



REINVENTING YOUR
LIFE

IGNITE YOUR PURPOSE

Made With Love By Dale

Ignite Your Purpose

An Introduction To Exploring And Igniting Your Purpose

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Know Yourself

We can live our entire lives not knowing who we really are. We end up being conditioned by other people and the world around us. Knowing what direction to go in or why can sometimes feel confusing.

Self-knowledge is important and is gathered over time through exploration, experiences, making mistakes and learning from them.

When you know who you are, what you like and don't like, your values, and your strengths, you start to understand where you want to go and how best to get there. Not knowing who you are can create a feeling of loss, inability to make good choices or procrastination. If you don't know who you are, how do you know where you want to go or what you want? How do you know the decisions you make are the right ones? How do you know which opportunities to pass up and which ones to take hold of?

Helping people discover who they are is difficult, as we are unique. Society is full of tests which can seem like they put you in a box, and to an extent, they do. Using tests is one way to understand yourself. My advice is to look at the results and ask:

- What does this mean to me?
- To what extent do I agree or disagree?
- Where do I feel resistance, and why?
- How can I work to my strengths?
- What changes will I make now I know these things, and why?

Tests are designed to leave clues, not to be followed to the letter. We are all different, with different experiences, values and beliefs that shape us. They help in deciding whether you have the enthusiasm and motivation for something. For example, a job or pursuing a business idea.

For example, when taking personality tests, people are not always accurate when identifying their personality traits. In addition, they can sometimes choose answers to make themselves appear likeable. So, be sure to answer them honestly.

The thing to remember is that people change. Our experiences, attitudes, and motivations evolve and impact our lives as we go along.

My advice is to keep an open mind and feel into your body when you read something that says this is you, and you should. What is your body telling you?

- Other things you can do are:
- Spend time alone reflecting and finding your moments of inner peace
- Spend time with others and move away from people who take your energy
- Consider what draws you in, creates curiosity and fills you with intrigue

- What motivates you, and what has you running for the hills?
- Think about what steals your energy
- Explore and test your limits – the ones you have put in place or ones put in place by others
- Push past your comfort zone, reflect, reassess and reignite

All of this exploration takes time. You will never stop learning about yourself. Life and your experiences will challenge and change you. Embrace the moments of occasional chaos because clarity is on the way.

In this ebook, I will introduce you to a series of tests. They are not all of the ones that I encourage my clients to use. I have saved these for the prep work I ask you to do before we start to work together. However this is a fun start to the process. Take them and reflect. What do you learn? This is an awakening process to understanding who you are and what makes you tick.

Myers Briggs

Myers-Briggs Type Indicator based test by 16Personalities. The MBTI test is a personality profiler created in 1962 by Katharine Cook Briggs and her daughter, Isabel Myers. Katharine and Isabel used Carl Jung's work on psychological types to help women entering the workforce during the postwar era.

The test was designed to help women discover their strengths, weaknesses, and general personality traits. The 16Personalities version provides a simple way to get an overview of your strengths and weaknesses. Most people find the test eerily accurate!

The 16Personalities test gives you a percentage of each trait. So you'll be able to see if you're almost equally balanced between two traits (like feeling and thinking) or if you're most definitely one and not much of the other (like intuitive and observant). It's something to keep in mind as you read the analysis!

Take the free test (no registration needed) at <https://www.16personalities.com>. Then, once you have read your analysis (especially the introduction and strengths and weaknesses sections), ask the reflection questions.

My results tell me that I am an INFJ-A - advocate - Advocates are quiet visionaries, often serving as inspiring and tireless idealists. Nothing lights up Advocates like changing someone else's life for the better.

- 55% Introverted - Introverted individuals prefer fewer, deep and meaningful social interactions and often feel drawn to calmer environments.
- 73% Intuitive - Intuitive individuals are very imaginative, open-minded, and curious. They value originality and focus on hidden meanings and distant possibilities.
- 74% Feeling - Feeling individuals value emotional expression and sensitivity. They place a lot of importance on empathy, social harmony, and cooperation.
- 61% Judging - Judging individuals are decisive, thorough, and highly organised. They value clarity, predictability, and closure, preferring structure and planning to spontaneity.
- 78% Assertive - Assertive individuals are self-assured, even-tempered, and resistant to stress. They refuse to worry too much and tend to be self-confident when striving to achieve goals.

Once you have these, you will be offered a full report in return for your email. Read, reflect and ask the questions above.

Via Strengths Finder

Discovering your strengths is an important step in the bigger picture of discovering who you are and what motivates and inspires you. When you know what they are, they can help you to create opportunities and grow in areas that are meaningful to you. The key is to use them to point yourself at what brings you energy, joy and meaning.

Try the free [Via Character profile](#). You will need to set up an account first. In this test, there are 24 character strengths.

Take The Free Test

- Before you take the test, [look at the list of 24 VIA strengths](#) (PDF) and select 5 strengths from the list of 7 virtues that you think characterise you best
- Why do you believe that these are your strengths?
- Now take the test and compare your answers
- What differences were there, and how do you feel about these?
- How do you feel about your strengths?
- Take a look at your top five and ask the reflective questions above.

How Can You Use These To Support Your Purpose?

Over the coming week, consider your strengths, which give you energy, motivate you and give you a sense of purpose. Record these daily in your journal. In this way, you can confirm how you are using your strengths to your best advantage or if they highlight any areas in which you feel you need to make some changes.

My top 5 in Via are:

1. Creativity WISDOM Thinking of novel and productive ways to conceptualise and do things includes artistic achievement but is not limited to it.
2. Love HUMANITY Valuing close relations with others, particularly those in which sharing & caring are reciprocated; being close to people.
3. Fairness JUSTICE Treating all people the same according to notions of fairness and justice; not letting feelings bias decisions about others; giving everyone a fair chance.
4. Perspective WISDOM Being able to provide wise counsel to others; having ways of looking at the world that make sense to oneself/others.
5. Love of Learning WISDOM Mastering new skills, topics, and bodies of knowledge, whether on one's own or formally, is related to the strength of curiosity but goes beyond it to describe the tendency to add systematically to what one knows.

