

*the*  
**FIND**  
*your*  
**PURPOSE**  
PLAYBOOK

*a playbook from*  
ALLAN JOHNSON



# a big WELCOME

**Discover what's already waiting within you.**

The Life Purpose Playbook isn't a manual of answers, but a field guide for exploration—a space to pause, reflect, and experiment. It offers a mix of reflection and design, inviting you to notice what already moves within you and to sketch the outlines of where that might lead. Inside, you'll find prompts and exercises that are simple but surprising, playful yet thoughtful. Think of it less as homework and more as a journal of discovery—an open invitation to step a little closer to the life that feels most your own.

Over the years, I've worked with thousands of students and clients—people at every stage of life, each carrying their own questions about direction, meaning, and fulfilment. What I've seen again and again is that purpose doesn't arrive as a thunderbolt; it takes shape gradually, through reflection, experimentation, and conversation. This playbook distils the practices and insights that have helped so many others find clarity, so that you can explore them in your own way, at your own pace.



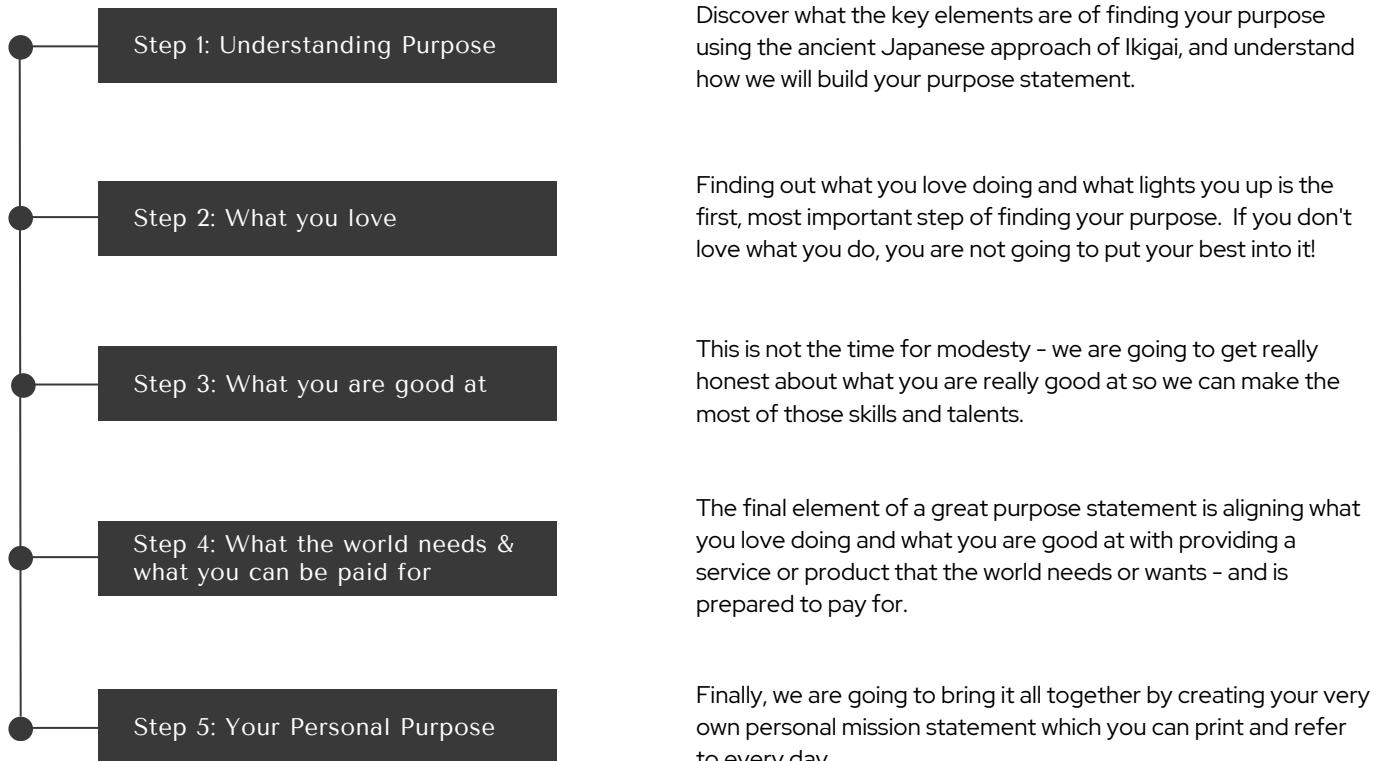
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## UNCOVERING YOUR LIFE PURPOSE



