



6 BIG IDEAS

To Find Your Purpose
and Live Your Best Life

Jason Feehlich

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Why this book matters...

If you are struggling with getting out of bed in the morning because you simply do *not* feel like you are living the life you are meant to live (or doing what you are meant to do in life), you might think you are just losing your mind or depressed. However, in my experience, that it is rarely the case. Not living the life you are meant to live or feeling down are symptoms of a much deeper issue (the bad news), but are a lot simpler to fix (the good news).

Hi there.

My name is Jason Froehlich. For the last nine years, I have been quietly coaching people to reach for a better life, one lived on their terms and in their way. To be fair, not everyone's dream life is the same. However, all the people I've helped had one factor in common - they all wanted to know how to find and follow *their* purpose in life, not someone else's.

If you just take a small step toward doing just one of the things I share with you, maybe this will just be what you need to get out of your funk and begin living with true joy and happiness.

Let me share a quick little origin story with you first...

I started like most of my students. I dreaded Mondays, and Fridays just couldn't come fast enough.

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The multiple careers I've held all seemed to be soul-sucking, dead ends. I always felt like I was underappreciated, overworked, or paid far too little for what I contributed. And none of them felt like I was doing what I was meant to be doing.

So, one day, I decided to change my life. To walk a different path.

With very little capital, lots of fear, a little doubt, and some business wits, I created a small service and started to build a company around my purpose.

Even though times were tough, and I found myself questioning my path while facing many challenges, I created autonomy and freedom for myself and my family. In the process, I found myself designing my dream life.

In the middle of the mess, it didn't seem like I was creating anything resembling a dream, but it turned out far greater than I ever imagined.

So, I put together something special for those who want to find freedom, do what they love, make a difference...and fill their bank accounts.

These six big ideas are the building blocks I used to find my purpose and develop a business around it that made money to support my family while creating the freedom to live wherever and do whatever.

Here's my promise to you: I am going to keep this short, and I am only going to include tools, tactics, and strategies in this book that work. Meaning that I currently use whatever I am saying here in my life to keep making money and living without barriers or boundaries.

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This isn't filled with fluff, rah rah, or a bunch of motivational messages, yet if you use the advice I talk about, you will empower yourself to take ownership of your life and make serious changes that lead to living a life on your terms.

Ready? Excited? GOOD! Let's get started...

Big Idea #1: VISION

Who are you? Who is it that you want to help? What problem, challenge, or frustration are you solving in these people's lives?

It starts here. The vision you have will be the determining factor in the level of your success. It is all relative to clarity. The more clarity you have the higher the likelihood of you achieving what you set out to do.

If the dream is to have autonomy, and live fully free following your purpose in life, then your vision of that must be very clear.

Ask yourself these questions: Who am I? What has been my single greatest achievement? Answer this as clearly as you can.

If you are finding this a bit challenging, don't stress. This is simply an exercise to help you discover more about your purpose. Sometimes, this will take a little bit more digging into your past and present to uncover these truths.

Be patient and keep thinking. It will come to you.

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Then, ask yourself the two MOST important questions of them all: Who is it that I want to serve or help? What problem, challenge, frustration, or pain point am I going to solve in these people's lives?

If you want to turn your purpose into meaning, and a way to make a living, then it will be about how you serve others and what problems do you help them solve.

Even if finding your purpose is simply a means to just help others and not worry about money, then it is still about serving *others*.

This isn't a book on business, but it is the next logical step if you want to take this knowledge to the next level and begin follow your path on your terms. To not just eek out a living, but have true prosperity.

Big Idea #2: WHY

Without a why there is no will. So, it is vitally important that you answer this next question with as much...or more...clarity than you answered the first set of questions.

Why do I want to help these people solve this problem, challenge, or frustration in their lives?

Having a powerful reason is the fuel. It is the fuel that powers one's will to achieve the goals you have. It will be the motivation that wakes you up in the morning and keeps you up all night.

Consider the kind of impact you would like to make on the world. Consider the service you want to be to others and how that will positively influence them.

Following your purpose is different than following your passion. Passions are things that come and go. Purpose is the one thing you were here to do. It is your duty and everything you've done, learned, and experienced has moved you closer to your fate.

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Here's another question that might help you get clarity around your why: Why do I want to follow my purpose? Write your top five reasons down.

