

WHITE DOVE  
BOOKS

*Reaching  
Your Full  
Potential*

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## Discover Your Full Potential

No matter what innate talents you were born with, what family you were born into, the money you have made or lost, or the times of difficulty or lucky breaks, nothing will get you to where you want to be better than understanding your full potential.

It's the breaking factor in every successful story. The popular 'poor man get's lucky' story, or the 'how I changed the world with my bare hands' tale comes from one important factor - the people who succeed are the people who learn how to tap into something innate inside them, and live and breathe their dreams.

Each one of us has potential lying innate inside of us. The brilliant part is each one of us has a potential that is uniquely ours.

It's a mad mix of our genetics, our environment, the way our body has been designed and the talents we were born with. Each one of us has something different, some gift to impart to this world.

Of course, the first step is discovering just what that is. For some this is an instinctive process, often helped by a watchful parent or teacher that spotted something in us from an early age and called it into being.

For others, it's a struggle to identify. That can be for a range of reasons. We often have an instinct inkling of what we want to do as young children. This can be torn from us or pushed down by parental disapproval or expectations that don't match our own natural talents. For instance, you may have been created as a creative person who

loves to put colours and designs together, but come from a long line of successful accountants and business owners. There may be an expectation that you'll be working in business as you become an adult.

Environment can also play a part. We often learn about what we are good at through trying new things. If you lived in an area where there weren't a lot of options, or you didn't have a lot of money to pay for classes or for travel, then you may have not experienced the things you are naturally good at.

Sometimes our very ambition, mixed with false belief can get in the way. Michael was a talented and creative designer who loved to put concepts together. However he was



raised in a poor family and had experienced that embarrassing feeling of frequently being the only kid in his class without cool shoes, or the latest gadget. While he loved design, he felt it couldn't make him money so he went for more traditional methods such as finance and accounting. No matter how hard he stuck at it he found himself stressed, unhappy and even worse, and poor as he couldn't seem to climb up the ladder to success.

Finally in desperation Michael started to do some designing for friends on the side just to keep himself sane. At first it was a free thing, but as his designs were shown to others, people started to ask to pay him. He discovered that you could actually be doing something you loved AND get paid for it. He just wishes he's known that a lot earlier.

Our potential can also be cut short by circumstance. If you are struggling to meet bills every week, and you have a family to support or other responsibilities, it can be difficult to see your way out of it to unlock that missing key and find success in the things you were born to do.

Whatever the reason or reasons that have brought you to want to unlock your potential, the most important thing from here on in is that none of that has to matter. For every time you've struggled and stressed that you'll never find your passion and then be able to use it, there is a person who has learnt to. And if they can do it, well you can too.

## Your Mind is Your Biggest Asset

The first step to discovering your potential is to realize that no matter your physical, financial or environmental limitations you, I and the vast majority of humanity has one very important asset in common: Our Mind.

Our mind can work with us and for us to help us reach our goals. Once we unlock the keys our mind holds, we have the opportunity to do the following:

- Learn to override the fears of failure and not being good enough. To let go of social phobias and the hold of limiting beliefs.
- Discover the talents and gifts we were given and how we can develop them.

- Learn how to spot new opportunities to develop personal growth and learn new skills.
- Set goals you had always thought were the goals of dreamers, and then meet those goals.
- Develop a strong sense of purpose and direction. Learn the value of your life in this world and what a difference your new life can make.
- Become someone who loves to face a challenge and then meet it, and overcome it. You'll discover the fun in conquering the mountains of challenge in your own life and not taking the status quo as an acceptable standard anymore.
- Learn the benefits of a balanced life where your physical, emotional,

spiritual and financial health lives in harmony with each other and you feel fulfilled and satisfied with your life.

- No longer be someone ever happy to be just comfortable. You'll instead want to live in the zone of the outrageous, fulfilled and achieved.

By investing in time to unlock your own potential, you have the opportunity to discover all that you were created to be. Part of that process is identifying what your purpose is. To do that you need to first look at what makes you feel passionate.

A life lived with passion is a life lived fully.

## So What is the Deal About Passion?

For some a life lived passionately is second nature. They seem to know the direction they should go in almost from birth, and everything always seems to fall into place for them. They are like a cat falling from a height - no matter what they always seem to fall on their feet.

