

A woman with long blonde hair, seen from behind, stands on the deck of a white boat. She is holding a large, dense cluster of yellow balloons high above her head with her right arm. She is wearing a white bikini top and a long, flowing yellow skirt with a large white abstract design. The boat's metal railing is visible in the foreground. The background features a calm blue sea, a distant island with palm trees on the left, and a blue sky with scattered white clouds.

Awaken Your Purpose

28 DAYS TO DISCOVER
YOUR LIFE PURPOSE,
IDENTIFY YOUR DREAM BUSINESS, AND
TAKE YOUR FIRST STEPS TO A PROSPEROUS LIFE

ERICA CARRICO

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IDENTIFY YOUR DREAM BUSINESS, AND
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BY ERICA CARRICO



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PRAISE FOR AWAKEN YOUR PURPOSE

I found Erica at a time of deep healing from a traumatic past when I was figuring out how to walk in freedom, peace, and clarity of purpose instead of pain and fear. I wanted to work with her because I loved her kindness, enthusiasm, and expertise and felt safe with her.

Throughout this process, I finally felt I “found” myself and saw myself for the first time in years. I feel connected to myself, grounded in my own value system, and clear about my purpose and my plans moving forward in my business.

Erica made this daunting process an adventure. She removed the confusion and distraction and helped me see that I was my very best advocate, guide, and cheerleader all along. I’m so excited to be starting my soul-aligned business!

—KRISTA B.

I decided to make a change because I was at a crossroads in my life. I wanted to get absolute clarity on what my life purpose was before investing any more time and money into a dream I had previously pursued.

With Erica’s help I discovered my purpose, not just within my career but in my life. I am 100 percent clear on how I’m meant to be of service in this lifetime. I’ve stepped into owning more of who I am and sharing it with the world. I also started my dream business.

For everyone thinking about working with Erica, go for it. She possesses a huge amount of knowledge around building a successful business. Erica set me up for success. I walked away with a concrete action plan that will serve my business indefinitely.

—CARRIE H.

Desperate need for clarity led me to Erica. I was over corporate and craved variety, freedom, and creativity in my life. Through working with Erica, I figured it out!! My purpose, my “thing.”

My life is authentically ME. I am excited about the future and feel like I'm one of those people I used to roll my eyes at. You know, the ones who say "Do what you love, and you'll never work a day in your life." Yep. I'm one of them now.

Waiting is the worst decision you're making. DO IT NOW. The investment is a down payment on changing your life.

—JILL A.

I'm not sure words can ever really describe the impact Erica had on my life and the inspiration I take from her. She is such a beautiful, kind, and inspiring soul.

Erica has literally changed my life. She's helped me awaken to my soul's calling, my purpose ... she has brought me back to life. I am full of energy, excitement, and so much joy now that I'm moving forward with my biz planning.

Thanks to Erica, I am finishing this decade knowing myself better, on purpose, and yep, I'm gonna say it, on fire!

—BEC R.

I was going through a time in my life where I felt extremely stuck, lost, and overwhelmed with what I should do with my life. I was fixated on finding my purpose and spent countless hours and nights scrolling the net, reading books, and seeing different specialists to understand what my purpose on this planet was! One website I came across had a feature of Erica, and I was instantly drawn to her. Every word she spoke on her website felt like she was speaking directly to me, so I had to engage with her.

I can honestly say that *Awaken Your Purpose* has helped me tremendously. I now have a clear understanding of who I am at my core, what lights me up, and how I wish to express myself into the world. Which is exactly what I came to her to achieve!

Erica offers a loving and open space, which allowed me to open up like I had never before. Her support, advice, and coaching skills are second to none!

I would hands down recommend *Awaken Your Purpose* to anyone who wants to be awakened to their own unique purpose. Or any kind of coaching with Erica, to be honest. She's amazing!

—GENNA P.

I've felt stuck working in television as a producer for ten years with seemingly no way out. I didn't know what else I could do as far as work, but I knew I had to make a change. I was really unhappy and out of alignment. I knew I needed to awaken my purpose, and that's when I found Erica.

With Erica, I found my true calling to be a healer. I'm clear on what my purpose is, and I trust my intuition more. The career change I was trying to find for five years, I was able to find within months of *Awaken Your Purpose*.

The best part is that she asked questions that invoked my soul to wake up. There was never any judgment with my answers, and she helped me dig deep. The beautiful thing is that these answers were within me the whole time—I just needed some guidance to unlock them. Erica really helped me to awaken my purpose.

—JASMINE I.

When I found Erica, I no longer wanted to continue the struggle of the corporate grind. I had tried several times owning my own business, but I kept sabotaging myself!

Since finding *Awaken Your Purpose*, I'm clear on my life purpose, and I'm finally creating a business plan and taking ACTION on it! Erica helped me to know that I CAN do this. It's not too late for me, and I am put here to do Divine work! Through this program, you KNOW that you can achieve your dreams because Erica did too, and she will show you how!

If you have any inkling that you are meant for something bigger and better, then you absolutely must have Erica in your life!

—ANJI K.

ERICA IS A GAME CHANGER.

Adventurous, fierce, and compassionate are just a few words I would use to describe Erica.

But being a woman who walks her talk and lives with complete integrity, she is more than that.

Erica is a game changer, a force that has not only the tools to completely unleash your purpose, but most importantly, the spirit and energy to

effectively and completely change lives as well.

—TRAVIS B.

Before *Awaken Your Purpose*, I was fine, and that was just the problem. I was “fine.” I felt like I was merely going through the motions of life and not enjoying it, could not be present in the moment, was always looking forward to getting the next thing over with, and was a negative self-talker.

Erica has this whimsical, sweet, caring way about her that she is able to use to pry off the “layers” we wear. For the first time, I was able to think about ME and what I really wanted, what I was made of, and what I could do to control my destiny. Erica is able to unlock what is already inside of each and every one of us, and then she is able to cultivate those divine gifts into everyday practice.

I am beyond thankful for crossing paths with her, as I look forward to seeing where my journey continues to take me in this life.

—MEG G.

I felt lost, confused, and unsure as to what my exact purpose is in life. I knew my current career path was leaving me feeling immensely unfulfilled, but I couldn’t figure out how to change course or what that course should even be.

With Erica’s help, the results have been twofold. Not only have I realized my purpose, but I have also gained an incredible sense of self-worth and self-confidence. Because of that, I’ve finally taken the first step on my journey to step into my soul-aligned business and who I was always meant to be.

—AFSHEEN S.

Dedication

This book is dedicated to my most cherished treasures, Flynn and Molly

...

May you forever walk through this world with brave hearts and open souls. Let the essence of who you are illuminate your path, guiding you like a radiant beacon. The unique gifts and sacred essence within each of you are to be eternally cherished. Live your lives boldly, guided by your own dreams and expectations, never bound by the limitations others might try to impose.

You are my greatest loves, my inspirations, my whole world. I love you both to the moon and back, infinitely.

xo, Mom

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INTRODUCTION

AWAKEN YOUR PURPOSE

Let me start off by saying I'm so excited for you to be here. I couldn't feel more deeply honored than to be sharing this work with you, because if you're here, it's because you know, you can *feel*, that there's so much more to life than what you're living right now. Now is an incredible time for you to get clear on why you're here—your life purpose—so that you can get out into the world and do the work that you're meant to do.

In order to do that work, you need to be clear on two foundational concepts. The first involves asking yourself this question: What exactly is a life purpose? I can almost guarantee that you probably have the answer to this question a little skewed in your brain. Most people do, and in this book I'm going to bust the myth for you around what a life purpose actually is!

The second concept involves answering this question: What are the four main obstacles preventing most people from discovering their life purpose? I've literally had all four of these obstacles holding me back at one point in time, and so has almost everybody I've worked with in the past to discover their life purpose—thousands of people at this point. We're all held back by at least two of these, and this book will help you figure out what your particular obstacles are.

Get ready for a life-changing adventure! This book is your golden ticket to unlocking the secrets of your true purpose. Buckle up as we dive into my supercharged, proven process that's helped countless others find their purpose. By the time you turn the last page, you won't have just a vague idea of your life's mission—you'll have a crystal-clear vision and a fire in your belly to make it happen! We're talking about transforming those long-held dreams into jaw-dropping reality. This isn't just reading; it's a launchpad for the most thrilling journey of your life. Are you ready to ignite your purpose and set your world ablaze? Let's go!

To give you even more of a boost, I'm delighted to offer you my free checklist, *7 Steps to Finding Your Purpose* here:

<https://go.ericacarrico.com/7-steps>

So, who is this book for? It is for anyone who feels deep down in their heart and soul that there has to be more to life than the life they're living right now. Even if on the outside it looks like you have it all—the career, the partner, the marriage, the kids, the social life—you still feel like something is missing. You're probably not happy in your career at this point, and you know that you're settling. Or maybe you have a business idea, but you want to make sure it's aligned with your purpose before investing further.

This book is for you if you've read tons of articles on how to find your life purpose, how to find your destiny, and how to find your higher calling, and yet the question is still dragging you down because you just can't figure your purpose out.

This is for you if you don't necessarily feel any of the things that I just mentioned, but you're still taking comfort in anything that numbs your feelings, for example, by drinking alcohol every night. I get it—I was a two-glasses-of-wine-every-night girl myself, in addition to following a regular regimen of Ben & Jerry's. For you, maybe it's obsessively shopping. You know, I walk around my neighborhood and see people's front doors loaded high with Amazon boxes, and my question is always, "What void are you trying to fill?" Often, the obsessive shopping is because these people aren't living their life aligned with their purpose.

This is for you if you're *always* waiting for the next big thing—the next vacation, the next relationship, even the next weekend. You feel like you're wasting your precious gifts. You might not know what the work is that you're here to do. You don't know what your life purpose is at this point. But you know, deep down in your heart and soul, that you're NOT doing the work you were put on earth to do.

This book is not in your hands by accident; you called this journey to yourself.

Welcome to your turning point, friend! You're about to embark on a transformative journey through this book. Once you've absorbed the insights I'm about to share, you'll be primed to make the impact you've always dreamed of. Imagine your life aligned with your true purpose—it's like finding the perfect rhythm in a dance you've been practicing for years. Get ready for an influx of love and prosperity and for a newfound zest for life. You'll discover more passion than you knew you had, embark on exciting adventures, and taste the sweetness of true freedom. And let's be honest, isn't that what we're all chasing? Freedom to be our authentic

selves and make our unique mark on the world. Buckle up—your purpose-driven life is about to take flight!

You're going to be able to cultivate deep connections with people who get you. I don't know whether you're like me, but for so much of my life, I never felt like I fit in anywhere. But once I really aligned my life and *especially* my business with my purpose, it feels like I have an intimate, soul-level connection with every single person in my life! People are only in my life by design.

You're also finally going to break free from that emotional baggage you know we all carry: self-doubt, fear, and lack of confidence. Can I get an Amen?! When you're fully aligned with your purpose, yes, you still feel self-doubt. You still feel fear, and you'll still feel a lack of confidence at times. The difference is, when you *know* you're aligned with your purpose, these self-doubts and fears are just fleeting moments, not something that you feel all the time, and they won't determine the decisions you're going to make in your life.

The universe is tapping you on the shoulder, inviting you to level up. It's time to embrace your purpose, to dive into the work that will create ripples of positive change. Don't worry if you're not aiming to change the entire world—your impact could be as intimate as nurturing a vibrant garden in your backyard. The scale doesn't matter; what's important is that you're ready to share your unique light with the world.

You've reached a tipping point. That restless energy you feel? It's your inner self refusing to be silenced any longer. The days of spinning in doubt and indecision are over. No more wondering why you're here or what you're meant to do. The world is eagerly awaiting your gifts, your perspective, your passion. It's time to shake off the uncertainty and step into your purpose with confidence. Your journey of awakening and fulfillment starts now. Are you ready to answer the call?

FIRST STEPS

Okay, what I want you to do now is close down all tabs on your computer. I want you to silence your phone. I want you to grab your journal—and keep it close, because you're going to be using it a lot over the course of reading this book! It's time to give yourself permission to invest in yourself. You've landed here, with this book in your hands, for a reason. You're being called. Together, let's honor that.

Take a big, deep breath in and let a big, cleansing breath out. Just let go and leave behind everything that's happening in your life right now. Everything that's going on, everything that you're feeling—just allow it to remain outside of this beautiful, sacred space you're creating for yourself.

Every single one of us has a reason for being here. If you're thinking, "I'm not sure I have a purpose," let me assure you: you absolutely do. It's as fundamental as breathing. Without this guiding light, we risk drifting through life instead of following our personal North Star.

Lacking a clear purpose can leave us constantly reacting to life's curveballs rather than charting our own course. I've seen it time and again—people can achieve remarkable success yet still feel a nagging emptiness. Life seems to rush by when we're disconnected from our core purpose. Everything feels like an uphill battle. Money never seems enough, relationships strain, careers stagnate, and our health takes a hit.

Living out of alignment with our purpose creates a persistent sense of incompleteness. No matter our achievements, contentment remains elusive. I've witnessed this pattern in thousands of individuals who've participated in my program. Before discovering and aligning with their purpose, they all shared a common thread—a feeling that something crucial was missing from their lives.

Imagine living a life perfectly aligned with your purpose—it's a game changer! When you're in your element, fulfilling your life mission, everything shifts. Suddenly, work feels like play, and joy becomes your default setting. Time? It simply melts away as you dive into tasks that light you up from within. You'll find yourself bouncing out of bed each morning, eager to embrace the day's possibilities. Life becomes an engaging adventure, with you as the enthusiastic protagonist. There's an unshakable certainty that you're doing exactly what you're meant to do. This inner knowing radiates outward, infusing you with a magnetic confidence that turns heads and opens doors. Living your purpose isn't just about feeling good—it's about becoming the fullest, most vibrant version of yourself.

Mondays used to be my nemesis. The alarm would blare, and I'd reluctantly roll out of bed, my feet hitting the floor with a thud of despair. "Another week of this," I'd think, the weight of five long days ahead crushing my spirit. Weekends were a brief respite, but by Sunday evening, anxiety would creep in, often leaving me in tears, dreading the week ahead.

This was no way to live. On paper, I was successful—a thriving career in the corporate world. But inside? I was miserable, feeling an

inexplicable void. My soul was withering in the fluorescent-lit offices. I lived in Sydney, Australia, steps away from one of the world's most iconic beaches, yet ironically, I barely saw daylight. Anxiety and depression became my constant companions. Twelve-hour workdays blurred together, fueled by Baileys-laced coffee, as I sacrificed my well-being to line the pockets of millionaires.

Rock bottom came swiftly. Desperate for relief, I pleaded with a therapist for medication. His response was unexpected but profound: "Sort out your life first." He saw what I couldn't—that pills would only mask the real issue. I needed to live, truly live, not just endure.

This wake-up call spurred me into action. I hired a life coach, quit my soul-crushing job, and embarked on a journey around the world. One thing became crystal clear: I had to make a living doing what I love, what I was put on this earth to do. Thus began my five-year quest to uncover my true purpose—a mission that would transform not just my career but my entire life.

If any part of my story resonates with you, then hold on to your hat! You've just stumbled onto your personal rescue mission, and I'm your fairy godmother of purpose. Let's turn that frown upside down and your life right side up!

Time to bust a myth: your life purpose isn't just about your job or business—it's the golden thread weaving through every part of your existence. Sure, it might steer your career, but that's just the tip of the iceberg. Your purpose is the invisible force shaping what makes your heart race, which relationships you cherish, and even how you guide your kids through life. It's the quiet whisper influencing your spending habits, the spark behind your weekend adventures, and the subtle nudge guiding your everyday interactions.

In essence, your life purpose isn't just about what you do from nine to five—it's the compass directing your entire journey, defining not just your actions but your very essence and how you show up in the world. It's the secret sauce that makes you uniquely you.

LIFE PURPOSE DEFINED

A game-changing book for me was Marcia Bench's *Career Coaching: An Insider's Guide*. She introduced a brilliant concept: our life purpose is composed of two key elements—the *essence* and the *expression*.

Think of your *essence* as your core operating system. It's the unchanging, fundamental you that's been there since day one. While life throws curveballs and you grow and evolve, this essential you remains constant. It's like a golden thread running from your first heartbeat to your last.

Now, the *expression*—that's where the fun begins! It's how you choose to showcase your essence to the world. Imagine your essence as a vibrant color and your expression as the myriad ways you paint your essence onto the canvas of life. Your expression shows up in your relationships, your college major, your career choices. It's there in how you build a family, how you volunteer, how you parent. Even your hobbies and downtime are subtle expressions of your core self.

See the distinction? Your essence is the “who,” while your expression is the “how.” Together, they create the unique masterpiece that is you.

You might not be clear on the essence of who you are. You might also not be clear on how to express your essence out in the world. If you feel unsure, that's absolutely fine! That's why you're here!

Let me share with you how I express the essence of who I am. Right now, I express my essence through my business, through my life-changing programs and work with my clients, and through helping millions of people around the world to awaken their purpose. In the past, I was the director of a couple of different nonprofits—which was my way of expressing my essence in the world. At one point in time, I worked in corporate recruitment, so I expressed the essence of who I am by guiding people to find the jobs or careers they wanted. I also express the essence of who I am through volunteer work. I'm super passionate about helping victims of domestic violence, and I used to volunteer for a crisis line.

My point is, there are many ways we can express our essence out in the world. But here's the thing: studies have shown that *ultimate fulfillment only comes when we are aligning our career with our life purpose*. This is what I'm so passionate about—helping people just like you to align their career with their life purpose. Finding your ultimate fulfillment is exactly what we're going to do together in this book.

You're a one-of-a-kind gem in this vast world, and that's why your purpose matters so much! Think of your unique perspective as your personal superpower. Even if others are in the same field, your experiences, life story, and innate talents bring something special to the table. The way you communicate and take action? That's your signature move, setting you apart from the crowd.

This uniqueness is exactly why embracing your purpose is so crucial—because no one else can make the impact you’re destined to make. Your voice, your approach, your journey—they’re the ingredients in a recipe that only you can cook up.

You came into this world with a unique combination of gifts and talents, like a custom-made tool kit just for you. These aren’t just random attributes; they’re the essence of who you are. Your particular blend of abilities, perspectives, and potential is as unique as a fingerprint.

Here’s the kicker: if you don’t express these innate qualities and share them with the world, you’re not just holding yourself back, you’re keeping something irreplaceable from the world. It’s like having a chart-topping hit and never releasing it. Don’t let your gifts gather dust—it’s time to let your light shine and make your mark!

I had a light-bulb moment when I read Gail Larsen’s *Transformational Speaking*. The thought of people navigating life without ever tapping into their inherent purpose hit me hard. It’s not just a personal loss—it’s a missed opportunity for the entire world.

This realization fuels my passion. My mission isn’t just a job; it’s my purpose. I’m here to help you awaken to your unique purpose and potential, like a gardener coaxing a rare flower to bloom. Guiding others to recognize and actualize their innate gifts? That’s my sweet spot, my reason for being.

And here’s the thing that really matters: your purpose isn’t just about you; it’s about the ripple effect only you can create. Imagine your purpose as a unique instrument in the grand orchestra of life. Without your melody, the symphony just isn’t complete.

While I cherish every aspect of my work, there’s a deeper reason that drives me. My mission is to unleash your essence into the world, ensuring it doesn’t miss out on your unique brilliance. Think of my role as a talent scout for the universe—I’m here to make sure your star gets its chance to shine.

Uncovering and embracing your life purpose isn’t just a personal journey—it’s a gift to society. When people shy away from their calling, it’s like the world is missing a puzzle piece crucial for creating the bigger picture. Your specific blend of gifts and talents? They’re not just for you. They’re meant to serve a greater good, to spark positive change in ways only you can.