- 1.
- 2.
- 3.
- 4.
- 5.

These are critical to know and keep close to you when you start to follow your purpose because when you feel discouraged these reasons will remind you why you are doing what you are doing.

Big Idea #3: FOCUS ON IMPACT

Answer this next question and try to keep it short and simple.

How do you want to impact the world with your purpose?

The more I focused only on the money aspect of creating autonomy, the further I got from prosperity.

It is when we impact one person, change the life of someone else that we find completion, meaning, fulfillment...and then riches.

Ultimately the impact I made, made the impact in my life that I wanted.

So, dig deep and consider the impact you want to make. What impact would you want to make on ONE (just one) person who asked for your help?

Think about igniting one flame at a time. Then, go deeper with the answer this question by asking 'why' after each statement you write until you can't answer any more 'whys.'

As cliché and overused as this 'impact' word is getting these days, it still has solid value in the steps to take to uncover your purpose.

Big Idea #4: EXECUTE

I will repeat so many greats who have said it before me, “there is no better time than the present time.”

It doesn't matter your age, your position, your education, or your place in life. The only thing that matters is that you are willing to act and then ACTUALLY be decisive enough to act.

So, answer this question...

What's the big opportunity you have?

An example of this is mine: My mission is to inspire as many people as I can to see their purpose in life and find the courage to follow it.

The big opportunity I have is to find meaning in my life through this pursuit and sharing that opportunity with the ones ready to make the leap. I have made the decision to fulfill my purpose, now it is my duty to be decisive and take action to achieve this goal.

What is yours?

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This big idea really could be number one, but action without vision is merely going to keep you wandering aimlessly toward nothing. Then, when you wake up to the reality that your life is being spent unwisely it becomes meaningless.

There isn't another idea that I have found that robs people more than hesitation. Countless times I see people hesitate to follow something in their life that would have led to far more happiness.

Too many times I encouraged someone to make the leap to only hear they let fear or doubt or some negative attitudes defeat them. In time, hopefully, they will realize there wasn't any better time than at that present time...or they will realize now is even a better time.

The rest of the ideas I share with you will help you stay on track and keep you focused on *your* mission in life. So, let's keep going. Not much more left.

Big Idea #5: CONSISTENCY

Staying the course and making improvements along the way will get you to the outcome you want. Setting expectations will be the key to sticking to your path.

Just look at the things you have been consistent with in your life and you will see how powerful this one factor can be for you.

Let's say for example you want to get ten thousand followers on your favorite social media platform. How do you do it?

Just consistently keep putting out content and stay true to the promises you make. It really is that simple. Yes, you must find the audience, get the traffic, and make the content, but being consistent will be the ultimate golden thread that pulls you toward your desired outcome.

Now, answer this question:

What will you do consistently?

Following your purpose in life isn't easy.

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There are basic steps to follow, but one must be consistent to win.

It takes consistency of attitude when you feel like you are being beaten down. It takes consistency of action when you don't feel like anyone is listening to your message. And, it takes consistency of application when you feel like nothing is working.

So, make a commitment with yourself by answering the following:

1. I have decided I will take _____action toward my goals each day, week, month, and year.
2. I have decided my attitude will be _____no matter how I am feeling or what happens one day, one week, one month, or one year from now.

Big Idea #6: ADAPTABLE

There is one thing I am sure of in life, that is, everything changes. And it must.

The best motto I ever learned was when I was in the Marine Corps.

They made us repeat it daily, made us understand it through and through, and made it part of our lives: “Adapt, Improvise, OVERCOME.”

If you can be adaptable to the changes that will happen while following your purpose, then you will be successful at fulfilling your calling in life.

The factor that stands in the way of your success is change.

Change is going to happen...matter of fact...you want change to happen. If you don't welcome change, then how will you ever grow?

Something must “die” in order for something “new” to take its place. Now, this doesn't mean physical death, it just means that you must let go of what is no longer serving you, or you have outgrown, and allow room for that new to come into your life.

If you want to find your purpose in life, then you must be willing to adapt to the change that will inspire you to make the leap.

When you make that change, then transformation will occur. Your life will be different (you will have a new life), your family's life will be better, and you will make more of an impact on everyone around you.

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So, answer this: How will you handle change?