Bringing Your Reports Together

Once you have your reports, please reflect and ask the questions posed earlier. Again, there is no right or wrong way. More a period of reflection. From this, you can understand yourself, your likes, dislikes,

ways to approach life and problems, recognise strengths and how to maximise them.

Remember, knowing these things will not reveal everything. That's where life, your values and your experiences come in. Don't label or box yourself in, as this can stop you from exploring new things and meeting new and interesting people. Keep yourself and your mind open, and you will be rewarded with many rich experiences.

Exploring Purpose

The purpose of life is to be curious, explore every experience and adventure without fear, and embrace every moment with joy.

Have you ever asked yourself why you're here or what you're meant to do? It's the age-old question: What is my purpose in life? Or how do I find meaning in my life?

Imagine you are so sure about your purpose that you spring out of bed every morning, excited to start your day. Envision feeling grateful every night for today's opportunities and the lessons you learned. Imagine fully feeling into the source of your appreciation and knowing it was a day well spent.

Most of us don't suddenly realise we've discovered our reason for being. Many of us spend countless hours searching, dreaming, and wondering what our purpose is. Some will never find it or at least think they haven't found it. Some people search for their purpose throughout their whole lives, never realising that it was probably under their noses or in their hearts the entire time. And some people will do the work and take aligned action to discover their talents, passions, and purpose. Because in doing the work, you get lots of ahas, and so many things make sense.

Here is something to contemplate. In her bestselling memoir, *The Top Five Regrets of the Dying*, Bronnie Ware, an Australian nurse who worked in palliative care for many years, recorded her patients' realisations as they faced the end of their lives. She found that one of the biggest regrets people most often expressed was, "I wish I'd had the courage to live a life true to myself, not the life others expected of me."

Just pause on that for a moment.

When we meet, I ask my clients what they want to create as the first question. It gets them thinking about that umbrella for everything to come. We can then envision how that might look and feel. Followed by brilliant strategies to bring it alive.

Most of our life is spent working. In fact, most people spend over 90,000 hours, a third of their life on the job. With all that time working, it makes sense to want to be doing something that fulfils you. This is true for people in jobs and those who run their own businesses – either as business owners (with employees) or entrepreneurs (on their own or with a team).

Some things to consider when thinking about the importance of having a purposeful life:

- If you want to live a long and healthy life – find something worth living for
- Most people want their life/work/career to be meaningful
- Family is often cited as the number one thing that brings meaning and purpose, followed by personal relationships, community, work, career, money and helping others
- Those who have meaningful work often emerge as influential leaders who choose to make a difference in the world

- What gives people the most meaning is a sense of purpose, fulfilment, inner peace and contentment

Your purpose isn't a fixed destination—it's a continuous unfolding. As you move through life, it will evolve with you, revealing new layers and opportunities. What feels aligned today may shift tomorrow. That's why it's essential to check in regularly, reflect on where you are, and take purposeful steps forward.

For many, discovering purpose is a lifelong journey. While a fortunate few seem to find it early, most people struggle, questioning what they're meant to do and searching for clarity. This struggle often arises from the misconception that purpose will appear suddenly—like a jack-in-the-box moment—bold, obvious, and life-changing.

But purpose doesn't just happen to us; it happens for us. It's not something we stumble upon; it's something we cultivate. It becomes truly meaningful when it aligns with our core values and is reflected in how we show up daily.

Knowing your purpose is the foundation for creating a fulfilling career, business, or life—one that fuels your passion and allows you to use your unique talents. But before you can fully embrace it, you must first understand what purpose is and why it matters. Let's dive deeper.

What Is Purpose?

Everyone has a purpose in life, a way of being that is unique to them, which enables them to live a life with kindness, compassion and love.

According to Dictionary.com, Purpose (noun) is the reason something is done, created, or exists.

Purpose means intention; for example, you eat healthy food to nourish yourself and prevent disease. You use your eyes with the intended purpose of seeing things, possibly looking out for beauty or danger; your heart's purpose is to pump blood, amongst other things, and with your ears, you hear and listen. Products have a purpose. A pen's purpose, for example, is to enable you to write and communicate through your words. The pen is created with a purpose, and the user of it uses it for that purpose. People can walk purposefully, behave purposefully, and act with determination and purpose. Occasions can have a purpose; for example, the purpose of a charity event is to raise money.

Something with a purpose has a use or can be used as intended by its creator.

Your **sense of purpose** keeps you heading in the right direction towards what you want. Having a sense of purpose means doing something meaningful to you. Your sense of purpose is inspirational and motivational. It provides the drive you need to overcome anything that gets in the way of what you want to create.

Life purpose is what you are meant to experience in this life. These are your life's lessons, the ups and downs, the 'stuff' you encounter to discover your message and why you are here. Given the lack of concrete facts, my belief system tells me that life's purpose is a journey and the lessons we agreed to learn in this lifetime. I believe life's purpose is based around themes such as love, loss, happiness, tragedy, forgiveness, letting go, overcoming ego, wealth, debt, and causes, such as people, the planet, animals and poverty. These lessons come in small bursts and will continue until the lesson is learned. Think about how tedious it is to keep dating rubbish men or women, meet other kinds of toxic people

or feel ill because of the processed food you shovel down your throat. You will invariably be shown your lessons until you embrace and learn from them.

Common purpose is shared purpose, where your community, tribe or soul group share your themes, causes and passions. Birds of a feather flock together.

Soul purpose is multi-faceted. I believe we are here to: -

- Experience human life
- Reconnect to why we are here
- Live a purposeful life
- Share our message
- Fulfil our destiny
- Make the most of this journey back to the soul place
- Soul purpose is discovered, not created, and is your BIG 'WHY.'

Purpose, a sense of purpose, life purpose, common purpose and soul purpose are all about 'why'. Each one is interrelated and builds on one another. Our purpose drives us, gets us up each day, and is our mission in life.

