

# Client Blueprinting Guide

Purpose



# Purpose

We all have certain desires and pursuits in life, such as ensuring our security and caring for loved ones. But, when we move beyond the day-to-day pursuits of life, what moves you?

Without meaningful purpose, we simply go through the motions. We respond to the alarm clock, we go to work, we solve the day's problems, we eat, we relax, we spend a few minutes with the family, we go to bed and then we wake up and do it all over again. We could do that for 50 years and then look back on what we've accomplished and be sadly disappointed at how much time we spent accomplishing so little. Each of us is capable of making a very positive impact in the life we live.

For many people, being a loving spouse and raising great kids is a huge accomplishment, and they should be rightfully proud of that. Meaningful purpose goes a step beyond and transcends what we do for ourselves and our immediate family. Meaningful purpose reaches out to the world around us and infuses life with the special gifts each of us have inside.



# Find Your Meaningful Purpose

The following exercise is designed to help you identify, unlock and pursue your meaningful purpose so the world can benefit from your unique gifts. Below are a series of questions and your objective is to reflect on them, write your response and then consciously decide how you are going to move forward living your life with meaningful purpose.

**What causes you to jump out of bed in the morning feeling refreshed and ready to tackle the day's challenges?**

**What are your unique gifts, i.e., what do you do extremely well?**

What activities are you most passionate about? What gives you a great feeling of satisfaction and fulfillment?

What causes will you fight for?

Given a choice, do you prefer to help people by rolling up your sleeves and pitching in, or do you prefer a behind-the-scenes role? Give examples of the types of activities you like to do based on your response.

How will you know you are living your life with meaningful purpose?

If you live your life with meaningful purpose, how will the world be a better place?

Based on your answers to the previous questions, take some time now to jot down your thoughts on what your purpose in life may be. Granted, this is a tall order, but you have to start somewhere. Make some notes, then set it aside for a while and let it sink in. Revisit what you wrote and see if it still feels congruent. Continue this process until you come to the “aha” moment and you know you’ve got it!

### **Meaningful Purpose Notes**

Carson Coaching offers investment advisory services through CWM, LLC, an SEC Registered Investment Advisor. Carson Coaching and CWM, LLC are separate but affiliated companies and wholly-owned subsidiaries of Carson Group Holdings, LLC. Carson Coaching does not provide advisory services.



Carson Coaching  
14600 Branch St.  
Omaha, NE 68154

carsongroup.com  
800.514.9116  
coaching@carsongroup.com