even if it's to remind yourself to get toilet paper) jot it down.

NOTES FOR DAYS

THE TWO MOST IMPORTANT DAYS IN YOUR LIFE ARE THE DAY YOU ARE BORN & THE DAY YOU FIND OUT WHY.

Mark Twain



Values

/ˈvæl·juz/

- THE PRINCIPLES THAT HELP YOU TO DECIDE WHAT IS RIGHT AND WRONG, AND HOW TO ACT IN VARIOUS SITUATIONS

SOURCE: CAMBRIDGE DICTIONARY

STEP 1
Identify Your Values

Identifying your core values is the first step in discovering your passions and purpose. These are the guiding principles that inform your decisions and behaviours. They are the things that matter the absolute most to you, such as family, creativity, adventure, or freedom (mine is totally freedom.)

Some questions to consider:
What are your core beliefs and principles?
Why?

Your thoughts:

You will find a list of common values on the next page to give you some ideas..highlight some, underline them.. cut them out and stick them on your wall....whatever way you do this... Take some time to reflect on your most important values, those things that in your gut help you make decisions. Notice I said in your gut.... this isn't one of those brain things... because the brain will probably tell you to pick things that are responsible. That is not what we are doing here. We are being selfish, remember?

For example... for me personally, my biggest one is freedom; my other ones are creativity, wealth, influence and personal development.

Now... my brain tells me that friends and family should probably be on that list..... but here's the thing...while I love my friends and family, I was raised an AM, and have always been an independent MF. I'm also an introvert.

Which means that when I make decisions, it is usually based on creativity and freedom; otherwise, I feel resentful and tied down and angry at myself for not looking after ME. My gut tells me that freedom is more important... because that is who I am to my very core. GO away brain, you're not needed here.

You might find that particular values resonate more strongly with you than others; these can provide clues to your passions and purpose. So put a heart around them or something.. glitter?

Note: You might find it helpful to go through the list QUICKLY and highlight what resonates with you... and I mean lightning fast before that overthinking brain and self-doubt and crazy thoughts come creeping in telling you that you "shouldn't".

Abundance
Acceptance
Accountability
Accuracy
Achievement
Activism
Adaptability
Adventure
Affection
Altruism
Appreciation
Autonomy
Balance
Beauty
Boldness
Bravery
Calmness
Caring
Change
Charisma
Charity
Clarity
Cleanliness
Communication
Community
Compassion
Confidence
Conformity
Connection
Consciousness
Consistency
Contentment
Contributing
Cooperation
Courage
Creativity
Curiosity
Decisiveness
Dedication
Diversity
Effectiveness
Efficiency
Emotional Intelligence
Empathy
Encouragement
Endurance
Enjoyment
Entertaining
Enthusiasm
Entrepreneurship
Equality
Excellence
Excitement
Experimentation
Exploration
Fairness
Faith
Faithfulness
Fame
Family
Fast Pace
Fidelity
Financial Security
Forgiveness
Free Time
Freedom
Friendliness
Friendship
Fun
Generosity
Gentleness
Giving People a Chance
Going with the Flow
Goodness
Grace
Gracefulness
Gratitude
Growth
Happiness
Hard Work
Harmony
Health and Fitness
Honesty
Honour
Hope
Humility
Humour
Imagination
Independence
Influence
Ingenuity
Innovation
Inspire Others
Integrity
Intelligence
Intimacy
Intuition
Invention
Joy
Justice
Kindness
Knowledge
Laughter
Leadership
Learning
Leisure
Liveliness
Love
Loyalty
Modesty
Natural Living
Non-Conformity
Open-Mindedness
Openness
Optimism
Order
Organisation
Originality
Passion
Patience
Peace
Persistence
Personal Development
Personal Expression
Planning
Playfulness
Positivity
Power
Problem-Solving
Professionalism
Prosperity
Quality
Quality Time
Reciprocity
Relationship
Reliability
Religion
Resourcefulness
Respect
Responsibility
Romance
Security
Self-Development
Self-Discipline
Self-love
Self-Respect
Selflessness
Service to Others
Sincerity
Socialising
Solitude
Spirituality
Spontaneity
Stability
Strength
Sustainability
Teamwork
Tidiness
Timeliness
Tolerance
Tradition
Transparency
Travel
Trust
Understanding
Vivaciousness
Wealth
Wellness
Work-Life Balance

STEP 1

Your values

VALUES ARE LIKE FINGERPRINTS. NOBODY'S ARE THE SAME, BUT YOU LEAVE 'EM ALL OVER EVERYTHING YOU DO.

Elvis Presley



Interest

/ˈɪn.trəst/

- THE FEELING OF WANTING TO GIVE YOUR ATTENTION TO SOMETHING OR OF WANTING TO BE INVOLVED WITH AND TO DISCOVER MORE ABOUT SOMETHING

SOURCE: CAMBRIDGE DICTIONARY

STEP 2

Explore your interests

Once you have identified your core values, the next step is to explore your interests. Yay.. more clues!