By fully stepping into your purpose, you’re not just filling your own cup—you’re creating a wellspring that others can drink from too. It’s about personal fulfillment, sure, but it’s also about weaving your unique

thread into the grand tapestry of human progress. When you align with your true calling, you're not just bettering yourself; you're empowering yourself to leave an indelible mark on the world. It's a beautiful synergy—as you thrive, you help others flourish too.

So, what's it like when we are living our purpose?

When we're clear on our purpose, a profound transformation occurs. We develop a deep-seated confidence in who we are, what we stand for, and where we're heading. An incredible inner peace washes over us, replacing the constant need for external validation.

I vividly recall my college days, when I was consumed by anxiety about other people's opinions of me. Is this outfit right? Will people think I look good? How much weight have I gained living in the dorms? My life revolved around how others perceived me—a stark contrast to my current state where such concerns have faded into insignificance. That's the power of purpose-driven living: it liberates us from the shackles of seeking approval.

Moreover, when we align with our purpose, we become fountains of passion and motivation. Purpose, in fact, supersedes motivation. We no longer need to push ourselves because action flows naturally—we become people with a mission, driven by an inner fire that propels us forward effortlessly!

This clarity of purpose transforms us into individuals who don't just go through life but charge through it with intention and zeal. We become the authors of our own stories, no longer swayed by the opinions and expectations of others. Our actions stem from a place of authentic self-expression rather than a desire to fit in with or please others.

In essence, living with clear purpose doesn't just change what we do—it fundamentally alters who we are. It's a shift from merely existing to truly living, from following to leading, and from seeking validation to creating value. This is the transformative power of purpose: turning life from a series of questions into an exciting journey of self-discovery and meaningful impact.

Our health often also transforms when we align with our purpose. I experienced this firsthand when, at 36, I was diagnosed with kidney cancer while still breastfeeding my baby. This shocking event became my catalyst, prompting me to declare “No more.” No more merely surviving. I realized we aren't meant to endure the unpleasant; we're meant to change it. Now, seven years later, I'm in my 40s and fully aligned with my purpose, and remarkably, I look and feel better than I did at 23.

When we sync with our purpose, it's as if the universe conspires in our favor. Our health improves, our relationships deepen, and our financial situation often follows suit. Particularly, when we align our purpose with our work or business, we can experience exponential growth. It's like finding the perfect frequency where everything resonates harmoniously.

This alignment creates a ripple effect, touching every aspect of our lives. We find ourselves more resilient in the face of challenges, more creative in our problem-solving, and more satisfied with our daily experiences. It's not just about doing well; it's about feeling fulfilled in the process.

So, I invite you to pause and reflect: Are you living a life guided by your purpose, or are you following a path dictated by societal "shoulds"? Do you have clarity about your purpose, or does it feel elusive? Here's a telling indicator: Are you genuinely happy with your life?

These questions aren't meant to provoke anxiety but to inspire introspection. If you find yourself unsure or unsatisfied, remember that identifying and aligning with your purpose is a journey, and I'm here to take you on that journey. It's never too late to start, and the rewards of living a purpose-driven life are immeasurable.

FOUR OBSTACLES TO FINDING YOUR LIFE PURPOSE

This next section is also inspired by the work of the career coach Marcia Bench, who says there are four main obstacles that keep people from fulfilling their life purpose.

The first obstacle is that we often miss the obvious when it comes to our own talents. You might think that thing you're great at is no big deal, figuring everyone can do it. News flash: they can't! We all have our own superpowers, but we tend to shrug off the stuff people keep praising us for. So, how do you spot these hidden gems? Sometimes you need an outsider's perspective. A coach or mentor can be great for giving objective input. Or try asking someone who knows you well what they think you're awesome at. Start with family—they've seen you in action for years and might remember skills you've forgotten about.

The second obstacle that trips people up is thinking their life purpose has to be some totally unique, never-been-done-before thing. I hear it all the time: "I thought I had it figured out, but then I saw a bunch of other people doing the same thing." So what? Here's the deal: most of the time,

the big goals that align with our purpose are way too massive for just one person to handle. Having more people on board with similar missions doesn't make your purpose less valuable—it actually speeds up the whole process of making a real difference in the world.

The third big obstacle—this one was huge for me—is when the pressure to keep doing what you're doing in order to make a living seems at odds with what you think your life purpose is. I have clients who are earning \$250K to \$500K a year, and yet they're miserable and not living their purpose because they feel the pressure to make a living. Of course, I also have clients who are earning \$20K a year and not living their purpose because they're feeling the crippling pressure to make a living. This job pressure is a really common trap, especially with everyone being so busy these days. We just tend to put off our life purpose exploration altogether.

Don't worry: I'll help you get out of this trap! I've had clients who quit their jobs when their finances allowed them to. There are several students in my program right now who've decided to move into a less demanding job that doesn't require so much of their time and energy. The job still pays the bills, but it allows them to work on fulfilling their purpose at the same time. Focusing your time and energy on meaningful work is so important because most people will not be fulfilled and satisfied in their work unless it's aligned with their purpose, like we talked about earlier. Your career is just a *job* until it becomes an expression of your life purpose.

And the last obstacle that keeps most people from fulfilling their life purpose is thinking that only “special people” have a life purpose. They say, “I'm not a special person.” I hear this all the time. And the truth is, like I mentioned before, *everyone* has a purpose. Not just writers, artists, musicians, coaches, healers, and so on. If you're here right now to discover what yours is, you're in the right spot.

There's a quote that I love by a minister named Myles Monroe. He said, “The greatest tragedy in life is not death, but a life without a purpose.” I really believe that. People spend their lives running from their purpose rather than embracing it, and I'm here to tell you it's time to stop.

Are you being true to your heart? Or do you know deep down you've been allowing these four obstacles to hold you back?

DISCOVERING THE WORK

As Mark Twain said, “The two most important days in your life are the day that you’re born and the day that you find out why.”

Since you’re reading this book, I’m sure you’ve spent years trying to figure out what your purpose is. I certainly did! We’re not taught how to find our purpose. Why is this not taught in school? Seriously, I would rather have learned how to find my purpose than have learned geometry, or algebra, or all the other subjects that I’ve never used since school!

Over the course of ten years, I honed the process I use today. It’s been refined through working with thousands of clients worldwide, helping them uncover their life purpose. Let me be clear: if you follow my method, you will discover *your* purpose. Doing so is not as daunting as it might seem. While some people spend years—even decades—searching for their purpose, I’ve consistently pinpointed it for them in just ten weeks! Time and time again, without fail, this process delivers results. What once took a lifetime to unravel can now be unveiled in a matter of months. It’s not magic—it’s a proven, systematic approach that cuts through the confusion and gets to the heart of who you are and why you’re here!

My own quest for purpose was a decade-long odyssey that spanned the globe. It began with a move to Australia, where I spent two years climbing the corporate ladder, only to find myself still feeling empty. Convinced that the answer lay somewhere out there, I embarked on a yearlong world tour, hoping to “find myself” amid new cultures and experiences.

But as I traversed continents and collected passport stamps, a profound realization dawned on me. The answers I sought weren’t hidden in exotic locales, new friendships, fleeting romances, or an endless parade of jobs and courses. All this time, I’d been looking outward when I should have been looking inward. The journey I really needed to take was not across oceans but within myself.

This epiphany marked a turning point in my search. It taught me that while external experiences can enrich our lives, the true compass of our purpose lies within our own hearts and minds.

This is exactly the journey I’m going to take you on in this book! The same journey I’ve taken thousands of people through in my ten-week online program, *Awaken Your Purpose*.

Aligning your life with your purpose can be truly transformative. Once you make this shift, you’ll likely experience a new level of success and fulfillment (truly!). Life can transition from merely satisfactory to genuinely extraordinary. However, before reaching this point, there’s

important personal work to be done. We need to address and release some of the internal blocks that may be holding you back. This step is crucial for your journey. Rest assured, I'll guide you through this process, providing you with specific techniques to overcome these barriers and move forward (I've got you, I promise!).

When I talk about blocks, I'm referring to the internal barriers we need to overcome. These include limiting beliefs, outdated personal narratives, nagging self-doubt, and a lack of confidence. The goal is to elevate your vibration, aligning it more closely with your divine soul blueprint.

Let me illustrate this concept with an example. Imagine you're constantly fixated on your weight and diet, riding an emotional roller coaster of self-criticism and negativity. This mental turmoil occupies an enormous amount of cognitive real estate. When our minds are cluttered with these harsh, critical thoughts, we leave little room for creativity or self-love. There's simply no space for compassion to flourish, making it nearly impossible to recognize our purpose, let alone fulfill it.

The key is to reprogram our subconscious mind and shift our thought patterns. It's about clearing out the mental clutter that's holding us back and making room for our true purpose to emerge. By addressing these internal blocks, we create a mental environment where our purpose can take root and thrive.

When I first started as a career coach, I'd ask my clients seemingly simple questions to help them uncover their true calling. But often, the responses I got were as unclear as a Magic 8 Ball—they came from minds cluttered with doubt and uncertainty. These weren't the enlightened answers these folks would give after some soul-healing and a boost to a more positive mindset.

The truth is, there's a world of difference between soul-searching from a place of strength and wholeness and trying to find your path while feeling like you're stumbling through a mental fog. It's like trying to take a crystal-clear photo with a smudged lens—you're not going to capture the true picture.

Attempting to define your purpose when you're feeling down or confused is like trying to solve a puzzle in the dark. You can't expect to unearth your true calling from that shadowy place. The key is to clear away the mental cobwebs first, creating the right conditions for your inner wisdom to shine through. It's about setting the stage for your personal eureka moment. Ready to flip on those mental floodlights? I'm

going to help you through this mental preparation in the next couple of chapters.

This need for clarity is why healing work and releasing inner blocks is crucial. We need to cut through the noise—the chaos of daily life, the mental fog from poor diet, the haze of distractions, and the numbness from substances like alcohol and sugar. As we clear these obstacles, our bodies become cleaner vessels, leading to sharper minds.

With this newfound clarity, you can finally tune in to your heart's true frequency. Your intuition, once muffled, will now speak clearly. Your soul, previously drowned out by life's static, will now broadcast its wisdom loud and clear. It's like upgrading from a tin-can telephone to a cosmic hotline!

This is the sweet spot—the place of authentic insight and guidance. It's from this centered, clearheaded space that you should be making life's big decisions.

Think of it as adjusting the dial on a radio. By removing interference, you can finally hear the station you've been searching for all along—the one playing the soundtrack to your true purpose.

STANDING AT THE CROSSROADS

Are you standing at a career crossroads, feeling the weight of a future that doesn't excite you? Perhaps you've had that "Whoa, I can't spend the next 50 years doing this" moment. Or maybe, like me with my cancer diagnosis, you've faced a health crisis that's shaken your world. Some of you might be navigating the turbulent waters of a relationship breakdown. I've been in these choppy seas, and I can tell you this: these aren't just challenges—they're wake-up calls.

Think of them as neon signs flashing "Pay Attention!" They're urging you to take a hard look at what's not working in your life and guiding you toward alignment with your true purpose. These moments of crisis or doubt aren't here to break you; they're here to remake you, to nudge you toward the life you're meant to live. So, if you're feeling lost or stuck, know that it's not just normal—it's necessary. It's the first step on the path to discovering your purpose.

Maybe you've climbed the career ladder and checked all the boxes of "success," but there's still this nagging feeling. It's like you've got all the ingredients for a great meal, but something's missing from the recipe.

That's your purpose calling, whispering that there's another chapter to be written.

Your purpose isn't just about doing more; it's about becoming more of who you're meant to be. It's that spark that turns a good life into an extraordinary one. So, what's lighting your fire?

I want you to read this next part very carefully, because this is a very important principle, one I learned from Marcia Bench: **People will experience success and fulfillment in their life to the extent that they are clear about their life purpose and expressing it in each aspect of their life.**

Say it one more time: People will experience success and fulfillment in their life to the extent that they are clear about their life purpose and expressing it in each aspect of their life. This is why people aren't happy in their careers, right? This is why *I* wasn't happy in my career. Maybe you're not doing what you were put on earth to do. But once you know your purpose, everything changes, and my thousands of clients swear by this. I swear by this.

Why spend your limited time on earth chasing someone else's dream? Your energy is valuable—so why pour it into something that doesn't resonate within your core? Life's too short to be living someone else's purpose. Shouldn't you be investing in the path that's uniquely yours?

I have a client (a dedicated teacher) who genuinely loves educating, but lately, she's felt a different calling tugging at her heart. The whisper of authorship has grown into a persistent voice, urging her to share her unique story with the world. This, she's realizing, is the true work she's meant to do.

So why does she continue pouring her energy into teaching, a path that's left her feeling burned out and unfulfilled? Why persist in a role where she feels her impact is falling short of her aspirations? The truth is, while teaching is a noble profession, it's not her ultimate calling. That classroom is waiting for someone else whose passion aligns perfectly with education.

Her journey illustrates a common dilemma: the struggle between a comfortable, familiar path and the daring leap toward our true purpose. It's a reminder that sometimes, stepping away from what we know is necessary to embrace what we're truly meant for.

OPENING NEW DOORS

Are you ready to unlock the secrets of your life purpose? I'm so excited to take you on this journey! We've just begun to peel back the layers, and I hope you're feeling that first spark of inspiration lighting up your soul.

We've exposed the barriers that often keep us from living our true purpose. But here's the transformative truth I want you to embrace fully: Your life has a profound purpose. It's not wishful thinking—it's the very essence of why you're here.

Your unique story is waiting to inspire. Your dreams are the seeds of real, lasting change. Your voice carries a message the world needs to hear. Whether you realize it yet or not, you were born to create ripples of impact that will touch countless lives.

So, are you prepared to embark on this exhilarating journey? To uncover the map of your purpose and chart a course toward your destiny? Take a deep breath—we're about to plunge into the thrilling quest of discovering your "why."

This isn't just the end of a chapter—it's the prologue to your life's greatest adventure. Let's set sail on this voyage of discovery, and prepare to be amazed by the extraordinary person you're meant to become!

One of the easiest ways to begin your journey to discovering your life purpose is to download and complete my free checklist, *7 Steps to Finding Your Purpose*. You can find it here:

<https://go.ericacarrico.com/7-steps>

CHAPTER ONE

UNCOVERING YOUR ESSENCE

The big focus in the introduction was to get you thinking about the question “What is a life purpose?” I think people often get this part wrong, and there’s a lot of controversy over what a life purpose *actually* is. Is it one specific thing? Is it just your career? Is it something that you’re going to have to search the world over to try to figure out?

Let me assure you that your life purpose is so different from that. It’s so much more than just a career or one specific thing or title or interest to associate with yourself. Throughout this program, you’re going to really see that a purpose is something that we actually choose.

Purpose can be explained in two different ways and broken down into two different parts. As we discussed in the introduction, these two concepts are the foundation of everything we’re going to talk about in this book, but we’re going to get deeper into them here.

The first part of a life purpose is the ***essence***. The essence of our purpose is who we are. What are our gifts? What are our strengths? What do we really love to do? The essence of who we are essentially stays the same from birth. We’re born who we are, and we die who we are. So the essence of who we are—that never changes.

The second part of a life purpose is the ***expression***. The expression is something that we choose. We choose to express the essence of who we are out in the world, through a career, through a business, through our relationships, through how we spend our free time, through the places we volunteer, and through where we spend our money.

So *essence* is essentially who we are, and *expression* is how we choose to express who we are out in the world.

I often emphasize the word *choose* in this book. You’ll see it pop up frequently because there’s a common misconception that we’re on a treasure hunt to “find” our purpose. Sure, we’re here to uncover our true selves—it’s definitely a journey of discovery. But how do we express that essence through our purpose? That’s a choice we make.

This power of choice is what sets us apart from other creatures. It's not like the universe, God, your soul, or whatever higher power you believe in dropped us on earth to play some cosmic game of hide-and-seek with our purpose. We're not fumbling around, trying to find a needle in a haystack. Instead, we're active participants in shaping our purpose.

We choose to embody and awaken our souls and our gifts and to use them in the world in the way that we want. I like to think of our purpose as similar to an onion; there are many different layers to it. As we move through life, we get to know ourselves at deeper and deeper levels. How we then choose to express the essence of who we are out in the world is also going to change based on the level at which we know ourselves.

For me, for example, the essence of who I am is a compassionate, empathetic, and caring person, a helper, a healer, and someone with a burning desire to make the world a better place. I can sense when somebody is in a bad mood or when people are hurting. Innately, I want to go and help them to feel better, whether that's my job or not. And the essence of who I am has been expressed differently throughout my life based on the level at which I know myself.

When I was a child, I expressed my essence through simple acts of compassion. For instance, when I saw another kid on the playground who didn't have anyone to play with, I would go and play with that kid because I didn't want them to suffer and feel alone.

I chose to express the essence of who I am at university by majoring in psychology. Then when I entered the workforce, I chose to express the essence of who I am by going into corporate because I really wanted to help people move into jobs that they loved. That was the level that I knew myself at that point in time.

Then I expressed the essence of who I am by moving into the nonprofit industry. When I was executive director of a nonprofit, I was working on an international scale to stop suffering in the areas that I wanted to really focus on at that time. Then I became a career coach, expressing the essence of who I am by helping people find careers that they were passionate about.

The more I got into career coaching, the more I realized people kept coming back to find a different career—even high-level professionals kept looking for change. They would work for a while, and then, two to three years later, they'd come back and be in the same boat. They

weren't happy because they weren't finding a career or starting a business that was aligned with their purpose.

And wow ... do I know that feeling all too well!

MISALIGNED, UNHAPPY, AND UNHEALTHY

When I was 36 years old, I would wake up feeling like each day was Groundhog Day. I suffered from anxiety and depression. I was miserable at my job, I slept in a separate room from my husband, and I was so sleep deprived that I once poured wine into my kid's cereal bowl at breakfast time. No surprise here: I was diagnosed with cancer, and that's when everything changed. I knew my body could no longer tolerate the toxicity I was creating by stuffing all my feelings inside, trying so hard to live "the dream life" that was literally killing me.

At the time of my diagnosis, I had just signed up for a coaching course. I had a three-year-old and was still nursing a baby as well. I told Julie Parker, the incredible founder of the course, "I don't know if I'm going to be able to participate anymore because all of this has happened." She said, "Okay, I totally understand that you need to take care of yourself. You do what you need to do. And of course, we will still be here if and when you choose to come back."

I felt something at that moment. I said to myself, "No, this feels right. I'm going to go with it." I had my surgery on Monday and was meant to start the course on the following Sunday night. So I spent four days in the hospital after my surgery and then came home, and the one thing that I was looking forward to was the coaching call.

For the first call, I couldn't sit or lie down for long without having to stand up. I remember being in my room with Julie's voice coming through the computer, and I spent two or three hours standing and pacing and listening to her. Then I went into the bedroom to put my little girl to sleep.

I remember sitting in the rocking chair in the corner of her bedroom, nursing her to sleep, and I looked down and she just looked up with her big blue eyes and smiled at me. And it was like someone whispered in my ear "Re-mission: remember your mission. Remember why you're here."

I looked at her, and I was *all in* on the coaching course. I was *all in* on my business. Most of all, I was determined to always remember my

mission. I would always remember why I was here, and there was no going back.

As I evolved and took my own spiritual journey after being diagnosed with cancer, I realized that ultimate fulfillment and satisfaction really only comes when we're in a career or a business that is aligned with our purpose. After working with hundreds of people, I've found this to be a consistent truth. The way I now express the essence of who I am is by helping people really awaken *their* purpose and get clear on the essence of who they are, which is what we'll do in this book. If you would like further support, you can join my ten-week online program, Awaken Your Purpose.

In many instances, the easiest way to express your essence is by having your own business. Lots of the people who go through my course Awaken Your Purpose end up starting their own businesses (which I help them build through my business start-up program, Soul Business Accelerator: Your Roadmap to Six Figures), but that doesn't mean this business is what you have to do for the rest of your life. You can see now how my own business has evolved over the years and that the work I'm doing now looks very different from what I was doing in the beginning. I had to start at the level at which I knew myself at that time—and that's what *you* have to do as well.