The purpose of what you do in life is to help others imagine **what is possible for them** from what you have discovered, experienced, learned, and are now sharing. By knowing your values, talents, strengths and IKIGAI, you are a step closer to knowing your purpose. Firing up your passions will help you to tune into more possibilities.

When your purpose is discovered, everything feels like it flows, and you will feel a deep connection to it. Purpose gives you the force and energy to mobilise you towards your vision. A strong sense of purpose motivates you to act.

Doing things that fire you up and are aligned with your values, passion, vision, and purpose is much more fun than dreary ones that leave you cold and unmotivated. And why would you do anything that doesn't come from your heart?

Finding your purpose leads to a purposeful life or one with a purpose. A purpose-led message or act that comes from your heart has meaning to you and those with whom you share it.

As you can see, when thinking of purpose, you usually think of "Why" – why someone is working on something, why a task matters, or why a job matters to someone. Most of us want to inspire and create value for others. We want to know that the outcome of what we do is meaningful.

Purpose is also about serving and being of service. We are wired to connect and create community. Indeed, many of us find our purpose through illness or adversity and then use that learning to serve others, do something for the greater good, and do something outside ourselves that allows us to feel more connected.

This need to connect and serve others so you can feel more connected motivates you to fulfil your purpose. Your life purpose, then, is the reason you get up in the morning, the motivating goal of your life.

Your purpose can guide you when making decisions that influence your behaviour, shape your goals, give you a sense of direction or create meaning in your life.

For some, purpose is connected to their career and the meaningful, satisfying work they do. While for others, their purpose comes from their responsibilities to their family and friends. Others still look for meaning through spirituality or religious beliefs. Some people find their purpose in every aspect of their life.

Purpose is unique for each person; what you identify as your path will differ from someone else's. It can shift and change throughout your life according to your changing priorities and the variations in your experiences.

My purpose is to inspire and empower women to rewrite their stories by helping them be bold, brave, and brilliant, guiding them, providing a nurturing environment where they are seen, heard and witnessed, and helping them reconnect with their inner wisdom, creativity and strength to achieve personal growth and fulfilment.

I do this daily in how I interact with the world, my beliefs and values, and what I do to serve. In addition, I design my products and services to provide personal transformation.

You may find certain questions arising when you reflect upon your life purpose. These might include:

- Who am I?
- Where do I belong?
- When do I feel fulfilled?
- How can I be more fulfilled?
- What is my purpose in life?
- What do I need to do to have a more fulfilled and purposeful life?

Purpose is our reason why. It's the driving force behind our actions, goals, and fulfilment. Living a life of purpose through work, volunteering, a cause, the things that bring us joy, or some other way helps us find inner peace and contentment and become fulfilled and happier.

Purpose Journaling Prompts

- Do you believe that your purpose finds you, or do you find your purpose? What is your reasoning behind your response?
- What gives your life meaning today? What leaves you feeling purposeful?
- What do you believe (at this time) you were put on this Earth to do that feeds your soul, fulfils you and gives you a sense of purpose?
- Do you have a sense of purpose in your life? Define what you know about your purpose. If it feels like something you've always searched for, what would it look and feel like if you did find it?
- Describe how you can deepen your connection to yourself, your purpose and the world around you
- What's a lie I tell myself that doesn't feel right? What's one story I could start to tell myself instead?
- When do you feel most like your authentic self?
- What does living your truth mean to you?
- What is most important to me?

- What do I value most?
- How do I live by my values and use them to help and support others?
- How can I use my talents to better serve humanity?
- What could you do to help make the world a better place?
- Taking money out of the equation, what's your dream career?
- What is the one thing I feel the most excited about that lights me up?
- How can you use your wisdom and experiences to serve (you, your family and the wider world) and feel that you are living your purpose?
- How can I make the world a better place?
- How do you want people to think of you now and when you are gone?
- Write a letter to yourself about your true purpose in life – even if you don't quite know.

Where Is Your Nirvana?

In Buddhism, Nirvana is the ultimate state of liberation, peace, and enlightenment. It represents the release from the cycles of rebirth and the suffering associated with samsara, which is the cycle of death and rebirth. Nirvana is said to be beyond words or conceptual understanding. It's a state of being to be experienced rather than intellectually defined or explained. And it's also one of my favourite bands.

The path to Nirvana involves deep self-exploration and understanding. This journey often leads to incredible insights about one's true purpose in life. In Buddhism, this is not just about discovering what we are meant to do but also about realising our true nature, which is free from the illusions and attachments that cloud our perceptions and decisions.

We could go further, but let's imagine that Nirvana is your magical place where everything is perfect for you.

Try This

Imagine Nirvana, not as a physical place but as a magical place where you find your true purpose. Picture it not just in your mind, but feel its essence in your heart. What does this state of being look like? Imagine the peace, the fulfilment, the profound understanding of your true self. Think about the values and beliefs that would be inherent in such a state. What choices would you make there?

In this envisioned Nirvana, who would you be? How would you exist in this state of divine purpose? Allow your heart, not mind, to lead you into this experience. Visualise yourself living in complete alignment with your deepest values and purpose.

In this state, you would find unconditional love and acceptance, a place where biases and prejudices have no hold. Here, everyone is equal, and every soul is cherished. Imagine living without fear, living bravely, boldly and brilliantly, and creating value for others from your heart.

Do you have that image in your heart? That feeling is a glimpse of your purpose. Your purpose is to move towards this state of Nirvana, to live in a way that aligns with the truest and most vibrant version of yourself.

How does this idea resonate with you? Does thinking about this purpose motivate you and create a sense of liberation? Or does it bring anxiety?

If anxiety arises, it may be because you've conceived your Nirvana from a place of expectation, not from your heart. You might be concerned with societal norms and opinions, like the expectations of others about your career or lifestyle choices. This worry can stifle your true purpose.

Remember, your purpose in seeking Nirvana need not be grandiose or about impressing others. It's deeply personal and doesn't have to conform to the idea of saving the world or making a monumental impact.