What activities do you enjoy doing in your free time? What topics do you find yourself reading about or watching videos on? Or trying to convince your friends that they should totally try? What hobbies have you ALWAYS wanted to try but haven't had the time for? What weird obsessions, passions, or vices do you have that you might even feel embarrassed to tell people about? What do you find yourself daydreaming about?

Make a list of everything that comes to mind and prioritise them based on how much joy they bring you. This can help you identify areas where you might want to pursue further. This can also double as an epic things-to-do on a rainy day that will totally make your life more joyful list.

If you're stuck... you can find a list of hobbies here: https://en.wikipedia.org/wiki/List_of_hobbies

If you're interested... mine are: Travel, painting, photography, paleo, nutrition, CrossFit, rock climbing, ocean swimming, graphic design, walking around new cities, organising and cleaning (yes, it's weird, I know), dancing, listening to music, music quizzes, trip planning, watching lame reality tv.

STEP 2

Your interests...

PASSION IS ENERGY.
FEEL THE POWER
THAT COMES FROM
FOCUSING ON WHAT
EXCITES YOU.

Oprah Winfrey



Strengths

/STREŋθ/

- THE ABILITY TO DO THINGS THAT NEED A LOT OF PHYSICAL OR MENTAL EFFORT
- A POSITIVE QUALITY THAT MAKES YOU MORE EFFECTIVE
- A QUALITY THAT SOMEONE OR SOMETHING HAS THAT HELPS THEM SUCCEED OR MAKE PROGRESS

SOURCE: CAMBRIDGE DICTIONARY

STEP 3

Your Strengths

Your strengths are the skills and talents that come naturally to you.... or that you have picked up along the way through life or your J.O.B.

They are the things that you do well without even trying, they can provide clues to your passions and purpose, and they can also give you some ideas when it comes to pursuing different careers or starting a business.

Take note of your skills and talents, no matter how small or insignificant they may seem, and start to consider how they might align with your interests and values. If you can't see any alignment yet...don't worry!

For interest's sake or if you need some inspiration... some of mine are:
Customer service, leadership, art & design, teaching/training/coaching, learning development, communication, planning and organising.

There are some questions to prompt you on the next page.

Also.... this is not the time to be modest! You are good at stuff. Lots of stuff! List it all out.

To determine your strengths, ask yourself:

- What do others come to you for help with?
- What tasks do you enjoy doing or find really easy that others find difficult? (this one can be hard because often we find things easy and assume that everyone else finds it easy too... hint... they don't!)
- What skills have you developed over time that you're proud of?
- What accomplishments or awards have you received?
- What do you get complimented on?

Your thoughts:

STEP 3

Your strengths

WE ALL HAVE ABILITY. THE DIFFERENCE IS HOW WE USE IT.

Stevie Wonder



Flow

/FLəʊ/

- TO MOVE IN ONE DIRECTION, ESPECIALLY CONTINUOUSLY AND EASILY

SOURCE: CAMBRIDGE DICTIONARY

STEP 4
Find Your Flow

Flow is the state of being completely absorbed in an activity, where time seems to fly by, and you lose track of the outside world. Maybe you sit down to paint something, and before you know it, it's bedtime... perhaps it's writing or reading or planning a trip.

When you're in flow, you're using your strengths and engaging in an activity that challenges you just enough to be exciting but not overwhelming.

Finding your flow can help you recognise activities that bring you deep satisfaction and joy.

Think back to times when you've been in flow...

- What was the activity/activities?
- What skills/talents does it use?
- How does this align with your interests, values and strengths?

Consider how you can incorporate those activities into your life more often.

STEP 4

Your flow

FLOW IS BEING COMPLETELY INVOLVED IN AN ACTIVITY FOR ITS OWN SAKE. THE EGO FALLS AWAY, TIME FLIES.

Mihaly Csikszentmihalyi



Impact

/'IM.PÆKT/

- A POWERFUL EFFECT THAT SOMETHING, ESPECIALLY SOMETHING NEW, HAS ON A SITUATION OR PERSON
- TO HAVE AN INFLUENCE ON SOMETHING

SOURCE: CAMBRIDGE DICTIONARY

STEP 5
Make an Impact

When it comes to finding your passion and purpose, sometimes a great place to start is thinking about the things you'd love to change in the world. Maybe there's something that really gets under your skin, an injustice that drives you nuts, or an experience you've been through that you wish you could help someone else navigate.

You don't need to have grand plans to change the entire world (although, go for it if you want!). Making a difference can be as simple as helping someone through a tough time, volunteering for a cause you care about, or using your skills to make life a little easier for others.

Start by thinking about the things that genuinely bother you. The stuff that makes you angry, frustrated, or leaves you wondering why nobody has done something about it yet.
Are there issues you feel particularly strongly about? People or communities you wish had more support? Problems you find yourself ranting about to anyone who will listen?

These can all be little clues about what matters to you.

Once you've got a few ideas, think about what you could actually do about them. You might volunteer, get involved with an organisation already doing good things, raise awareness, or even start your own little project or business.

Let's say you're passionate about protecting the environment and reducing plastic waste. You could get involved with local beach clean-ups, volunteer with an environmental organisation, or help educate people about making more sustainable choices.