However, for many people, it takes a sharp change, a crystal clear moment or a long journey of learning to find that same direction. It can be learnt, and you can discover it by spending some time investigating your own history.

If you want to succeed in life, you first must find your passion, then harness it and use it to focus your dreams and vision.

The more you follow the path your passion leads you down, the more you achieve the goals you desire, and your life starts to fall into place.

A person without passion cannot change for they have no motivation to change. While not everything we do is directly related to our passion (It's hard to explain the link of doing the dishes with merchant banking for example) If we are assured in our passion, we do all those extra tasks a bit more gladly, knowing that passion will drive us through those bits we find hard and less enjoyable.

That is one of the secrets of living a life where you meet your full potential. While you'll still need to do something every now and again that may not be enjoyable, the

hope for the passion growing for the thing you love will help carry you through.

One of the best parts of living a life of where you develop your own potential is its infectious. People want to be around someone with direction. It's like a contagious drug. You finding your passion and purpose will affect everyone else in your life - without you even planning on it.

A life without purpose is a life without richness, depth and reason. However you need to direct the purpose to ensure your dreams are realized. There is little point in investing the time and effort into discovering what you want to do, see or experience if you then do nothing with it.

Whatever you have now, in whatever amount you hold in your hands will only



increase the more you use it. We have a chance to write our own life stories into something that others will want to follow and look to. But it doesn't happen just by dreaming - you need to act as well. If you want to impact others, you'll do so by demonstrating your purpose by living a passionate life.

The key is to be as specific as you can about what your actual purpose is. For example many entrepreneurs think their purpose or passion is to become rich, when in fact it is to initiate, develop and create new ideas. The wealth is just one of the measurements of that success.

Find what it is that expressly drives you and there you have your chief purpose. For instance, though you may want a lot of

money - ask yourself why that is. Is your chief goal to create a museum of your belongings? Is it to provide for your family? Or is it to have the freedom to spend your life serving a cause you believe in? All of these indicate a vastly different purpose, even if all require a large sum of money.

Making money on its own is unlikely to be your main passion though for some it could be. However having money may help you to reach your goals and live your purpose so the drive to acquire money may be motivated by your purpose. It may be enough for you to choose to spend time at work for a longer day than otherwise or occasion or take a second job or start your own business, but it isn't your chief motivator - it's your end purpose that's driving you instead.

If we lose track of our purpose, and get caught in the treadmill of life, it is at that point that we risk burning ourselves out and start looking at ways that are not aligned with our central purpose to get us out of horrible and unrewarding situations.

This is our life, right here and right now. It's the live we've been given, and then created with our own actions and accidents. But no matter what has brought us to this point, as we look forward, we have so many options right here and right now to change and make a life lived with purpose and drive. It can start today.

If we don't do that, if we continue to ignore our purpose, or never seek it out, then every day a small part of us, the part that gives us hope and laughter and joy, that

part dies. It's a pretty high cost when you see it in that light.

If your purpose seems completely unrelated to making money don't worry at all! Finding purpose isn't just about finding wealth.

Matt was in a successful position as a banker. He was rising through the chain, and he was finding some success. But he was unhappy. He spent some time looking at what he wanted to follow for his purpose and shocked everyone when he went for a pretty major career change. He's now working as an orderly at a local hospital while he studies to become a nurse. He's found that the purpose he wanted to live for most was to work alongside people suffering from chronic illness and shut

away in hospital rooms. It might not pay as well, but he managed to pick up a fair few tips during his banking times so the investments are going well, and he's waking every morning happy to go to work. He's living life according to the purpose he was created for.

Not everyone is wired to make money as part of their purpose. Whatever your purpose, it may not be the same as anyone else in your family or among your friends. This is about what you want to do, what you want to achieve. Allow yourself to dream your own dreams at reach your own goals.

Are the dreams you have any better or worse than another's? No. All each of us should do is live our live by the purpose we hold deep inside us. Imagine how different

the world would be if that was what everyone did. What an exciting a fulfilling way to live.

## How Do You Find Your Purpose?

As we are all different, we will all need different paths to help us find our passion and purpose. If you've struggled to find the direction you need to complete your destiny, if you've always felt you were made for something, but a little unsure what it was that try some of the following ideas to explore what your purpose may be.