Your purpose is yours alone to discover and embrace. It's about how you think and feel, not about the thoughts and opinions of others. In finding your Nirvana, you find the freedom to be authentically you and live a life that reflects your innermost desires and values. This is your journey towards purpose – unique, deeply personal, and infinitely fulfilling.

The point is to do what fills your heart and not worry about what others think. Let me explain something about me. I did an MBA in my 30s and had some grandiose ideas about saving the world, but it was my ego speaking. I worried what people would think of my spirituality and creativity and not take me seriously. After all, I was incredibly highly qualified. Shouldn't I be a business guru? It took me years to claim who I am.

What Stage Of Your Purpose Are You In?

What a delicious, if somewhat scary, question. Of course, none of us come out of childhood unscathed. I know I didn't. And because of the way that we heal and peel back the layers, there are often challenges in discovering what we think our purpose is. At different life stages, we will believe different things about our purpose. Purpose is not discovered once, and that's it - we are done with discovery and can get on with it.

As our life progresses, we shift, our priorities change, we find and lose confidence and belief in ourselves, and then we re-find it; relationships come and go, work changes, we evolve, and life constantly takes on new meaning. Therefore, you will find that you will constantly reexamine it. There will be times of searing loss and blinding clarity, both of which are normal. As life progresses, our experiences help us to evolve, and our purpose gets clearer.

Evolving

This is where our challenges, lessons and gifts guide us towards what we believe our purpose is. Our crises, breakdowns and burnouts often guide us forward and sometimes throw us at something we think is our purpose. This is the stage of the seeker as we yearn to uncover our truth and authentic path. This is where we experience life and the world and understand what is possible and purposeful.

Discovering

At this stage, we are discovering what we can create in the world. This is where we make smaller differences as we explore possibilities. We may support our family, friends and community while working out who our tribe is. It seems that the right people turn up, and the right situations for support appear, but the greater purpose of our lives still evades us or seems to evade us.

Lost

This is where frustration kicks in. People turn up, but you sense that you have a bigger purpose than what you are currently expressing. This causes you to feel lost, frustrated and possibly angry at life. Something is missing, and you can't work it out. This is a time to open up to the true nature of who you are, a kind of coming out if you will. So, for example, if you are hiding your spirituality, now is the time to own it and share your beliefs and values.

As you find and speak your truth and bring your real self to the party daily, your purpose is revealed again. At this stage, stay curious and ask curious questions. Then, as you embrace who you are and what you are here to do, start to articulate it, even if that is only in your journal.

Refinding

At this stage, you are stepping into both the known and the unknown. You are beginning to articulate your purpose with greater clarity, aligning your decisions, behaviors, and actions with what truly matters to you. This is the moment of showing up—embracing who you are becoming and making choices that reflect your evolving purpose.

It's also a time of release. Letting go of what no longer serves you—or what no longer aligns with your path—can feel daunting. It requires courage, trust, and a willingness to surrender old identities or expectations. But as you do, you create space for something deeper: a purpose that feels embodied, not just understood intellectually. The more you align with this wisdom, the more fulfilling and expansive your journey becomes.

Like the moon, purpose moves through cycles. There are times for dreaming (New Moon), taking action (First Quarter), building (Full Moon), and releasing (Last Quarter). When you honor these natural rhythms, you tap into an intuitive flow—one that guides you toward clarity and momentum, rather than forcing the process.

This is a period of great growth, where you step into alignment with who you are meant to be. Trust the process, embrace the cycles, and allow your purpose to unfold naturally.

Calling

This is often a calling beyond your inner wisdom, a calling from spirit and where everything comes together. You know that this is it. Looking back, you can see that the lessons and gifts from the University of Life were all part of a big jigsaw puzzle designed to bring you to this point. This does not mean that you have saved humanity more that you know how you can make a difference every day and touch the lives of everyone (as far as possible) you meet.

This is when you realise that life is asking you how you want to show up and be all you came to be. There is inner peace and contentment in this, as this is when you will feel your most fulfilled.

Leading The Evolution

At this stage, you are walking your talk and doing what I call leading the evolution. We need more leaders who know how their stories and transformational processes can help to support others' growth and healing. People worldwide seek guidance to help them navigate the complexity of living in their personal power and truth. They want to connect with people who can share challenges, lessons and gifts and how to harness their wisdom. They want role models, healers, mentors, guides

and facilitators. You can create alchemy and bring to life what others truly desire.

None of these is right or wrong, merely a place you find yourself. As you explore and understand yourself more, you will find your place in the world – your world and the world out there. So be patient, kind and compassionate with yourself and enjoy the journey.

The Four Archetypes of Purpose

Purpose is not a single moment of revelation—it's a journey that unfolds through different stages. As you grow, learn, and evolve, your purpose shifts, deepens, and expands. Understanding where you are on this journey can help you take meaningful steps forward.

Through my work, I've found that we tend to embody four distinct archetypes as we move through our purpose journey. Each one represents a different phase of self-discovery and transformation.

1. The Dreamer – Awakening to Possibilities

The Dreamer feels a deep longing for more. You may sense that something is missing, that you're meant for something greater, but you're unsure of what that looks like. This is a phase of inspiration, curiosity, and awakening to new possibilities.

Journal Prompt: *What excites me about the future? What possibilities am I drawn to, even if they feel far away?*

2. The Seeker – Exploring and Questioning

The Seeker actively searches for meaning and clarity. You're asking deep questions, exploring different paths, and seeking answers about who you are and what truly matters to you. This is a time of self-inquiry, learning, and personal reflection.

Journal Prompt: *What am I currently exploring or questioning about my life? Where am I being called to go deeper?*

3. The Builder – Taking Aligned Action

The Builder moves from self-exploration to tangible action. You're starting to create structure around your purpose—whether through new habits, career shifts, or creative projects. This is where clarity meets momentum, and you begin building something meaningful.