Or maybe you've got a brilliant idea for a sustainable product, want to start a blog or podcast, or organise community events that encourage people to reduce waste.

There are loads of ways to make a difference, and they don't all involve quitting your job and becoming a full-time environmental warrior.

Another really interesting place to look is your own life. Think about some of the things you've been through, the challenges you've overcome, or the moments when you've felt particularly proud of yourself.

- What were you doing during those times?
- What skills or strengths were you using?
- What did you learn about yourself?

Sometimes the things we've struggled with can end up giving us a pretty unique perspective on how to help someone else.

Maybe you've been through a difficult period with your mental health and now feel drawn to supporting others. You could volunteer with a mental health organisation, get involved in awareness campaigns, or help people find resources and support.

Or perhaps you've overcome addiction and want to share your experience through writing, a podcast, or by getting involved with an established support organisation.

You might also think about the people who helped you along the way. What did they do that made a difference? Was there something you desperately needed but couldn't find?

Sometimes the thing you wish had existed for you is exactly the thing someone else needs right now.
And don't forget, making an impact doesn't have to involve something huge or dramatic. You might love bringing people together, making people laugh, teaching someone a new skill, or creating something that makes another person's day a little better.

That stuff counts too.

The idea here is to start noticing where your interests, experiences, and skills might actually be useful to someone else.

You don't need to solve world hunger or have some incredible life story to make a difference. You just need to find something you care about and start exploring what you could do with it.

And who knows? You might discover that something you've always cared about, or even something you've been through and wished you hadn't, could become a pretty meaningful part of your future.

STEP 5

Your missions

ONE PERSON CAN
MAKE A DIFFERENCE,
AND EVERYONE
SHOULD TRY.

John F. Kennedy



Magic

/ˈmædʒ.ɪk/

- A SPECIAL AND EXCITING QUALITY THAT MAKES SOMETHING SEEM DIFFERENT FROM ORDINARY THINGS

SOURCE: CAMBRIDGE DICTIONARY

STEP 6

Your magic

Ok... so how do we start to bring all of this together?

The highest form of life fulfilment arises from helping those around you or by doing something you feel makes a difference... working for the greater good, so to speak... especially when it allows you to express your passions and experiences.

The deepest sense of purpose usually comes from two things... using your life to make a difference, and doing it in a way that feels true to you. It requires you to be clear about your own personality and that little bit of magic that makes you, you. Helping others, solving problems, expressing your passions, using your experiences...yes, even the messy ones is what real meaning is built from.

And if you've arrived at this point... you've already done the foundational work:

✔️ You've uncovered your values
✔️ You've reconnected with your passions
✔️ You've identified your strengths
✔️ You've tapped into your flow
✔️ And you identified the impact you want to make...

You're sitting on a goldmine of insight...now it's time to make sense of it all. This is where your magic lives.

Not in being perfect or having a Pinterest-worthy plan.
But in the unique mash-up of your lived experience, values, personality, and passions.

That's where my Passion into Power Map comes in. It's a system that helps you look at your life differently...not just your dreams, but also your past jobs, struggles, and skills you forgot you had. Because sometimes, your purpose isn't this perfect shiny thing you discover...

It's something you build using what you've already lived through. Sometimes we can leverage our skills and experinces, even from jobs or things that we didn't like to come up with creative ways to solve a problem and find our purpose. After all, our life led us to gain those skills in some way or another.

For example, *(a skill from an unwanted job)* teamed with *(something you're passionate about)* could look like (*a cool niche job or expertise or way of doing something)*

Like dealing with difficult people, and communicating clearly...mixed with helping women in the workplace.
Put those two together and you could create a workplace program teaching female managers how to speak up, and handle difficult conversations. See? Even the jobs you hated might have given you something useful to work with.

Instead of forcing yourself to fit into a job title or niche, we're going to flip it. We look at who you are, what you've lived, what you love...and what you're no longer willing to tolerate...and from that, design your next chapter.

So, This is your permission slip to use everything you've lived... jobs you hated, passions you've buried, weird talents, deep values...and turn them into something meaningful.
This is about designing your life with intention, using your real story and your real self as the blueprint.

Enter: The Passion into Power Map

Instead of a traditional Ikigai diagram, I want to invite you to use this next-level tool. It's where the dots start connecting.

Where the jobs you hated, the things you daydream about, the skills you forgot you had....all come together to point you in a powerful new direction.

Whats the point of this?
To help you make the most of your personality, your lived experience, your values, and what actually lights you up...So you can solve real problems in the world, help others, or create something meaningful...on your terms. You don't have to follow the path. You get to build your own.

Here's how it works:
Grab a blank page, your glitter pens, a whiteboard, or open Miro if you're feeling fancy, or use the section below to fill in the spaces.

For each section, write down as many ideas as you can. Don't filter. Don't judge. You're gathering raw material for your next chapter.

STEP 6
The 8 sections

(You've already done most of this, so now it's just plugging in the pieces.)