Release all the expectations you have that you're going to find *one* thing to do and that thing is going to be all you do *forever*. Give yourself the grace to know you're going to evolve, you're going to change, and you're going to get to know yourself on a deeper level as your spiritual path progresses. At the same time, be able to give yourself permission to make the best choice for what feels right for you *today*.

The process I'm taking you through in this book is going to help you make that choice. By the time you're done reading, you should know what your essence is and how you choose to express it out in the world through making changes in your current career, starting a new business, volunteering, or finding some other path to expression.

DIFFERENT PATHS TO EXPRESSING YOUR LIFE'S PURPOSE

Let's talk about those other paths for a moment. In our time together, we're going to work to awaken all areas of your life. There are lots of

ways you can express your purpose: through career and business, yes, but also through relationships, parenting choices, how you take care of your body, how you spend your free time, and more. These are all decisions you make that can better align you with the essence of who you are.

The choices we make should energize us, spark our passion, and bring a sense of joy. That's the recipe for a fulfilling life. The more we dive into understanding and expressing our true selves, the better equipped we are to tackle the distinctive work we're meant to do in this world.

Think of it like this: When our choices align with our core essence, we're not just going through the motions. We're firing on all cylinders, making a real impact in our own unique way. It's about finding that sweet spot where what lights us up inside matches what we put out into the world.

The first thing I want you to take away from this chapter is to remember that as you get to know yourself on a deeper level, your purpose will shift and change because you'll be able to express it differently based on how well you know yourself. Don't put too much pressure on yourself right off the bat. As you peel back the layers of the onion, you'll get closer and closer to your essence.

If you haven't downloaded my free *7 Steps to Finding Your Purpose* checklist yet, you can find it here:

<https://go.ericacarrico.com/7-steps>

The second thing I want you to do is think about how you can align the rest of your life with the essence of who you are. My Awaken Your Purpose program includes a workbook that takes a deeper dive into these questions, but we're going to go through them now as well. I want you to feel like you're living your life purpose in all aspects, not just on the professional side. You'll probably get better insights into the answers to these questions after doing a short meditation to help you really tap into your heart and soul.

If you are new to meditation, don't worry—it has no religious affiliation. The term meditation refers to a variety of practices that focus on integrating the mind and body. Meditation offers a wide range of benefits for the mind, body, and overall well-being. Here are some of the amazing side effects:

1. Stress reduction: One of my favorite benefits of meditation is its ability to reduce stress. Regular meditation practice helps activate the body's relaxation response, leading to a decrease in stress hormones like cortisol and an increase in feel-good chemicals like serotonin. And for crying out loud—we all need that, don't we!
2. Emotional well-being: Meditation can also enhance emotional stability and well-being. By developing mindfulness, we become more aware of our emotions, allowing us to observe and manage them effectively. Regular practice can reduce symptoms of anxiety, depression, and emotional distress. Through regular meditation and completely cutting alcohol out of my diet, I was able to go off my antidepressant and antianxiety medications.
3. Improved physical health: Meditation was a large part of my cancer recovery process and has been linked to various physical health benefits. It can lower blood pressure, boost the immune system, reduce inflammation, improve sleep quality, and enhance overall cardiovascular health. The mind-body connection cultivated through meditation contributes to better overall physical well-being, which is always important for trying to tap into the essence of who we are. We have more energy to focus on purpose, rather than on what's happening to our bodies or minds.
4. Reduced rumination: Meditation helps break the cycle of repetitive, negative thinking patterns known as rumination (which kills all energy that could otherwise be directed toward finding and living our purpose). I was the queen of rumination while going through my divorce. But by practicing nonjudgmental awareness, we can learn to observe our thoughts without getting caught up in them. This awareness reduces overthinking and promotes a more balanced mental state (phew!).

It's important to note that the benefits of meditation are usually cumulative and become more pronounced with regular practice. Starting with just a few minutes of meditation each day and gradually increasing the duration will allow us to continue experiencing these advantages over time.

If you join my ten-week course, you'll get access to my guided life purpose meditations. You can find my course here:

<https://go.ericacarrico.com/awaken-your-purpose>

Right now, we're going to focus on getting to know *you* again. Reconnecting with the you who you were before societal conditioning put you in all the boxes you've been shoved into. I want you to take off the table all the business ideas that you have right now, all the career options—whatever you're thinking about and stressing over, take it off the table. Give yourself permission to focus on tapping into your heart and soul, figuring out why you're here, and getting to know your essence. Allow yourself to connect back with yourself and remember who you are, and worry about finding the business and getting clarity around what that looks like later.

Again, meditation (or prayer, if that feels better for you!) can be vital to the process of connecting with our inner worlds, our highest self, the essence of who we are. It encourages self-reflection and introspection. By observing our thoughts, feelings, and sensations, we gain deeper insights into ourselves, our patterns of behavior, and our reactions to different situations.

For now, we are focused on uncovering your essence. Later in the book, I'm going to take you through a process that I've taken hundreds of people through to get them the clarity that they needed in order to take action. You're going to know for yourself what business you want to start, commit to, and show up for. Don't worry, if you need help starting and building your business, I've got you when the time is right! When your business is fully aligned with your purpose, I can help you grow it quickly! So I want you to surrender to the process. Trust me, hold my hand, and allow me to guide you.

THE RIGHT QUESTIONS

Now it's time to get out your journal, because you're going to want to write your answers to these questions down. I want you to answer these questions from a place of peaceful reflection, not from a place of chaos and stress. If you're coming home from a really hard day at work, and you're miserable and hate your job and want that glass of wine, but your kids are begging you for dinner and your partner is yelling at you, or perhaps if you're feeling really lonely—that's not the place to answer these questions from. Find some time in an inspired place, maybe having a cup of tea on a relaxing Sunday by the fire, or on the beach. I want you to feel nurtured, relaxed, creative, and like everything is just going to be okay.

And don't feel like you need to answer all these questions in one sitting, because this process is not something to be rushed through. It's not something where you should just put a couple of one-liners down. That is not doing the work. If you want this to really work for you, the answers need to come from deep within your heart and soul.

Ready? Grab your journal and let's get started! Please don't just skim over these questions. It's crucial you write them out in your journal. The difference between people who actually live their purpose and those who don't is taking action. Successful, purpose-driven people do self-reflection and then actually integrate their insights into their lives.

Jotting down your responses to these questions does more than just fill pages. It's like creating a map of your inner world. You'll start to see patterns pop up, giving you a clearer picture of what makes you tick. Plus, putting pen to paper helps cement these ideas in your mind, making them easier to recall when you need them later on.

But here's the real magic: as you write, you might stumble upon new insights you never expected. It's like turning on a light in a dim room—suddenly you see solutions to problems or fresh perspectives you hadn't considered before. This process isn't just about answering questions; it's about unlocking a deeper understanding of yourself.

Some of these questions are more self-explanatory than others. Let's start with some big ones.

What was I passionate about as a child? A lot of people who do my program might not remember their childhood at all. They don't know what they were passionate about. You'll find that as you go through and do a lot of this healing work, your childhood passions will start to come back to you. If this is a very triggering question for you, you can skip over it for now, but you'll want to come back to it. For some of us, it's a case of having to really close our eyes and think.

Personally, I don't remember a lot of my childhood, but I know that I didn't want to play with Barbies. I would rather have been outside in the mountains getting lost. I was very much a doer and needed to be in my body in a very physical sense. I loved horses, animals, and helping people. I was incredibly tuned in to people's emotions (it wasn't weird to see me cry for days or weeks after watching any movie where an animal or person died!), and I found behavior fascinating. I was creative, always wanting to invent things. That's what we're after here—tapping into when you were a little girl or a little boy and remembering what you really loved to do.

When do I feel an overwhelming sense of joy and excitement about life? It's not about everyday happiness, but those peak experiences that leave you feeling fully alive and deeply grateful. For me, it's when I'm coaching. It's when I'm working with people. It's when I'm up on stage speaking or up in the mountains.

What makes me unique? What traits, skills, or perspectives set you apart from those around you? How do you stand out from your friends, family members, or coworkers? I'm different than most people in my life in that I'm much more adventurous. While they prefer routine, I'm always seeking new experiences. I've backpacked through over 50 different countries and lived overseas for ten years.

What do I wish I spent more time doing? Let your imagination run wild here. Don't hold back—this is your chance to dream without limits. What activities or pursuits do you find yourself longing for when you're caught up in the daily grind?

If you're drawing a blank, that's okay. Come back to this question later. Sometimes our deepest desires need time to bubble up to the surface.

Remember, this isn't about what you should do—it's about what ignites your passion and curiosity. What makes your eyes light up just thinking about it?

What truly matters to me on a personal level? This question isn't about global issues or lofty ideals—it's about what resonates with you deeply in your day-to-day life. What drives you? What do you care about most in your immediate world?

Maybe it's nurturing strong family bonds or cultivating deep friendships. Perhaps it's building a loving, unshakable partnership. For some, it might be personal growth or creative expression.

As an example, my passion is ensuring people find joy and purpose in their work. Nobody should hate their career and go to work miserable every day. We all have a reason why we came to this earth, at this time. And it's NOT to simply struggle to pay bills. We all have a mission, our essence, that we're meant to share with the world. It's my mission to help you find yours.

What activities completely absorb me? When do you find yourself so deeply engrossed that everything else fades away? What tasks or hobbies make you lose track of time, forgetting even to eat or sleep?

Think about those moments when you're fully present and focused, oblivious to your surroundings. It could be anything—painting, coding,

gardening, or even having deep conversations. What puts you in that state of flow where hours pass like minutes?

What's on my bucket list? This question is another one where a lot of people will say “I don't think I have a bucket list.” So, if you've never created a bucket list before—a list of things you want to do before you “kick the bucket”—this is your first assignment: create a bucket list with at least ten things on it. Again, dream big! Don't limit yourself with cost, practicality, logistics, and so on.

How would I live if I were free from others' opinions—and my own self-judgment? This is a powerful question that deserves your raw honesty. Imagine a life where external expectations and your inner critic suddenly fell silent. What would change?

Would you pursue different goals? Speak up more? Take bold risks? Maybe you'd change your career, your relationships, or your appearance. Or perhaps you'd finally chase that dream you've been hiding.

Now go deeper. What if you could silence your own limiting beliefs and self-doubt? How might that transform your choices and actions? Don't hold back. Let yourself explore the unfiltered version of you that exists beyond fear and judgment. What does that person look like? What do they do?

What light do others see shining within me? This question invites you to glimpse your essence through the loving eyes of those closest to your heart. Reach out to at least three people who truly know you—maybe a sibling who has seen you grow, or a partner or friend who has weathered life's storms with you.

Ask them, “What gifts do you believe the universe has gifted me with?” Their answers might stir something deep within you, illuminating parts of yourself you've yet to fully embrace. As they share, listen with an open heart. Write down these reflections. Look for the golden threads that weave through their words. What do you hear? What surprises emerge?

This isn't about ego or validation. It's a soulful exploration of the gifts you're meant to share with the world, seen through the eyes of those who recognize your true essence.

If time and money weren't concerns, how would I spend my days? Let your mind wander freely here. Cast your thoughts back to moments of pure joy and contentment. What were you doing? What activities made you lose track of time?

Maybe you'd rediscover old passions—painting landscapes, writing poetry, or tinkering with engines. Perhaps you'd dive into learning something new, like a language or an instrument. You might find yourself volunteering, traveling to new places, or simply spending quality time with loved ones.

Don't censor yourself. Include everything from grand adventures to simple pleasures. What makes your heart sing? What leaves you feeling fulfilled at the end of the day?

This question isn't about crafting a perfect schedule. It's about uncovering what truly lights you up when all external pressures are removed.

Once you've worked through these questions, keep your answers someplace safe, because we're going to come back to them in later chapters. This exercise is just the start of tapping into the essence of who you are. For now, make yourself happy. Find a beautiful, inspiring place that just makes you feel warm and safe, and allow yourself to take this journey. Invest in yourself.

CHAPTER TWO

DISCOVERING THE ESSENCE OF YOUR PURPOSE

In the last chapter, we dove into the difference between the *essence* part of your purpose and the *expression* part of your purpose. In this chapter, we're focusing on the essence part. In fact, the whole first half of this book is meant to help you get clear on who you are at the soul level, and we will begin here.

Once you're clear on your essence, you'll then be able to decide on a way to express your purpose in the career space—whether you choose to start your own business, change careers, or express your purpose as a side hustle or a passion project. Whatever this expression is going to look like, we just don't know yet, and we're not even close to the point where we're trying to decide yet. So please, take those possible expressions of your purpose off the table if you're thinking about them, and focus on the essence part of your soul work right now.

Becoming clear on your essence is the deep inner work that's required so you don't end up back in the same boat in two or three years. I saw it so many times in my former career as a corporate recruiter—people continued to change jobs because they were never satisfied with the one they were in. Their work lacked that connection to their essence, which is essential for real satisfaction.

Of course we evolve, we change, and we're constantly reinventing ourselves. But the *essence* of who *you* are stays the same for your whole life. That's your divine gift. You can learn new skills, yes, but your divine gifts are with you from birth until death. Right now you and I are working together to tap into that space inside you and figure out what those skills are. Again, surrender to the process. Don't be in a place where you're trying to make *any* decisions at this point, because you're not even close to that yet.

Let's get real for a moment. Discovering your true self and unleashing your potential isn't just a mental exercise. Sure, introspection has its place, but at some point, you've got to step out of your head and into the world.

It's time to get your hands dirty with life. Thinking will only get you so far—the magic happens when you start doing. We're talking about showing up, fully present and engaged. No more lurking in the shadows or playing it small.

This means breaking out of comfortable routines. It's about swapping that Netflix marathon for real-world adventures. It's choosing to take risks instead of always playing it safe.

Living large isn't just for the bold few—it's for anyone willing to push past their comfort zone. Your best self is out there waiting, but you've got to step up and claim it. Ready to stop binge-watching Netflix? Ready to put that pint of Ben & Jerry's aside and stop playing it safe and living small?

If we are living *small*, if we are living in the box, if we are so focused on safety and security and being comfortable ... then we aren't living our truth and we aren't living our purpose. We aren't doing what we came here to do. *You* are a soul having a human experience. You came here to evolve, you came here at this time to have an impact in some way, shape, or form. You came here to help heal and raise the consciousness of the planet with your own divine gifts. But we all forget. We get so caught up in the human experience, the heaviness and density of this third-dimensional reality, that we forget why our souls came here at this exact moment in time.

The universe is going to give us subtle hints at first. The whispers. The feeling of *offness*. Anxiety, depression, numbness, doing everything we can to feel okay with our lives. We drink, we shop, we work out, we stay busy—we do everything we can to *not* hear the whispers. Because what do the whispers mean? They mean things aren't going to stay the same. Things will have to change.

If we don't listen, the whispers become words. The words become knocks. The knocks become bangs. And if you're like I was and you still don't listen, the bangs become grenades, and something comes in and completely blows everything to pieces. Sometimes everything has to come crashing down. When that happened to me, the destruction left me in a place of complete brokenness. I didn't know what needed to change. All I knew and felt was "I cannot live my life like this anymore."

Actually living your purpose means listening to those whispers, those knocks, those bangs, and making a change. It means being engaged in life! Living your purpose means doing things that fuel you; it's doing things that light you up; it's *living* and saying yes to things! It's taking risks and making leaps.

At the start of this book, I talked about tapping into the essence of who we are and making decisions to live how we really want to live our lives. When we become engaged in life and do things that we don't normally do, when we do things that are going to enliven us, then we find it so much easier to tap into the essence of who we are, rather than sitting here and trying to think it through over and over. It's time to start getting physical.

TIME TO FIND CLARITY

I'm going to guide you through some questions for this chapter to help you get clear on this active aspect of your essence. Grab your journal, open it up to a new page, and get ready to ask yourself some really important questions.

What is working in my life, and what is not? What parts of your life feel really good and alive? What parts feel like they're on fire and are flowing well? You may have one or two pieces of your life that are working that way, or you may have nothing in your life going in that direction. It's okay if that's where you are! It's important to honor that, to own that, and to know that recognizing that's where you are is the very first step to creating change.

Get clear on the areas where you feel like things are working and think, "Yes, this is good," as well as areas where you feel like "No, this is just horrible." Maybe you may feel pretty good about your personal life, while the career piece is where you have a lot of questions and things aren't working so great. However, it's important to examine all areas of your life—look at your health. Look at your relationships, whether they're with a partner, friends, or family.

Let's look at spirituality. Let's look at economic health—don't forget your finances. Look at your career. Dig deep and try to discover what's going well and what's not in every aspect of your life that you can think of. That's the best way to figure out what needs to change and where you want to start putting effort and time into *creating* that change.

And remember, the reason I'm asking this question is because your purpose is so much more than just a career or a business. Right? In order to come to a point where you're confident in determining your purpose, you need to make that determination from a place where you feel happy and joyful. The best way to reach that place is by bringing all areas of your life up to par.

For example, let's say you're trying to decide on what business to start. If you try to make a decision on that now, when pieces of your life are feeling out of alignment—when you might be struggling with depression and anxiety and existing in a miserable and low vibrational space—it's going to be a very different decision than you would make if you're feeling like you're engaged, doing things that you love, and just feeling happy. Right? When you're happy and engaged, your decision about what business or career path to pursue is going to be very different than when you are angry, frustrated, and fearful.

So, moving forward, we're going to identify the pieces of yourself that you may have forgotten and pull them back into the picture so you can start to raise your vibration, open your heart, and live from a place of love, joy, passion, and freedom. That way, when you get to the point of deciding what it is that you're here for and what the work is that you're going to put out into the world, you're making your decision from that higher, happier vibrational place.

What values and experiences do I want to define my journey? What do you want to be and do to make a difference in the world? This might be the question that drove you to pick up my book in the first place. So let's get really clear right now: Who do you want to be in the world, and what kind of life do you want to live?

Do you want to live a freedom-based life? For me, punching a clock was never going to work. My life needs to be filled with adventure, play, and fun in order for me to feel like I'm living my purpose and living my best life. I need to be out in nature. I need to be doing yoga and meditation. I need to have a lot of space. Allow yourself to visualize and dream right now. What kind of person do you want to be, and what kind of life do you actually want to live?

So many of us are reactive in our lives. We've gotten ourselves into the situation that we're in by taking things as they come and making decisions as the choices arrive. Like many people, perhaps you fell into the career that you're in right now because you weren't sure what else to do, or maybe it felt right at the time. But now you're thinking "Now what?" The career doesn't fit you anymore. So get to the place where you

can start to be proactive in your life and create a life by *design*, not just because of simplicity or circumstance.

We have the power to literally create any kind of life that we want. But if we don't give ourselves the power to dream, imagine, and visualize how we want to live and what can make us feel happiness, then we're never going to be able to create it. We need to know what it is we want in our lives so that we can start to make decisions that will take us closer to making our dreams our reality.

What legacy do I want to create through my actions and choices? This is a big one. I want you to dive in deep and think. What do you want people to be saying about you when you've passed away? Imagine looking back on your life. What lasting impact do you hope to have made? This question isn't just about achievements, but also how you've touched lives and contributed to positive change.

Think about how you want loved ones to remember you, the difference you hope to have made in your community or field, and the values you want to have championed. Your legacy could be as grand as revolutionizing an industry or as personal as nurturing a loving family. It's about the ripple effect of a life lived with purpose.

What footprints do you want to leave behind?

Where do I feel most authentic, and where am I just going through the motions? Take a moment to reflect on your life as it is right now. In what areas do you feel genuinely engaged and fulfilled? Where do you sense that you're making a meaningful contribution and living true to your values?

Now consider the flip side. Where do you feel disconnected or unfulfilled? Are there parts of your life that feel empty or lacking in significance? This isn't about judgment. It's about awareness. By identifying both the areas where you're thriving and those where you're struggling, you're creating a personal roadmap.

