

# Finding Your Why

Finding And Following Your Guiding Light



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## Introduction



What is your *Guiding Light*?

This isn't a new-age idea, nor is it something that will send you down a rabbit trail seeking out spiritual mentors (unless, of course, you want it to). Instead, what we're talking about is understanding your "Why." Your life's purpose.

The idea of having a "Why" is an old one. Even the Greek philosophers or ancient Romans had something to say about the value of understanding yourself and what it means to live with purpose.

**Think about these quotes:**

*"The unexamined life is not worth living."*

**Socrates**

*“When a man does not know what harbor he is making for, no wind is the right wind.”*

**Seneca**

However, this is also not an idea lost in antiquity. Even modern thought leaders (kind of the equivalent to the old philosophers) have something to say about what it means to know why you are here and what you are meant to do.

*“There is no greater gift you can give or receive than to honor your calling. It’s why you were born. And how you become most truly alive.”*

**Oprah Winfrey**

*“When you find your WHY, you don't hit snooze no more! You find a way to make it happen!”*

**Eric Thomas**

It's the last quote that hits the heart of the matter.

Knowing your “Why” is a powerful tool, one which will lead your actions and carry you to your next level. This “Why” is your guiding light and what you can count on when you need to take your life to the next level.

This is what makes this book such a special one. Think about what it would mean for you to find and fully embrace your purpose. What would it look like if you lived your life with passion every single day? How awesome would it be if the very life journey you were on led you straight to success while at the same time bringing you joy and happiness?

**Sounds pretty good.**

Prepare to learn a lot more about your “Why,” starting with a clear understanding of what it is and how it impacts your life. Then we will discuss what happens when you lose your “Why” or didn't have one to begin with. Finally, we'll show you the way back, where you come to

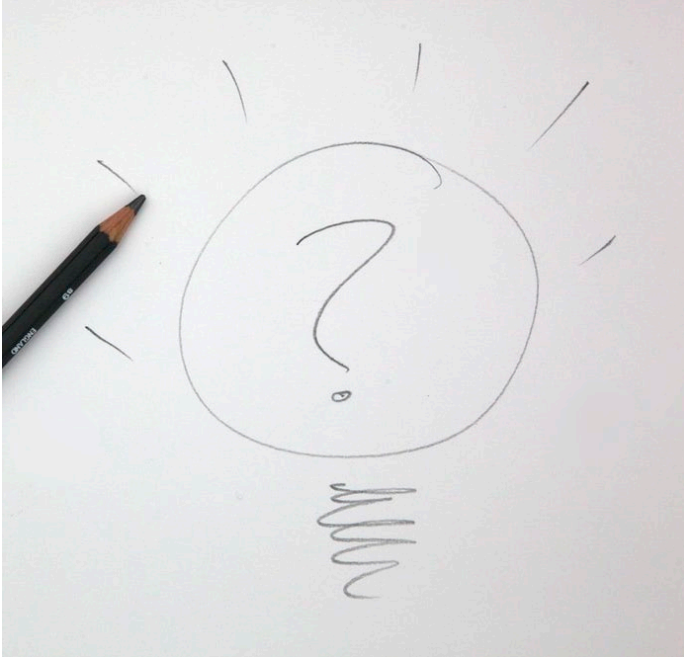
embrace your guiding light while at the same time taking active steps which will help you to live your life with purpose moving forward.

This journey is an exciting one which you're going to enjoy.

**Ready? Let's begin!**

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## What is “Your Why”?



When we're children, we find a new “Why” so easily.

With a little imagination and a lot of curiosity, we explore life, looking for reasons to move forward. Sometimes we do things because we want to be like an older sibling. Sometimes we play at various careers, emulating parents or the people we see in our daily lives.

Ask any child deep in the throes of imaginative play, and they'll give you a “Why” right there without even thinking about it.

So, what happens? How does a “Why” become elusive to us, to the point where they're even hard to define? What makes it all so complicated?

In part, it's because we complicate our own lives so easily. From the time we go to school, people around us tell us that our dreams and passions aren't realistic. Instead, we're taught new reasons to press on and succeed. We hear things like, "You need to do your schoolwork, so you get good grades," or "You need to do your chores because I told you to." Even well-meaning adults can derail a “Why” by telling you something like, "You don't want to have my job. You can do better."

As a result, we start questioning the “Why’s” we had. It’s no wonder we’ve gotten muddled!