1.Your Skills & Strengths

The things you're naturally good at...or picked up through life/work (yes, even that sh*tty job). e.g. problem-solving, calming chaos, systems, talking to strangers

What skills did I learn...even accidentally...from my past job(s)? Go beyond the job title and think about what you actually did. Think planning, listening, organising, fixing, writing, teaching, calming chaos...

Think:

- People skills? (Negotiation, conflict resolution, customer handling)
- Systems or structure? (Scheduling, planning, logistics)
- Hands-on skills? (Fixing, crafting, building, healing)
- Pattern recognition? (Spotting trends, solving problems, identifying needs)
- Emotional labour? (Holding space, reading people, staying calm in chaos)

PROMPT:
Even if I didn't like the job, what did it teach me about how I work best or what comes naturally to me?

Your thoughts:

2. Your Interests & Values
The stuff you care about deeply and could nerd out on for hours.

Basically, what are you drawn to now. What lights you up, and makes you curious.

e.g. Freedom, women's rights, psychology, creativity, health, animals, science, trains, Crossfit, birdwatching, cake decorating, organizing.

Even if you don't feel "clear on your passion," use broader cues:

- Topics you rant or rave about?
- What breaks your heart or makes you feel alive?
- What kind of people they want to help
- Things you always come back to or wish you had more time for.

PROMPT:
What do I always find myself reading, watching or learning about? What topic could I talk about for hours?

Your thoughts:

3. Your Personality

How you naturally show up in the world...introverted, bold, nurturing, rebellious...

e.g. ambitious dreamer, grounded empath, bold truth-teller

PROMPT:

What are some core traits or archetypes you identify with? Are you more introverted or extroverted? Nurturing or strategic? A rule-breaker? A guide?

Your thoughts:

4. Your Story
The things you've overcome, the hard-earned wisdom you now carry. e.g. burnout, starting over, people-pleasing recovery, divorce, loss, trauma you've experienced

PROMPT:
What challenges have shaped you? What lessons did you learn the hard way?

Your thoughts:

5. What you want to fix.
The problems you're done tolerating.
e.g. women playing small, broken systems, lack of confidence in smart women

PROMPT:
What problem in the world keeps tugging at your heart? Who do you feel drawn to support, heal, or empower?

Your thoughts:

6. Your Dislikes & Drainers
What you never want to do again (trust me...it matters). Sometimes thinking about what we hate in the world, in jobs or in people can show us what we love. e.g. micromanagement, small talk, rigid schedules

PROMPT:
What drains you? What kind of tasks, people, or environments don't work for you?

Your thoughts:

7. Opportunities you see
What people ask you for, what your industry is missing, what excites you. e.g. helping creatives launch, more realness in coaching, burnout prevention for carers

PROMPT:
What are people always asking you for help with?
What trends or gaps are you noticing?

Your thoughts:

8. Jobs you've done & lived experience
All your former roles, side gigs, and anything you've lived through that shaped you. e.g. retail, nursing, admin, teaching, raising kids, starting a business

PROMPT:
List out any past roles, training, degrees, certifications, or lived experience that taught you something useful.

Your thoughts:

Now... Mix & Match.
Now we want to brainstorm how our passions, skills and stories can go together.
Ask yourself:

- How could this skill meet this passion?
- What if my story is the foundation of my service?
- Can I turn this thing I overcame into something that helps others?

Be open to wild ideas. It might not look like a traditional job title...it could be:

- A service
- A content niche
- A product
- A unique perspective or coaching angle
- A new identity or way of showing up in the world

You can use these sentence starters to brainstorm possible combos from your map:

- I use my experience with (fill in a skill or story) to help (who you want to help) with (the change/transformation you want to make).

- I use (unexpected skill) to help (people I care about) with (the thing I'm passionate about).

- I use (personality & story) to teach (skill) to (people you want to help).

There are examples on the next page.

STEP 6
Examples

Skill: Data entry at a corporate job
Passion: Wellness and mental health
Creative combo: Creating guided habit trackers and mood journals backed by patterns in data...helping people use self-awareness and routines to improve their wellbeing.

Skill: Cold calling in a high-pressure sales role
Passion: Empowering women to own their voice
Creative combo: Teaching bold communication through workshops or coaching programs for women who struggle with self-advocacy.

Skill: Event coordination at a job you dreaded
Passion: Travel and cultural experiences
Creative combo: Designing bespoke retreat or travel experiences with flawless logistics that don't feel like a corporate seminar.

Skill: Social media management for a company you didn't vibe with
Passion: Sustainability
Creative combo: Becoming a sustainability content strategist, helping eco-conscious brands grow online with engaging storytelling.

Skill: Working in customer complaints or conflict resolution
Passion: Relationships and communication
Creative combo: Becoming a coach who helps people set boundaries, communicate clearly, or navigate difficult conversations.

Skill: Admin or project coordination
Passion: Helping people with ADHD or neurodivergence
Creative combo: Creating easy-to-follow systems and planners tailored for neurodivergent minds.

Skill: Bartending or hospitality
Passion: Community and deep conversation
Creative combo: Hosting curated dinner parties or events where people connect on a deeper level...think “soulful supper clubs.”