Working out what our life's purpose is can be one of the most difficult questions that a human needs to answer. We often put a huge amount of pressure on ourselves to come up with a very lofty purpose for our life - which can keep us stuck, because we feel we can't move forward without a clear purpose. But we don't need to come up with one very clear purpose that we stick with for the rest of our lives - our purpose can develop over time, and we can update and iterate as we learn more about ourselves, what we enjoy doing, and what we are able to make a living at.

This playbook will take you through an approach to find a purpose statement that you are happy with so you can align your day to day life with that underlying principle and make progress towards being more content, satisfied and successful



*The privilege of a lifetime  
is being who you are.*

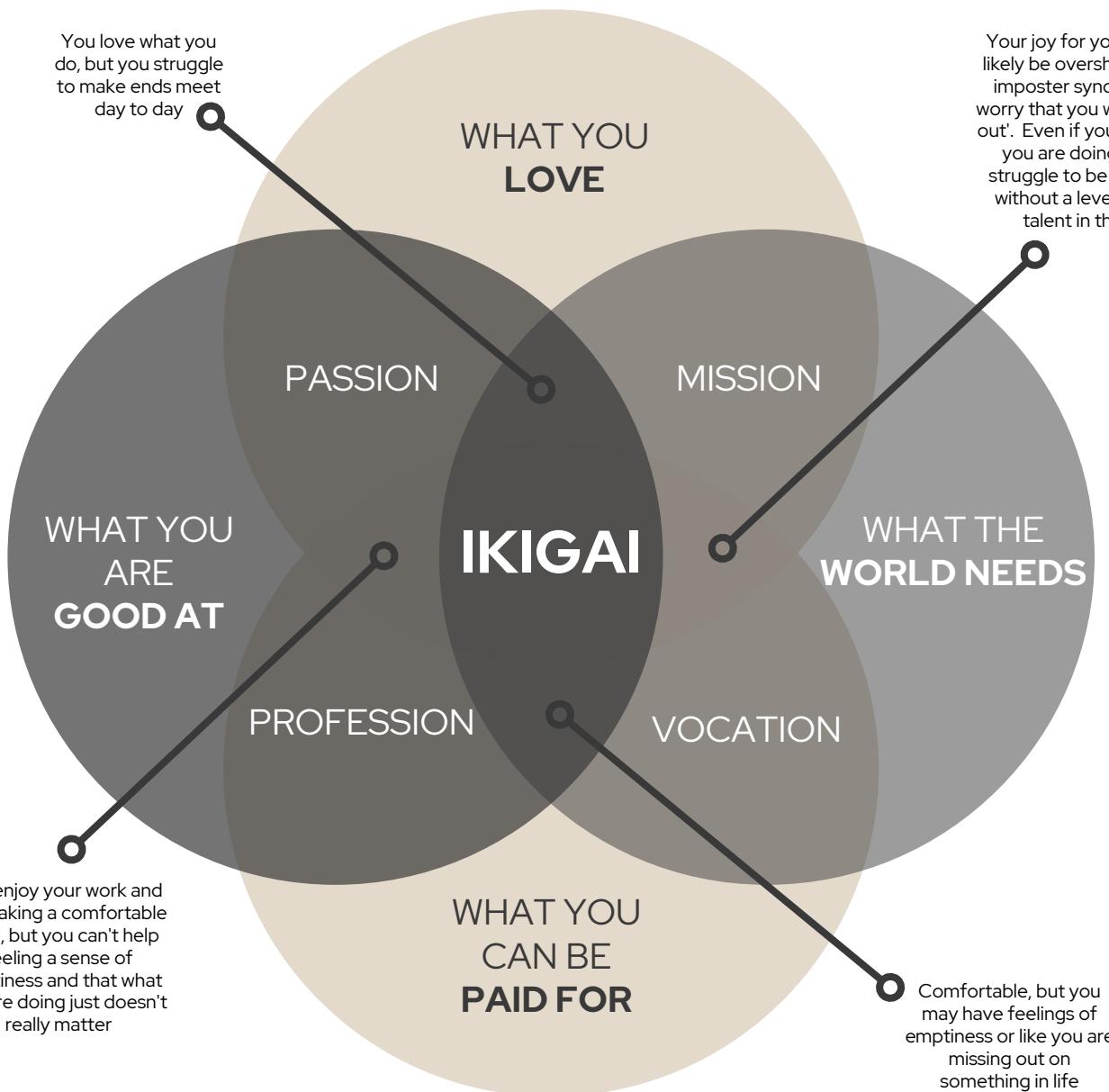
J O S E P H C A M P B E L L



## UNDERSTANDING PURPOSE

The Japanese have a concept called Ikigai – which is essentially the reason you get up in the morning and means 'happiness in living'. The word 'iki' means life and 'gai' means value or worth. We are going to use this Japanese concept to guide us through our Purpose statement creation.

The exercises in this playbook step you through each element of the Ikigai model so you can determine a purpose for your life which is spiritually, emotionally and financially rewarding.



# WHAT DO YOU LOVE TO DO?

The first step in determining your purpose is to really get clear on what lights you up, what energises you, and what you love to do. Set aside 20-30 minutes and complete the following journalling questions to help uncover what type of activities bring you joy.

What did you love doing as a child that you haven't done for ages?

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What type of activity energises you?

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When you totally lose track of time, what are you doing? When do you really get into flow?

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What type of work brings you joy?

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Based on your responses, write down the 5 top things that you most enjoy.



