

LIVING ON PURPOSE

The Missing Piece to Solve the Purpose Puzzle

“Again and again I therefore admonish my students in Europe and America: Don’t aim at success -- the more you aim at it and make it a target, the more you are going to miss it. For success, like happiness, cannot be pursued; it must ensue, and it only does so as the unintended side effect of one’s personal dedication to a cause greater than oneself or as the by-product of one’s surrender to a person other than oneself. Happiness must happen, and the same holds for success: you have to let it happen by not caring about it. I want you to listen to what your conscience commands you to do and go on to carry it out to the best of your knowledge. Then you will live to see that in the long-run -- in the long-run, I say! -- success will follow you precisely because you had forgotten to think about it.” -Viktor Frankl

Since we’ve come to the final part of the Living On Purpose guide, it’s time we have *that* talk. It’s kinda like the one you had with you mom about the birds and the bees. It’s reminiscent of the chat you had with your pops about Santa Claus and the Tooth Fairy. Not to worry, you do have a purpose. But there’s a secret that I’ve been keeping from you up until now because I wasn’t sure that you’d be mature enough to handle this.

But that time has come and here it goes...

Your purpose is to GIVE to the world – not to GET from it!

Most people walk around with the mindset of, “*What’s in it for ME?*” Think about if I would have named this guide “Help OTHER People Live Their Purpose.” Would you have read it?

HELL NO! And that’s understandable. Neither would I.

The human species has thousands of years of evolutionary survival programming hardwired into it. That’s how we roll...

Underneath all of the irrational emotions and logical intellectualizing, the primitive part of our brain is *really* running the show. That radical reptile in us is rocking out to a tune of: “*Survive. Survive. Reproduce. Survive...*”

I can see the little gecko from the Geico commercials dancing to it now!

Knowing that, it would make sense to support the reptilian brain in its relentless pursuit of sitting on a plush leather sofa with our feet up to the sky. But if we wanna live a life that’s meaningful, we’re gonna have to reposition our vantage points.

From what I’ve found, most truly successful people have taken on a powerful, counterintuitive approach to life. And that’s, “*What can I GIVE to people?*”

“But Jacob, I bought this damn guide in order to help myself – not to start some Jane Goodall Institute rescuing chimpanzees in the Congo.”

Yes. Yes. Yes. Eaaasy tiger!

I’m aware of the predicament you find yourself placed in and I’m here to help. But it starts with trust. You’ve gotta trust that in the long run, the more *selflessly* you give to others, the more you’ll get in return. (I’m not talking about the type of giving where you feel an entitlement afterward because you’ve given SO much – the key here is “selflessness.”)

There’s a concept that nominalizes this process into one word. It’s one of the most fundamental pillars to the philosophy I live my life by. It’s called KARMA.

Sure, there’s a strong spiritual aspect to it, but there’s a super-practical approach to the K-word as well. For all the skeptics, let’s take a quick look at some of the “return on investments” of karma (and yes, I do see the irony, since the goal is to give without expectation of return!).

Take kindness for example.

It’s been scientifically proven that when one person expresses kindness to another, serotonin is released in their brains. Serotonin is a substance that naturally makes us feel more blissful and boosts our immune system. Talk about getting back what you give!!

*(Check out **The Power of Intention** by Dr. Wayne Dyer for more dopeness on this idea.)*

Or how about the Rule of Reciprocity?

Essentially, the rule says that we should try to repay people when they do something for us. You buy this round of mojitos, I’ll get the next one. You spot me \$500 when I need to pay off my credit-card bill, I’ll loan you \$500 when Danny DeVito comes looking for you with a golf club (or I’ll just send Joe Pesci with a baseball bat to come help).

*(Check out **Influence, the Psychology of Persuasion** by Robert Cialdini for the full scoop on this – minus the Joe Pesci and Danny DeVito).*

Here’s another karmic idea.

What's the best way to really learn something?

Teach it to someone else! You learn the most by teaching other people.

Are you starting to see a trend emerge here?

These are all logical examples of karma, but karma operates just as powerfully in the bigger picture of life. Ultimately, the more you can give to other people (without expectation of reciprocation), the more you'll get.

You want love from people? *Love people!* You want more money? *Help people make money!* You want more joy in life? *Give joy to people!* Sounds so simple, right?

But what is it about giving that seems so painful? There's this connotation of giving that involves the loss of an arm and a leg. Ouch. Living On Purpose is all about giving, but without the loss of any limbs.

In fact, I'm gonna suggest that the more we can give, while enjoying the process, the more that we're going to love our lives.

So that begs the questions:

- How can we *really* enjoy the process of giving?
- How can we create a life in which we can give as much as possible?

I'm thrilled you asked.