Skill: Retail sales (especially fashion)
Passion: Body positivity and confidence
Creative combo: Helping women rediscover their style and confidence post-burnout or after big life shifts.

Skill: Copywriting for a boring corporate brand
Passion: Women’s empowerment
Creative combo: Writing bold, magnetic messaging for feminist entrepreneurs who want their words to actually convert.

Skill: Teaching in a rigid education system
Passion: Creative expression
Creative combo: Designing alternative learning experiences or running workshops that help adults reconnect with their creative confidence.

Skill: Tiling (precision, patterns, patience)
Passion: Design or mindfulness
Creative combo: Teaching DIY home styling as a mindfulness practice...helping people connect with their space through tactile creativity and slow, intentional work.

Skill: Nursing (care, crisis management, empathy, stamina)
Passion: Empowering burnt-out women
Creative combo: Becoming a holistic burnout recovery coach for carers, ex-nurses, or sensitive over-givers...using lived experience to help others set boundaries and prioritise themselves.

Skill: Bricklaying (foundations, strength, long-term vision)
Passion: Mentorship or self-development
Creative combo: Coaching young men on building strong inner foundations...using building metaphors to teach discipline, emotional strength, and long-term thinking.

Skill: Mechanics (problem-solving, diagnosing, systems thinking)
Passion: Human behaviour
Creative combo: Creating a program that teaches emotional intelligence like fixing an engine...step-by-step diagnostics, pressure systems, and releasing what clogs the system. Could also work for mental health.

Skill: Hairdressing or beauty therapy (hands-on skill + deep listening)
Passion: Personal transformation
Creative combo: Offering “transformation sessions” where physical changes are paired with mindset coaching...clients walk away feeling brand new inside and out.

Write 3 to 5 examples below...even if they feel weird or messy. (Or way more, honestly...the more you do the better because it really helps you think outside the box.)

Example Ideas:

- I use my logistics skills from retail to help burnt-out creatives structure their life.
- I use my story of people-pleasing to coach women in setting powerful boundaries.
- I use my crisis management skills from nursing to coach women through breakups.
- I use my direct, tell-it-like-it-is personality to teach communication and boundaries to women who've lost their voice.
- I use my calm-under-pressure energy from working in A&E to coach overwhelmed mums on emotional regulation.
- I use my obsession with systems + my burnout story to help women design sustainable businesses.

Your combos

.....

.....

.....

.....

.....

You don’t have to figure it all out right now. And it will probably take a few goes...maybe you need to come back to it over a couple of days. But once you write that one combo that makes your stomach flip a little... That’s when you know: you’ve found your spark.

Why this work matters:
You don’t need to fit into a box. You’re allowed to build something that feels like you, in fact, you fucking should! This is where purpose starts to feel personal...not just a concept, but a direction you can actually walk in.

Final Reflection
What combo gave you the most spark or excitement?
Which one feels like, “Wait... this could actually be a thing”?
Write your favourite breakthrough or “that’s it!” moment here:

Your thoughts

STEP 6
Identity Upgrade

This is where you get to own your transformation. Rebrand yourself. Choose a bold new path...even if it's just in mindset for now.

You weren't wasting time...you were gathering tools. Even if you hated the job. Even if it broke you. Even if it made no sense at the time. The version of you who survived that season? She was collecting receipts. And now we're going to use them.

PROMPT:
What if I'm not behind... I'm just multi-skilled and now I get to make it all count....What does this new version of me look like? Sound like? Offer to the world?

Your thoughts

STEP 6
Mindset reframes

Nursing + Empowerment / Burnout Recovery
"I worked in nursing for years and honestly...it broke me. But it also made me who I am. I learned to hold space for people in their darkest moments. Now, I coach burnt-out women...especially carers and empaths...on how to set boundaries, prioritise themselves, and recover from burnout. The skills I gained in those hospital halls are the exact ones I use in my business today."

Hairdresser + Transformation / Confidence Coaching
"As a hairdresser, I didn't just cut hair...I listened. Women would sit in my chair and tell me everything. That space became sacred. Now I offer transformation sessions that go beyond the surface. We work on confidence, mindset, and identity while they get their glow-up. It's still hands-on work...but now I get to help people feel seen and strong, inside and out."

Cleaning / Maintenance + Simplicity / Inner Peace
"I used to clean houses. It felt invisible. But what I learned is that cleaning is sacred work. It's clearing space for people to breathe. Now, I help overwhelmed women declutter their lives...physically, emotionally, energetically. I show them how to simplify, set boundaries, and reclaim their space. Cleaning taught me that peace starts in the environment around you."

STEP 6

Your magic

STEP 6

Your magic

STEP 6

Your magic

WRITE, SKETCH, GET INSPIRED...

THE POWER YOU HAVE IS TO BE THE BEST VERSION OF YOURSELF YOU CAN BE, SO YOU CAN CREATE A BETTER WORLD.