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# WHAT ARE YOU GOOD AT?

The second step in determining your purpose is to consider your skills and talents. This section is all about outlining the things you are really great at - there is no space for modesty here, you need to be honest and objective about what you can do.

What do others often come to you for advice on?

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What skills, experience, and qualifications do you have?

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# *the* FIND *your* PURPOSE PLAYBOOK

What do you know you are really good at? What do others admire in you?

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Which of your skills or talents do you feel you have achieved mastery at?

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Based on your responses, write down the five things that you are best at doing.



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## WHAT DOES THE WORLD NEED, AND WHAT CAN YOU BE PAID FOR?

The final step in helping you define your purpose is to consider the activities you both enjoy and are good at, and consider whether they are activities that the world needs and that you can be paid for.

List the things that you have identified that you both enjoy and are good at below, then consider the questions about the value of each of these to you and to the world.



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How could this benefit other individuals, communities, or the environment?

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How can you provide value to other people by doing this?

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# *the* FIND *your* PURPOSE PLAYBOOK



How could this benefit other individuals, communities, or the environment?

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# *the* FIND *your* PURPOSE PLAYBOOK



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## YOUR PERSONAL PURPOSE

Now it's time to bring this all together and write your own personal purpose statement. Read back through your responses and spend some time letting the information sink into your subconscious. Then read the tips below and write your first draft of your purpose statement in the box at the bottom of the page.