Will you accept change to be part of your life, or will you fight it and try to stay in the same place you were yesterday?

This is all a personal choice, and no one can force you to do anything or live a certain way. You must be willing to find your way.

Now, I will outline a few additional things I've discovered along the way, and hope these insights will help you reach the kind of life you want to live serving your purpose.

Bonus Idea: The Big Secret of Dealing with Yourself!

This chapter may be like having a bucket of ice water thrown in your face when you least expect it. It might conjure a little anger at what I say, and it might even cause you to feel sorrier for yourself.

But I am going to tell you one of the single most important reasons why I and so many others hold themselves back from finding fulfillment, joy, and doing what they are meant to do.

Know that in no way am I trying to offend you. Why? Because there was a time in my life when I was swimming in the sea of self-pity and my days were filled with feeling-sorry-for-myself moments.

It wasn't until I met a coach by the name of Master Luis De La Rosa, who spoke openly and honestly with me, that I realized I needed to change my attitude.

He pointed directly to the matter and didn't hold back in telling me what I needed to hear. Master De La Rosa was my Marine Corps Martial Arts Instructor, and he never pulled his punches. He spoke the truth and taught me how to be my own warrior.

You rarely find people who are going to be that kind to you and tell you the truth. There is a difference between being kind and being nice. Up to that point in my life, I had been meeting only people who were being nice, or who didn't care.

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Master De La Rosa pointed at my self-pity. If I got what I was hoping for, then I figured I was “lucky.” If I didn’t, then I felt sorry for myself and found some pitiful reason why I hadn’t gotten what I’d expected. Both attitudes lacked taking responsibility for my wins and my losses.

Too many times in life you are just sitting there, like I was, swimming in self-pity about why you aren’t following your heart, getting the joy out of life, and fulfilling your life’s calling.

Or you are allowing others to tell you why what you dream of is a stupid idea, too expensive to do, or is some ridiculous pipedream.

Let me be the one to tell you that these *dream killers* (as I like to call them) are everywhere in life. They are the first to tell you why it won’t work or what you should do before you ever think about going after your dream.

I had the same problem most people have: believing everyone else way too much or asking everyone their opinions on too many matters in life.

We tend to look at others and assume that they are successful, happy, or living amazing lives and have the “secret” that we need to hear.

The best thing we can do is *learn to listen* but *be very careful of what we believe*. That goes for what you are reading here as well. Do not believe me simply on blind faith. Yes, I encourage you to listen to what I am saying, but only allow the seeds that help you to grow positively gain roots in your mind and your very being.

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If you dislike your job, your career, your relationships, your status in life, what you are doing, or anything else for that matter that doesn't seem to fit your purpose or calling in life, you and only you have the power to make changes.

Don't try to tell me, "Well, it's because of this, or I can't because of that." Bullshit! I don't want to hear your excuses, your justifications, your blaming others, or your complaints. Those are just false illusions running through your mind that someone else has planted there with their negative words--and those fears and doubts have been growing wild ever since.

It's time to kill those weeds.

Take the first step and start to recognize that you are feeling sorry for yourself or your situation.

Try this at this point, right now, for yourself: Stop reading and take a moment to sit in silence and listen to the voice inside. Take a pen and paper and make a list of the reasons you feel you can't do this.

For example, I would write something like, "I am feeling sorry for myself because I don't think I have enough time to make my dreams come true." Or, "I am feeling sorry for myself because I don't believe I have a gift to share with others that would impact their lives." Write yours here:

If you want your mindset to shift and your self-pity to be squashed, then it is going to take some work. You'll need to get off the couch and start taking the first step toward your purpose in life.

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Anyone can take life from a negative to a positive or go from nothing to something or from a zero to a hero. I speak from experience because I took my life from a negative to a positive and came from nothing to be something, while making a positive impact in people's lives. If I can do it, anyone can do it.

Change Your Habits!

Mahatma Gandhi is credited with saying, "Your beliefs become your thoughts, your thoughts become your words, your words become your actions, your actions become your habits, your habits become your values, your values become your destiny."

This is great to know because your destiny ultimately can be changed. If you ever thought that you can't do more than what you are currently doing, then let the record show you can do more.

You have the power to change your destiny. There is no time to lose and if you want to change your life tomorrow, all you must do is begin by changing your beliefs, thoughts, words, actions, and habits today. Those five things you have control over.