Ashley Rickards



Vision

/ˈvɪʒ.ən/

- AN IDEA OR MENTAL IMAGE OF SOMETHING
- THE ABILITY TO IMAGINE HOW SOMETHING COULD DEVELOP IN THE FUTURE, OR THE IDEAS THAT COME FROM IMAGINING IN THIS WAY

SOURCE: CAMBRIDGE DICTIONARY

STEP 7
Create a Vision

Once you've identified your passions, skills, interests, and values, it's time to create a vision statement. This is a statement that outlines what you want to achieve and what you want your life to look like. Yes, maybe it's a bit wanky... but stay open-minded; in fact, trust me... once you're done, read yours aloud and see how damn epic and powerful you feel.

A vision statement inspires and motivates you to make the most of your life. It can help you with decisions and remind you of your goals and how much of a boss lady you really are.

Your vision statement should be specific, measurable, and realistic. Scratch that... EPIC and huge... maybe even a little scary...but realistic to the point that it is actually possible and doesn't involve unicorns, time travel and vampires.

Write it down and refer to it often to stay motivated and focused. Heck... read it out loud every day in front of the mirror.

Wait... how do you do it?

Let's figure this out....

Consider your long-term goals: What do you want to achieve in the long term? What legacy do you want to leave? Think about your aspirations and massive dreams and what you hope to accomplish in your life.

Think about your strengths: What are your talents, skills, and unique qualities? Consider what makes you stand out.

Read back over your highlighted values from step one.

Write down your statement: Once you've reflected on your values, goals, and strengths, it's time to start drafting your statement. (There is a template on the next page) Your personal vision/mission statement should be clear and meaningful. It should capture your aspirations and guiding principles in a way that resonates with you and makes you feel all butterfly-y and like a boss.

Refine and revise: After you've written your statement, take some time to refine and modify it(if you need to). Share it with trusted friends or family members for feedback (or me! honestly, I would love to hear it), and make any necessary changes to ensure that it accurately reflects your values, goals, and personality.

Live by your statement: Once you've created your personal vision/mission statement, it's important to live by it. Don't just shove it in a drawer! Use it as a guide for your decisions and actions.

STEP 7
The template

My personal vision is to (your big goal) for/with (who).

Through my (skills/talents/passions that you will use), I aim to (what result you will help people get)

My mission is to (how you want people to feel) and (what problem you wish to overcome in the world)

I am committed to this goal because (of your beliefs/feelings/values/why you are passionate about this).

STEP 7

Brainstorm

NOTES FOR DAYS

STEP 7

Mine

Since we're sharing, here's mine:

My vision is to be a catalyst for change in the lives of women all over the world. Through my coaching and training, I aim to empower 1 million women with the tools and confidence to create their own future on their own terms. My mission is to inspire and bring together communities of powerful women, breaking down barriers and eliminating negative attitudes towards others.

I am committed to achieving success by providing the most effective coaching and training to women worldwide, and I will take persistent, continuous action towards my goals. I believe that empowered women can change the world, and it is my ultimate goal to help women to find their voice and step into their power, no matter where they are in the world.

I am dedicated to growing as a leader and delivering value to women worldwide, creating and leading a team where everyone plays to their strengths. Together, we will create a world where every woman can pursue her dreams without fear of judgement or limitation.

And here are some other examples:

My personal vision is to provide educational opportunities for children who face similar challenges to those I experienced. Through my skills as a teacher and my passion for nurturing young minds, I aim to empower these students to achieve their full potential.

My mission is to create a safe and supportive environment where children can feel valued and respected. By overcoming the negative influences of their past, I want them to feel confident and capable of achieving their goals.

I am committed to this goal because I believe that every child deserves a chance to succeed, regardless of their circumstances.

Through my love for education and communication skills, I aspire to empower marginalised communities to achieve their full potential. My personal vision is to create accessible and equitable educational opportunities for underprivileged individuals, enabling them to overcome socio-economic barriers and live fulfilling lives.

My personal vision is to inspire and guide individuals towards healthy and sustainable lifestyles, both for themselves and the environment. Through my expertise in nutrition and sustainable living practices, I aim to help people achieve optimal physical and mental health while reducing their carbon footprint and preserving natural resources.

My vision is to create a world that values compassion, inclusivity, and understanding for all individuals. Using my skills in storytelling and advocacy, I aim to challenge societal biases and prejudices and promote greater empathy and understanding in society.

My mission is to make people feel heard, seen, and valued, regardless of their background or identity. Discrimination and intolerance have negatively impacted many individuals and communities, and I am committed to working towards creating a more just and equitable world.

I am passionate about using my voice to highlight the experiences of marginalised and oppressed individuals and to promote greater understanding and empathy in society. I strongly believe that we can make a positive impact on the world by sharing stories and challenging societal norms that perpetuate discrimination and intolerance.

STEP 7

Your vision

A PERSONAL VISION IS THE ROADMAP TO YOUR DREAMS. IT'S WHAT HELPS YOU NAVIGATE THROUGH THE CHALLENGES AND OBSTACLES OF LIFE.

Unknown



Goal

/gəʊl/

- AN AIM OR PURPOSE
- SOMETHING THAT YOU WANT TO ACHIEVE

SOURCE: CAMBRIDGE DICTIONARY

STEP 8

Set some goals

Now that you've identified your values, explored your interests, determined your strengths, found your flow, written your vision and thought about your legacy...(phew, we've covered a lot), it's time to set some legit goals.