Journal Prompt: *What steps am I currently taking to bring my purpose to life? Where do I need to create more structure or commitment?*

4. The Alchemist – Embodying Transformation

The Alchemist fully integrates purpose into everyday life. You're no longer just seeking or building; you're living your truth in an embodied, effortless way. This stage is about deep alignment, flow, and contributing to the world in a way that feels both fulfilling and expansive.

Journal Prompt: *How do I embody my purpose daily? In what ways am I already living in alignment with my highest self?*

Where Are You in the Journey?

Each of us moves through these stages in different ways, sometimes shifting between them as we grow. There is no “right” place to be—only the step that calls to you next.

Take a moment to reflect: **Which archetype resonates most with where you are right now?**

Your purpose is unfolding in perfect timing. Trust the process, and when you're ready to explore your next steps in greater depth, I have something special for you... *(Hint: Keep an eye on your inbox!)*

Is This You?

Let's explore this further. Read each statement and consider what you think of it and how it relates to you or not. Are these things you already possess or something you aspire to? What else might you add?

Recognise That You Are Part Of Something Bigger Than Yourself

You know that you are a part of a huge vibrational energy, connecting everyone and everything. What you do and say creates energy and impacts those that it reaches.

You Have Nailed Your Core Values And Live By Them

You know without a doubt what your core values are and use these as the foundation for your life. You appreciate that others may not hold the same ones as you. Your community is filled with like-minded others, but accept there will be occasions when others overstep your boundaries, beliefs and values. You make conscious choices about what to do when this happens.

Knows And Appreciates Your Value

You value who you are and what you have to offer. You know that all of the resources and answers are already within you. You have learnt from your experiences and acknowledge and appreciate your value.

Cultivate Resilience

You use your ability to bounce back from setbacks and challenges. You understand that developing resilience is key to finding and living your purpose, especially in the face of adversity.

You Embrace Passion

You know that without passion and being passionate about who you are, your purpose and message, life will feel like a treadmill of routine and nothingness. You have found your passion, and every day is joyful.

Engage in Continuous Learning and Growth

You are committed to lifelong learning and personal development. You remain curious and open to new experiences, constantly seeking knowledge and wisdom to enhance your understanding of the world and yourself.

You Are Connected To Your Soul's Wisdom

Your soul knows why you are here. Your soul's wisdom can be released by grounding and connecting to your heart. You trust the process. **You** know that when you are connected to your soul's purpose, you can live your life on purpose.

Has AN Inner Confidence

Confidence is having faith or belief in yourself. You use your inner confidence to demonstrate your

faith in your knowledge, skills, experiences, ideas, values, and who you are.

You Use Your Personal Power Wisely

Your personal power is connected to the heart of who you are. By uniting your personal power with your heart, you connect to self-love, purpose and meaning.

Goes Towards Your Vision

Because you know who you are and what you want, taking steps towards your vision is easier, more focused and action-oriented.

You Trust Yourself And Your Voice

Inside is a little voice telling us to own and speak our truth. So you trust yourself and your truth.

Love And Respects Yourself And Others

You love and respect yourself. Love and respect are interesting facets of us. You have considered what you dislike most about being unloved and not respected. You know what has to happen so that you always honour, love and respect yourself.

You love and respect others: Not everyone is your cup of tea. Their ideas and ideals may not be for you. However, you understand that this is their world map and have learned to respect it. You know that you don't have to love everyone deeply. However, you send them love rather than negative emotions or vines. You find it easier to be separated from their energy.

You love and respect Mother Earth: Our planet has been abused for far too long. We are all guilty of raping and polluting her. You do what you can to look after the world, knowing it will look after you.

You Have Worked Hard To Grow Your Mindset

The mind carries out your instructions. It obeys you no matter what. This is because you have decided to be in control of what you think and how you behave. Thoughts become actions, and you make each one count.

You Have Connected Your Inner And Outer World

What you feel on the inside is reflected on the outside. That includes your mindset, confidence, how you nourish yourself, what you say, how you listen, the stories you tell, what you wear, what you nourish yourself with, the people around you, and how you conduct yourself and present your business. You have figured out how all of the pieces come together for you.

Heart Focused

You ask your heart what it wants you to know. You focus and work with your heart to know what it wants. In that connection, you are aware of your divine inner wisdom, which you use wisely.

You Listen With All Of Your Senses

Instead of being outwardly focused, you look inward for answers and solutions. You listen with all

your senses and trust what you see, feel, hear and know. When you make decisions, you start with your heart, check with your gut, check and then reinforce with your head.

You Have A Voice And Share Your Inspirational Message

Your message is shared through blogs, books, courses, networking, speaking, presenting and training. You have a powerful message and know the world needs to hear it. So you are out there and rocking it!

You Let Your Heart And Energy Shine

The outer part of you, how you communicate, from words to clothes to body language, is all about shining from the inside out. People make snap decisions and judgements when they see or hear you. You know the kind of impression you want to make.

You Manage Your Energy

As energetic beings, energy is everything and everywhere. You emit an energetic frequency and are energy. That's what others pick up, process and pass along. You work to transform your energy to share from your highest energy source. You are mindful of protecting yourself from toxic energy by transmuting it to Mother Earth and remembering Mother Earth has your back.

Look After Yourself

You look after your temple. You eat well and say no to fad diets. You notice that certain foods make you uncomfortable, which attracts you to healthier options. You know that what you put in affects your personal energy, presence, vibration and personal brand.

You drink lots of water. You stay hydrated so that you can stay on track. When you are hydrated, you can think clearly and maintain your vibration.

You get good quality sleep. A good night's sleep is one of the foundations for a happy and healthy life. You know that good sleep ensures that you can think clearly and maintain optimum energy.

Meditates and is mindful. You find ways to slow it down and experience the now. You are mindful of how you are being and reflect and contemplate often.

Uses your skin as a barometer for inner health. You know that what is reflected in your skin indicates that something may or may not be going well on the inside. So you notice and take action.

You listen to your body. You value your body's messages and act upon them, ensuring you maintain good health and energy.