Everyone has a purpose, and there is potential in each of us. It's just a matter to exploring and investigating a little to discover it.

### **What terrifies you?**

It's an interesting concept but what you don't like, or what you fear may be the very

thing pointing to your destiny. It's like the concept of yin and yang - there are two sides to each coin. The fear may originate from blocking off an early passion that you were unaware of. Write a list of your fears and the negative feelings that come from them. Then look at that list and see if there is an opposite charge to the fear. For example, if you are terrified of public speaking, but love to share your ideas, then you may be well suited to expressing yourself through the written word.

### **When are you scared of failing?**

Those things that are important to us hold a great deal of weight to how we see ourselves and our success. If you are scared at failing at something, you'll often avoid it at all costs. But those things we are



scared to fail at are often the very things we most want to do. Explore the times you've said no to something or avoided something because you've been scared of showing yourself to not be good at it.

### **Who energizes you?**

If you've only got people around you who tear or wear you down and you struggle with feeling good about yourself when you are around them, then you need to change the dynamic.

What sort of people inspires you? What sort of people make you want to grab life and live it completely, who add a little light into everything.

The people we are attracted to, who we want to spend time with, reflect not only

where we are now, but where we want to be. Align yourself with people living a full life and their enthusiasm rubs off and affects your own passion. Go for people you respect and work underneath them - serving them. That is the very best way to learn. If you can't find anyone like that around you, devour books about people you admire and learn by proxy.

### **When will you get there?**

It can be incredibly frustrating when you can see where you want to end up (and how many of us have the dream of the house on the beach, the traveling round the world) However each journey starts with one small step in front of the other. The end destination isn't the only thing you need - you need to break it right down into

manageable chunks. You may start with a small passion in something really simple that you don't think much of, and then it explodes and evolves into something else entirely. Enjoy that process, and trust it. The lessons we learn along the way as we explore our purpose are never wasted.

If you are naturally visionary, having to wait it out sometimes can be incredibly frustrating. However, learning to temper your impatience and lay it aside helps you get there faster. Remembering there is a season for everything you do helps.

### **Who are you now?**

Before you start to move forward you need to first make peace with the person you are today, right here and right now. The person you are today is the person you started to

become five or ten years ago. We are all a product of our own past and the place we are in today is of our own making. To move forward we need to accept the person we are, with all our foibles and limitations. If you've got a few pounds to lose, or spend like money is going out of fashion, if you're in a dead end job because you've never really used that initiative lying innate in all of us, or you are in a relationship that is more about comfort than seeing each other move towards each other's purpose, the only person who put you there is you.

Love yourself now; accept yourself now and where you have been, and then move on. Our purpose can begin from any circumstances. No matter what has gone before, we have the choice to change our life now, today.

One person in themselves can be hugely effective. Dream big and don't underestimate your ability to get there - many people have dreamed up a purpose that on paper looked impossible, but was not only achieved but surpassed. Breathe life into those big visions.

### **What will I do?**

Make a list of all the dreams and thoughts you've had – all the things you want to do in your life. Once it's down on paper, make a plan of action to follow. Sometimes the first step is to consolidate, to regroup and spend some time learning or preparing. This is an excellent time to give your time to work under people who are working towards a similar purpose, to learn alongside them.

Don't worry if the times get a little rough sometimes. See the difficult times are periods of growth, where you are learning the next important lessons to succeed. There is a well known Chinese proverb that says "When things are going good the business grows, when things are going bad, you grow." No experience is ever wasted as long as you grasp any circumstance as an opportunity to grow.

### **Who cares what other people do?**

Your unique passion is never going to be exactly the same as someone else's. Sure there will be elements the same, but the majority of your purpose is a custom fit for you. Just as others can't mass produce your purpose for themselves, you can't look at someone else's purpose and compare

your own to it in a negative light. You can only be yourself, and you can only bring your own talents and skills to your purpose. No one will do it quite like you. And that is ok!

When we start to look at how others fulfill a similar vision, we can start to make negative judgments on ourselves. Of course looking and learning in a positive way is a clever way to save a few big mistakes along the way. But when you allow fear to creep into your comparison times, your purpose suffers.