If you feel a little wary or have had enough SELFISHNESS for this week...Start by setting small, achievable goals that align with your passions and purpose, like taking a weekly art class or starting an Etsy shop.

Knocking over a few small goals can do two things- a: give you confidence because you're kicking ass at those goals, and b: show everyone around you that you can do something for yourself sometimes and the world doesn't end! It probably does other things too, but hey.

Otherwise... if you're feeling brave
Write down some epic goals that let you live your passion and purpose to the absolute fullest... Create a deadline for them... whichever time frame feels good for you, but I like to start with 5 years and then break it down to yearly.

Break down large goals into smaller steps and milestones... maybe quarterly or monthly...

Break your goals down to daily or weekly tasks and, set due dates, add them to your fridge, calendar, to-do list...wherever.

If you're someone that loses motivation or can get a little sidetracked... rewards can also help.

Be sure to celebrate each milestone you reach along the way. Our brains like rewards. Yesss...even more motivation to keep going!!!

Take yourself out for dinner each month you hit your goal, or buy yourself some new highlighters... whatever floats your boat

There are some goal setting worksheets on the next few pages to guide you.

STEP 8

Brainstorm

STEP 8

Your goal

Goal:

Due date:

Why is this goal important?

How do I know when I have succeeded?

What do you need to learn or obtain?

YOUR GOAL
Milestones

MILESTONE #1

Due: .....

Weekly Target: .....

Daily Action: .....

Reward: .....

MILESTONE #2

Due: .....

Weekly Target: .....

Daily Action: .....

Reward: .....

MILESTONE #3

Due: .....

Weekly Target: .....

Daily Action: .....

Reward: .....

YOUR GOAL
Milestones

MILESTONE #4

Due: .....

Weekly Target: .....

Daily Action: .....

Reward: .....

MILESTONE #5

Due: .....

Weekly Target: .....

Daily Action: .....

Reward: .....

MILESTONE #6

Due: .....

Weekly Target: .....

Daily Action: .....

Reward: .....

YOUR GOAL
Milestones

MILESTONE #7

Due: .....

Weekly Target: .....

Daily Action: .....

Reward: .....

MILESTONE #8

Due: .....

Weekly Target: .....

Daily Action: .....

Reward: .....

MILESTONE #9

Due: .....

Weekly Target: .....

Daily Action: .....

Reward: .....

YOUR GOAL
Milestones

MILESTONE #10

Due: .....

Weekly Target: .....

Daily Action: .....

Reward: .....

MILESTONE #11

Due: .....

Weekly Target: .....

Daily Action: .....

Reward: .....

MILESTONE #12

Due: .....

Weekly Target: .....

Daily Action: .....

Reward: .....

When it comes to goal setting, especially if they are HUGE... It's important to keep the big picture in mind, but don't let it overwhelm you, accept that along the way, you may find different ways to achieve your goal.

Be flexible, but accountable. Give yourself a daily pep talk if you need to... because really... YOU GOT THIS! Celebrate the wins... even the small ones.

We all have the opportunity each day to do things that move us closer towards achieving our goals, or not to. Now you know what the few things are that you can do every day, it's up to you to make a choice each day to do them.

That said. Remember that you are also learning along the way. Take note of how far you've come already!

You might not yet fully know how to make it to the end. Focus on being accountable for the things you know you can do each day but be flexible enough to change course when you learn new and better ways to do things.

STEP 8

Pep talk

GOALS ARE DREAMS WITH DEADLINES.

Diana Scharf Hunt



Action

/ˈæk.ʃən/

- TO DO SOMETHING TO DEAL WITH A PARTICULAR TASK, PROBLEM, OR PLAN

SOURCE: CAMBRIDGE DICTIONARY

STEP 9
Take Action

Finally, it's time to take action. I mean REAL ACTION.

Use your vision as a guide and start taking steps towards your goals. Take courses, attend workshops or volunteer in areas that interest you. And really start to take notice. Question everything.

What kinds of things and people are you drawn to?
What do you find yourself happy to help others with? What things do you gravitate towards, and what things do you find yourself avoiding? What things energise you? When you find yourself drawn towards places, people, or activities... ask yourself WHAT is it that you're drawn to...

Which parts can you then incorporate into other areas of your life, like your job or day-to-day life?

And then how can you use that to bring about change and help others?

Focus on your magic. Take notice of what lights you up, what gets you fired up, what you love doing, and what motivates you. Do more of that.

On the flip side...

Sometimes what you think is your passion... turns out to be... well, not. If you find an activity like that... dig deeper. Explore it more. Is there a part of it that you love? Is there a part of it that you hate? Question it... you might uncover something!

If something is draining you, it's either not for you... or you have forgotten why you're doing it in the first place and gotten a little off track. Remind yourself how it aligns with your values, get back to the "why", the thing that provides a spark and figure out how to cultivate more of that.

Don't be afraid to take risks or make mistakes – it's all part of the journey.