**With this in mind, let’s start again. “Your Why” is:**

- Your purpose in life

- The values you hold most dear
- The reason you do anything

You'll note these three statements all have something in common. Every last one of them involves **YOU**.

- **YOUR** purpose
- **YOUR** values
- **YOUR** reasons

Nowhere is there anything about your "Why" being what someone else has told you it should be. This is because your purpose in life is a personal thing. At the same time, your "Why" is going to be different from everyone else's.

It's unique to you alone.

Which kind of makes sense when you think about it. How can someone else's guiding light ever be yours as well?

**It just doesn't work this way.**

Are you still confused? Your "Why" has likely been called by other names.

### **Calling**

Sometimes people consider their purpose in life to be something they were born to do. This could be a religious feeling, but it doesn't have to be. Some call it a knowing, where it feels natural to move in this direction over every other option.

### **Belief**

Have you ever just 'known' something was right by how it felt? Generally, when you think

about it, your "Why" is, in reality, a very strong conviction where you've never been more sure in your life about where you were going.

### **Mission Statement**

Sometimes, people summarize what they're working for along with their reasons why this goal is important, creating a true mission statement. A mission statement is an idea we'll come back to later in the last chapter.

### **Vision**

Can your "Why" be something you've never even seen or experienced? Of course! Our dreams can create very powerful motivation, making them a guiding force that is well-grounded in hope.

No matter what you call it, once you define it, your "Why" will very quickly become the reason you get up in the morning. It will become the benchmark you use to measure progress toward your goals. It forms the values you use when you have hard decisions to make. It tells you exactly who you are inside and sets your feet into motion as you strive to create your best version of yourself.

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## Why is it So Important to Know Your Purpose in Life?



Now that you have some idea about what it is to "Know Your Why," you might be wondering whether it matters. After all, you probably know quite a few people who seem to get through life just fine without a firm purpose.

### **You might even be doing this yourself!**

While it's true you don't have to have a calling or anything else, think about the life you lead when you don't.

You get up. Every day starts much like the one before. You do the tasks which come up as a matter of course. People need to eat, to exercise, to get things done.

The day moves along and might even have a certain flow to it. Stuff gets knocked off the "To Do" list. At the end of the day, you sit back and relax. You even feel accomplished because you got things done. Life is...okay.

### **But is it *great*?**

The problem with moving through life without purpose is it tends to leave very little in the way of satisfaction.

Unfortunately, you're also going to miss out on a whole lot of other great benefits all connected to Knowing Your "Why":

### **You Find Meaning**

Imagine what it feels like to have a purpose for your day. How would this change your whole

attitude when you wake up? For some, just this idea alone is enough to send them scrambling out of bed, eager to get started. More than this, though, is the sheer joy that comes from feeling like you're doing something which matters. Consider what it would be like to make a real difference in the world. Can you imagine how satisfied you'd feel at the end of every day with this attitude?

### **You Discover Where You Belong**

There is nothing worse than feeling as though you're drifting aimlessly, with no clear idea where you're going—your “Why” changes this. Now you start seeing where you fit into the big picture. Others see it too. When your “Why” connects with someone else, you start seeing yourself as part of a community and even the world.

### **Decision-Making Becomes Easier**

Have you ever been stuck trying to figure out the next steps? This doesn't happen when you have a strong purpose. Instead, whenever it comes time to figure things out, you only ever need to answer one question: which action honors my “Why”? The answer will always point you in the right direction.

### **You Gain Self-Awareness**

Throughout the ages, humanity has sought to understand who they are. This lack of understanding is the birthplace of philosophy and the subject of much debate. Insight and understanding about yourself follow naturally as you figure out what it is you're about.

### **Distractions Have Less of a Hold Over You**

Anytime you're working for a specific reason involving something you want to do, you're more focused. Don't believe it? Think back to the last time you had something to do you really didn't want to do. You probably found every other thing in the world which needed doing suddenly much more fascinating.

### **You Realize Your Potential**

You'll never know what you're capable of until you throw yourself all in on something that truly matters. Why? Because nothing makes you go the extra mile like you do when you're

working toward something you believe in wholeheartedly. These are the moments that raise you to the next level and help you discover what you're made of.

### **Opportunities Find You**

If you think opportunity is a random visitor, you're wrong. Opportunity shows up when you start leaving yourself open to possibility. Once you know your "Why," you'll start seeing the potential in actions that reflect your dreams and purpose.