### **When will you get there?**

Your purpose is likely to change and evolve as you do. And once you begin to grasp the sense of fun and excitement that occurs when you begin to explore your purpose

you want to change and evolve with you. Get ready to go on a lifelong journey of discovering your purpose. To begin with your goals may be small. We can actually only conceive in our heads that which we truly believe we can possibly achieve. If you've ever had a big dream thought, and really focused on it, you'll find your mind can often place up blocks or reasons why that dream won't be happening for you. The key is to constantly try to stretch the dream we have for our purpose.

That means we may need to rework our purpose every five to ten years. What motivates you in your twenties may not give you the same rush in your thirties or your forties. Keep a check on yourself and what you want to be living in the now - not what you wanted five years ago.



If you are reading this as a teen or young person, use your youth to your best advantage. The times we have as a single person with no huge amounts of responsibility including paying all those boring bills and having a partner are the very best times to use our time well and experience as much of life as we can.

Spend this time not only studying but learning skills in leadership, organization, and people skills through voluntary work, hobbies and generally living your life.

No matter your age, become someone who says yes to life, as then you open yourself up to opportunity. As you begin to say yes, you begin to see new ways to achieve your purpose that you may have thought were unlikely before. Never say you are too busy

to get there. As the saying goes, “If you want something done, give it to a busy person.” A person who is busy on life, not just busy on trying to wearily make it to the next bedtime actually has the time to do the things they really want to do. We all have choices on how we spend our time. Use it well, and carefully.

### **How did I get here?**

Being thankful every day for where you are now, and where you are going keeps your thoughts on track. If you can't be thankful for any aspect of your life, then it is likely that you are living a life that is not consistent with the purpose you were designed for. And if you have lost that ability to be thankful, you need to start to

create it to give yourself the strength to move out of that negative situation.

Start the day with thankfulness. Before you get up in the morning say some thank you's. If you have a faith, this is like praying. However, the concept works regardless - it's just acknowledging the things in your life you love or care about. It may be people, situations or possessions.

At the end of the day, just before bed, repeat the exercise. Then you start and end the day on a positive note. It doesn't take a lot of time and it's a good way to create a circle of thankfulness to set up and end your day on.

## How Do You Commit to Your Purpose?

Once you have established what your purpose is, write it down. Keep it as simple and as clear as possible. A three pager probably indicates you are still trying to find your purpose.

Then break your purpose down. Say for instance you felt your purpose was to become a talk show host. Consider the steps you need to achieve that. What qualifications would you need?

Would you need to alter your appearance at all? How would you go about lifting your profile so people know who you are and believe you can do what you do? Write these mini goals down on a piece of paper.

Read these goals aloud every morning and night, to help you stay on track. This is your personal journey and you don't need to share it with anyone else.

Write a story that verbalizes how it feels to be living the life you achieve when you've followed your purpose. Write it as if you are two years from now, after you've achieved your goals. Think about the typical day of a person living your dream. Write it down with as much detail as you can.

This is your life story in action. Read this story aloud every day. Reading aloud helps us learn it both visually and aurally. It helps the brain accept it as fact. It also says you believe in it enough to speak it out loud. We can't voice confidently what we can't believe.

For example:

“I wake up this morning and kiss my beautiful partner as they lie sleeping. I slip into my running gear and walk down to the beach from our beachfront house and run along the expanse of sand with our puppy. The sun feels warm on my back and the sky still has an early morning golden glow to it. I walk back to the house, admiring the way the second story we got put on last year after we bought it.

I get home and discover there is a call from my agent asking for someone to interview me about the film script I just sold the rights to...”

Whatever the vision, write it down. Make it as big and as detailed as possible. Then read it every morning.

Next get your mind ready and questioning your motives and goals for the day. Ask yourself the following:

What can I be grateful about right here and right now?

What makes me feel happy today?

What do I love more about myself today?

What do I love more about the people in my life today?

What are three actions I will take today to see my goals come into being? (This can be anything from putting your papers in order, to making phone calls, to writing something down. Our baby steps can walk us a long way if we do it every day.)

Once you've answered your questions, face yourself in a mirror and tell yourself you love yourself. If you have body image problems, allow yourself to love the parts of you that you find fault with. We need to love both the person we are now, and the person we are becoming.

We cannot expect someone else to love us if we have not first to love ourselves.

To keep yourself going and focused throughout the day, create a list of "I am" statements that speak of who you are and who you want to be. These are our live mantras, the eons that help us to walk confidently on the path we want to follow.