Understanding your areas of connection and disconnection gives you the power to make intentional changes. This roadmap highlights where you might want to shift your focus or double down on what's already working well. So take a clear-eyed look: Where are you living authentically, and where could you use a course correction?

My goal for this book is to help you figure out exactly what your life's work looks like. What is the business that you intend to start going to be? What career are you going to move into? It's also to help you ensure that you're living your purpose in all aspects of your life and showing up as your best self from here on out, moving forward.

Fast-forward five years: Where does my current path lead?

Picture your life half a decade from now if you were to change nothing. What does it look like? How does it feel?

This question isn't about crystal ball predictions. It's about honestly assessing your trajectory. If your habits, choices, and lifestyle remain the same, where will you end up? Are you comfortable with that vision? If not, pinpoint what makes you uneasy. Is it your career progression? Your relationships? Your personal growth?

This exercise isn't meant to scare you. It's a wake-up call. If the five-year forecast doesn't align with your aspirations, it's time to adjust your course. What changes can you make today to shape a future you're excited about?

Remember, small shifts now can lead to significant transformations down the road. What tweaks in your present could create ripples of positive change for your future self?

This question was the big one for me.

After graduating from university, I had absolutely no idea what I wanted to do with my life. I spent four years in and out of jobs, thinking one day I would wake up and my purpose would simply appear. Surprise! That didn't happen. So I decided to just pick a career because I felt society's pressure of *that's what I should be doing*.

Fast-forward five years: Even though I was pretty successful in corporate recruitment, I knew deep down¹ it was not for me. I was living a lie. For a long period of my life, I was telling my heart to "shush ... be grateful for what you have."

I felt insane for not loving my life. I was living in Australia, working for a top international recruitment agency, entertaining clients in five-star restaurants, and earning more money than I needed. But here's the thing—I wasn't just unhappy—I was *miserable*. I felt totally trapped.

I was sobbing into my pillow every Sunday night because I knew Monday was coming. I was so stressed out. Why? Because **I was not living my purpose. I was not living my truth, and I knew it. There was no greater meaning behind my career.**

But what was I supposed to do? I was in my mid-30s. How on earth could I start over in something new, especially when I had worked so hard to get to where I was? I remember telling my then-husband one night, "My career is literally destroying my soul."

Then, at 36 and with two babies in tow, I was diagnosed with kidney cancer.

That was it. Something had to change. I deserved better. I decided my life meant more to me and I wasn't going to settle any longer. My life means more than simply trying to get through each day. More than doing #AllTheThings to make it through the week. More than suffering for the sake of "success"—because if this is how success feels, I don't want it.

Fear and self-doubt kept me in my career for way too long. Fear held me back from starting my coaching business. The thoughts that ran through my mind were "I can't start a business. I know nothing about that!" and "I don't know how to earn money. No one will ever pay me for that!" and "I'll totally fail and then be really in trouble financially!"

If I had listened to my intuition and gone all in on my own business when I wanted to, would I have had cancer? Would my marriage have fallen apart? Would I have become a millionaire sooner and not experienced the financial hardships I did when I was working my nine-to-five?

My only regret is not taking action sooner. That's why I'm here with you inside this book. To help you take action now so you don't have to wait for your cancer diagnosis or divorce to make the changes you need to make in your life.

LET'S DIVE IN!

Finally, we're at the most important part of this chapter. This is where I want you to start taking action. Please complete the following prompt:

What are 30 things I love to do or spend my time doing?

Most people get stuck about halfway through. Clients will come to me and say, "Erica, I can't get past 15 things! I *definitely* can't get to 30. There's no way I can get to 30." Trust me—the whole point of this exercise is to stretch you a little outside your usual thoughts so that you start to really think. It's time to brainstorm and really consider, from the heart, what makes you excited. Set aside that inner voice that tells you, "No, not that! That's too expensive! That's not possible for me!"

Right now, in this part of the process, anything is possible. Big or small, familiar or new, there's no right or wrong answer here. Things that bring you satisfaction don't have to be full of adventure—these can be activities that give you much-needed solitude too.

My list includes being out in the mountains, being with my horses, skiing, snowboarding, hiking, camping, and snowshoeing—they're not all things I do every day, but they are big things that I love to do when I can.

Maybe it's hard for you to think of these big things that you love to do because you've been so bogged down in your life lately, working or taking care of family. Or maybe you're in your 20s and you're partying and that's taking up all your time. Maybe you've never given yourself the space to think about what you actually love to do.

Let's just say you get stuck at five or seven things. Set those aside and start thinking about what makes you happy *inside*. What makes you feel good? What fuels you and gives you those moments of peace and joy? It could be something as simple as making a cup of tea and sitting by the fire or standing under a tree, just allowing the leaves to blow and hearing what's going on while you look up at the clouds.

A source of happiness could be catching up with a friend for dinner. It could be walking solo on the beach. It could be dancing underneath a full moon. It could be reading a book, or enjoying a glass of wine, or cooking a beautiful meal.

There are so many things we can do to nurture ourselves, but we never take the time to pinpoint them. We certainly don't take the time to make them a part of our lives. So from now on, moving forward—and not just for the time you're reading this book, but for *every single week* of the next month, two months, six months, one year, five years—I want you to do one of these things in your life on a regular basis.

Doing what you love to do is important because it will shift the biochemistry in your brain. Remember, our true selves exist whether we acknowledge them or not. They are often buried under learned behavior, so we must dig beneath that behavior to find them. When *you* find your true self, you'll start releasing those good endorphins and getting that oxytocin flowing. You'll start engaging in life and feeling like you're actually getting closer to finding your purpose and living it, rather than hiding away and trying to think through everything. This is the time to start to act.

When creating this list of 30 things you love to do, you may need to go back to what you used to love to do as a child. I used to love horses, and riding was a big thing for me for a while. After a long time away from it, now one of my favorite things to do is go into the mountains and spend time riding horses with some of my best friends. I love making fires, roasting marshmallows, exploring the woods, and going on adventures. But I didn't remember these things about myself until I thought about my childhood.

Maybe you loved to do arts and crafts. Maybe you just loved to dance and that's something you'd want to do every single day. What did you

love to do? What do you love to do? Let's do one or two of those things at least once every week.

You don't have to think small either. You can always go a step further and make an effort to do one of the bigger things on your list! Say you love camping or hiking, but it's been forever since you've gone out and made the time for it. Pick a good week and decide, "Okay, this is when I'm going to go up to the mountains for a hike." After you go hiking, it may be a while before you pick another week to do a big thing from your list, and that's fine. The next week, if you decide to just go outside and read a book under a tree, then you're still making time to do something you love each week.

Work your way toward doing something you love every single day. For me, something that I love to do every day is dance. I find that it grounds me and instantly puts me in a good mood and an empowered state. It allows me to really connect back to myself and to connect back to that higher spirit. I dance every day, even if it's for only three minutes with my little girl. She and I will turn on the music, and we'll dance together. The dance might be something really slow and beautiful, or it might be something to fire us up and get us excited. Either way, dancing helps me feel like I'm connected to my power and engaged in life. This connection allows me to go out there and live my purpose feeling aligned and centered.

Try to do one thing, if not two, from your list every day from now on. Doing so will make discovering your life purpose a fun adventure, and you will start to really bring joy, love, and a sense of play back into your life.

Do you need to back up a little? You can find my *7 Steps to Finding Your Purpose* checklist here and get on track fast!

<https://go.ericacarrico.com/7-steps>

CHAPTER THREE

OWNING YOUR ESSENCE

Welcome to the heart of our journey—the chapter where we uncover the essence of who you truly are.

Throughout this book, we've been exploring the concept of your inner self, and now it's time to bring this self into focus. In this pivotal chapter, we'll crystallize our understanding of your essence—the core qualities that make you uniquely you.

Your essence is like a constant melody playing beneath the changing rhythms of your life. It's been with you since birth and will accompany you throughout your journey. Your essence includes the traits and characteristics that have shaped your story from your earliest days to your most recent experiences.

While you're always growing and evolving, your essence remains a steady presence. It's the thread that weaves through your experiences, unchanging despite life's twists and turns.

Here's where you and I take an exciting step: we're going to name your essence. This isn't just an exercise in labeling; it's about articulating the fundamental truth of who you are. This name will serve as your anchor, a clear starting point from which you can explore and expand.

Don't be concerned if you feel you're still discovering aspects of yourself. That's a natural part of the process. As you progress through this book, you'll likely uncover new layers of self-understanding. For now, we're providing you with a foundation—a personal North Star to guide your journey.

So, are you ready to identify the essence that makes you who you are? Let's embark on this crucial exercise. Remember, this isn't about perfection but about capturing your truth as it stands right now.

Are you ready to meet your essence?

THE POWER OF KNOWING YOUR ESSENCE

Knowing your essence is so important because once you *know* the essence of who you are, it's then so much easier to choose how you want to *express* your essence out in the world. These are the two pieces of our life purpose: the essence of who we are and the expression of who we are. We need to be very clear on the first piece in order to really focus and get somewhere with the second.

Understanding your essence is a game changer. When I first encountered this concept in Gail Larsen's insightful book *Transformational Speaking*, it was like finding a missing puzzle piece! It was through attending Gail's five-day speaking retreat and reading Marcia Bench's book *Career Coaching* that I found clarity around my essence.

This transformation isn't about becoming someone new; it's about uncovering the best version of yourself and using your unique gifts to make a difference. It's remarkable how this awareness can quiet your ego, aligning it with a higher purpose. Suddenly, you're standing taller in your truth, owning who you are without apology.

The ripple effect of this self-knowledge is impressive. It subtly reshapes how you show up in all areas of life—as a parent, friend, professional, or volunteer. You'll find yourself engaging more authentically, bringing your whole self to every interaction.

Knowing your essence also brings a new level of accountability. You gain clarity on how you can positively influence your corner of the world, big or small. This self-awareness brings a consistency to your energy and boosts your self-trust, reducing those nagging moments of self-doubt.

When it comes to decision-making, understanding your essence becomes your North Star. Facing a challenge in a new venture? You'll be better equipped to distinguish between alignment issues and temporary setbacks. If the project resonates with your core self, you'll recognize that obstacles are just part of the journey, not signals to jump ship.

Ultimately, when you're expressing your true essence, persistence comes naturally. You're not just pursuing a goal—you're manifesting your authentic self in the world. This alignment fuels your resilience, reminding you that challenges are opportunities for growth, not reasons to quit.

TAKE A LOOK BACK

Now it's time to dive into the insights you've gathered. Review all your notes and reflections so far. As you read through your answers, **highlight**

words that resonate deeply with you. Look for those terms that spark joy, excitement, or a sense of recognition when you encounter them!

Remember, we're searching for the core of who you are, not just what you do. Focus on words that describe your fundamental nature—the qualities that shine through regardless of the situation. These are the traits that emerge when you're at your best and you're authentically you.

The key is to identify words that capture your essence—the unchanging, intrinsic aspects of your character. Don't get caught up in skills or roles. Instead, zero in on the adjectives and descriptors that feel like they're tapping into your true self.

This process is about recognizing the threads of your identity that weave through all aspects of your life. What words make you think, “Yes, that's the real me!”? Those are the gems we're after.

Once you've gone through and highlighted these words, see if there are any more that you might like to add. When you're finished, put the highlighted words all together, and then see what patterns and themes you notice. Reviewing the words is going to take a little bit of time, so don't rush through it, okay? I don't want you to sit down and take your pen and be like, “Oh, I have ten minutes and a hundred things on my to-do list, but I've got to get this done.” I don't want you to be rushed into a creative space because your answers will be skewed.

Instead, I want you to make a cup of tea or coffee; or if you want to grab a glass of red wine or a cup of warm lemon water, do that instead. I want you to find someplace quiet where you can feel inspired. Maybe it's early morning—a lot of us are really creative first thing in the morning. We might feel tired, but our minds are clearest before the hecticness of the day kicks in, before our kids wake up, before email, before work, before all of it.

Think about your highlighted words when you're in the shower, when you're driving to and from work, when you're at your kids' swim lessons. Just allow yourself to think and have fun with this exercise. This *should* feel like something that's really fun to do, honestly. As we grow up and life takes over, by the time we're 35 we often hit what's called “autopilot,” where the majority of our thoughts are just subconscious patterns that we've created. But now I want you to bust through this autopilot and get back to your true nature, and that takes remembering patterns and themes in your life.

For me, everything I've always wanted to do has been about helping other people. Everything—every volunteer job I've ever taken, the major

that I chose in college, and every career I've had—it's all revolved around wanting to help people. I also love being in the spotlight because that's when I know I'm showing up as my highest self and having an impact, which is a huge part of my life purpose. I've always loved engaging and working with people, speaking at and teaching workshops, and attending seminars and conferences. I've been obsessed with how our minds work and with our behavior since a very young age. I've always been able to feel people's energy, so when somebody comes into my space I know instantly the kind of mood they're in and the kind of energy they're bringing.

I've always been a hugely compassionate person. I don't like people to feel sad or upset, and as I've become older, I've realized that urge comes from my desire to help people be their best selves. Knowing that I've always had that compassion for people has been a big driver in my business. It has allowed me to connect with tens of thousands of people around the world and help them create a better life for themselves. This core driver of your actions is the sort of thing you should be looking for when you're going through your own words and searching for patterns and themes.

The next thing you need to do is write down the essence of who you are. What do you believe the essence of your life purpose is? What is your gift to the world? Your life purpose statement could be as short as a few words. In my ten-week online program *Awaken Your Purpose*, some people write a paragraph, while others write one to two sentences. Go with whatever feels right to you.

Here's an example. My life purpose statement is “To elevate the consciousness of humanity on our planet by being a guide for awakening souls who are here to be of service—to guide them to unveil their true purpose and live the life they were destined to live, so they are able to do their part of bringing love and light into the world. I'm here to pursue peace and love in all of my relationships and teach my children to seek harmony, and to love and embrace themselves for everything they are.”

So start spending some time outside each day getting lost in your thoughts, and then work toward writing your life purpose statement. If you'd like deeper guidance, I would be honored to work with you. Check out my program *Awaken Your Purpose* here:

<https://go.ericacarrico.com/awaken-your-purpose>

Moving forward, I want you to start integrating the essence of who you are into your life so that you're not running on autopilot anymore. Try to operate in all areas of your life from that heart and soul place so that you're fully expressing who you are out in the world.

EXAMINING YOUR LIMITING BELIEFS

What limiting beliefs do I need to release? What weight am I carrying that prevents me from moving forward?

Remember when I mentioned the importance of healing at the beginning of this book? Well, it's time to dive deeper into that crucial aspect before we chart your new career or business path.

Healing isn't a quick fix—it's an ongoing process, a lifelong adventure of self-discovery and growth. But here's the exciting part: you don't need to wait until you're fully healed to start taking action. Give yourself permission to jump into this work now, and as clarity emerges, take those bold steps forward. Embrace the idea of building your dream business or stepping into a new career while continuing your healing journey. It's not just okay—it's empowering!

Take it from someone who's been there: I've built a multimillion-dollar company and touched lives around the globe, all while continuously healing and growing. Your journey can be just as remarkable!

Let's talk about why healing is so crucial before making big career decisions. Imagine trying to paint a masterpiece while wearing foggy glasses—that's what it's like attempting to envision your future when you're clouded by frustration, exhaustion, or negativity. When you're running on empty, constantly drained by work and family demands, your creative well runs dry. The ideas you generate for potential businesses or careers will be limited and filtered through the lens of your current struggles.

But here's the thrilling part: as you begin to heal, as you clear away the fog of stress and unhealthy coping mechanisms, you'll be amazed at how your perspective shifts. Suddenly, you'll see possibilities you never imagined before. Your capacity to dream big and envision a brighter future expands exponentially.

By addressing and letting go of your inner obstacles, you will open the door to a sense of liberation and alignment. This newfound clarity allows you to envision exciting possibilities that will truly resonate with you.

If you are spiritually inclined, it's about elevating your energy to a state of love, joy, and ease. It's about finding that sweet spot where everything flows and faith comes naturally! In this space, you become receptive to guidance—whether you view it as coming from your higher self, the universe, pure energy, or simply your deepest intuition.

This elevated state isn't just about feeling good. It's the ideal mindset for making decisions that align with your authentic self. When you're in this zone, choices become clearer and you're more likely to take actions that reflect your true desires and values.

Think of it as tuning your internal radio to the right frequency. Once you're there, the static clears, and you can hear the whispers of your own wisdom more clearly. This is the space from which truly inspired and aligned decisions emerge!

If you're just starting this journey of self-discovery, developing self-awareness is crucial. It's about learning to step back and observe your thoughts and emotions without getting completely swept up in them.

Try to cultivate an inner observer—a part of you that can notice your thoughts and feelings without immediately identifying with them. For example, instead of thinking, "I'm anxious," you might note, "I'm experiencing anxious thoughts right now." This subtle shift can be powerful.

This approach isn't about suppressing emotions; rather, it's about recognizing that you are more than your fleeting thoughts and feelings. You're the awareness behind them!

By practicing this perspective, you gain more control over your reactions. You're no longer at the mercy of every passing thought or emotion. This understanding can be liberating—it reduces the urge to numb yourself or avoid difficult feelings because you realize you can experience them without being overwhelmed by them.

Remember, recognizing your emotions is a skill that develops with practice. Be patient with yourself as you learn to navigate your inner world with more clarity and composure.

In the past, when I was feeling depressed and anxious about my life, I usually reached for a glass of wine—or two glasses of wine—and then probably went for the container of ice cream in the freezer. I wanted to numb my emotions. I didn't want to feel what was happening in my body. What I needed to realize is that these emotions are like lighthouses. They're showing us the way. They're telling us something isn't right and we need to make a change (or many changes) in our lives.

Now when I'm feeling depressed and anxious, I can settle down and think, "Okay, I know that I'm not really depressed and anxious. The thoughts that I'm thinking are *creating* depression and anxiety, which I'm feeling very strongly in my body. What's causing this right now? And what do I really need?" I can do this while sitting quietly, and it'll take me about ten minutes. Some people call it meditation; I call it stillness. I just observe myself and say, "Okay, what am I feeling right now? And what is this feeling wanting me to do?"

The real question is, what do I actually need to resolve here that's causing the emotions and thoughts? Nine times out of ten, it's deeply rooted in the fact that we're not loving ourselves. That we're not having compassion for ourselves. It's that we're not listening to our true needs. We're not addressing something in our life that needs to be addressed.

This is what I mean when I talk about healing and release in our lives. Getting clear on what's causing us to feel and think these negative things is the first step. I want you to start thinking about *what* emotions you're feeling regularly and trying to shove away, and *how* you are shoving them away. For me, the *how* was wine, excessive exercise, and eating too much. I want you to get really clear on what those things are for you.

I was trying to ignore something deeper that needed to be healed and was crucial to my being able to live my purpose. Yes, I was unhappy in my marriage and in my career, but there was a deeper reason why I was staying in both that I needed to address. When I looked inward at my thoughts, feelings, and beliefs, I realized that most of the thoughts regularly going through my head were negative, critical, and sometimes even hateful toward myself. I didn't love myself, and I was my own worst enemy. Before anything in my life could shift, I had to shift how I was talking to myself and how I felt about myself.

When I dug deep and was honest with myself, I realized that society had taught me that only perfection is lovable. If perfection alone was lovable, then I was going to be perfect. Since college, my weight and physical appearance had been my obsession—they took up *all* of my headspace. I was constantly worried about my weight, whether my clothes fit, and what I ate and what I didn't eat. I would look at my legs with disgust, and at my big nose and jiggly stomach, and wonder why I couldn't get it together enough to do better.

My self-criticism is the perfect example of what I'm talking about. With all that time consumed by these thoughts, no wonder I didn't have time to actually live my purpose, let alone figure out what it was.

