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Last updated: 1 December 2020 I wrote several articles about starting a business based on what you like to do and being passionate. I received some responses from people saying that they weren't sure how to go about understanding what they were most passionate about or how to find their true goal. So I dedicate this article to these issues – how to find my entrepreneurial passion and purpose. When I work with a new client, the first thing we talk about is lifestyle design. I ask each client: How do you want your life to look like? If you have created a business without answering this question, you can create a beautiful, profitable business that is completely incompatible with the goals of your life. You make money, but you will probably be miserable. When looking for your life goal, lifestyle design is not an essential component. However, since we are talking about the purpose of entrepreneurship, lifestyle design is really very important in building a business that you will enjoy and will certainly be passionate about. For example, let's say you want to spend more time at home with your family. Could you be satisfied with the business that kept you in the office or outside the city most of the time? On the flip side, if you want to travel and see the world, how well can you achieve this goal if your business requires your presence, day and day, to survive? So start with some clarity for your personal goals and spend some time creating your life. At this point you may need some prodding, and you may want to hire a coach or mentor to work with you during this process. Many people are very accustomed to the idea that there is some way life should be. There are certain stages most people tend to live in, and if you don't meet these markers, some or so how you had to meet them, that can cause some anxiety. Here's how to find your passion and purpose: Give yourself permission to Dream Little Remember that this is your life, and you can live, but you choose. Call it meditation or fantasy, but let your imagination run here. And answer this question: If you had no fears or financial constraints, what would your ideal life look like, in which you could be completely satisfied and happy? Once you've figured out your lifestyle design, it's time to do a little more soul searching to find out what you're really passionate about. It's time to really look inside and look back. More precisely, look back at your life story. When were you the happiest? What did you like to do the most? Remember that what you're looking for doesn't have to be all the work, but it can actually be aspects of your past works or hobbies that you really like. Think of the larger life of Purpose Many successful entrepreneurs have earned their place in history by finding the difference in the world. Is there a specific problem or cause that is important to you or that you are particularly passionate? When discovery can come easily. You can go through these questions and thought experiments and quickly find answers. For others, it can be more difficult. In some cases, you may suffer from a generalized lack of passion and purpose in your life. Sometimes this can come from suppressed passion in your life for too long. Sometimes it can come from eating poorly and lack of physical exertion. But sometimes it can have something to do with your internal chemistry or programming. If the latter applies to you, you may find it helpful to seek help from a coach, mentor or counsellor. In other cases, without knowing your true purpose, there may be a question that you haven't discovered yet: you may not have found anything that makes your heart whip faster. If that is the case, now is the time to investigate! The Internet is a fantastic tool for learning and exploring. Search for interests and careers and learn as much as you can about any topic that causes your interest, then follow the library about things that really catch you. Again, remember that this is your life and only you can give yourself permission to explore everything the world needs for you. How do you know when you find your true entrepreneurial goal? I can only tell you how I knew when I discovered my own – it didn't hit me like a ton of bricks. On the contrary, he settled above me, bringing a deep sense of peace and commitment. It felt like I came home and knew exactly what to do and how to proceed. Everything flowed easily from that point forward. It's not to say that I found success right after that moment. But rather, the path before me was clear, so I knew what to do. The solutions were easier and came faster for me. And success has come on my own terms, according to my definitions of what success means to me in my lifestyle design. Dig deep, look inside, and look for any help you need. Once you find that purpose and passion, your life – not only in your entrepreneurial life, but throughout your life – will never be the same. More on passion and Purpose Featured photo credit: Garrhet Sampson through unsplash.com Canva is a fully functional graphic designer that allows you to create invitations, flyers, social media graphics, and more, all on one platform. To make the design even easier, regardless of your skill level, Canva provides access to various design templates and the ability to create and customize your own. Some template options Canva offers individuals and freelancers: Logos Posters Flyers Instagram, Twitter and Facebook posts Presentations Cards and invitations A4 documents and letterheads Menus Brochures To start using Canva, you will first need to register for a free account. When you sign in, you'll see your home screen full of interesting and useful templates. 10'000 Hours/Getty Images Canva Home Screen shows you all your designs from the past, designs shared with you, and access to trash deleted designs that you no longer need. In addition, on the home page you will find all available Canva templates for creating new designs. To get started, use the template slider to scroll through available templates until you find a template that meets your design needs. Or, use the search bar on the home page to search for a template. When you find the template you want to use, select it to open the design screen. To actually personalize your design, select Customize dimensions on the left side of the Start screen to choose the width and height of your design. Here you can start customizing and creating. On the left side of the screen, select Templates. You'll see a menu of other design templates you can choose from to start designing. To use one of these options, drag it to a blank template. To change any design element, simply select them to open the toolbar at the top of the design screen. You can delete items, change their color, font, etc. When you're satisfied with your design, download it, or select Home in the upper-left corner of the screen to return to your home page. There are many reasons why you might want to consider creating your own Canva design templates. For example, it's a good time to have a template when you want to create a social media post every week instead of restoring it every time. Alternatively, you can create different versions of the logo for later use. Whatever the case, you'll need to create a Canva folder to store them before you create your templates from an existing design. To create a Canva folder, go to the home screen and select Folders from the menu on the left. Then select Create new on the right side of the screen. Enter a name for the folder and choose whether you want to share the folder with someone else. Give the folder a specific name that's easy to understand to have your design organized. You can even create multiple folders for different templates, such as Social Media Templates or Blog Templates. Select Create folder. This opens a new folder and displays a list of all folders on the left side of the screen. Have you decided that you want to share the template folder with others in the end? Select Share in the upper-right corner of the folder home screen. Find the design you want to use as a future template on the home page from the list, and then drag it to the folder on the left side of the screen. Open your new folder and your design will be there, ready to go. You can also select ellipses in your design, and then select Move to Folder. When you're ready to create a template from a design, select it to open the Design Details window. On the right side, select Use as template, and Canva will open the design as a copy. You can now make the necessary changes. Be sure to rename the new design. on the toolbar at the top, select the field on the right side of the upgrade If you just want to copy an existing design without creating a template, it's easy to do on the home screen. Find the design you want to copy, select ellipses in the corner of the image, and then select Make a copy. Canva will duplicate the design without opening the new design screen. Screen.