When you change your daily habits, you change your values and your standards in life by holding yourself to a different set of rules and a higher barometer, and those new standards or that new barometer you set becomes your destiny.

You see, *you and only you are the captain of your ship and the commander of your life.* It starts by changing your *belief system*.

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And to change your belief system or perspective on something, you just need to change the story you keep playing in your mind. The story will change when you change the experience you are having with yourself and your environment.

Stop saying “I can’t” or “I don’t know how” or “Well, I will start tomorrow, next week, next month, next year, or when the kids are older, etc.”

All of that is horse manure!

You probably have been saying that most of your life, just as I did at one time. Stop believing the naysayers or the people who think they know it all and begin to listen to a whole different message in your life.

Take control of what you believe by having different experiences and then you will KNOW. You will no longer need to be a believer; you will be a knower.

Your belief system is that subconscious thought process that you have about yourself, the world, and everything in this universe – your self-image and self-concept. To simplify this whole mindset, it comes down to this question: Is your belief system based on

- Fear?
- Self-doubt?
- Self-criticism?
- Negative attitude?
- Self-pity?
- Self-limiting beliefs?

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Or is it based on

- Desire?
- Self-confidence and certainty?
- Unlimited possibilities?

To make the most impact in your life, you need to start by believing a whole different message.

So, what tools do you need to change your belief system?

- Books
- Emails, blogs, websites for self-improvement messages
- Podcasts, CDs or MP3s, DVDs, online programs on self-improvement
- Seminars (Live or Virtual)
- Workshops
- Masterminds
- Coaching (private or group)
- Connecting with people who elevate your mindset

The true currency of life is time. It isn't money. Money can be made in many different and creative ways. You can always get money back if you lose it, but you will never get time back.

So, I say, guard your belief system with the utmost pickiness.

I had to make a huge decision around 1996 that changed my life forever. I finished reading the book *The Magic of Thinking BIG* by David Schwartz, along with *How to Win Friends and Influence People*, by Dale Carnegie.

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I took some time in self-reflection to analyze my life and the direction I wanted it to go. Did I want to keep making the same mistakes and having the same outcomes, or did I want to start thinking bigger and really start changing my belief system to reflect those things in my destiny? I decided on the latter.

That meant I was going to have to make some tough decisions, and that came in the way of who I was hanging around: my friends, my social circles, and my family.

I knew that if the only thing I had was time, then I needed to guard it and spend it wisely.

I made the changes quietly and softly, but I changed who I hung out with based on what they believed, their thoughts, how they spoke, and the actions they took in their lives.

Anyone can talk, but actions speak the loudest.

If any of that was based on a fear, doubt, excuse, self-pity, or a blaming system, I decided that they just needed more time to change, and I chose to associate with others.

Just remember, it isn't anyone's place to judge anyone else's belief system as bad or incorrect, so when I made these changes, I did so from a non-judgmental space.

I simply knew what I wanted and who I wanted to surround myself with, and I became ruthless as to whom that was. If you don't like where you are in life or who you are around, then change it. You are ultimately in control of that.

Bonus Idea: Being Resourcefulness

Resourcefulness is the engine that drives all successful individuals to the top.

You might be out of options, but never allow yourself to be out of ideas!

When you are fighting to make your dreams a reality, the one thing that sets all successful individuals and high achievers apart is their resourcefulness.

I'll share a personal story with you that will cement this fundamental character trait into your belief system.

Let me first say that you need to embed this little nugget into your mindset and keep it there forever. "No" is not a "no" in the world of success, business, and improvement.

When it comes to self-improvement, the key word is "self." No one is going to be as resourceful as you will be when it comes to your own improvement or success. No one is going to find a solution to your problems as well as you will.

Once I decided to finally start my first business, I was told that it was going to take about twenty to thirty thousand dollars to open the doors and start my dream career.

At the time, I didn't have that kind of money to do such a thing, but I refused to roll over and take no for an answer. I began hustling every angle I could to find the money and then finessed the situation to come up with that amount.

Most people I asked said no, but I remembered from all the books I had read that you must keep asking. I did until I worked out a yes and got the capital I needed.

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Here's where this gets even more interesting. I was required by the landlord to have six months of working capital available after opening date for my lease to be accepted on the rental space.