### **You Gain Confidence**

There is nothing like the surety of knowing who you are and what excites you to give you positive energy when thinking about your life and direction. This, in turn, breeds confidence in yourself, especially as you learn more about what you're capable of achieving.

### **You Stress Less**

Your mental health is impacted by your outlook on life more than you think. Suppose you don't have a clear understanding of your "Why," you're going to find yourself floundering when it comes to making decisions or taking action. Uncertainty breeds anxiety and depression, both of which negatively impact how you're doing emotionally.

### **You Enjoy Better Physical Health**

A recent study has revealed that people who have a clear direction or purpose tend to take fewer sick days. This links with the previous item on this list. When you're stressed out and anxious, blood pressure rises, you suppress your immune system, and you're not as likely to take good care of yourself. All this translates to poor physical health. In contrast, those with a clear purpose tend to be healthier overall, experience less chronic pain, and have more energy.



### **You Give Back More to the World**

When you know your purpose, you start to see how you can use this direction as an impetus to make positive change around you. The fully confident person who knows their “Why” will always make the world a better place, just by honoring this vision and continually looking for ways to move forward in it.

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### **The Takeaway**

When you don't have a "Why," you're not as likely to make goals. Without those goals, you may as well forget the idea of putting a real plan to the day or creating any momentum. In fact, you're more likely to put off things, cave into distraction, or quit trying altogether.

With a “Why” or purpose, everything changes. You set goals easily because you know what is guiding you. Once you have goals, creating an action plan becomes simple. Quite often, the next action is obvious. All of this means you're more likely to jump in and take action.

Now you're on the road to success!

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## Losing “Our Why”



So, what happens if you don't have a “Why”? Or worse, what if you had one and lost it somewhere along the way?

First of all, you need to realize you're not alone in feeling this way.

Not everyone has a clear life purpose. In fact, recent studies suggest only about 25% of people do. What this means is one in four people has a guiding light. Of the remaining 75% who don't, about half of them are fairly neutral on the topic, not caring much one way or another if they ever do find their “Why.”

This leaves about 35% of people falling into the category of those seeking to figure things out. One in three people is looking for meaning and purpose in their lives right now.

People just like you.

## Why Do We Lose Our Why?

All of this might be leading you to ask a couple of very important questions: Did I ever have a “Why” in the first place? If so, what happened to it?

Let's go back to what we talked about in the previous chapter a little bit. First of all, you've already had several kinds of "Why" in your lifetime. As a child, it was easy to find a purpose for our activities. We'd sing our hearts out wanting to become the "World's Greatest Rock Star" or spend hours practicing to become the “World’s Greatest Baseball Pitcher.”

You'd be surprised at how often those early "Why" ideas involve being the "World's Greatest." Kids aren't shy about dreaming big. They haven't learned about limitations, nor are they concerned much with reality.

Or course, at some point, that child lost connection with their specific purpose. Generally, this is because they've gotten a reality check of some kind. Maybe they realized much as they love singing, they really can't carry a tune no matter how hard they try. Just as likely, someone else came along and told them just how impossible it is to succeed in the music industry.

The problem here is not every bubble needs to be burst. For this particular example, who's to say this child couldn't become quite a competent musician or can redirect their “Why” into songwriting or playing an instrument. Thousands of people make a decent living in the music industry, and quite a few stars who made music their “Why” but didn't give up.

At the same time, we might have lost our "Why" for another reason entirely, one which made a whole lot of sense at the time, even if it doesn't right now.

Consider these possible purpose killers and consider if any of them sound familiar.

### **You're Disillusioned**

You thought you knew your "Why," but you've been going in circles for a long time now,

getting nowhere. The luster is gone. This could be boredom. It might be you haven't realized until now just how ill-fitting this purpose was or how much work was involved in what you want to do. Whatever the case, does it matter? You're done.

### **You Lost Your Way**

Somewhere you made a wrong turn. You thought you knew what you believed in, but the path diverged, and you wandered. Now you're not sure what "Why" you're chasing after, but it doesn't feel like yours. With no idea how to go back, it's generally easier to just drop it in a case like this.

### **It Was Never Going to Happen**

There's nothing quite like figuring out your driving force was pushing you toward an impossible dream. Either what you wanted was never in your reach, to begin with, or you no longer have the drive, resources, or time to chase after it anymore.