You Make Sure You Are Grounded

You are grounded, have your roots in reality, and feel connected to all around you. Being grounded helps you to be connected to the now.

Practice Empathy and Compassion

You deeply empathise with others and show compassion in your interactions. You strive to

understand people from diverse backgrounds and experiences, enriching your connections and relationships.

Practice Gratitude Daily

You regularly acknowledge and appreciate the good in your life. This gratitude practice keeps you grounded, fosters a positive mindset, and enhances your appreciation of the present moment.

Balance My Personal and Professional Life

You skillfully balance your personal aspirations with my professional responsibilities. You ensure that your purpose aligns harmoniously with all facets of your life, creating a fulfilling and balanced existence.

Prioritise Physical Activity and Health

You recognise the importance of regular physical exercise for your overall well-being. You maintain an active lifestyle to ensure optimal energy levels and mental clarity.

Create Social Connections and Community Involvement

You build and nurture healthy social relationships and actively participate in community activities. These connections provide you with a strong sense of belonging and purpose.

Practice Financial Wisdom

You understand and exercise financial wisdom in all aspects of my life. This includes budgeting, investing, saving, and making informed decisions about the value of money in relation to your life goals.

A Steward of the Environment

You live with a deep respect for Mother Earth, adopting sustainable practices and making environmentally responsible choices. You are committed to protecting and preserving your planet for future generations.

Express Yourself Creatively

You value and engage in creative expression in various forms. This creativity is a powerful tool for connecting with your inner self and articulating your thoughts and feelings.

Navigate Uncertainty and Change With Grace

You possess the skills and mindset to effectively deal with change and uncertainty. You embrace these as part of life's journey, adapting gracefully and confidently.

Serves Others Authentically And Ethically

You are connected to your tribe: The people you surround yourself with reflect who you are and serve as a reminder of how you want to live your life. Like a mirror, they reflect back at you. You have the ones who inspire you, hold you accountable, love and support you, and believe in you and the toxic

ones who simply add balance and serve to remind you to be aware of the yin and yang of relationships.

You serve your tribe with a smile: We are essentially here to serve others (I know some people hate the serve word). You know who you are here to serve. When connected to the right tribe, service with a smile will come naturally. When you think about who you serve, you know which ones bring a smile to your face.

You operate ethically: You are transparent in how you operate. You collaborate for the greater good and make a positive difference in the lives of everyone you touch.

You enjoy making money: Money is not a dirty word; it doesn't make the world go around, and it is an energetic exchange for the value that you offer. You make, spend, share, and most of all, enjoy it. Best of all, you have cleared your debts and are investing in your future.

Conducts Business Through Collaboration And Accountability

You work with the right people. Gone are the days when You would work with anyone for any price. Instead, you value who you have become and how you add value. You are careful to only work with those who recognise and respect what you bring to them.

These qualities may be the qualities you aspire to so that you can lead your own evolution. Helping you create and connect to your inner You, finding your voice and message and providing strategies to enable you to lead the way.

Create Your Archetype

- Look at the list of possible qualities. Which ones resonate with you?
- What would you add or delete?
- Make your definitive list
- Find a photo or draw a picture of you, add these qualities to the picture, make it exciting, bright and bold and put it somewhere you can see it
- Ask which areas you need to work on
- Put them into a priority order
- Choose one at a time to tackle
- Create an action list, ask who can support you and take action to create the you that you want to share.
- How does knowing this support your purpose?

The Wheel Of Life And Purpose

It's easy to find ourselves lost in the hustle and bustle of daily routines, often overlooking the bigger picture and what we want. This is where the powerful yet simple concept of the Wheel of Life becomes a guide for clarity and direction. The Wheel of Life is not just a tool; it's a compass that guides us towards a more balanced, purposeful existence. That is, if you use and embrace it as part of your journey.

At its core, the Wheel of Life invites us to pause, introspect, and take a bird's-eye view of our lives. It's divided into various segments. The life audit areas I offer focus on creating a balance between mind, body, soul and spirit.

- **Mental Wellness:** Encompassing mental health and personal growth
- **Physical Health:** Includes exercise, nutrition, sleep, and overall physical well-being
- **Spiritual Growth:** Your connection to the Universe, faith, or values
- **Emotional:** Well-being Includes managing emotions, developing resilience, and building meaningful relationships
- **Environment:** Family, loved ones, and a positive living environment
- **Life's Mission:** Includes purpose, passions, and contribution
- **Financial Security:** Includes saving, investing, and understanding financial strategies for a secure future

Within each of these, you can consider how things like relationships and careers impact them. For example, if you are focusing on mental health, you may find that it is your career and relationships that are creating the most difficulty.

By evaluating our level of satisfaction in each of these areas, we embark on a journey of self-discovery, unearthing insights about where we currently stand and where we aspire to be. It is a fascinating adventure that helps support finding a sense of purpose.

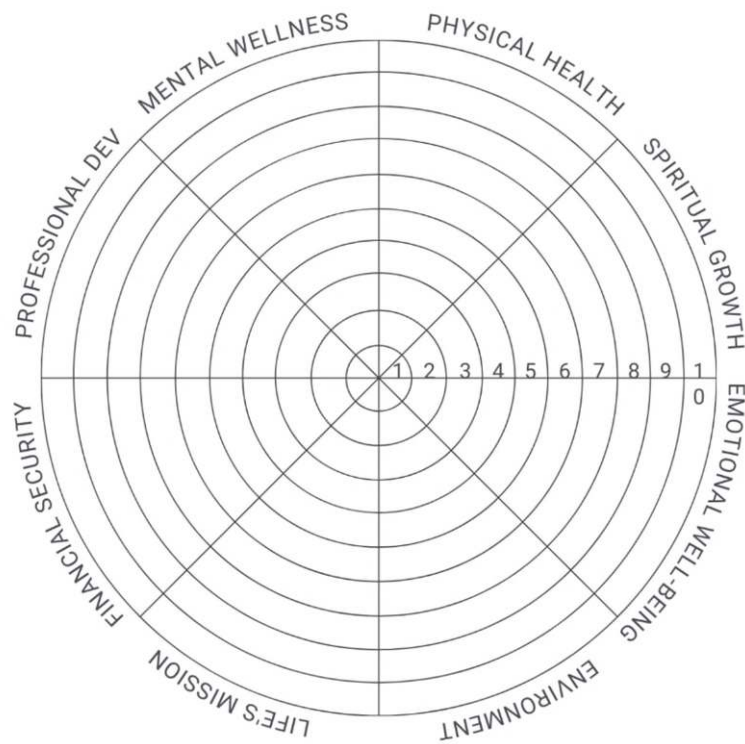
The Wheel of Life goes beyond mere self-assessment; it's a mirror reflecting our deepest values and priorities. It challenges us to question what we do and why we do it. In this context, understanding our sense of purpose becomes paramount. Purpose is the driving force that gives meaning to our actions, the invisible thread that connects our daily tasks to our overarching life goals. It answers that ever-persistent question: "Why am I doing this?"