The negative self-talk, the hate, and the constant criticism of myself were keeping me stuck in a dead-end marriage and in a career that I knew wasn't for me. I needed to nurture myself. I needed to adore myself. To have compassion for myself. I needed to heal myself and love myself on a cellular level, and to do that, I needed to be honest with myself.

The first step to getting really honest with yourself and getting clear on what really needs to be healed is creating awareness of your thoughts. I want you to sit quietly for ten minutes a day. This is so important. Just ten minutes a day—it could be the first thing in the morning, like I mentioned earlier. It could be on a lunch break. It could be while you're out with your kids and have the chance to find a nice little corner and relax while they play. It could be right before you go to bed. Allow what comes through to appear, without fighting it and without getting wrapped up in it. Ask yourself, "Okay, where am I not giving myself the attention that I need? What in my life needs to be addressed that I'm not addressing?" Then write it all down.

Once you get clear on what needs to be healed, it's time to start to do the work to bring about that healing. This work is a lifelong journey of getting to know yourself, of creating that awareness around yourself so that you're able to put yourself out into the world in a purpose-aligned way. When it comes to getting started, there are a lot of different options, and it's really going to depend on what resonates with you. Most of the people who work with me prefer one of two books. I'm going to talk about them both, and you can consider which might be the best option for you.

The first book is *You Can Heal Your Life* by Louise Hay. This book changed my life; it has changed the lives of hundreds of people who have worked with me, and it will change yours too. It really goes deep into the work needed to heal and release what needs to be healed in our lives.

The second book has a little more of a scientific approach. It's called *Breaking the Habit of Being Yourself* by Dr. Joe Dispenza. He talks about how to reprogram your mind and your thoughts so that you can start living outwardly, from a place of intention rather than reaction, through meditation and becoming aware of your thoughts.

Some other options that really work for people are things like reaching out to a spiritual mentor, a shamanic healer, or doing energy healing, Reiki, or chakra clearing. People who aren't as spiritual might try creating a morning routine that gives them the time to connect to themselves. Whether it's working out, meditation, or both, and whether it's half an hour or ten minutes, it doesn't really matter. But a lot of

people like to create a morning ritual that starts the day off from a more presence-centered place. By doing this ritual, you can tune in to your needs a lot better than, for example, if you wake up and immediately check your phone, reply to emails, or start scrolling on social media.

When you start the day with time to yourself—no phones, no social media, no kids—whether it's five or ten minutes or half an hour—you're going to have the space to heal and release a lot of the pain and the resentment you're carrying around because you're actually starting to say yes to yourself again.

You can see there's a theme here. It's all about self. It's all about getting to know you and letting go of all the negativity that's going on in your mind. This self-knowledge, in turn, allows you to be much happier with who you are in the life that you're living. For example, I used to feel so guilty about working and also being a mom that I wouldn't go to the gym, even though I wanted to. I felt like I already wasn't seeing my kids because they were at daycare during the day. I couldn't just disappear to the gym in the evenings, right? I said no to the gym, and I said no to going out in general for about three years because I felt so guilty over leaving my children without me. These worries stopped me from living my life, and as a result, I needed to drown them with wine. I needed Ben & Jerry's. I needed *some* sort of relief because I wasn't nourishing myself, and that had to change.

Hopefully, the exercises in this chapter give you a really good start on the work that you need to begin next. Again, healing your limiting beliefs isn't something that you're going to be able to finish quickly. It's something that you'll need to integrate into the work moving forward, but start doing some of my suggestions as soon as possible. Read the books by Louise Hay and Dr. Joe Dispenza, start a morning routine, give yourself ten minutes of space. If you've already done a lot of this work and you're a bit further on in your personal development journey, then you can continue on to the next chapter fairly quickly.

I'm so proud of you for showing up for yourself in this way. This is not easy. This is challenging work, looking at where you're actually holding yourself back, taking responsibility for that, and realizing that you are where you are in your life because of the choices you've made. Yeah, that sucks, but it's also so empowering. Once you realize that you have the power to create the life you want to live, you can also see how you need to heal yourself. Once you do, you have the ability to achieve anything, even if it seems completely outrageous. You have the power to make that happen. I'm living proof of that. It's not easy, but it is 100

percent worth it. You will never be able to go backward because life will continue to get better and better. And man oh man is it oh so good!

If you haven't downloaded my free *7 Steps to Finding Your Purpose* checklist yet, you can find it here:

<https://go.ericacarrico.com/7-steps>

CHAPTER FOUR

THE WORK OF HEALING

We're in the healing phase now, and I want you to remember that healing is a lifelong journey. I'm always healing, even today. Even when I think I've worked through all of my sh#t, I'm shown another shadow where I have work to do. Even though I now have a multimillion-dollar company fully aligned with my purpose, I'm still healing. As you continue to grow and expand, a new level of healing is required to create the next version of you! New level, new devil, as they say!

Remember: Healing and living your purpose go hand in hand. You don't need to be "fully healed" to start your journey. Think of healing as a continuous process that enhances your purpose over time. We'll begin this work now to clarify your purpose, but know that your healing journey will continue long after. Let this ongoing growth empower you and your work, rather than hold you back. Embrace the beautiful synergy between healing and purpose as you move forward.

The inner wounds within you that need healing aren't going to be healed in the time it takes you to read this book, because healing takes processing. Yes, we can work through *some* of our stories and our wounds in a matter of days or even hours, but others will really take time. So please, be compassionate with yourself and know that the tools I'm giving you in this book are designed to help you as you walk the path of healing *while* figuring out what your purpose is. But this is work you'll actually enjoy doing on and off for the rest of your life!

The reason I want you to step into healing is that once you get to the point where you *do* know what your purpose is, the natural reaction is to NOT run straight toward it. For most people, their natural reaction is *fear*. They wonder, "Is that actually something that I'm supposed to be stepping up and doing? Who am I to do this? That is way too big, powerful, and scary for me to step into."

Get ready, because as you start walking your path of purpose, your mind might throw some curveballs your way—especially when you switch gears from just thinking about your purpose to actually living it.

That's when those pesky limiting beliefs and negative thoughts tend to pop up and try to trip you up.

But here's the deal: I want to arm you with some handy tools. These tools will help you spot those mental roadblocks as they crop up. Once you can recognize these roadblocks, it becomes a whole lot easier to work through them and keep moving forward.

Think of it like having a mental heads-up display. You'll be able to see those doubts coming and say, "Nice try, but I've got work to do!" It's all about keeping your momentum going, even when your brain tries to put on the brakes.

If you're still intimidated by the thought of walking your path of purpose, you can start simply with my free checklist *7 Steps to Finding Your Purpose*:

<https://go.ericacarrico.com/7-steps>

I'm laying out a six-step game plan to help you shake things up. We're talking about flipping the script on those pesky limiting beliefs and rewriting the stories you've been telling yourself. Plus, we'll tackle how to break free from those stubborn habits and change the way you handle tricky situations.

Think of this six-step game plan as your personal toolkit for transformation. These steps are designed to help you bust through mental barriers, ditch old patterns, and level up your approach to life's challenges. Are you ready to rewire your thinking and kick those self-imposed limits to the curb?

The framework originally comes from a mentor of mine, Rha Goddess, and it's really powerful. These steps are something you can write down and reference at any point in the future, and they can help guide you forward for the rest of your life. You can read more about Rha's work in her book *The Calling*.

Again, do not skip this six-step plan! This work is truly important. It's important to be able to reframe the negative stories and thoughts you're telling yourself, as well as ditch all the unnecessary and crappy habits you're maintaining in your life. If your capacity as a human being is diminished, then the world will not receive your contribution.

Remember talking about doing the work you were put on earth to do in the introduction? If your capacity is diminished, then you aren't showing up as your whole self because of fear, procrastination, drinking, overeating, shopping, or playing the victim. If you're not able to work

through your wounds and put yourself out there to express your essence and let the world receive your gifts, purpose, and love, then we don't get what you have to offer. The world doesn't get to receive your contribution, and that's tragic.

Reframing (being able to see your life differently) is important work because being trapped in their self-imposed limits is what stops most people from fulfilling their purpose. They get in their own way. But it's not going to stop you, because you're going to use this six-step protocol to transform your thinking. So grab your beautiful journal, and let's get started!

SIX STEPS TO TRANSFORMATION

These six steps will help you rewrite your story, challenge your limiting beliefs, and break those pesky habits. Let's say you feel that urge to grab a glass of wine after dinner. Pause for a moment. What's really going on? Are you stressed? Anxious? Dig deeper. Is it the kids driving you up the wall? Tension with your partner? A rough day at work?

What are you trying to numb or avoid? Your first move is to get crystal clear on the emotion you're feeling and the thoughts fueling it. It's about catching yourself in the act and asking, "What's really behind this urge?"

The first step is **awareness** of those thoughts and emotions.

Your emotions are like the weather—they come and go, but they're not you. There's no need to judge your emotions as good or bad; they just are. The key is how you handle them. Think of yourself as the sky, and your emotions as passing clouds. You're still there, steady and vast, no matter what's floating by.

The trick is to prevent your emotions from taking control of the wheel and driving your life. That's where awareness comes in. It's like having a mental dashboard that helps you see what's really going on. Instead of ignoring the Check Engine light, you're paying attention to it.

Building this awareness takes practice. Start by catching yourself when you're about to fall into an old habit or when your thoughts are spiraling down a rabbit hole. Hit the pause button and ask yourself, "What's really going on here? What am I trying to avoid? What's my body telling me?"

Your body often knows before your mind does. Maybe your heart races or you break into a sweat or your stomach does flip-flops.

Everyone's different, so get to know your personal warning signs. It's like becoming a detective of your own experiences.

The goal is to shine a light on those thoughts and feelings that are steering the course of your life. Once you see them clearly, you've already taken the first big step toward change. It's not about fixing everything overnight; it's about starting to see the whole picture.

The second step is **acceptance**. Healing is a complex and individual process, and acceptance plays a significant role in supporting that journey. Acceptance work, which is truly necessary for healing, starts here. You have to be willing not only to see what's going on inside of you but also to tell the truth about what you see and how it's impacting you, your life, and your relationships.

It's easy to hit a wall at this point. You peek inside and think, "Whoa, that's a whole can of worms I'm not ready to open." Shame and guilt might come knocking, and these feelings can be overwhelming. This is the deep end of the pool, no doubt about it.

But here's the thing: if you can't push through this discomfort, you end up treading water in the same spot. Fighting against your feelings or situation is like swimming against the current—it's exhausting and gets you nowhere.

Acceptance doesn't mean you're giving a thumbs-up to the bad stuff. It's more like acknowledging the weather—you can't change it, but you can decide how to dress for it. It's about saying, "Okay, this is where I'm at right now. What's my next move?"

By easing up on the resistance, you free up energy to focus on moving forward. It's not about liking the situation; it's about working with what you've got. Remember, accepting where you are is the first step to getting where you want to be.

Acceptance is **NOT** about giving up or resigning yourself to a negative situation. It's about acknowledging reality, processing your emotions, and finding ways to move forward in a healthy and constructive manner. Acceptance means being willing to *see*, which means being both aware and willing to *tell the truth* about what you see and how it's impacted your life. Something I did years ago that was super helpful was start a journal with the goal of keeping track of the things that triggered me.

Let me give you an example of what *triggering* means. Say that you're talking with your girlfriends and one of them says that her new business has earned \$500,000 this year, and you instantly feel jealous. You feel like

you want to somehow minimize her accomplishment or make her feel bad. That's an instance where you're triggered.

What I'm calling you to do is to create awareness around that emotion. Ask yourself, "Wow, why am I feeling this way right now? What is this feeling trying to tell me? Oh, it's trying to tell me that I want to be earning \$500,000 a year. I don't want to be stuck in this crappy old job anymore, earning \$50,000 a year."

And how is that situation making you feel? Maybe it's making you feel angry—you're getting hot, you're getting sweaty, you're starting to get irritable. You know you're irritated at your friend, but you're also irritated at your own life and your own self. You're mad, and you just want to walk out of there and not talk to her anymore.

How many times in your life has this happened, where you heard somebody earned way more money than you did and you felt this rage or jealousy? Is that reaction a pattern for you? Writing down whenever you feel jealous will help you detect any patterns there. And if there is a pattern, acknowledge the truth about how these feelings have negatively impacted your life.

When you accept your emotions, including the difficult ones such as grief, anger, or disappointment, you create space for them to be expressed and processed. Suppressing or denying our emotions can hinder the healing process, while accepting them allows you to work through them in a healthy way.

The third step is **forgiveness**, but not the kind you're probably thinking of. I'm not talking about forgiving others here. This is all about cutting yourself some slack.

Think of self-forgiveness as decluttering your emotional space. It's like cleaning out a closet full of old, heavy coats you've been lugging around. Once you let go of all that self-blame and guilt, you've got room to breathe, to heal, to grow.

Here's the kicker: no one's tougher on you than you are. You're your own harshest critic, right? But holding on to all that self-criticism is like trying to run a marathon with a backpack full of rocks. It's exhausting, and the weight is holding you back from making the impact you're meant to make in this world.

When you forgive yourself, you're not letting yourself off the hook. You're giving yourself the green light to move forward. It's about saying, "Okay, I messed up. What can I learn from this, and how can I do better?" This self-forgiveness stuff? It's where the real work happens. But

it's also where the magic begins. It's like clearing the stage for new possibilities to step into the spotlight.

I love an example Rha Goddess gives. Think about forgiving yourself like you're making a bed. You put the comforter on the bed, expecting it to be pretty and lay flat, but there are all these lumps. "Why are all these lumps here? What's the matter with this thing?" you ask yourself. Then you pull the comforter back and you see that there are a lot of things under there—pillows and stuffed animals and extra blankets—and the comforter actually can't lay flat. Our lives are very similar! There's all this stuff underneath that needs to be dealt with before we can make that comforter lay flat. Forgiveness is a big part of finally moving this stuff off the bed for good!

Forgiving ourselves is an act of self-compassion. It involves extending understanding, kindness, and empathy to ourselves, just as we would to a friend or loved one who has made a mistake. It means acknowledging that we are human, imperfect, and capable of learning and growing.

Forgiving myself for ending my marriage and turning my kids' world upside down was the toughest thing I've ever had to do. The red flags in my marriage were there from year one, but I ignored them. But the problems hit me pretty quick when the person I married revealed a side so different from what I knew that it was like I'd married a stranger. But by then, we had a child, and I was dead set against putting him through a divorce like I had gone through. Plus, the thought of being a part-time mom with 50-50 custody (the usual deal here in the States) made my stomach churn. So I stayed, trying to hold it all together, even though deep down I knew it was falling apart.

As the years went on, things got worse. The emotional toll of my toxic marriage became so unbearable that I had to mentally disconnect just to survive. Day by day, I faded away. It was like watching myself slowly vanish in a foggy mirror. My friends and family started ringing the alarm bells. They'd say things like, "Where's that spark gone? Where's that confident, happy woman we used to know?" I was there, but not really there—just going through the motions.

Then I picked up Glennon Doyle's *Untamed*, and the reality hit me like a ton of bricks. I thought I was being noble, sacrificing my happiness for my kids. But the truth? I was teaching them all the wrong lessons. I was showing them it's okay to settle for crumbs when you deserve a feast. I was teaching them that marriage is about enduring, not thriving.

I had a wake-up call. I wasn't shielding my kids; I was setting them up for a replay of my own struggles. They were getting front-row seats to a

show where love looked like silent suffering and endless compromise. That's not the story I wanted them to carry into their futures.

So I made a gut-wrenching choice: better for them to see me half the time as my authentic, vibrant self than to witness a daily facade of who I used to be. I realized it was more valuable for them to have a part-time mom who was fully alive than a full-time shadow of myself—numbed out, shut down, and keeping a dead marriage on life support at the cost of my own soul.

My kids' spirits chose me as their guide in this life for a reason. They didn't sign up for a watered-down version of their mom, stuffed into boxes that didn't fit, slowly fading away. After battling cancer, I knew the truth in my bones: if I stayed in this life, I'd be racing toward an early grave. And then my kids would lose their mom entirely.

I lit the fuse and watched my world explode. My kids' lives were turned upside down. My ex was furious. Fear gripped me. His family cut me off. Friends vanished. I lost my home. Even my own dad told me I was making a colossal mistake. But through all this upheaval and loss ...

I found me.

Forgiving myself for that decision? It took ages. The guilt of hurting so many people weighed on me like a ton of bricks. But then someone dropped this wisdom bomb: "What frees one soul secretly frees all souls involved." That hit home.

These days, my kids see a mom who has broken free from the cage of their dad's limited thinking about our life and potential. I've drawn a line in the sand—I'm done tolerating what doesn't serve me. It's like I flipped a switch and rewrote the rules of my life.

Now if something doesn't bring me joy, love, growth, or profit, then it's not getting past the velvet rope of my life. I'm no longer filling my energy tank with stuff that drags me down. I'm trusting my gut and giving a hard pass to anything that doesn't lift me higher.

I'd built my own prison, but I finally found the key to release myself. I've swung open the doors to living as my true self. It's like I've remembered who I really am—my beliefs, my desires, my passions. I'm calling the shots now—choosing who I spend time with, how I use my money, where I travel, what I do, and when I do it.

It's not just about breaking free. It's about rediscovering the person I was always meant to be.

By forgiving myself, I traded shackles for wings.

This is how my kids will remember me. This is how my kids will know me. This is who I want them to see.

When I forgave myself, I set us all free.

The next step, number four, is to **redefine**. This step is all about hitting the reset button. It's time to ask yourself, "How can I reinvent my story? What fresh angles can I see my life from?" Remember, if you can dream it, it's within reach. Now that you've cleared out the mental clutter with awareness, acceptance, and forgiveness, you've got room to dream big.

Ever wonder why pinpointing your purpose feels like trying to catch smoke? It's because your brain has been stuck, like a broken record of negative thoughts. With all that mental static, there's no bandwidth left for processing feelings or giving back to the world. But now that we've done some spring cleaning in your mind (and remember, healing is an ongoing process—it isn't a one-and-done deal), we can start painting a new picture.

Think of redefining like switching your mental playlist from repeat to shuffle. We're aiming to get your thoughts moving in fresh directions. It's about being intentional with the new possibilities you're creating.

This reshuffle might mean rewiring your thought patterns and daily routines. For me, it was asking, "What if I ditch alcohol for a year?" Turns out, I became a health superhero when I stopped drinking. My sleep was on point, my energy skyrocketed—my whole life got a turbo boost. Or I wondered, "Who will I be after a year of flying solo post-divorce?" or, "If I take the plunge and start my business, where could that lead?"

It's about opening doors you didn't even know existed.

This is where *I am* affirmations come in powerfully. An *I am* affirmation is a new thought you're telling yourself to replace an old thought—to create a new reality. The redefine step is where the powerful work of Joe Dispenza and Louise Hay comes into play; now you're able to reimagine, reinvent, and redefine yourself through these words of affirmation.

I AM a beacon of transformative light.

I AM a catalyst for positive change in this world.

I AM a magnet for abundance and prosperity.

I AM in perfect harmony with universal guidance.

I AM an unstoppable force of strength and capability.

I AM a wellspring of wisdom, tapped into my deepest purpose.

I AM anchored in safety and divinely directed.

Ready to make these affirmations work for you? There's no one-size-fits-all approach. You might start your day with a ten-minute affirmation session, jot down the affirmations and keep them by your computer for quick glances throughout the day, or plaster your house with Post-it Note reminders.

My personal favorite? Drifting off to sleep with affirmations. I tune in to the PowerThoughts Meditation Club channel on YouTube for their "I AM Affirmations" playlist. They've got affirmations for everything—from boosting health and vitality to kicking stress and anxiety to the curb. Try popping in some earbuds and letting these positive vibes be your lullaby. Don't worry about sleeping with headphones all night—I usually wake up after an hour or so and take them out.

Here's the kicker: that drowsy state right before sleep is prime time for reprogramming your subconscious. It's like your mind's defenses are down, making it the perfect moment to plant those positive seeds.