Your personal purpose statement is best written in the following format:

- Always use words that reflect positive action. You should describe what you want to do, rather than what you don't want to do.
- Write in the present tense and use active verbs like 'I am', 'I will', 'I do'.
- Your personal purpose statement should include what you do, why you do it and what the benefit will be for you, for others or for the world

An example of a personal purpose statement could be;

*My purpose is to live creatively  
to inspire myself and others to  
live a meaningful life in service  
to the local community*



## PERSONAL PURPOSE STATEMENT FIRST DRAFT



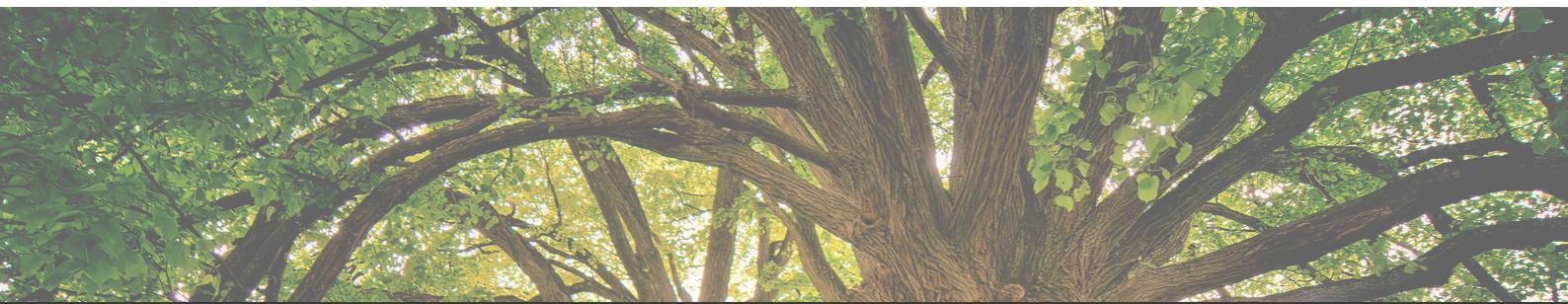
## YOUR PERSONAL PURPOSE

Take a moment to revisit the purpose statement you drafted earlier. Read it slowly. Does it feel alive to you? Does it ring true? If it doesn't quite land, don't worry—that's part of the process. Simply look back over your reflections and see what else catches your attention, what feels more resonant now.

On the next page, you'll find space to write your purpose statement. Think of this less as a final declaration and more as a sketch in progress. You can return to it as often as you like, refine it, or even start over from scratch. Often, once you've put something down, your mind will keep working with it quietly in the background, offering you clearer words or fresh insights when you least expect them.

I encourage you to sign and date your statement—not as a rigid contract, but as a marker of this moment in your journey. Over time, you may write new versions, and keeping them can show you how your sense of purpose has evolved and deepened.

When you're ready, place your statement somewhere you'll see it often. Frame it, pin it to a board, or tuck it into your journal—whatever makes it feel present in your daily life. The more you see it, the more it will naturally shape your choices and remind you of what matters most. When difficult decisions arise, returning to your words can help steady you and point you toward what feels aligned.



*Be guided by what matters.*



# MY PURPOSE STATEMENT

SIGNED:

DATE:

## Notes



## Notes





## NOW IS THE BEGINNING

True change rarely comes all at once. It grows through small, consistent steps taken over time. By engaging with this playbook, you've already begun to build momentum and clarity. This is not the end—it's the foundation for what comes next. The words you've written are a starting point, a living statement you can return to, refine, and let evolve. Keep them close, revisit them often, and let them guide your decisions as you move ahead.

If you want to take your exploration deeper, one-to-one coaching can offer the focus, support, and perspective to help you bring your purpose into sharper relief. Together, we can turn the ideas you've uncovered here into a living, evolving practice that shapes your everyday choices. To support this next step, **I'm offering 15% off any one-to-one coaching package—just use code PURPOSE15 when booking.**

Click below to book a complimentary 15-minute clarity call. On the call, we'll explore how personalised support can help you build on what you've started and carry your purpose forward with confidence.

[BOOK A  
CLARITY CALL](#)