That meant I needed to be able to show I could cover rent for six months if my business made nothing!

I would need \$17,000 in an account, just sitting there in case I couldn't make rent. That isn't a great deal of money, but when I started with zero clients on opening day, it wasn't exactly a small chunk of change either.

No matter how much assurance the landlord needed, I needed every bit of that money for *marketing*.

Just because I had opened the doors to my business and hung a sign it didn't mean that anyone was even going to visit my establishment if they didn't know that I existed.

I wasn't going to rely on simple word of mouth advertising. It is way too slow unless it is some drama or gossip.

Looking back, I should have created some grand-opening drama and gossip-driven event that would have driven people to my doors. Next time!

Anyway, I gave the landlord what he wanted to see and then I resourcefully took that money and marketed like crazy (online and offline) to drive as much new traffic (eyeballs) to my business as I could.

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You can't just roll over and play dead. Use your resourcefulness to create opportunity, then winning will become easy.

In two months and fifteen days, I was at breakeven in my business and within six months, I was turning a profit in the way of paying all the bills I needed to cover in the business and in my personal life.

I was finally free doing what I wanted, when I wanted, with whom I wanted. I learned my first lesson in autonomy and that was how to create your own paycheck.

From that point on, I grew that establishment and fulfilled my purpose to many clients.

Bonus Idea: Letting Go of Fear, Doubt, and Self-Criticism

Let's talk about how you can become friends with fear, doubt, or self-criticism. It will give you the inner strength to go after your dreams.

Quieting the voice of fear and anxiety is much more than learning how to listen to reason.

Whether you want to venture out on your own and start your own business, purchase an existing business, change careers, or try to climb the corporate ladder as high as you want to go, then building a tolerance for fear, doubt, and criticism will be crucial to your success.

Let me speak directly to the individuals reading this book who want to venture out on their own and be their own bosses.

The fears and doubts you feel when you think about throwing off the security blanket of a steady paycheck, that you might have been receiving for twenty or more years, is nauseating and fills your blood with alarming amounts of anxiety and stress.

You are quickly reminded that there are bills to pay, people to feed, rent or mortgage to cover, and countless other obligations that need to be met.

Most of the time, you end up being so paralyzed by fear that you never take any action to prove to yourself that there is another way, a way that doesn't leave you feeling passionless and empty every time you clock in and out.

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Fear can stem from many places. For me, it was the past failure of a business and several relationships. Knowing I still had the looming feelings of failing, I would ask myself, “What makes me think I can succeed this time?”

The imposter syndrome ran rampant in my mind. I stayed in this state, many times wondering how in the world anyone ventures out on his own and still makes a living.

In the beginning, before I had the street smarts, I sat up at night trying to figure out what all those “experts” and “gurus” were saying in all the self-help, self-improvement, and business-success books I was reading.

I had a stack of them piled high, underlined, highlighted, and dog-eared, in the hopes that I was going to find that one key secret that would give me all the answers.

It didn’t necessarily come in a perfectly laid-out format, but what I discovered from all those books, and through my own direct experience, was that *I have the key inside of myself. I am the one with the potential* and that is where it starts.

You aren’t going to become fearless or eliminate fear.

You aren’t going to have less doubt in the beginning.

It will be there all the time. What I learned is that you must take that first step in bravery by *believing in yourself* and then *taking action*, so you know what you are capable of.

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This is will be when doubt starts to raise its ugly head, trust me. I failed in business before, I made a fool of myself, went tens of thousands of dollars in debt, and made all the mistakes a rookie makes.

I learned that the biggest problem wasn't that I couldn't overcome all those failures, foolish actions, mistakes, or errors. My problem was that I had underlying self-doubt that held me back.

There is no one to blame for my foolishness, mistakes, or failures. I just refused to let go of the little voice of self-doubt that wanted to be heard, rather than focusing on my desire to keep growing and learning from my mistakes.

There are plenty of people who will listen to your sad story, but it is only *you* who will ever be able to pick yourself up out of the ashes.

This was the true lesson I learned. Whether you want to be something, create something, pass something along, or change something, you are going to have to first switch the voice of doubt in your head to the voice of belief, hope, and faith.

You will have to see your own potential that others see--and if no one sees it other than you, then let *you* be the one who sees it the most.