When I was redefining my life—ditching a toxic marriage and building my soul-aligned business—I wrote the following affirmation in my journal. I read it out loud every single day for nearly three years. Feel free to use it or let it inspire your own:

Take a moment. Close your eyes. Place one hand on your heart, the other on your belly. Breathe in that life-giving energy, and as you exhale, let go of anything that's not serving your highest self. Now remember who you truly are ...

I came here at this exact moment in time to bring my work, my essence to the world. I chose this body and this life to help shape me into the leader I am meant to become. I AM love incarnate. I AM an embodiment of power. I AM unyielding strength. I AM a beacon of hope. I AM a source of inspiration. I AM of the light. I AM the light itself.

Remember. Remember your true essence. Remember the mission that brought you here. Don't let the world's distractions cloud your purpose.

I AM love. I AM light. I AM here to create meaningful change. Every challenge I've faced has shaped my purpose. My story resonates. My voice carries weight. My calling echoes in my soul, and I AM ready to answer.

Divine Spirit, flow through me. Let love radiate from my being. Use me as a conduit for your boundless love, allowing my essence to channel from you, through me, and out into the world where it's needed most.

To the visionaries, the pioneers, the movement makers, those reshaping the world with their narratives and voices—guide me to fulfill my purpose of empowering others to live theirs.

I AM aware of my true self, and my impact will reach millions. And so it is.

Now we're hitting our stride! Step five is all about **alignment**—when you finally start walking your talk. It's about syncing up your actions with your words, your purpose, and your true self.

Think of it like tuning a guitar. When you're in alignment, every string of your life—your values, your passions, and that deep-down calling—is humming the same beautiful note. It's about being real with yourself and actively chasing a path that vibes with your core.

And guess what? We're about to dive headfirst into figuring out exactly what that path looks like for you in the next part of this book. Buckle up, buttercup!

Alignment is the difference between saying, "I know my purpose, but I'm not sure how to put it out there," and boldly declaring, "I know my purpose, and even if I'm shaking in my boots, I'm going for it. This is why I'm here, folks!"

It's about moving from knowing to doing, from dreaming to living.

One week after my cancer surgery, I was breastfeeding my daughter to sleep in her nursery. It was such a magical moment with the lighting dimmed and warm, "Away in a Manger" playing on her little sound machine. We were rocking in the rocking chair, all snuggled up together in blankets my mom had knitted for us. I looked down into big blue eyes as she was nursing away, and she looked back up at me and smiled so big she unlatched for a moment ...

I couldn't help but break down into tears. *Why is this happening to me? Why do I have cancer NOW? Am I going to be here for this little girl as she grows up?* "Why is this happening?" I kept saying out loud. In that moment, I heard the words loud and clear: "Re-mission: remember your mission. Remember why you're here."

I didn't know if I would actually be in remission. I didn't know if my cancer was completely gone. But I did know that in that moment, *re-mission* meant "remember your mission" and "remember why you're here." And in that moment, I made a commitment to myself, to my

daughter, and to God that no matter how long I had left on this beautiful earth, I would live in 100 percent alignment with my soul. I was going to be 100 percent me. *I claimed my purpose in that moment. I was going to live my life of service, and whatever life I had left was going to be 100 percent me, 100 percent soul aligned. Re-mission.*

The last step is one of my favorites, and it's one that I used to be really terrible at—maybe some of you are too. The sixth and final step is **celebration**. Celebrate every single step along the way. Take time, even if just small moments as you go along, to reflect on your accomplishments, big or small. Celebrate your milestones, progress, and the goals you have achieved. Write them down, share them with someone you love, or create a special ritual to honor and appreciate alllllll your successes.

This step is super important when it comes to *keeping* you aligned with your purpose, even when things are rough. For example, the other night, I was coming home from a flight, and I was absolutely exhausted. I had missed connections, there were a lot of delays, and I ended up getting home at two in the morning. I knew that I needed to get a workout in the next day because I was committed to a 21-day challenge that I was doing with a health and fitness group. I decided not to set my alarm, but I woke up at 5 a.m. anyway. I wanted *so badly* to stay in bed because I had been sleeping for maybe only two hours. But I knew I was committed. I knew that getting up and doing the workout I'd promised myself I would do was in alignment with my heart and soul. I knew I was committed to this challenge.

So I pulled myself out of bed. I got my gym shoes on. I went, I did the workout, and I was so dang proud of myself. I felt so good because I had done something that was hard. I stayed true to my word. And how did I celebrate? Well, I gave myself lots of jumping high fives. Don't laugh until you've tried it; it's really fun. Instead of diving right into work, I created some extra space for myself, and it felt really beautiful. It was a small win, and I celebrated that for myself.

Today I continue to look back and celebrate my life and how far I've come since being diagnosed with cancer and starting my healing journey. I've created a multimillion-dollar company that impacts tens of thousands of women around the world, and I have a beautiful home for my kiddos and me. We travel the world together, and I'm free to spend my time in all the ways I desire.

Celebration isn't just fluff—it's the secret sauce that keeps us in the game. Life's not about ticking boxes; it's about enjoying the journey.

Without celebration, we risk turning our passion into a chore.

Think of celebration as your personal cheerleader, reminding you why you started this adventure. Those victory dances? They're not just fun, they're fuel. They keep you motivated when the road gets rough. So don't skimp on the celebrations. They're your ticket to staying excited and engaged on this wild ride called life.

Awareness, acceptance, forgiveness, redefinition, alignment, and celebration.

You can use this six-step framework for any thoughts, any emotion, any story you're telling yourself, and any habit you want to work through. Just remember: You might work through the whole process in 20 minutes with a specific thought, but with a habit or a deep-rooted trauma, you might need two or three years (or more) to fully heal it. And that's okay. Honor the process.

AND ... *do not hold yourself back while healing!* Please do not tell yourself you have to be "fully healed" to start doing the work you're here to do. Seriously, if you wait, you'll be waiting *forever*. Keep moving on your journey to fulfilling your purpose, to starting that business, to doing the work you're here to do *while* you continue to heal. None of us are ever fully healed, and the most powerful healers are those who are committed to showing up while continuing to do their own work.

This work is crucial, and trust me, I know it's tough. I've been there. Heck, I'm still there, even with a multimillion-dollar company. Healing is an ongoing process.

I'm walking this path right alongside you, every single day. I see you. I get you. I'm rooting for you. We're in this together, and we've got this. Remember: progress, not perfection. Keep moving forward, one step at a time.

CHAPTER FIVE

CHOOSING THE EXPRESSION OF YOUR PURPOSE

Congratulations on making it to Chapter Five! This section is actually one of my favorite parts to teach. We're going to wrap up the essence part of the book and move into the chapters on expression. Remember, essence is *who* we are. Expression is *how* we choose to express the essence of who we are out in the world.

It's important to keep in mind that the essence of who you are is something you're going to continue to develop a deeper understanding of as you grow, evolve, and change. Even if you have only a general idea, or a few characteristics to describe yourself, or a handful of traits you can link back throughout your entire life, that's okay. Start there. Don't sweat it if you're starting small.

Maybe your essence is just one word or a couple of words right now. That's perfect. Grab that essence and run with it. Scribble it in your journal or slap it on your vision board. Embrace where you are in this moment—it's beautiful, and it's just the beginning. This is a lifelong adventure, and your essence will keep evolving and expanding.

Let's wrap up the previous chapters about finding your essence with a bit of soul-searching. Grab your journal, because we're diving deep. Here's the million-dollar question I want you to ponder: **Where in your life are you holding back from letting your true essence shine?**

This question is about getting real with yourself. Where are you dimming your light? Where are you playing small when you know you could be going big?

Remember, acknowledging where you're holding back is the first step to breaking free. So be honest and be brave, and let's see what bubbles up.

Let's get real for a moment. Are you playing it safe in your career? Well, now's your chance to shake things up! How can you start infusing

your newfound essence into your nine-to-five? It's time to get creative and find ways to let your true colors shine, even in that cubicle.

Think about it: How can this deeper understanding of yourself shape your decisions at work or in your business? It's not just about career moves, though. How can you start embracing and expressing your authentic self as a parent, a partner, a friend, or a leader?

I know we're moving on to the "putting yourself out there" part, but don't forget about integration. It's like trying to mix oil and water—it takes effort, but it's worth it. Keep doing the inner work, keep healing, keep understanding yourself. But here's the kicker: start expressing that true self in situations where you'd normally hold back.

Letting your true essence shine is about breaking out of your comfort zone. Maybe it's speaking up in that meeting or bringing your unique perspective to a family dinner. Whatever it is, challenge yourself to let your essence shine in new ways.

Remember, showing your essence isn't about a complete personality overhaul overnight. It's about gradually aligning your outer world with your inner truth. Baby steps, my love. But those baby steps? They add up to major life shifts.

So let's get personal: Where are you keeping your true self under wraps?

I'll go first. For me, intimate relationships are still my Everest. It's like trying to dance with two left feet—I find it incredibly challenging to be my authentic self in close partnerships. And yeah, you guessed it, this struggle has its roots tangled up in my childhood.

My internal relationship blueprint basically screams "Danger! Danger! Be someone else to be loved!" It's like I've got this old, faulty operating system telling me relationships aren't a safe space to be myself.

But I'm not just sitting back and accepting this. I'm knee-deep in therapy, working on rewiring those old circuits. The goal? To feel safe enough to be my genuine self in intimate relationships. It's a work in progress. Some days are two steps forward, one step back. But hey, at least I'm dancing, right?

So, what about you? Where's your struggle spot? Where do you find yourself putting on a mask instead of showing your true colors?

Remember, recognizing your struggle is the first step to changing it. As souls, we came here to be fully expressed—to be our full selves in all aspects of our lives. On my four-year-old daughter's first day of preschool, I was going to do the whole Facebook thing where you take a picture of your kiddo holding a sign saying what they want to be when

they grow up. I had a little chalkboard and a piece of chalk in my hand, and my daughter was posing by the aspen tree outside, ready for her picture. I asked her, “Molly, what do you want to be when you grow up?” so I could write it on the board. She paused for a moment, seeming a bit confused. She finally looked up at me and said, “Mommy, when I grow up, *I want to be myself.*”

We all lose ourselves eventually, and find ourselves shut down and programmed by societal expectations, but that’s why you’re here reading this book ... you’re going to find your way back to yourself. You’re going to remember who you are. You’re going to find yourself again and get back onto the path you are destined to walk. We’re going to work on expressing *who you are* in *all* aspects of your life. So you can live an epically beautiful, fulfilling, purposeful, and impactful life.

How can you cultivate environments that not only welcome but actively encourage the full expression of your essence?

What do I mean by this? Let’s say, for example, that you are a deep listener, that you’re so empathetic you can feel other people’s energy. If that’s a core part of your essence, how can you create situations for yourself in which you can actually express that?

Maybe you’re in friendship circles where the get-togethers are nothing but very surface-level conversation, and everyone just talks about drinking or going out. That’s not going to be a friendship circle where you can express your empathic gift, because they’ll likely not appreciate or have the capacity to receive that beautiful gift you have to offer. They’ll eventually shut you down or make you feel weird—like an outsider.

You want to fit in and be liked, so you hold your empathy in and engage in shallow conversations, just so you feel welcome and part of the circle. This becomes a situation where you’re very suppressed, right? I know how this feels because this was my life for many years. Can you find a friend or a soul sister or business bestie with whom you *can* use that gift, your compassion and empathy and deep listening, to really help change their life?

I’ve since gone on and built a community of tens of thousands of women around the world who *love* my deep conversations, have been guided and inspired by my soulfulness, and feel nurtured by my empathy. This gift is what I’ve built my multimillion-dollar company on, but only once I was willing to create more situations in my life where allowing my essence to shine through was appreciated and encouraged.

Do you see what I'm saying here? You want to *create situations for yourself* that allow you to show up fully as the essence of who you are.

The next big step to living your purpose is figuring out how you want to express your essence in the world in a way that will impact others. Is it a business? Is it a hobby? Is it a side hustle? Is it writing a book? Is it picking up speaking on the side? How are you feeling called to express the essence of who you are out in the world, particularly in a way you can monetize or create a beautiful profit from? This is what I'm going to help you figure out in the second part of this book, so don't worry—I've got you!

When I refer to a "business," I'm encompassing a broader concept—channeling your essence into a livelihood that resonates with your soul. While I specialize in guiding individuals through establishing purpose-driven enterprises (as I believe this path offers unparalleled freedom), your journey might lead you to a fulfilling career within an organization. The key is to align with a profound, meaningful mission that ignites your passion.

What I want you to seek is a connection to a movement, a cause that compels you to action. It's about finding that sweet spot where your unique gifts meet the world's needs. For instance, my soul's purpose revolves around empowering women to live out their calling, make their destined impact, and achieve financial abundance in the process.

The goal isn't just to earn a living; it's to thrive while making a difference. Whether you're at the helm of your own venture or contributing your talents within a larger structure, the focus remains on expressing your essence in a way that contributes value and brings you fulfillment.

Remember, expressing your essence isn't about conforming to a predetermined mold. It's about crafting a path that allows your authentic self to shine through in your professional life, whatever form that may take.

It's my mission for you to be fully aligned with your purpose, love what you do, and be so good at it that the money comes flowing in naturally. That's what we're after. My programs have guided the creation of hundreds (if not thousands) of lucrative soul-aligned businesses. Some earn six figures, others earn millions. When we love what we do, the money rolls in!

So, let's move on to the next part of this book, and that is figuring out how to monetize your purpose.

Don't worry! I'm not talking about jumping full steam ahead into a full-time business. The way we're looking for this to play out—*eventually*—is that you will find a way to monetize the essence of who you are, because doing so is an incredibly important part of how you live and fulfill your life purpose.

I'm not saying that the only way to express your purpose is by monetizing it. It's totally not. However, this level of expression is my ultimate goal for you because that's when the real money comes. That's when success comes. That's when choice and opportunity come. That's when ultimate satisfaction and fulfillment in life happen: when we are contributing to the world (even if it's on a small level) by utilizing our gifts and allowing them to create the incredible lifestyle we desire to live.

This will look different for everyone. Some people might take on a new hobby. Other people might start a side business (this is what I did, which I then grew into a multimillion-dollar company). Others might simply find another career path that's more aligned with their life purpose, and that's okay. There is no right or wrong way of doing this. It's simply what you choose and what intuitively feels best for you.

When I started my side business as a traditional career coach, I specialized in helping people transition into different industries, and I really loved it because I wanted them to love what they did. Obviously, as a career coach, my main job was “Hey, let's find a perfect career for you, that's something you'll really love to do.” This was before I started diving into the spiritual or entrepreneurial aspect of life. At the time, the perfect career (or business!) meant doing what you really love combined with what you're really good at.

Later, I came to realize that while this was a good start, there was a HUGE missing piece: if you want a fulfilling, impactful, lucrative, and successful business, it must be aligned 100 percent with your life purpose. Why?

Aligning your business with your life purpose is important for the following seven reasons:

- 1) **Increased Passion and Motivation:** When your business is connected to your life purpose, you're more likely to feel passionate about what you do. This passion translates into higher levels of motivation and dedication, driving you to work harder and persevere through challenges (and trust me, there will be lots of these!).

- 2) Sustained Commitment: Running a business can be challenging, and there will absolutely be times when you encounter obstacles or setbacks. However, if your business aligns with your life purpose, you're more likely to stay committed to it over the long term, even during difficult times.
- 3) Clear Decision-Making: Having a clear life purpose can act as a compass for decision-making in your business. It helps you prioritize actions and opportunities that align with your values and goals, making it so much easier to say no to distractions or ventures that don't serve your greater purpose.
- 4) Improved Creativity and Innovation: Working toward a purpose that resonates with you really enhances your creativity and innovation. Your passion and connection to your purpose will lead you to think outside the box and come up with unique solutions and ideas.
- 5) Authentic Branding and Connection with Clients (or Customers!): A business aligned with your life purpose allows for more authentic branding and messaging. Businesses that have a genuine purpose tend to resonate with clients, leading to stronger connections and loyalty.
- 6) Positive Impact: When your business is in alignment with your life purpose, you're more likely to create a positive impact on the world. Whether through your services or contributions to the community, your work becomes a force for good.
- 7) Personal Growth and Development: Building and running a purpose-driven business can lead to significant personal growth and development. It challenges you to become a better version of yourself, both as an entrepreneur and as an individual. I always say that running a business is the best personal development you'll ever do!

So, how can you combine what you really love with what you want to do and *create value* in the world? How can you monetize your purpose? What is your soul-aligned business?

Helping you figure this out is so important to me. That's how my program Awaken Your Purpose is different from any other life purpose program that I've seen, and this is why I created it, because it is so incredibly fulfilling *to profit from your purpose* and allow your purpose to

create incredible wealth and abundance in your life. Our purpose has the ability to take us down the path of incredible abundance like nothing else.

Picture yourself as a grand symphony, where every aspect of your being—mind, body, and spirit—is a unique instrument. When even one instrument is off-key, it's noticeable; the melody continues, but there's a subtle discord that throws off the entire performance.

Now imagine when every element is perfectly tuned to your life's purpose. The result? A breathtaking harmony that transforms your existence into something truly extraordinary. Your life becomes a masterpiece, each note resonating with meaning and intention.

Achieving this perfect harmony isn't always a smooth process. It requires patience, practice, and sometimes even a bit of creative improvisation. But here's the thing: when you finally hit that sweet spot where everything aligns, the music you create—the life you lead—becomes nothing short of magical.

The journey to this alignment might be challenging, but rest assured, the symphony you'll produce when you get there is worth every moment of effort. It's not just about making music; it's about creating a life that sings.

When I was working in corporate recruitment, the work was very much aligned with what I was good at, but I didn't love what I was doing (at all!). I was pretty successful and well rewarded for my work, but it wasn't in alignment with my purpose because I wasn't helping anyone make a difference in their life. To me, it felt pointless, and I knew I was wasting my gifts.

I also wasn't free to live the life I wanted to live. Someone was telling me what time I had to be in every morning and what time I could leave, and they controlled how much vacation time I took. Here I was, living in Bondi Beach, Australia, forced to be at my desk from 7:30 a.m. to 6:30 p.m. doing work I didn't want to be doing. #depression

Because I wasn't living in alignment with one of my top values—freedom—I wasn't happy. I needed adventure in my life, and a job making me work 60 hours a week wasn't giving me that. I was good at what I was doing, but I didn't love it because it wasn't aligned with who I was. I was miserable.

Again, the perfect career combines what we really love to do with what we're naturally good at, puts value back into the world, and allows us to create abundance for ourselves and live the life we want to live. For me, that final piece was missing.

Then I took it one step further and decided, “Okay, I’m quitting this corporate job. I’m out of here. This is not for me.” I took a yearlong journey and traveled around the world. I did yoga in India. I traveled through Vietnam, Thailand, Cambodia, and Laos, and up through China. I went to Africa and spent six months on an overland tour, traveling by truck and camping in a tent.

Traveling through developing countries and seeing how people live changed me. I remember being in a little African village where everyone was barefoot. We ate with families by sitting on a blanket on the ground, scooping food out of our bowls with our hands. These people had almost nothing, and they were the happiest people I’d ever seen in my life. They had love for one another, they had simplicity, and they didn’t do things they didn’t want to do.

A part of me thought, “This is why I’m here—not to be earning millions of dollars for a corporation that already has millions of dollars. I’m here to be with people. I’m here to have soulful human connection. I’m here to make a difference in the world.” I realized that I would never go back to the corporate world. I needed to make a difference in the world. I needed to live my purpose. Otherwise, what is the point in life? What is the point of *my* life?