### **It Wasn't Happening Soon Enough**

If your "Why" involves the completion of a specific goal, it can be easy to lose if things start dragging out. The longer something takes, the more likely a person is to quit.

### **Things Aren't Looking the Way You Want**

Sure, you're making progress, and your "Why" might even look possible, but what if it isn't coming out quite as you wanted? Go back to the example of the singer. Maybe their "Why" involved singing to large stadiums filled with people, but the reality was they were singing in small clubs to audiences more interested in conversation than contraltos. A lackluster reality can quickly demolish a "Why."



### **You're Stressed**

Sometimes a "Why" can put too much pressure on you. You might even have a great purpose in life, but right now, you have many outside things going on, from ill-health to family matters. A life purpose on top of a crisis can quickly become overwhelming and feel like something which needs to be abandoned completely.

Finally, you might want to consider if you lost your "Why" because it was time to move on to something else, something which fits you better than the old "Why" did.

**Consider these reasons and reflect if this might be the case.**

### **You Changed**

Change isn't a bad thing. Sometimes our old "Why" no longer serves who we are. We should always be growing and learning new things. This likewise applies to what you learn about yourself. Maybe you used to think you wanted to be a rock star, but now your driving purpose has more to do with helping others to shine rather than taking the spotlight yourself. If this feels right, you can let the old "Why" go without guilt. In the next chapter, you'll have an opportunity to discover a new "Why" which suits who you are now a whole lot better.

### **You've Learned Something New**

Facts can sometimes help us to learn when our old "Why" is flawed. Consider, for example, if after some soul searching, you realize your "Why" is based on a perception of the world which isn't true. Unmasking misogyny, racism, bigotry, and other flawed or skewed perceptions are some of the best reasons to drop a "Why" and look for something new.

### **It's Not Your "Why"**

Sometimes the "Why" we set has more to do with pleasing others than realizing the best part of ourselves. If your "Why" feels more like your mother's dreams for you or something, you feel you owe someone else; it's time to move on.

### **It's Time to Go**

Have you ever considered what happens when you realize your "Why" is finished? For



example, you might have used your children as your guiding light, but now they're grown and on their own, living their own lives. Sure, they will always be part of your "Why," but in this case, maybe it's time to find something else to be your guiding light, something more about the stage of life you're currently in.

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Hopefully, by now, you're starting to see how losing your "Why" can be complicated. Sometimes it's a bad thing. Sometimes it's not. In fact, on occasion, letting go of your old "Why" is the best move for you.

It can be scary, though, to let go of a "Why." Who are you without a guiding light? Can you survive without one?

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## What Happens When We Lose Our “Why”?



Because we're always changing, we're going to be without a “Why” at some point or another. This is a given. But does life have to be terrifying without it?

The answer lies in the timing. Being without a “Why” can be a good thing in the short term, but quite another the longer you go without one. Let's look at both options.

### Short-Term Loss of a “Why”

Try to sit back and relax as you go through this time. You're in the unique space where you have the opportunity for self-discovery. Now is the time to go through several of the techniques in the next chapter to help you understand who you are right now and who you want to become.

A few tips to keep in mind as you explore this period:

- DO get to know yourself through journaling or spending time thinking about who you are and what you believe.
- DO acknowledge your “Why” and the role it filled in your life. Take time to grieve lost dreams or the person you hoped to become.
- DO take time to learn from the experience you just had. Ask yourself how your old “Why” served you. Be unflinching as you examine both the positive and negative about your experience.
- DON'T Become mired in this place. You're going to need to move on, find another purpose, or risk falling prey to the harmful effects of not having a "Why" at all.

## Long-Term Loss of a “Why”

The longer you go without a "Why," the more likely you will experience negative effects. A life without purpose can become very dreary indeed.

How can you tell when you've been without a purpose for too long?

- You've gone from learning about yourself to the constant pursuit of one more self-help book, one more quick fix, one more fad. Your time to learn has become an excuse for procrastination, and you're never really coming to any conclusions at all, except you need to keep looking for more answers.
- Your grief for the old “Why” has become an excuse to beat yourself up for your failures. This has led you down the path of anxiety, depression, and a whole lot of negative self-talk coupled firmly with the conviction you'll never succeed, nor is there any hope for change.