STEP 9

Notes

YOU DON'T HAVE TO BE GREAT TO START, BUT YOU HAVE TO START TO BE GREAT.

Zig Ziglar

YOU DID IT!

Now show us your magic

Discovering your passions and purpose in life can be a challenging but rewarding process. Maybe you're still figuring it out... and thats totally fine! I hope at least this has started to unravel some things for you and given you some ideas on how you can include more of the things you love in your life.

Even if you don't believe that there is more... or you are MEANT to do something great with all that magic of yours (which I think you are!)... I'm sure we can at least all agree that life is meant to be enjoyed, right? And that is my wish for you. A life filled with Joy, many adventures, epic memories and an unwavering commitment to just being YOU.

It's time to make space for things you love because my friend, I can promise you there is far more to life than grinding away until we retire.

By following these steps and tips, you can start living a more fulfilling and meaningful life. Remember to be patient, kind to yourself, and stay focused on your vision.

FINAL TIPS
and advice

- Be open-minded and willing to try new things.
- Don't be afraid to ask for help or guidance from others.
- Surround yourself with supportive and like-minded people.
- Practice gratitude and focus on the positives in your life.
- Don't compare yourself to others – everyone has their own unique journey.
- Seek out mentorship and support from like-minded individuals who can offer guidance and encouragement along the way.
- Take action and start small. Don't be afraid to experiment and try new things. Even small things can lead to significant insights!

Remember that discovering your passions and purpose is an ongoing journey, not a destination.



NOTES FOR DAYS

NOTES FOR DAYS

NOTES FOR DAYS

NOTES FOR DAYS



FINDING YOUR TRUE NORTH

Bonuses

BONUS #1
A New Me

How would you describe the new version of you necessary to effortlessly achieve all of your dreams and goals? Try to describe this character in three sentences or less.

Your thoughts:

What skills and strengths does this new character need to have in order to effortlessly execute on your dream and achieve it with ease. List them all.

Your thoughts:

BONUS #1
A New Me

What strengths does this new character have that your current one does not?

Your thoughts:

What weaknesses is this new character free of that your current one possesses?

Your thoughts:

BONUS #1
A New Me

What good habits does this new character have that your current one does not?

Your thoughts:

What fears is this new character free of that your current one possesses?

Your thoughts:

BONUS #1
A New Me

How does this new character present him/herself? What does he/she look like?

Your thoughts:

What judgements is this new character free of that the current one possesses?

Your thoughts:

BONUS #1
A New Me

Describe what the average day looks like for this new character when he/she is executing and taking massive action to achieve his/her goals?

Your thoughts:

Describe the things this new character loves doing and has an appetite for that the current character hates and avoids at all costs?

Your thoughts:

BONUS #1
A New Me

Describe what the average day looks like for this new character when he/she is executing and taking massive action to achieve his/her goals?

Your thoughts:

Describe the things this new character loves doing and has an appetite for that the current character hates and avoids at all costs?

Your thoughts:

BONUS #1
A New Me

How would other people gossip and talk about this new character in a cafe?

Your thoughts:

Describe the things this new character loves doing and has an appetite for that the current character hates and avoids at all costs?

Your thoughts:

BONUS #2
My Belief Breakthrough

Personalize your selection by choosing those that resonate with your own limiting beliefs. When negative thoughts or self-doubt arise, consciously replace them with your chosen affirmations. Consistency is key; repeat your affirmations daily, with conviction and belief, preferably in the morning or before bedtime. Over time, these affirmations can reprogram your thinking patterns and lead to overcoming your limiting beliefs.

- I am worthy of love, success, and happiness.
- I release all negative thoughts and embrace positivity.
- I am capable of achieving anything I set my mind to.
- I trust in my abilities to overcome challenges and obstacles.
- I am deserving of all the good that comes into my life.
- I believe in my own unique talents and gifts.
- I am confident in expressing my true self.
- I let go of comparison and embrace my own journey.
- I attract positive opportunities and abundance into my life.
- I am in control of my thoughts and choose empowering beliefs.
- I am resilient and can bounce back from setbacks.
- I release fear and embrace courage in pursuing my dreams.
- I am open to receiving love, support, and success.
- I trust the process of life and have faith in my journey.
- I am enough just as I am, and I embrace my worthiness.
- I am worthy of achieving my goals and living my dreams.

- I release the need for approval from others and value my own opinion.
- I am confident in stepping outside of my comfort zone.
- I attract positive and supportive relationships into my life.
- I am grateful for all the blessings and opportunities in my life.
- I am worthy of success and allow myself to achieve greatness.
- I release self-doubt and embrace self-belief.
- I choose to focus on solutions rather than problems.
- I am in control of my own happiness and create a joyful life.
- I release the past and embrace the present moment with gratitude.
- I am constantly growing and evolving into the best version of myself.
- I am the architect of my own destiny, and I create a life I love.
- I let go of past limitations and embrace my limitless potential.
- I deserve to be happy and live a fulfilling life.
- I am the creator of my own reality and choose positive outcomes.

Add your own:


CANVA STORIES
23