Muhammad Ali used to say, "I believed I was the greatest before I ever was." He said it during interviews, to himself during training, and in fact, he would say it all the time.

How Do You Kick the Voice of Self-Doubt Out of Your Head?

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What you probably didn't realize is that the voice of doubt wasn't something you were born with. It was conditioned into you. Whether that was conditioned by your parents, grandparents, teachers, coaches, or some other influential figure, it was repeated to you probably more than a couple of times.

To reverse that seeded doubt, it will take awareness and attention to your thoughts on a moment-by-moment basis in the beginning.

The greatest challenge most people face is that they focus so much on what they can't do that they fail to see what they can do. This was my greatest enemy for many years.

I would see something that I wanted to achieve but, rather than focusing on the steps that would help me climb closer to my goal, I would focus on all the things that would stop me from reaching my goal.

If that is you, coming up with every excuse why you can't or shouldn't needs to be corrected. Write down five or ten reasons why you can or should.

- 1.
- 2.
- 3.
- 4.
- 5.

6.

7.

8.

9.

10.

Watch Your Language!

After you become aware of your every thought and you have trained your mind to think positively and to find positive solutions to your circumstances, situations, or opportunities, then the next step is to pay very close attention to what you say!

I don't say this lightly. Your words are coming from your thoughts, but your vocal words are just as powerful as the words that you internalize.

They are the very language that gets you closer to or further away from your purpose. You especially need to be aware when you are talking to others.

Sometimes we get sucked into the pattern of negative talk because we might be listening to someone who is feeling sorry for herself in some way and, before you know it, we begin to say very similar statements.

I caution you to become fully aware of what others are saying but, more importantly, what you are saying.

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Are you saying the right words? Begin to use powerful words like “I can”, “I must”, “I will”, and “I am” and you will see your life miraculously change while the actions you take become purposeful.

Motivation to Make It Happen

There are only two ways that we are motivated in life: through desire or fear.

These two motivating factors have been the positive or negative forces behind all the action you have taken toward or away from something. Whether you are motivated a great deal or a just a little, you were either pushed or pulled by one of these two forces of nature.

The one factor that has been misunderstood and mistaken is that you can be motivated by someone else or from some outside factor.

This is far from the truth. *There is no one else except for yourself who can effectively motivate you to do anything.* All you must do to prove this is to watch a two-year old. They don't do anything except what they are motivated to do.

Therefore, if you think that someone can motivate you to go after your dreams, goals, or aspirations in life, you are making a critical error.

Change your mindset and see that there is no better time in life to find and follow your purpose than now. It doesn't matter if you are seven or seventy, single or married, family or no family; do it now and do it for the improvement you will make.

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Do it from the mindset of desire rather than fear. Desire is a positive force in nature and will bring you more positivity. Fear can be used in a positive way, but it is by nature negative and will only require more effort to bring about positivity.

The Self-Critical Self

I can encourage and praise you and tell you that you are doing a great job, but if you criticize yourself and tell yourself you aren't good enough, aren't smart enough, can't get it, or won't ever be able to, then you will always be challenged to fulfill your purpose in life.

Take the first step right now and start to believe in yourself! Even if no one has ever believed in you before, I believe in you!

There is no one like you out there who shares your exact experiences in life, with your knowledge and understanding of your field of interest and passion.

There are probably many others in your field, *but none of them have what you have*. It is a special ingredient, only unique to you. This isn't about being arrogant! This is about aligning your self-image with your belief system. See yourself in a whole new picture.

I started here. As a matter of fact, I started with Maxwell Maltz's book *Psycho-Cybernetics* and then continued with the updated one by an additional author, Dan S. Kennedy.

I had a lot of work to do to reprogram my mind and the picture I saw of myself from many years of the wrong programming.

6 BIG IDEAS To Find Your Purpose and Live Your Best Life

There is *no one* to blame for anything, and I am surely not blaming my past. I took control of my mindset at the time and changed it, regardless of what my past was filled with.

Our parents and the many loved ones around us are simply trying to protect us in the only way they know how. For that be grateful.

Let go of the resentment or anger toward anyone who might have told you that you can't, or you should just give up on those stupid dreams of yours and play it safe. They don't have the power to keep your dream out of your reach.

This Is All Simply a Process!