When I moved back to Australia a year later, I enrolled in a master’s program and got my master’s degree in nonprofit management, and I then became the executive director of a not-for-profit organization. Annoyingly, I took about a \$100,000 pay cut to move from the corporate world to the nonprofit world, but I was okay with that. I thought, “You know what, I’m going to make a difference in the world. This feels good to me. I love what I’m doing. I love knowing every day I’m helping hundreds of thousands of people to live a better life. I may be earning nothing, but that’s okay because I’m making a difference in the world.” And to me, that knowledge made me feel like my life had a point (so I was halfway there!).

Let’s fast-forward four years. Was I good at what I was doing? Yes. Did I still love what I was doing? Not really. My not-for-profit job was better than my corporate career because I was making a difference in the world, but I still wasn’t utilizing all my gifts. I still wasn’t speaking. I still wasn’t creating my own online programs. I still wasn’t working with people on a soul level. I thought my work was okay, but it wasn’t deeply satisfying or deeply fulfilling because *instead of living my purpose, I was still working for and building someone else’s purpose.*

And the other problem was, my marriage was falling apart. But I couldn't leave because there was no way I could have supported my kids (let alone the lifestyle I wanted to live!) on a nonprofit salary. I wouldn't have even been able to cover a mortgage. I felt trapped. I couldn't go anywhere; I couldn't pay for anything. And I was still punching a clock and having to be where somebody else wanted me to be, when they wanted me to be there. I was still living a life completely unaligned with who I was.

At 36 years old, my body couldn't take it anymore. It couldn't manage the toxicity I was experiencing by keeping everything shoved inside. I knew I was playing small, yet I wasn't doing anything to play a bigger game. I knew I was meant for so much more than the life I was living, yet I was holding back because of fear of change, fear of failure, self-doubt, imposter syndrome ... Who am I to want more? Shouldn't I just be happy with what I have?

My body was so full of toxicity from trying to live a life that was not mine that it created cancer in my kidneys. This was the wake-up call I needed. This was when everything changed. This was when *I changed everything*.

It was time for me to finally make my purpose-aligned business happen. My actual life depended on it.

I had known for a long time that I wanted to be a life coach, but I was told on so many occasions there was no way I'd make money doing that. For a decade, I had listened. But after my cancer diagnosis, I knew I had to at least try. Not living my purpose clearly wasn't working, so the only other option was to try. I didn't know if I was going to live or die, so honestly, at this point, what did I have to lose?

Looking back on my life now, I see that everything led me to starting this business and expressing my purpose through helping others do the same. One of the biggest things I learned through my cancer experience is that we can't just sit back and let life happen to us; we have to be active creators in our lives. We have to choose to live differently. We have to think bigger and make different decisions. We have to do something different to create something different.

So I chose differently. I got my life-coaching certification. I started and grew my business by changing one client's life at a time. Eventually, one client turned into hundreds and then thousands of clients. I started offering online courses and was featured in *Forbes*, the *New York Times*, and Yahoo Finance, becoming International Coach of the Year 2020 and being named one of the National 50 Under 50 by *New York Weekly*. My

business turned into being on hundreds of podcasts and speaking on stages around the world. I was helping women globally to awaken their purpose, turn it into a business, build their businesses to six figures, and then scale it to seven figures! I was able to quit my nine-to-five job exactly 12 months after starting my business, and I've never looked back.

Am I doing what I love now? You better believe it. I am obsessed with the work that I do. I love it so much that it doesn't feel like work, and I have to stop myself from working sometimes.

Am I doing what I'm naturally good at? I sure am! The three programs I've created get people results. If my clients show up and do the work, I've never not gotten somebody the results that they wanted. I love speaking and I'm good at it. I love writing. I love teaching and mentoring. Part of making sure I'm always aligned with my purpose in my business is making sure I'm only doing the things I'm naturally good at and delegating everything else. For example, I'm terrible at tech, so I delegate that. I'm terrible at setting up emails and social media and all the back-end stuff, so I hire people to do all of it. I have a designer. I have an ads person. I have a business manager who runs the whole back end of my business. I have an enrollment team. I have customer service people too.

Is my work allowing me to live the lifestyle that I want to live? Absolutely. I now have a multimillion-dollar company, and money is no longer an issue. I have my dream home and a mountain property where I host private business-building retreats for clients. I support my kids and take nothing from my ex-husband. I never have to say no to something because of lack of money. Money certainly doesn't buy happiness, but it does buy opportunity and make life a whole lot easier! And more fun too. :) When you combine what you really love with what you're naturally good at, that is a gold mine. That's where the magic happens. And you can't not be successful when you're working in that space. *My mission in life is to get you to this place too.*

Moving forward in this book, we're going to get clear on what living your purpose means for you. What are *you* naturally good at? What do you really love? When you can combine what you're good at with what you love, that's your zone of genius. That's where you want to be working from every single day because it doesn't feel like work, and you create success without even realizing it.

By living in alignment with my purpose, I'm earning the kind of income that allows me to do whatever I want. I can travel the world for speaking engagements or just for a vacation, and I can take my little ones

with me. I've figured out how to create this lifestyle for myself while living my purpose, and that's my goal for everyone who works with me.

All right, let's pump the brakes for a second. I know you're eager to jump ahead, but trust me on this one—we need to take this journey step by step.

For now, I need you to do something that might feel a bit counterintuitive: let go of any preconceived notions about what your future career or business might look like. We're not at that stage yet. I repeat, we are not there yet.

I know it's tempting to start piecing together the puzzle, but we don't have all the pieces yet. So if you find your mind wandering to potential business ideas or career paths, gently guide it back to the present.

Don't worry, we will get to the nitty-gritty. We'll dive into lifestyle considerations, crunch those potential earning numbers, and explore all those exciting possibilities. But right now, that's like trying to frost a cake before it's even baked.

If you skip ahead or try to force the process, you'll end up with an incomplete picture. It's like trying to read the last page of a mystery novel first—sure, you might know the ending, but you've missed all the important clues along the way.

So, take a deep breath and reel it back in. Stay with me in this moment, in this part of the process. I promise, the wait will be worth it.

All right, let's wrap up this chapter with some soul-searching questions about expression. But before you dive in, I need you to do something for me: take off your practical hat and put on your dreamer's crown.

This isn't about right or wrong answers. It's about tapping into that wellspring of dreams and desires you've got bubbling inside. We're bypassing that logical, sometimes overly cautious mind of yours and going straight for the heart.

Don't get bogged down in the "hows" or the "what-ifs." This is your moment to let your imagination run wild. Dream big, dream bold, dream beautiful. Remember, there's no dream too grand that you can't make it a reality. And I'm here to help you do just that!

These questions are your secret sauce for the chapters ahead. Skipping this part is like trying to bake a cake without flour—it just won't work. So dig deep, be brutally honest with yourself, and let those dreams soar.

You've got full permission to go all out here. You deserve this. This discovery is why you're here with me now. So take my hand

(metaphorically, of course), and let's embark on this journey together. I've got your back, and together, we're going to unlock the incredible potential within you.

Ready to dive in and dream big? Let's do this!

What's the status of my career right now? What's working, and what's not?

Where will I end up if I continue to play small and safe and keep underutilizing my gifts?

Why am I doing what I'm currently doing?

What does a purposeful career mean to me?

What do I need to have to feel happy in my career or business? (Make a list.)

What am I naturally good at?

If I could do or be anything I wanted and get paid for it, what would I do? What do I love to do that doesn't feel like work?

What would I do if I couldn't fail?

What are nonnegotiables for me in my dream career or business? (List what you must have and what you will not do.)

Wow! I'm truly in awe of you for diving into this challenging but transformative journey. You should be incredibly proud of yourself—I certainly am!

I want you to know that I see your effort, your courage, and your commitment. It doesn't go unnoticed. The work you're doing isn't easy, but it's so, so important.

From the bottom of my heart, thank you for trusting this process and for trusting me to guide you. Your dedication inspires me every single day.

Remember, you're not alone in this. I'm right here, cheering you on every step of the way. We're in this together, and I've got your back.

You've got this, and together, we're going to make magic happen.

CHAPTER SIX

PURPOSE MEETS PROFIT — DIGGING FOR YOUR PERFECT VENTURE

Let's start figuring out what your purpose-aligned business is going to be! What we're doing in this chapter is focusing on some really fun and inspiring research (not the boring kind, don't worry!). I'm not going to dump a ton of new information on you right now; rather, we are going to get clear on how you want to *express your essence out in the world in the form of a business, so you can earn an incredible living doing what you absolutely love!*

If you still have questions about the essence of who you are or what that essence looks like, prepare to dedicate some effort to that right now. I want you to have a *basic* understanding of some of your key characteristics and the qualities that you bring to the world. Knowing a little bit about the essence of who you are is going to make this next section so much easier!

Remember: It's not necessary to completely know yourself and feel total clarity around your purpose right now. Your understanding and awareness of your essence is only going to deepen, grow, and evolve as you continue to do this work, so just think of this as the starting point.

Embrace the excitement, but don't forget your inner work!

As we dive into the exhilarating world of business creation, remember to nurture your inner self. Daily quiet time, meditation, and self-love aren't just nice-to-haves—they're essential tools for success.

Why? Because your state of mind shapes your ideas. When you're feeling confident and connected, your business concepts will spring from joy and inspiration. But if fear and self-doubt creep in, your ideas might not reflect your true potential.

We're aiming for soul-driven inspiration, not ego-based reactions. So keep up that inner work, even if it's just for five to ten minutes a day.

(Trust me, as a mom, I know how precious those minutes can be!)

By staying grounded and self-aware, you'll ensure that your business brainstorming comes from a place of authenticity and purpose. This authenticity is the foundation for creating something truly meaningful and aligned with your values.

What you're going to do over the next few weeks—yes, weeks, because this process truly can't be rushed—is open your journal and write down a list of potential business ideas or potential careers you might want to move into. Make this a list of all the potential ways that you could express your essence out in the world *in order to earn a living*. That final part is crucial so I'll say it again: *in order to earn a living*.

During these weeks, allow yourself to live your life! This is going to help the creativity flow and the ideas to come. Say YES to more things. Take risks. Step out of your comfort zone. Take a solo road trip you wouldn't normally take, explore, practice gratitude, focus on being present in each moment. Savor your meals, watch the sunset, drink your tea while admiring the sunrise. Give yourself permission to take naps and sleep more. Be open to change; celebrate how far you've come.

Your goal is to have five to ten business ideas on your list. If you have more, that's totally okay because we can definitely narrow them down later. But you want at least five to ten ideas on your list to ensure you're not missing anything.

Here's a tip: DO NOT rule anything out in your mind before you put it on your list. Read that again: *Do not rule anything out of your mind before you put it on your list*. If it's an idea that you've had that just won't go away, even though you're terrified of it—perhaps you've got ideas about speaking, even though you're terrified of public speaking and think it's just too hard—*put it on your list*. Otherwise, you're potentially *missing your calling*, and that is the last thing that we want to happen here! If you have ideas that keep coming to you and that feel exciting, even if you're a little bit fearful or the idea seems way out of reach, put them on your list. Please.

Let me give you a personal example of why it's so important not to talk yourself out of your own potential. When I first worked with a coach back in 2009, when I was totally burned out in my corporate career, I knew at that point that I wanted to be a coach. I felt that desire in every single cell of my body. I knew what I was looking for. I didn't want to be a counselor; I wanted the freedom that comes with being a coach. I wanted to be speaking, I wanted to be writing, and I knew that I wanted to be a coach.

But my mind—my ego—got the best of me and talked me out of it. It told me things like “You’re too young to be a coach” and “You don’t have enough life experience for that.” I was 29 at the time, and my mind was saying, “Hey, maybe once you’re older you can do that. But right now is not the time.”

This was when I was coming back from my world tour, and I remember rationalizing my decision to myself by saying, “It’s so hard to earn money in your own business. *I just need a real job.*” So instead, I invested \$40,000 in a master’s degree and moved into the nonprofit industry, which felt like the *safe* option at the time. I took coaching off my list. And for a little while, working as the executive director of a nonprofit felt really good to me. It felt like I was making a difference in the world. I was expressing part of my essence through making a difference, which had always been super important to me.

Ultimately though, I was *still* building someone else’s dream. I was *still* doing someone else’s work. I was *still* not sharing my essence with the world. My essence was all *still* trapped inside me. On top of that, I was working nine-to-five again with two small kiddos and was hardly able to support my family with an annual salary of \$29,000! Yes, you read that right.

I ended up completely losing myself once again through choosing the safe route. I lost myself through the lack of freedom and adventure, and even though I was making a difference in the world, I was tied down and trapped. By building someone else’s vision, I wasn’t allowed to follow my heart. Once again, I was burned out, unhappy, and not living my purpose.

I was thinking small. I didn’t realize at the time that I could start my own business, which is the ultimate financial security. I didn’t have guidance or support (which is why I wrote this book). Once you know how to make money for yourself, nothing can stop you. I’ve since gone on and created a multimillion-dollar company, and money is no longer an issue.

It’s funny how society deems “holding down a job” financial security, even though my job wasn’t even paying me enough to support my family’s basic needs. See where societal programming comes in? I was still very hooked into the programming of “stay safe and get a job.” You’re getting married, starting a family; you can’t start your own business! But we make way too many life decisions based on what society deems correct.

I want you to dream BIG here. Dream *really* big. That's so important. Don't let your mind, fear, or self-doubt hold you back. It's not where you're at right now. You will figure out the *how* later. I want you to take any worry about "How would I ever do that? I don't have any idea how that would ever happen!" and drop it. As soon as that thought comes into your mind, send it out to the universe and put that dream you were contemplating on your list. Just write it down!

I don't even want you to narrow anything down yet. Don't try to figure out in what order your ideas should fall. I have a very specific process that I'll take you through that works 100 percent of the time. But we are not in the narrowing-down stage yet. Right now, for this process to really work, you need to get in a beautiful creative state and allow these ideas to come to you.

LET'S DIVE IN!

The very first thing you'll do (right now) is *start with the ideas you already have*. What have you been thinking about or mulling over for years? For example, I was thinking about coaching for a long time. Put those ideas on your list. These are the easy adds, and then do some exploring and research to make sure you're not missing anything. Again, don't narrow down or filter yourself yet; just focus on list-building at this point in time! The goal is to have at least five to ten business ideas on your list ... but going over is totally fine.

What if you can't reach the minimum of five ideas? Let's say, for example, you get to three ideas and you're like, "Well, Erica, I have three, and now I can't think of anything else that I'd want to do. I have no more ideas. How am I ever going to get to ten?"

I've got a really fun exercise to help you with this! I love doing this myself, and my clients love it too. Everyone who has done my program says this is one of their favorite brainstorming activities. Go to the next blank page in your notebook and write down an activity you like to do. (My example would be traveling to developing countries.) Make this activity the heading. Use a separate page for each activity, or divide them into two columns for two different activities if you want to save space.

Keep going like this until you've created headings using five to seven of your favorite things to do. For example, I love traveling to developing countries, so I would write "Traveling to Developing Countries" at the top of the page as a heading. Then, underneath that heading, I would list

as many ways I can think of to earn money while doing that activity. Here's what my list would look like:

Traveling to Developing Countries

- Tour guide
- Starting my own adventure company
- Creating a nonprofit organization in my favorite country
- Humanitarian aid worker
- Volunteering with the Peace Corps
- International development consultant
- Journalist or documentary filmmaker
- Medical volunteer
- Education specialist
- Social worker
- Public health consultant
- Travel influencer

Another of my favorite activities is backpacking. Here's what that list would look like:

Backpacking

- Travel blogger or writer
- Outdoor adventure guide—start my own company
- Independent travel consultant/agent
- Freelance digital nomad
- Environmental activist
- Park ranger
- Language teacher
- Photographer
- Wilderness educator

What are some potential ways *you* could earn money by doing your favorite interests or activities? Again, don't worry about whether it makes sense right now; we'll get to narrowing these down later.

Just focus on brainstorming each idea (Hint: Use AI if you need to!), and list ALL the potential ways to earn money by doing the activities you really love to do. Use your imagination here, and think of every possible service you could perform or offer.

Who knows, you might end up with a hundred possible ideas here. Does that mean that you actually see yourself doing all of them? No, of course not. But what this brainstorming exercise will do is get the juices flowing. It will allow you to be creative. You're going to start coming up with some really fun ideas. It should feel really playful. And when you're done, you can look through your lists and say, "You know, that actually sounds really amazing. I think I might consider that one."

Whether the potential business will earn enough money is an issue to consider, but you're not at that point yet, so don't worry about that. *Remember, if it feels good, if it feels exciting, if it feels fun and alive, put the idea on your list of potential businesses.*

Continue doing this research for at least two weeks. It's important that you get all of the options out of your mind and into your notebook. Again, there's no need to try to narrow down or evaluate any of your ideas at the moment. That will come later. For now, focus on researching and coming up with ideas and creating your main list of five to ten great options. Later, you will narrow down and evaluate them.

Remember, do not limit yourself! Allow yourself to dream big! We want all these ideas to get out of your head, heart, and soul and onto the page so you can then evaluate them and make a decision based on what's really true for you—and not based on the fear or ego that's trying to keep you small. Also, keep in mind that the more you go out and live your life and say yes, the more the ideas will naturally come to you. Go for a hike, do something creative, go for a drive, get out in nature, exercise—live your life, and let that inspire your mind and your choices!

CHAPTER SEVEN

DEEPER DISCOVERIES

Now that you've reached this chapter, I want you to feel like you're done coming up with ideas and ready to learn more about your potential businesses or careers. At this point, we're going to research each idea a little more, and then we're going to evaluate and compare them with one another. If you're still trying to brainstorm ideas—maybe you feel like there's something missing or there's something out there you need more time to explore—then take the time to finish your work from the previous chapter before moving on to this one.

If you *are* ready for this chapter, you're at the point where you've got a list of potential business ideas or potential careers that you want to move into. You might have 10 ideas, or 20, or even 50 or 60! That's totally fine. But the most important thing is that you have an intuitive knowledge that your new business (or career) is somewhere on this list. If that's where you are, perfect!

You're ready to move on to the next step, which is narrowing your list down from a world of possibilities to the options that really, vitally connect to your life purpose.

Your task now is to trim this list down to five to ten potential businesses and then get to know a little bit more about each of these businesses or careers. You want to figure out what it would *actually* look like to be running that business, so you can decide later whether it is going to allow you to live the lifestyle you want to live.

For example, let's say you have 25 things on your list. The best way to narrow them down is to make yourself comfortable and relaxed and go through them one by one.

For some options, you will probably know right off the bat that they don't feel 100 percent right and strike them off the list. For others, you might look at them and say, "Yes, I could see myself doing this. I don't know about doing it full-time, but it sounds amazing. It sounds exciting

and it's combined with what I really love." These ones will be easy to keep for now.

An option might make you say, "Oh ... huh ... I don't know ...". Something about it feels a *little* bit off, or it doesn't make you as excited as you think it should. Maybe it's on the list only because you felt you *should* put it there. So cross it out. Cross it out, toss it out, throw it in the bin. Life's too short for an "eh, maybe." We are aiming for a "hell yes!"

If anything feels really exciting, keep it. You don't need the confidence or skill level yet, because you can always take an online course and build the skill set to support your interest, which is exactly what I did when I became a career coach and when I started business coaching.

If the option makes you intuitively think, "Oh wow, this actually seems pretty exciting, but I'm not sure if I could do it," then your reaction is based on your fear and ego. I don't want you to cross that option off your list if you're worried about not being able to do it. But if it's a case of "I don't really see myself doing that because it doesn't seem like it's going to light me up or keep my interest for long," then *that* option can be crossed off your list.

For example, I wanted to be a speaker for a really long time. But I felt like, "Oh, I don't have what it takes to be a speaker. What would I even say?" I didn't know how to train to be a speaker. I didn't know how to create a signature talk. I had no idea what a keynote was. I could have easily crossed that off my list and said, "Well, I don't know how I'll ever make that happen." But I didn't, because I felt excited and passionate about being a speaker. I didn't know how I was going to get there, but I knew that it was something I wanted to do. If that's the case for any of the ideas on your list, keep them on for now and we'll keep moving forward with them.