- Your search for lessons to learn has become a way to go back and repeatedly rehash things to try and sift through details and find exactly where you went wrong. With this one, you're living more in the past than the now. Worse yet, you're certainly not looking towards the future.
- Your health is suffering. Too much time spent without a "Why" can lead to the formation of other habits which try to feed the space your purpose can only fill. Things people use for this substitute include food, drugs, alcohol, love, and even risky behavior designed to raise your adrenaline and fill you with a false sense of happiness.
- You're not sleeping, spending too much time lying awake and wondering why your life isn't satisfying, or worrying over the direction it's going (or the way it seems to have no direction.)
- You're spending a lot of time comparing yourself to others who "seem to have it all." Envy is a sure sign you're spending too much time worrying about other people's purpose over your own.
- You're finding yourself trying to please people around you on a fairly constant basis. When you have no life purpose, it's not uncommon to adopt someone else's cause and try to make it your own. At the same time, you're also feeling vaguely dissatisfied, unable to understand why their dream isn't as satisfying to you as it seems to be for them.
- You feel like you haven't moved on in any capacity. You're standing still, doing the same stuff every day in the same order. Everything has become routine, and even the thought of changing things up is more upsetting than exciting. You start harboring feelings about how the status quo is good and even tell yourself and those around you "good enough" is better than risking failure.

At its worst, life without purpose becomes difficult to live. Anxiety and depression feed into each other to where you start questioning what the point of anything is.

**PLEASE NOTE:** If you or someone you love has reached this point, it's crucial to reach out to someone you trust and talk to them about it. Consider making an appointment with your doctor or speaking to a health professional about how you're feeling.

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## Regaining "Your Why"



The good news is you don't have to live a life without purpose.

Regardless of how long you've been without a "Why," discovering meaning and purpose in your life is fairly simple.

It's all a matter of intentionality coupled with enough grit to buckle down and do what you need to do to figure things out. You're going to have to do some serious soul-searching to get there, but it's so worthwhile in the end.

Luckily, the process is also kind of fun. So let's dig in and get started. You're going to love what you come up with!

### The First Steps

There are certain things you'll find helpful to do no matter where you are in the journey toward finding out your "Why." You should perform these steps in exactly the order they are given here as they'll lead naturally, one building upon another to get you where you want to go.

But don't obsess over what you're doing! There is no perfect "right" or "wrong" answer to any questions raised in this process. Be honest with yourself and take the first thing which comes into your mind unless you're directed otherwise. This process can be messy and should be as unique as you are.

#### Gather Allies

Your first step in this process might surprise you a little bit. Finding a partner or a team to see

you through finding your “Why” is crucial, though. First, it's been proven by scientific studies, having a partner will increase your odds of success considerably. Having someone in your corner right from the start will add accountability.

More important, though, is the clarity which an outsider can give. It's not always easy to see ourselves as clearly as others do. If you can't find a physical partner, work through the next steps as best you can, trying to be as honest and impartial as possible on the answers.

### **Make Sure You're on the Same Page**

By reading this book, you already should have some understanding of what a "Why" is. Make sure your partner knows what you're looking for, as this will keep confusion to a minimum.

### **Work the Questions**

What follows is a list of questions for you to consider. Talk about these questions with your partner or grab a journal and spend some time writing on each of these. Be sure to take your time on each one to make sure you answer it thoroughly before going on to the next. Ask your partner to bring you back, though, if you find you're straying too far off-topic. At the same time, jot down any ideas which come up which seem exciting to you. Sometimes one memory or concept will trigger another and take you somewhere interesting or inspiring, which you might want to explore later.

- What would you do if you could do anything at all right now?
- When was the last time you entered a flow state? What were you doing?
- What was the best thing you ever did in your life?
- What is the worst thing which ever happened to you?
- When were a child, what activities or hobbies absorbed your time?
- If money didn't matter, what would you do every day to fill your time?
- What job would you take even if no one was paying you to do it?
- If you were told you were dying, what things would you want to do?
- If you had to give a TED Talk, what would the topic be?
- What thoughts occupy your time?

- Someone just asked you to be their mentor. What are you teaching them?
- What kinds of things are you happy to do for someone else when they ask you for a favor?
- What is the best experience you've had volunteering?
- If you could impact the world somehow, what would you want to do?
- What causes are you passionate about? Why?