The last and final word on this is about goals and setting goals. First, I don't get overwhelmed with setting too many goals, because the more goals I have, the more I am trying to work on too many at the same time. So, I simplify things a bit and just write down a few goals to reach in a few months' time frame (I use a three-, six-, and then twelve-month goal setting plan).

Write your life in pencil, not pen.

Mistakes happen and we can always continue to rewrite our futures. You can use this system of thinking for yourself or just continue to write goals the way you have been taught in the past.

It is all about a process rather than a goal-driven approach of perfection. What I mean by this is very simple and not to be complicated in any way, shape, or form.

6 BIG IDEAS To Find Your Purpose and Live Your Best Life

Don't focus on the goal anymore. *You already know subconsciously what you want to achieve.*

Focus on the process and what *action* steps need to be taken *consistently* to achieve this goal. It isn't the "goal" that will get you the achievement; it is the consistent action or "process" that will get you to where you want to go.

Here in the West, we have been seduced by the thought of goals. It is considered sexier to dream it than to put the work into achieving it.

So don't get bogged down in the thought of reaching some goal. Get to work and begin acting on the process of what you want.

And when I say action, I mean any action. Just start someplace and remember that the top 10% of anything were once the bottom 10% at one time. They just never gave up and looked for ways to improve. **Not everything you try is going to work and not everything you do is going to give you your desired results.**

But you must do something!

So self-coach with these three things in mind: Say "great" to yourself when you get exactly what you were intending; say "good" when you get something you intended that was good enough, because sometimes good is good enough; and then say "just needs improvement" for the things that you don't get any desired or intended outcome.

When you focus on the process rather than the goal, you will quickly get closer to achieving success and feeling more fulfilled through the action you are taking.

6 BIG IDEAS To Find Your Purpose and Live Your Best Life

Transformation in life comes first by achieving something and then changing something. Life is a constant change, the quicker you accept that the sooner success happens.

Final Thoughts

Thank you for taking the time to read **6 BIG IDEAS To Find Your Purpose in Life... And Live Your Best Life.**

The words I write and the message I shared has been the cornerstone that has given me the strength to achieve what I set out to accomplish.

My greatest achievement in life has been to conquer my own self-limiting beliefs.

In third grade, I was tested and told I had a learning disability. I grappled and fought with that “stigma.” But, I have beaten the odds.

Now, I want you to beat anything standing in your way.

I want you to achieve the impossible.

I want you to breakthrough any self-imposed limitations.

You can achieve anything because the force that drives greatness is already within you.

Finding your purpose and following it is possible. You can start anytime. And, there is no better time than now. It doesn't require one to be a certain age. It doesn't require skill, polish, charisma, or movie star looks. It doesn't require talent, an irresistible personality, or great amount of education.

6 BIG IDEAS To Find Your Purpose and Live Your Best Life

It is just a simple matter once one cuts through the clutter. It is cutting through the clutter that is the challenge.

In fact, if you haven't found your purpose in life (or are following it but don't feel like you're succeeding at it), it likely has nothing to do with you. With all the different messages out there, it is a wonder anyone makes sense of anything being said.

We can target all this confusion and clear it all up so you can begin living your purpose and making your dreams a reality.

When some say be reasonable, practical, rational, and sensible, I say be unreasonable, impractical, irrational, and insensible.

No one wanting to do great things ever simply played it safe at life.

If you want your message, your story, your talents, your gifts, your experiences to impact the world, it takes a change in your mind to end all the voices telling you to play it safe.

If you would like to explore more and get more tips on how to begin following your purpose, go to the links below to learn more about my **A.C.T.ion Workshops** and **A.C.T.ion Courses**

Go here: www.jasonfroehlich.com/experiences

Find me on social:

Facebook: [@thinksmallschool](https://www.facebook.com/thinksmallschool)

Instagram: [@jasonwfreohlich](#)

YouTube: [Jason Froehlich](#)