As we navigate through each segment of the Wheel, aligning them with our sense of purpose, we find motivation naturally flowing. This alignment transforms routine tasks into stepping stones towards a larger goal, infusing our days with a sense of direction and fulfilment. The Wheel of Life becomes more than a tool for balance; it becomes a guide to living a life that resonates deeply with our personal vision and values.

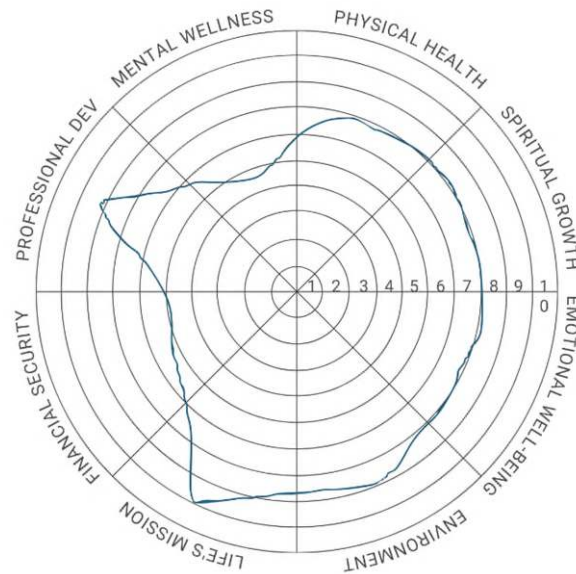
The Wheel Of Life – Rate Yourself

Rate yourself from 1 (it's a bit rubbish) to 10 (Yahoo, all is well in my world). – What did you learn?

1. Mental Wellness
2. Physical Health
3. Spiritual Growth
4. Emotional Well-being
5. Environment
6. Life's Mission
7. Financial Security
8. Professional Development



Reflect on Your Ratings



- Join the dots. Create an inner wheel and reflect on the shape.
- Reflection: Look at your Wheel of Life and notice which areas are flourishing and which need attention and nourishing.
- Identify Imbalances: See if there are areas significantly lower than others. These could be your starting points for improvement.

Next Steps

The Wheel you have just completed is the first step in a much bigger exploration of your life. When working with my clients, we deeply dive into what comes up and explore it through mind-body awareness and energy testing. We test everything with great questions and then set goals. We'll pay attention to what motivates you and what will help you to make sure you get things done.

The Wheel of Life, when used with an understanding of your motivation and deeper 'why', becomes more than just a self-improvement tool; it becomes a guide to a purposeful, motivated, and fulfilling life. It helps to ensure that your pursuits across all life areas are successful and resonate deeply with your core values and motivations. This alignment is the essence of living a life that is not only balanced but also deeply meaningful and satisfying.

Igniting Your Purpose

Leaving a Lasting Legacy

Deep within each of us lies a flickering flame, a purpose that yearns to be ignited. When we discover and embrace that purpose, we unlock the potential to leave a lasting legacy—a testament to our unique journey and the impact we can have on the world. Writing is one of the most brilliant ways to capture and share our purpose. That could be journaling to go deep within or writing a book. Though, of course, there are many ways to share our purpose.

Writing allows us to delve into the depths of our experiences, passions, and lessons learned. It is an invitation to reflect on the twists and turns of our lives, uncovering the common threads that shape our purpose. By sharing our story, we inspire others, leaving an indelible mark on their hearts and minds.

Here's how igniting your purpose can help you with your legacy:

Unearthing Your Passion(s)

Igniting your purpose begins with a deep exploration of your passions and what truly drives you. What causes your heart to beat faster? What issues ignite your inner fire? Identify the core themes that resonate deeply within you, as they will form the foundation of your heart's desires. Have you done this?

The problem with passion is that so many people say find your passion, and you'll find your purpose. So, while passion does help you find your purpose, you must remember that passions come and go. Passion can be unpredictable, fire up and wane.

But, I have found that feeling passionate about many things, either long-term or in the moment, is a gift. Because you learn so much about yourself. And I have also found that if my passions did not flow, I would be bored. Fundamentally, though, what I get passionate about is always underpinned by my values.

So, embrace your passion, but remember it's not static. It's important to understand that passions evolve, and this evolution is not just natural but essential in fueling your purpose. These shifts are inevitable and are part of the journey.

Think of your passion as something dynamic, something you can play with – be creative and brave. Allow it to transform, expand, and sometimes even diminish. Experiment with your passion, see how it feels when you tweak it, or even take a break from it. If it's a true passion, it will persist, and when you nurture it again, it may grow in unexpected and fulfilling ways. Pursue your passions, but don't let them confine you.

Remember, having multiple passions is okay; they don't all have to serve the same purpose. For example, you might find joy and a sense of peace in cooking, using it as a creative outlet or a form of meditation independent of your professional ambitions. This passion doesn't need to align with your career goals; it serves its unique purpose in your life. On the other hand, a passion like writing might resonate more deeply with your sense of purpose, driving you to create and share your thoughts and

ideas.