### Analyze the Answers

In his book, "Start with Why," Simon Sinek wrote extensively on the idea of finding your "Why." He advises a step where you look for several key things after you answer these questions. These will enlighten you when it comes to figuring out what you're passionate about. If you have a partner or a team helping you out, enlist their help looking for the patterns. These are:

- **Commonalities:** What comes up over and over again?
- **Impact:** How does the world typically react to you?
- **Contribution:** Are there certain ways you give back regularly?
- **Keys to Success:** What kinds of things help you to achieve the most.
- **Lack:** What was missing the times you failed?

### Create a Mission Statement

Once you understand what your "Why" might be, create a statement which you will use to help keep you inspired as you move forward. This statement should be personal and meaningful to you. Don't get caught up in using a specific format or making the words perfect. Even something simple works just fine. Try something like, "I want to \_\_\_\_\_, so I can \_\_\_\_\_."



### Think About It

How does this mission statement feel? Does it sound like you? Are you comfortable with the



idea presented in it? You're going to want to walk away for a bit, maybe sleep on this whole thing and come back later. Does it still sound right, or do you need to make some changes? Keep working at it until it resonates.

### Act

Having a "Why" is really only the beginning. Once you've crafted a statement you like and have an idea for a direction you want to go, it's time to make goals that honor your "Why." Here is where you'll plan your next steps and set your new life in motion.

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**Please Note:** this isn't a one-time-only process. As mentioned elsewhere in this book, you're going to find your "Why" changing as often as you do. Don't be afraid to give yourself a checkup every year where you sit down and evaluate your "Why" and see if it still feels right for your life. Don't be afraid to tweak it as you need to, or start over entirely if you find you've outgrown it or no longer feel it's right for you.

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## Other Tips



If you're still not sure of your "Why" or perhaps want to dig down and understand exactly what it is which drives you, try some of the following tips. These are methods and techniques designed to get you thinking.

### What Matters?

We all care about something. What gets you interested? Sit down and make a list of things that tug at your heartstrings, strike a chord, or capture your attention. This list might include everything from hobbies to the kinds of news

stories that make you sit up and take notice. Again, you're going to want to look for the commonalities on this list, much like how you analyzed the questions in the above steps.

### Talk About Your Values

We all live by some kind of moral code. Generally, this is a very personal thing, though it might be based on a religious doctrine or another belief system. Think about the things you value and ask yourself why you hold these values.

What is the one thing you would never do no matter what? Why is this something you're passionate about? Is this something you'd like to use as a springboard to make the world a better place? For example, if human trafficking horrifies you, maybe your passion has something to do with helping people through recovery from abuse or programs that help people find ways to create safe spaces for those who are vulnerable.

## Talents

When trying to find your "Why," try starting with the obvious. What are you exceptionally good at doing? Is this something you might define as a "calling"? Is this something you're good at because you've put a lot of time into it? If so, what about this idea made the time investment worthwhile to you? What do you enjoy most about this talent?

## Try Things Out

If you have a lot of ideas but don't feel like you've narrowed something down to a "Why" just yet, do a little experimenting. Look for ways you can explore the things which interest you the most. Volunteer. Take a class. Do some research. Get active. You'll never know if this is for you if you don't give it a shot.

## Create a Visualization

Think about the mission statement you've been working on crafting. What does someone who has this mission statement look like? Try visualizing yourself living out this statement. Imagine the kind of you you'd be if you lived with this statement for the next year. What about the next five years? What is this version of you like? Are you excited when you think about this person?

## Go on an Emotional Field Trip

Once you start narrowing down your "Why," explore the emotions connected to the ideas you're entertaining. Which ones inspire passion? Which ones aren't very interesting? Which ones create expectation or eagerness to get started? Which ones sound boring?

It's important to think about the emotional commitment to your "Why." It's way too easy to pick something which sounds good but which doesn't suit you personally. This happens when you fall into the trap of choosing a "Why" that honors someone else's vision of you, such as your parents. Maybe you picked your "why" because you feel like it's the "right" or "proper" thing to do at the moment.

## Who Are Your Heroes?

Finally, sometimes finding your “Why” is simply a matter of determining who the people you admire most in the world are. Hero-worship is just a means of expressing silent envy for what another person has, be it success, status, or accomplishments. What is it you admire about this person? What draws you to them? Which traits do you wish you had? What aspects of their life appeal to you?