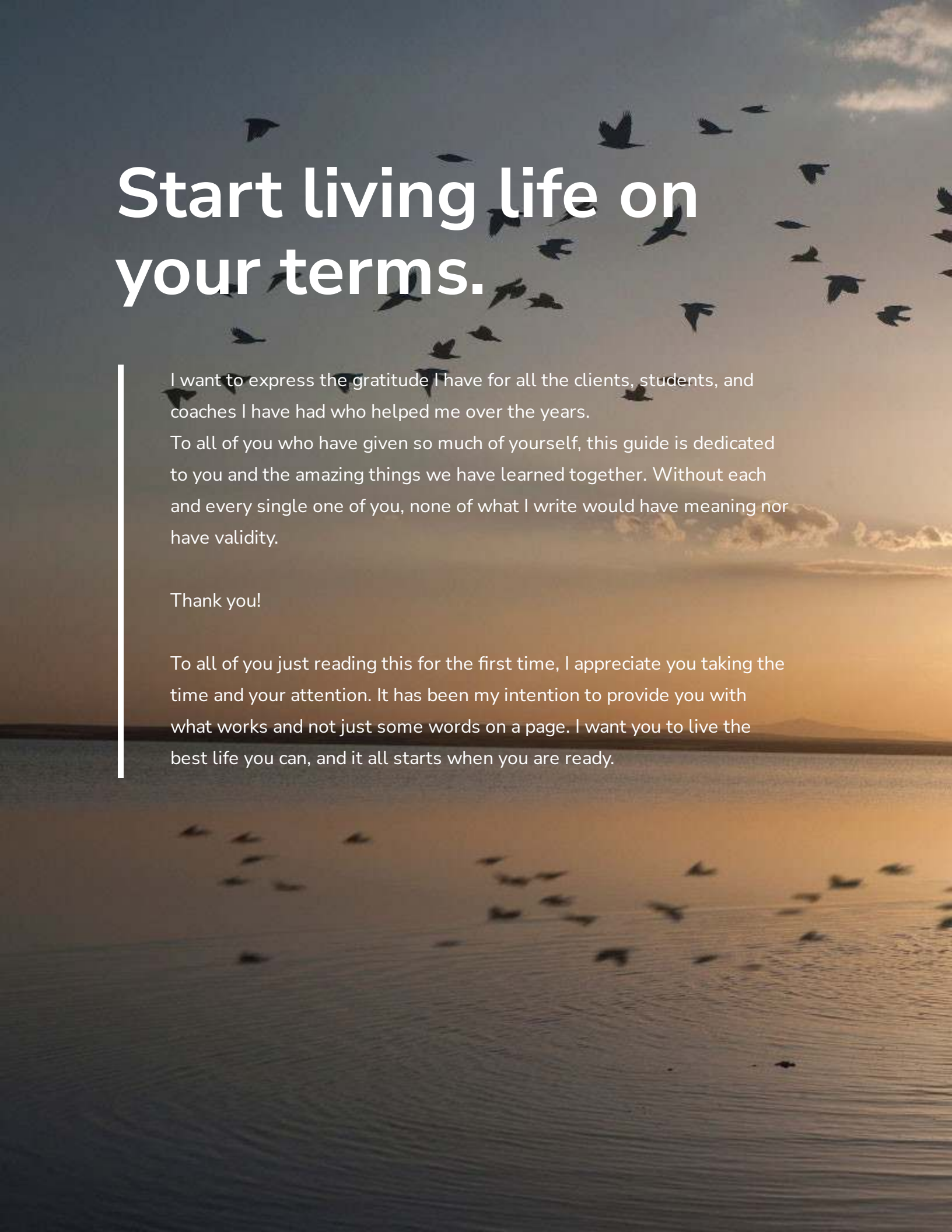
Following one's purpose is not just fulfilling a higher purpose, but serving a greater need. And, there is nothing more meaningful and rewarding than that.

So, I wish you all the best in your future.

Sincerely,

Jason Froehlich

www.jasonfroehlich.com

A large flock of birds is flying across a sky that transitions from a pale blue at the top to a warm orange and yellow at the horizon. Below the horizon, a calm body of water reflects the colors of the sky. The birds are silhouetted against the lighter sky, creating a sense of movement and freedom.

Start living life on your terms.

I want to express the gratitude I have for all the clients, students, and coaches I have had who helped me over the years.

To all of you who have given so much of yourself, this guide is dedicated to you and the amazing things we have learned together. Without each and every single one of you, none of what I write would have meaning nor have validity.

Thank you!

To all of you just reading this for the first time, I appreciate you taking the time and your attention. It has been my intention to provide you with what works and not just some words on a page. I want you to live the best life you can, and it all starts when you are ready.