Understand that your passion can sometimes be challenging. It might overwhelm you or bring you to a low point. You might even share your passion with the world and find that it doesn't resonate with others as you had hoped. However, the value in pursuing your passion lies in its fulfilment to you, not in external validation.

In essence, let your passions be fluid and diverse. They are not just activities but reflections of different aspects of your being. As they change and grow, they continually shape and redefine your purpose, keeping it vibrant and aligned with your evolving self.

Try This

- **List Your Passions:** Start by listing out your current passions. These can range from hobbies and activities to causes you care about. Write them down without judgment or the need for them to be 'significant' or 'purposeful' in a traditional sense.
- **Reflect on Your Values:** Write a few sentences about why each passion resonates with you. What values does it reflect? Understanding the underlying values of your passions helps in recognising their importance and how they align with your broader sense of self.
- **Embrace the Fluidity:** Acknowledge that your interests may change. Write about a passion you had in the past that no longer holds the same allure. Reflect on what it taught you and how it contributed to your growth.
- **Experiment and Play:** Choose one passion and think of a new way to explore it. For instance, if you love cooking, you might try a cuisine you've never tried. Write about how this experimentation makes you feel and what new insights it brings.
- **Balance Multiple Passions:** Reflect on how your different passions complement each other. Do they offer varied outlets for creativity, relaxation, intellectual stimulation, or emotional expression? Write about how having diverse passions enriches your life.
- **Facing Challenges:** Think about a time when pursuing your passion was difficult. What challenges did you face? How did you overcome them, and what did this experience teach you about yourself?
- **Connect to Your Purpose:** Finally, write a short paragraph on how your passions, with all their changes and growth, contribute to your evolving sense of purpose. How do they keep your life vibrant and fulfilling?

What do you learn?

Embracing Your Unique Journey

Each of us has walked a unique path filled with triumphs, challenges, and pivotal moments. Embrace the richness of your journey—the joys, the sorrows, the victories, and the defeats. Recognise that every experience has shaped you and offers valuable insights to share with others. What are those insights?

Reflecting on Lessons Learned

In the tapestry of life, lessons are woven through the fabric of our experiences. Take time to reflect on the wisdom you have gained, the transformative moments that have shaped your perspective, and the invaluable lessons you carry within you. These lessons will form the backbone of your purpose,

guiding and inspiring readers along their own paths.

Connecting with Your Authentic Voice

Your voice is a powerful tool for expressing your purpose. Allow your authentic self to shine through your writing. Write with honesty, vulnerability, and a genuine desire to connect with your readers. Let your voice resonate deeply, leaving an indelible imprint on their hearts.

Sharing Your Truth

Sharing passions and purpose are opportunities to share your truth—the unvarnished reality of your experiences. Embrace the vulnerability that comes with revealing your authentic self. You create a space for empathy, understanding, and connection with others by sharing your challenges, fears, and triumphs.

Inspiring Others

When ignited and shared, your purpose has the power to inspire others. Opening up about your journey provides a roadmap for those searching for meaning and direction. Your story becomes a beacon of hope, encouraging others to embark on their own transformative paths.

Leaving a Lasting Legacy

Legacy is not just about recounting the past and lessons learned; it's about shaping the future. This is why so many write books or create courses. By capturing your purpose and experiences in written form, you create a tangible legacy—a testament to the impact you've had on the world. Your book becomes a gift that can be passed down through generations, inspiring others long after you're gone.

Embracing your purpose and writing a book is an act of self-expression and service where you can add great value to others. It allows you to leave behind a legacy that transcends time, making a meaningful impact on the lives of countless individuals. So, if you feel called to ignite your purpose, pick up your pen and let your book be the channel through which your purpose shines brightly, leaving an enduring legacy that will resonate for generations.

I hope you have enjoyed this short dive into your purpose and are ready to explore further.

Meet Dale



Helping Women Over 50 Ignite Their Purpose And Step Into Their Next Chapter with Clarity, Confidence, and Soul-Led Vision

Life moves in cycles—ebbing and flowing like the moon, calling us to release what no longer serves us and step into the fullness of who we are meant to be. My journey has been a testament to these rhythms—woven with reinvention, deep self-inquiry, and the wisdom of the heart.

For over 13 years, I guided people in writing their books, believing storytelling was the key to sharing wisdom and leaving a legacy. And while that remains true, I've come to see that writing—whether on the page

or in the way we live—is more than just words. It is **a portal to self-discovery, a mirror reflecting our truth, and a catalyst for transformation.**

Like many of the women I now guide, I've stood at the crossroads, feeling untethered, questioning what comes next. Reinvention isn't about fixing yourself—it's about remembering who you are, aligning with your purpose, and allowing the next chapter to unfold naturally.

Now, my purpose is clear: I help women over 50 who feel restless, lost, or ready for something more **ignite their purpose** and step boldly into their next chapter. Using my **N.O.R.T.H. S.T.A.R. framework** and the **Ignite Your Purpose** journey, I create a space where transformation happens intuitively—where clarity, confidence, and joy rise from within.

A Unique Approach to Transformation

This journey is not about forcing change; it's about **honouring your natural rhythms** and stepping into a life that feels deeply aligned. My work is guided by four key pillars:

- **Heart-Led Intuition** – Helping you tune into your inner wisdom, trust your journey, and embrace the unknown with courage.
- **Creative Flow** – Encouraging self-expression through writing, reflection, and intuitive exploration, so you reconnect with what brings you joy.
- **Strategic Reinvention** – Offering **soul-aligned, practical guidance** to help you navigate transitions with clarity and confidence.
- **Empathetic Support** – Providing a **safe, nurturing space** where your dreams, desires, and

purpose can take root and flourish.

If you're standing at the threshold of something new—ready to rediscover your purpose, embrace your next chapter, and bring your soul's work to life—I invite you to take the first step.

Your North Star is waiting. Let's ignite your purpose together.

www.daledarley.com

You can discover more at – www.daledarley.com

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