### **Consider the Source**

If you're having a hard time figuring out your "Why" because nothing sounds right or everything seems too difficult, you might be fighting a blockage of some kind that is stalling you out. Are you caught up in the negativity that is residual from the failure of a previous "Why"? Is there something else triggering you about this process? Explore your reactions and see if you can pin down what's making this process hard for you. Working through these kinds of thoughts will help you to move forward much more quickly.

### **Change Your Tune**

If you're feeling negative about the process or are stuck and think you're going in circles, you might want to check your self-talk. Negativity can stall any process but is especially harmful when you start questioning the validity of the "Why" you're leaning towards embracing. Remind yourself every "Why" is different. Whatever you choose is perfectly valid, so long as it's true to your values and what you hold dear.

### **Relax**

Finally, this whole process can feel pretty stressful. Try taking several deep breaths between questions. Or walk away and come back a little later. No one says you have to figure this out in the next hour or even overnight. Give yourself time to go through this process in a relaxed way, open to every possibility.

## Conclusion



Life looks completely different when you have your “Why.”

Are you already feeling the change? Chances are you’re already feeling the stirrings of excitement. The future even looks brighter, crisper, as though it’s colored with every color in the rainbow.

You’re also probably sitting a little straighter as you read this. Do you feel the energy coursing through your limbs. This soft restlessness usually is only reserved for the night before a vacation or the morning of your birthday? In fact, you might even be racing through these last words, eager to get started in whatever new direction you’ve claimed for your own.

This is what it feels like to have a "Why." You've found your guiding light. Your life has purpose and meaning, entirely of your own making. From here, you're going to discover a whole new

world. The road ahead looks pretty exciting from here, doesn't it? Fresh new goals are about to be followed by action, which in turn will feed new opportunities.

Your Guiding Light will lead you.

Welcome to “Your Why.”

<http://charliwheeler.me>



## ABOUT THE AUTHOR

Charli has helped hundreds of small business owners learn the strategies they need to grow their business, while still having a good work/life balance. She has a Bachelor's Degree in Marketing Management and a Master's Degree in Business. She's a Certified Business and Entrepreneurship Coach, as well as a Certified Life Coach.

She's also a mom of 3 (2 boys and a girl). She loves cats (has 4) and dogs (has 2). She takes care of her dad, loves to read and has a collection of succulents she's trying to keep alive.



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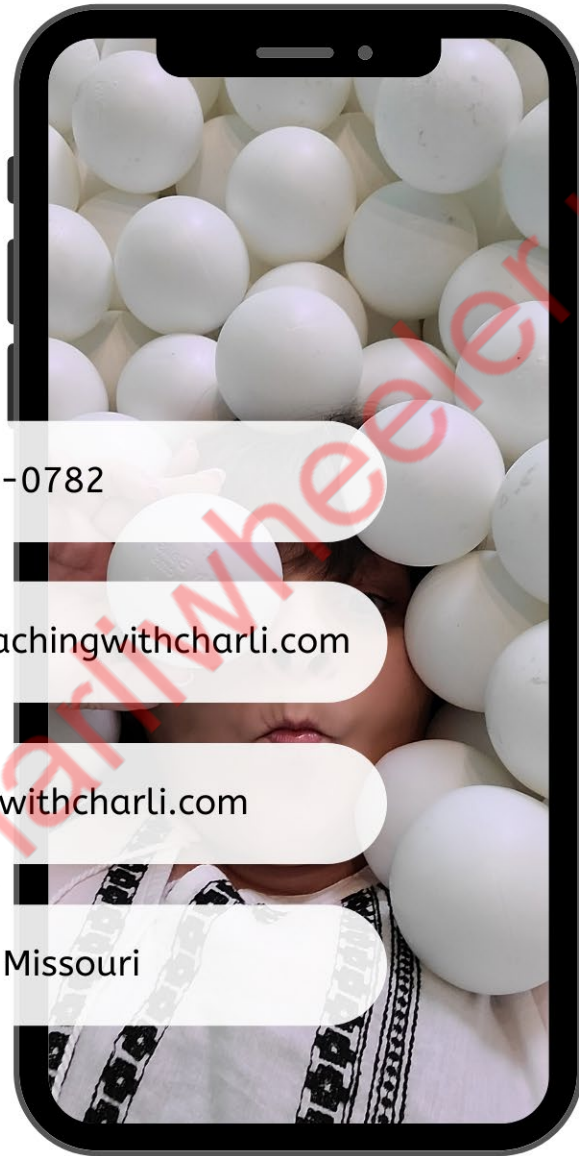
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