WE'RE GETTING THERE!

Now that you've taken off the easy noes, you're going to start comparing the remaining ideas. For instance, I had "speaker" and "travel blog writer" on my list. The possibility of being a travel blog writer felt interesting, but I wasn't sure about it. So I decided to entertain the idea of being a travel blog writer versus being a speaker. Being a speaker made me feel so much more excited because I would be engaging with people. I'd be inspiring people. I'd share *my* message. I'd help create incredible transformation in people's lives. In contrast, travel blogging felt

more like something I wanted to do as a hobby. It nurtured and fueled me, but did I actually feel like it was the best expression of my life purpose? No, probably not. So I crossed travel blogging off my list and kept speaker on.

Once you actually start comparing your listed ideas, you'll find it pretty easy to get down to the five or ten options we're looking for right now. Basically, your barometer is "Is this a hell yes?" or "Is this an I'm not so sure?" Anything you're not 100 percent sure about, move it off your list. Remember, your purpose is always going to be something that you absolutely love. We are going for epicness, not meh.

The next step is to deeply evaluate your final five to ten ideas. If you've got more than ten, start comparing them against one another and continue to narrow them down. You want no more than ten on your list at this point!

Once you have your list of five to ten business ideas, you're going to dig deeper into each one. Only focus on the basics for now. Consider, for instance, being a speaker. What are the basics of speaking as a business? Well, a speaker is someone who's making a difference in the world. A speaker can work from home, travel around the country or the world for speaking engagements, or work locally if preferred. A speaker can earn anywhere from \$0 to \$250 to \$5,000 to \$500,000 or more if they really hit the speaking-circuit stage! I started out speaking for free (sometimes I still do!), and other times I'm paid up to \$10,000 per speaking engagement.

Let's look at coaching next (e.g., life, health, career, or relationship coaching). I've helped thousands of coaches build their businesses. Coaches can work from home, they can have an office, or they can join up with a corporation and become corporate coaches. There's the option to work in a team or work on your own. And like I did, coaches can scale their coaching business into a company of more than 15 employees! Coaches earn anywhere from nothing up to millions of dollars per year. For me personally, that realization about earning potential was amazing. As a coach, my salary will never be capped, whereas if I became a Peace Corps worker, I would never earn more than \$20K to \$30K a year, so I'd have to be okay with that.

These are just some examples of information to research about each idea on your list. Look into the lifestyle: What kind of lives do people who do this work lead? What does it look like to be in this kind of business day in and day out? Would you enjoy the daily activities you'd be

doing? How much money would you make on average? How many hours a week would you be working? Will travel be involved?

Write down the most pertinent information in your journal. You can make this information section as detailed or as brief as you want. In the next chapter, I'll show you how to do a concrete evaluation using my detailed ranking system, so you'll actually see clearly from a numbers perspective what your top option is. Your top option will be fully aligned with your purpose and allow you to live the life you want. **BOOM!**

This is when things get really **FUN!**

CHAPTER EIGHT

CHOOSING YOUR PATH

Welcome to Chapter Eight! I'm so excited about this chapter because this is where you get to choose the dream business or dream career that is aligned with your purpose! You've done a lot of work to get this far, and it's important to take a moment to celebrate all the steps you've already taken on this path. Remember, your true purpose will evolve and change. *You* will grow, and as you grow, so will your ideas around your dream business or career. As you evolve, so will your life's work.

However, right now, we're working from *where you're at in this moment*. We have to start somewhere, otherwise we'll be waiting until we die. We're going to look at the list you've made and researched, and we're going to evaluate all of your options to see how they compare against one another and across a variety of different factors. Then we're going to make the final decision! Are you excited? This is my favorite part. I'm excited for you!

What this decision process looks like is different for everybody. For example, you may already know which idea you want to choose. A lot of people do once they get to this point, and this next process ends up being more of a confirmation or validation. Once your evaluation sheet is filled out and your numbers are tallied, the results will be incredibly affirming for you.

You may also be in a space where you don't know your top pick yet. Maybe you have three or four options on your list that feel really exciting, but you have no idea how they compare to one another. You do know, however, that you would be happy doing all three or four.

This chapter is going to give you the opportunity to compare these options against one another and see how they relate. You'll see not only how aligned they are with your essence, but also whether they're going to allow you to live the lifestyle you want to live.

My online course *Awaken Your Purpose* includes a spreadsheet for you to fill out, and it then lays out all the categories and comparisons very

clearly and cleanly. However, this exercise can also be done longhand in the journal you’ve been keeping, or you can type it up yourself.

	A	B	C	D	E	F	G	H
	Objectives	Business Idea #1	Business Idea #2	Business Idea #3	Business Idea #4	Business Idea #5	Business Idea #6	Business Idea #7
2	Can I do what I love to do?							
3	Will I fill an existing need?							
4	Can I depend on it?							
5	Can I learn it without it being?							
6	Would I be doing something I'm also good at?							
7	Would I be using my natural skills, talents, & gifts?							
8	Will this allow me to express my life purpose?							
9	Would I be making a difference in the world? (Adding value to lives of people or animals?)							
10	Will it allow me to live the lifestyle I want to live?							
11	Will it be able to make me a living?							
12	How much will I have control over my own time?							
13	Does it match my non-negotiables in my dream career?							
14	Can I handle the capital requirements?							
15	How much will I have to invest in further training?							
16	TOTAL							
17	1. 100 = 10. 1000							

This spreadsheet comes from Marcia Bench and her fantastic book *Career Coaching: An Insider's Guide*. Don't worry—we'll break this process down step-by-step. But first, remember: you've developed a keen sense of self-awareness by now. You can trust that inner voice guiding you. You've learned to distinguish between paths you could take and the path your heart and soul crave. Pay attention to what lights you up, what feels deeply right, and what gives you "hell yes!" moments. These visceral reactions are your internal compass pointing toward your true purpose. Honor them—they are the key to unlocking a venture that's not just profitable but also profoundly fulfilling!

Feelings trump numbers on this spreadsheet. If you have an intuitive feeling and a strong desire to move into one specific area, that beats everything else. This spreadsheet is more for those of us who are very analytical and want to see how our interests really compare. For example, maybe the one option you're the most excited about is your number two or three, and you're not as excited about your number one. That does happen 20 to 25 percent of the time, I've found, but more often than not, number one is what people end up going with.

Let me give you an example of a fully filled-in spreadsheet for us to work from.

	A	B1	B2	B3	B4	B5	B6	B7	B8
	Objectives	Business Idea #1	Business Idea #2	Business Idea #3	Business Idea #4	Business Idea #5	Business Idea #6	Business Idea #7	Business Idea #8
3	Can I do what I love to do?	10	5	8	7	8	5	7	5
4	Can I do what I want to do?	5	7	5	5	5	5	5	5
5	Can I do what I need to do?	10	8	5	8	2	6	7	7
6	Can I do what I want to do?	5	5	4	4	2	2	5	6
7	Can I do what I want to do?	5	9	7	7	5	5	7	6
8	Can I do what I want to do?	5	6	7	7	7	5	5	6
9	Can I do what I want to do?	10	5	8	5	7	5	5	4
10	Can I do what I want to do?	5	4	5	5	5	5	5	7
11	Can I do what I want to do?	10	8	5	2	2	2	4	9
12	Can I do what I want to do?	7	7	5	5	2	2	5	5
13	Can I do what I want to do?	9	7	9	2	5	5	2	10
14	Can I do what I want to do?	10	5	9	5	2	2	5	9
15	Can I do what I want to do?	5	8	5	10	5	5	5	4
16	Can I do what I want to do?	5	8	5	5	5	5	7	5
17	1, 10, 10, 10, 10, 10, 10, 10	57	59	59	59	59	59	59	59
18		5	5	2	8	5	7	4	5
19									
20									
21									
22									

In your spreadsheet, in the top row at the head of each column, you're going to put the five to ten options you have on your list. If you only want to evaluate two or three, great; just put two or three. If you have ten that you really want to evaluate and see how they measure against one another, you can create extra columns at the top. Now look at the spreadsheet filled in by a previous client of mine. In the top row, she lists blogger, chiropractic consultant, women's cycling advocate, working for a shelter, working for another nonprofit, bike shop salesperson, doing community outreach from a bike shop, and crafting things to sell—eight things in total.

On the left-hand side, you'll put your objectives. These are your nonnegotiables that will ensure your work supports the lifestyle you want. These objectives are going to help you evaluate your purpose and the essence of who you are in a more tangible way. For example, maybe a nonnegotiable for you is working from home, so you're going to put "Does it allow me to work from home?" in the spreadsheet. Some other objectives you may want to include are "Will it meet my salary needs?" "How much control do I have over my own time?" and "Do I have all the capital required to begin?"

Filling out this spreadsheet will take you down a practical path, which is highly important for many of us, myself included. This process will help you avoid doing what I did with my second career choice: making a huge mistake! Instead of starting my own coaching business, which is what I *really* wanted to do, I chose the nonprofit industry because it was something that I loved to do and I was really good at growing businesses.

However, I did *not* love that this job was never going to allow me to live the lifestyle I wanted to live.

In the nonprofit industry, I'd likely never earn over \$55,000 or \$60,000 a year. There's never a whole lot of money when you work for not-for-profits. Yes, you have a ton of flexibility over your own time, but you're still punching the clock. Had I taken lifestyle into consideration before making that career change, I 100 percent never, ever would have chosen that career. I had been earning over six figures in corporate, and I didn't realize how important that lifestyle was to me until I could no longer afford it. If I wanted to be able to travel and take my kids on vacation, then going down to less than half of what I was making before was not conducive to the way I wanted to live. However, the earning potential from coaching is uncapped. I create my own income. I have the potential to earn \$100,000 a year, \$500,000 a year, or like my coaching company does now, millions of dollars a year! Of course, I had to create the strategy behind those goals to actually make them happen, but overall, coaching is so much more conducive to meeting my salary and lifestyle needs.

But don't worry; you're not going to make that same mistake because you've got this process to ensure your success! I'm here to help you through this.

On your spreadsheet, go through and rank each one of your nonnegotiables to your career options on a scale from 1 to 10. If you look at the example spreadsheet filled out by my client, she ranked her options as follows: "Can I do what I love as a blogger?" She loves to write, and she loves to be online. So yes, that's a 10 for her. "Will it fill an expanding need?" She chose a 6 for this. "Can I specialize?" Yes, it's a 10. "Can I learn it and test it first?" It's an 8. "Will I be doing something that I'm also good at?" She's not very tech savvy, and blogging requires a lot of tech, affiliate marketing, and things like that, so she put a 6 there.

You can see where I'm going with this; it's pretty self-explanatory. Now you can also see why it's important for you to have researched each of your options. If you don't feel you've done enough research, which we talked about in the last chapter, go back and spend more time researching your options, because the last thing you want is a skewed number. If you want to open a bike shop, but you have no idea how much bike shop owners earn, you aren't going to be able to make a fully informed decision. Do they work a lot of weekends? Probably. You really want to know the basics of the business before you start to fill out the spreadsheet.

Once you've gone through and evaluated all your options, add up the numbers in each column and write them down on the bottom line. Then rank them from one to however many career options you put in the columns to see which is number one, which is number two, and so on. You can see that for my client, 117 was her highest by quite a bit. So that makes blogging her number one. Her second-highest number was 105, so that makes being a women's cycling advocate her number two. With 90 points, number three was creating and crafting things to sell.

You can see there's quite a bit of difference between her first two options, 117 and 105, and her third at 90. At the end of this exercise, she felt very validated. She said, "Amazing. I knew I had a hint this is what I wanted to do, but now it's really confirmed. I declare this is the business that I'm starting. This is what I'm going to do. This is the path that I'm going to take right now." The confirmed result was so relieving for her, and she felt incredibly excited to have a new business to start working toward and fulfilling her purpose in an impactful way!

Does my client want to do her number-one choice, blogging, for the rest of her life? No. And you don't need to decide right now what you want to do in the future. That's not your job to know. You need to know what you want to do *right now* and where you're going to start right now. I can tell you that in the three years since I worked with my client, she has shifted her blogging into so much more—she's actually gone down the coaching path for women cyclists, coaching them through their mindset when they're getting ready to race. I really want to emphasize that you're only *starting* here with these brilliant ideas. Follow the breadcrumbs, and from there, things will grow and evolve at the level that you grow and evolve at as a human being.

The aim right now is to decide what business you're going to start and feel excited about that! What is your dream lifestyle? What is your dream business? What are you committed to starting, and what is going to be most aligned with your efforts? How are you going to choose to bring the essence of who you are out into the world, to express it in a way that you can earn a living? You should have your decision! It should be one of the ideas on your list. Usually the one with the highest ranking!

Your unique gifts are needed now more than ever. By sharing your essence and expression, you have the power to create positive change in your corner of the world. This ripple effect can contribute to healing both our planet and humanity. Embrace your purpose as a force for good—you are here to make a difference. Your journey to creating meaningful

impact is just beginning, and it's filled with incredible potential. The world is waiting for your light to shine!

If you haven't downloaded my free *7 Steps to Finding Your Purpose* checklist yet, you can find it here:

<https://go.ericacarrico.com/7-steps>

CHAPTER NINE

AWAKENING YOUR PURPOSE — NEXT STEPS

If you're reading this chapter, you've officially made it to the end of *Awaken Your Purpose*! Congratulations, I'm so proud of you. I want to celebrate the incredible, soulful journey you've been on over however long it's taken you to do the work in this book.

Maybe it's taken ten weeks, maybe it's taken ten months. Maybe you haven't been able to take those final steps yet—maybe you want a little more personal support than what you've gotten in this book (if so, I've got you). No matter where you are, I want to honor the work that you've done and where you're at right now. Take a moment to appreciate the fact that you now know yourself on a deeper level, and you've hopefully decided in this moment how you're going to move forward and actually express who you are out in the world.

Maybe your expression is through a business that you want to start that will allow you to use your gifts and share your work with a larger audience. Maybe it's changing careers, or maybe it's simply modifying the business or the work you're in and aligning it more with your purpose by doing things a little differently or by bringing in things that you really love. This will look different for everybody, so there is no right or wrong answer here. But ideally, at this point, you have really beautiful and incredible insight into who you are, what you love to do, what your divine gifts are, and how you've chosen to express that out in the world.

Remember, what you've chosen to move forward with doesn't have to be what you do for the rest of your life (and likely won't be!), so don't put so much pressure on yourself "to get it right" that you don't start moving forward. That is the biggest issue I see coming up—people would rather stay in the space of "I don't know, I don't know, I don't know" than actually have to take action and start walking the path of purpose.

It's totally normal to feel fearful. It's totally normal to feel afraid. It's totally normal to feel like "I don't know what I'm doing." So commit to starting and take one baby step at a time. As you walk the path of purpose, as you grow the business that you want to grow, as you start putting yourself out there and begin taking steps, you're going to find even more clarity as you walk this path. Clarity doesn't come from thinking; clarity comes from *doing*.

If you've decided, for example, you want to become Reiki certified, you'll eventually work your way up to being a Reiki Master. But for now, you can take Reiki 101 and start healing people through energy work. That doesn't necessarily mean this work is what you're going to be doing in five years or even three years, but it's what you're being called to do right now. We all have to start somewhere. Yes, I have a multimillion-dollar coaching business, but my very first goal was to earn \$2,500 in my business.

Take the first steps and the rest will unveil itself. Your journey might take you through being a healer in a few different modalities. Maybe then you will move into coaching. And after that you will perhaps decide to hold a retreat, or in a couple of years' time, you will incorporate all this experience and open a wellness center. You have to start somewhere. I want to encourage you to take the very first step and not get overwhelmed by "what could be."

Congratulate yourself, celebrate, and know that you're starting *now* and you're moving forward. You are stepping into your purpose. You're stepping into the work you're here to bring to the earth. Right now, the world needs your essence more than ever, and it needs you to be brave enough to follow the path of purpose. You know now what that next step is, so I want to challenge you to take that next step!

If you need support, please reach out to me! I have two different programs that can assist you.

If you're still struggling with discovering your purpose—maybe you prefer a more personal touch and more encouragement and guidance than a book can provide—then sign up for my Awaken Your Purpose course! This book is based on that course, so the information and process will be familiar to you. However, the support you'll get from this truly unique experience in the course will bring you to a whole new level of insight and confidence. In this ten-week course, you'll have access to weekly videos that help you home in on your life's purpose and the business or career that aligns with it. The course also gives you access to seven interviews with guest experts who provide fantastic support and

examples of how finding your purpose can transform your life. If you're ready to ditch the self-doubt forever and have the impact you're meant to have in this world, then you're going to love this program. Go to my website to learn more:

<https://go.ericacarrico.com/awaken-your-purpose>

If you already know what business you want to start and you're ready to start building that business, collecting your offerings, and putting your work out there, I have another program that will help you. It's called the Soul Business Accelerator: Your Roadmap to Six Figures. This group coaching program is everything I wish I had when I was starting my business. There was so much noise out there, and I needed a roadmap, a guide to hit six figures ASAP so I could quit my nine-to-five. And that's exactly what Soul Business Accelerator is! Learn more at my website:

<https://go.ericacarrico.com/soul-business-accelerator43575332>

This program is the perfect fit for people who want to create a service-based business: my fellow coaches, healers, therapists, consultants, healthcare practitioners, and energy workers. It's ideal for people who want to get clients *without* constantly posting on social media, paying thousands of dollars a month in advertising, or wasting time building complicated sales funnels that never seem to get them the clients they want.

Within four months, my team and I will have your business ready to go to work in the world. We take you step-by-step through everything: figuring out your ideal client, creating an offer that sells itself, creating your website, using marketing that *actually works* (this program will save you two to three years of struggling to build your business!), and mastering the art of soulful sales. And we *guarantee* our results.

Not only that, you'll have access to my copywriter and in-house website designer, get private calls with our Success Coaches to help motivate and keep you on track, and have access to a huge number of done-for-you templates for everything—from your sales script to your website to testimonials templates. You won't need anything else to get your business to consistent \$8K months. I hand-on-my-heart promise, this program will be one of the best investments you make in your new soul-aligned business!

Once you hit six figures in your business, you can join me in my yearlong program, Soul Business Scale, where my team and I will guide you and your business to consistent \$50K to \$70K months—the million-dollar mark!

Lightworkers unite! Let's do the thing! I'm here with you. I've got you. The more of us out there spreading our love and light in our own unique way, the better. I'm so honored to be a part of this journey. Thank you for choosing me to guide you down this path. I see you, you beautiful beings of light. You've got your journals full of ideas, you've got your spreadsheet laying out a roadmap to your future business, and you've got a way forward.

You've got this!

Did you read through to get a feel for things before getting started? Excellent! Now you're ready to download my free 7 Steps to Finding Your Purpose checklist, the perfect way to begin your journey to finding your life's purpose:

<https://go.ericacarrico.com/7-steps>

RECOMMENDED READING

Career Coaching by Marcia Bench

Breaking the Habit of Being Yourself by Dr. Joe Dispenza

The Calling by Rha Goddess

You Can Heal Your Life by Louise Hay

Transformational Speaking by Gail Larsen

ABOUT THE AUTHOR



Erica Carrico is an award-winning Life Purpose and Business Coach (and International Coach of the Year 2020) who has been featured in publications like *Forbes*, the *New York Times*, and Yahoo Finance, and is a transformative speaker on an international scale.

Erica has a BS in Psychology, a master's in Business Management, and 15+ years in international business leadership experience. She built a multimillion-dollar coaching business (with two kids in tow, while recovering from cancer) in just over four years, and it continues to grow—in 2024 she was a finalist for Business Coach of the Decade and Program of the Year.

Erica is obsessed with helping her clients all around the world transform their lives by creating soulful, global businesses, while lucratively expressing their own life purpose.

[1 https://ericacarrico.com/blog/3-lessons-from-being-wrong-career](https://ericacarrico.com/blog/3-lessons-from-being-wrong-career)