

Entrepreneur Enlightenment

A Guide to Establishing Your Purpose-driven Business

Lesson 2 Part 1 – WORKBOOK

How to Gain Clarity and Refine Your Purpose

We all have a specific purpose in this world. We feel really fulfilled, happy and accomplished when we follow our purpose, when we feel aligned with our Higher Self, Spirit or God whatever name you prefer to call that greater force that beats your heart.

Everyone's ultimate purpose is LOVE. To love who they are, to love people around and to put love into the world through their work. This is the journey of life.

Here are several questions I developed by working with many entrepreneurs around the world and answering them will help you tune into your purpose.

Q1 What are Your Skills, Talents and Experiences?

No matter where you are now in your life, you have the skills you developed, the talents you were born with and the experiences acquired from living your life. The combination of those makes you unique. Some you take for granted but they are most likely what gives you the "secret sauce".

Take an inventory of your skills, talents and experiences to discover what makes you unique.

Example: Explaining complex concepts in simple ways, being able to connect the dots fast, business management strategies, intuition and having fully healed after enduring serious abuse in childhood.

Q2 What are Your Recurring Challenges?

We all have certain patterns repeating in our life. Those are the lessons that we come here on earth to learn. Following your purpose gives you that desire to understand certain things, to overcome challenges, to overcome tendencies, to overcome patterns that are repeating, to learn the lessons and move forward.

Everyone has all the skills, the talents, the experiences that they need for their purpose, and, at the same time following their purpose helps them overcome recurring challenges, grow and integrate into a better person. When we feel the yearning inside of us to fulfill our purpose, we are daring ourselves to grow, to learn and to increase our capabilities.

"He who has a WHY to live for, can bear almost any HOW."

Friedrich Nietzsche

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This is why committing yourself to your purpose is so important. The purpose is the 'why' and for fulfilling your purpose you can bear almost any 'how' to achieve it.

Example: Fear of criticism, fear that if I become too successful, I'll be taken down.

Q3 What Was the Most Difficult Thing You Had to Deal With?

This is the main question to help you tune into your purpose because you will have a desire to help others overcome this difficulty. This is the most valuable lesson you can share with the world because you are drawing on your own experience. Your work is more powerful and unique in this way and leads success and abundance. People with a problem similar to the one you had, are seeking you specifically because you will understand them, you will be compassionate, and they will trust you to guide them because you figured it out yourself.

To give you some examples, a person might say that it was when their child was diagnosed with autism. Some might say it was when their spouse left them. For others, it could be related to something they dealt with in their childhood. In my case, the answer to this question is my parent's unhappiness together. They constantly fought as a couple and this left me with a lot of traumas.

The answer to this question, will lead you to a cause you care about deeply. In general, we want to remove or correct a certain pain or suffering or unfairness. Because we suffered and found a way to the light, we want to help others find their way with more ease. When you really connect with what has been the hardest thing that you had to deal with in your life, it will give you the motivation and the drive to do your work.

Example: The unhappiness of my parents in their marriage, I want to alleviate suffering in others.

Q4 What Would Your Younger Self Have Needed to Have or to Know?

Once you know the answer, give these things to other people knowing that you are also giving them to yourself. The answer could be: someone to believe in me, someone to support me, a particular service or a certain product.

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We follow our purpose in a desire to serve the world, but this undertaking is enhanced when it also serves us to grow, to heal and to give ourselves some relief. Our true purpose is balanced and when it is, it serves both us and the world.

If your purpose does not include you, it might not be your spiritual path, it might be a fabrication of your ego.

Example: Someone to believe in me, to tell me I am all right.

Q5 What Is Your Life About Now?

In order for our business to be sustainable, it has to encompass what is going on in our life at the time. If we keep business and private life separate and apart from the other, work will become stressful and we will feel conflicted about where to dedicate our time.

For example, if you are raising children, how is your business aligning with the fact that you have to spend time with your children and learning how to raise them. Have you just retired? Have you started college or other education? Are you solving a health issue? Are you consolidating a debt situation? Are you grieving? Are you looking for your soul mate? Have you just gotten married?

Example: My life is about living my dreams and inspiring others to do the same.

Q6 What Do You Love Doing?

What is so easy for you to do? What is something that you enjoy so much that it does not even feel like work? What are you so passionate about that time flies by without noticing when you engage in that activity? What do you do that gets you more energized after rather than feeling tired?

If your work leaves you more tired than energized then it is not your purpose.

Do you love being with people, analyzing data, talking, arranging flowers, or painting? You can make a business out of what might have started as a hobby because when you are passionate about something you will be doing it well.

Example: Hosting and facilitating retreats and business events.

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Lesson 2 Part 2 – WORKBOOK

What Happens When Your Purpose Shifts?

Your Purpose

- Everyone's ultimate purpose is love. To love who they are, to love people around and to put love into the world through their work.
- We all have our skills, talents and experiences that make us unique.
- And we all have our challenges, tendencies and things we came here to learn.
- When we combine our uniqueness with what we are here to learn we find our Purpose, our work.

***Q1* What do you feel is your purpose? Or, if you are unsure right now, what did you feel was your purpose if had an inspiration while answering the questions?**

Your Purpose Evolves

- Your purpose evolves as you are journeying towards it. It's like the horizon.
- You are always following your purpose; you are always on your path.
- When things work well keep going, you are progressing in the right direction.
- When things are becoming difficult, it's probably time to change direction. Don't stay stuck too long wishing for things to be as they were. Grieve and move on!

***Q2* When was a time you felt stuck and then found some relief once you changed direction? Is it time to change direction again?**

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Your Purpose Goes Through Seasons

As with anything that grows, our purpose goes through seasons Winter, Spring, Summer and Fall.

Winter comes with a loss of sense of identity, feeling a loss, everything is frozen, but underneath in the ground the seeds are getting ready.

Spring comes with new idea, things start to move, the growth is small but visible.

Summer is great, things are colorful, plenty of movement and happy reinforcement.

Fall is where you reap the rewards of the work you have done. Abundant rewards. Reserves for winter. Then the leaves start to fall.

Q3 What season you feel you are in right now? What is the best thing you can do now to elevate your purpose?

When you think you don't know what is next, do something.

Everyone has at least a slight idea of what their purpose might shift into. Because of the fear of failure, criticism, judgment or fear of the unknown they don't feel as if they are sure what their purpose is. But being frozen and staying stuck does not help. You have to move forward to find the way.

Q5 Where do you feel your purpose is calling you next?

People say that I have a knack on figuring out their purpose. This is because I use both logic and intuition and of course because of many years of experience. If you'd like my help, fill in the form to request a complimentary clarity call at <https://entrepreneurenlightenment.com/contact/>

The more people follow their purpose the better this world becomes. Why? Because purpose leads to fulfilment and inner peace. I hope those questions helped you clarify yours.

Peace and protection,

Irina Mihaela EE

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