These may include comments such as "I am a light", "I am fit and healthy", "I am able



to speak confidently”, “I am worth of all that I dream and hope for.”

Remind yourself of your purpose every day. Remind yourself of what is important to you. Ask yourself what the world needs more of everyday. Ask yourself how you want to be remembered.

Write these questions down in your car, or at your desk. Asking ourselves questions, then answering them allows us to more deeply process the truth of the goal.

The old adage what goes in must come out fits well with living out your purpose. Listen and watch things that motivate you. Spend time with people who stimulate you each and every day. Limit your time with people who make you feel bad or tear you down.

As you begin to succeed and find yourself covering all your mortgages, loan repayments and expenses, tax yourself and place ten percent of your net earnings in an account. This money is meant to be used to invest in anything that will move you closer to your dream.

Take another ten percent net and give it away. This reminds us to be grateful for the things we have and the things we are still to receive. It also helps us become focused on wealth generation just for the purpose of more wealth.

If you haven't yet got to the stage where you have money enough to give, find other ways you can give out of what you have. Clear your cupboards and give your excess possessions away. Make a cake or offer

some time to someone else who needs it.  
Find some way to give out of what you  
already have and see how your world  
begins to open up before you.

## Why Is This So Important?

Your ability to get to where you want to be, to live a life of purpose is in direct proportion to your ability to exercise mind control. The ideas and activities in this report help your mind lock in the purpose you are heading to. It helps you to place your goals inside your subconscious, and then the process becomes a lot easier.

The ability to harness your mind and control your thought processes is one that successful people through the ages have used. It's the common denominator of all successful people whether they are business owners or world class athletes. Research in the ability to drive past our own concept of limiting belief has shown that if

we get the mind on track, the rest will follow.

One study by Australian psychologist Allen Richardson showed that when basketball players were asked to not practice but to just mentally rehearse a successful shooting practice for twenty minutes a day they were as successful as the control group who had actually physically practiced their shooting every day for twenty minutes.

Other research has shown creative visualization and other mind control techniques such as using mantras and positive thinking have been able to bring healing to the body, pushing back the effects of even terminal illnesses such as cancer. These patients still would use

medicine but found the image of them coming out as victorious in their battle with the illness proved to be a turning point in their victory.

Many people believe that when we begin to take control of our own minds and focus on our goals we affect the environment we live in. Exciting things begin to happen with doors that seemed so heavily wedged shut opening, or new opportunities springing out of nowhere. These are situations that begin to work in your favor once you get your focus right.

Research from both Princeton and Stanford universities showed there was evidence that people can influence other's thoughts using creative visualization. Though this has only been shown to work with

the effects of random statistical experimentation such as effecting random number generation and the rolling of dice to a particular number, it does indicate there is a scientific basis in the belief that you can alter the course around you by your thoughts.

While there is no proven research, the plethora of anecdotal evidence does show that your thoughts affect your outcome. Even at the very worst, a more positive attitude is likely to help you become more open to opportunity and be more on the lookout for new ideas and opening doors.

Turn your life into the life you want by discovering the purpose you were born to live and then change the way you think of yourself living that life to get there.

Remember the place you are now is the place you got to by the thoughts you've already had - even if it was not a conscious decision.

Start to take your future place in this world into both your conscious and subconscious mind, learning to turn around and more ahead to reach your purpose. It won't take long to enjoy the fruits of your endeavors.



# **The Deepest Desire of Your Heart**

by Will Edwards

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## **About White Dove Books**

Will Edwards is the founder of [White Dove Books](#) - the internet's leading website for Self-Improvement and Personal Development. A graduate of the University of Birmingham, he develops and teaches Personal Development workshops and is a published author.

Within its first three years, White Dove Books was recognised as one of the internet's leading sites for self-help and personal development; breaking into the top 100,000 sites on the internet at the end of 2005.

The INSPIRATION newsletter was started in 2005 as a way of providing helpful information including tips, articles and free inspirational eBooks to our visitors.

Today White Dove Books works in partnership with many authors and on-line publishers of inspirational material to provide a quality on-line service that serves thousands of people in many countries across the world.

Our mission is to help people to develop their own unique talents, abilities and passion in order that they may lead more meaningful, joyful and fulfilled lives.