

The Purpose System

The exact process I used to turn my life around — and why most people won't use it

There was a long period of my life where I didn't feel like a successful person.

Not because I wasn't working hard.

Not because I didn't have things going on.

But because, internally, I felt like I was drifting.

I left school barely able to read properly. I always wanted to be successful, but I honestly didn't know how. I assumed successful people just knew something I didn't.

So I did what most people do.

I stayed busy.

I worked hard.

I said yes to everything.

I tried to improve.

But I never felt like I was actually moving forward.

I didn't trust myself.

I was like a big kid, quietly hoping that one day something would click, or someone would come along and show me how to fix it.

From the outside, everything looked fine. Work was busy. Life was full. People relied on me.

But inside, I knew I wasn't the man I could be.

I didn't feel sharp.

I didn't feel present.

I didn't feel in control of my days.

I was training when I "got time".

Eating what was convenient.

Avoiding conversations I should have had.

Letting the week run me instead of me running the week.

Saying yes to things that didn't really matter.

And the more this happened, the less confident I felt — not just in my body, but in myself.

The real problem (that I didn't see at the time)

It wasn't laziness.

It wasn't lack of knowledge.

It wasn't lack of motivation.

It was something far more dangerous.

The safety of comfort.

I was protecting the identity of the person I had become.

Because if I truly changed...

- I didn't know who I would be
- I didn't know if it would work
- I didn't know if I deserved it
- I didn't know how others would see me
- I didn't trust that sacrifice would actually lead to results

So I stayed in the safest place possible:

Trying... without ever fully committing.

Busy... without ever being intentional.

Interested... without ever being disciplined.

Hopeful... without ever being decisive.

That's where I believe most people live.

And that's why I found it so hard to change.

The turning point

The turning point wasn't motivation.

It wasn't a program.

It wasn't discipline.

It was a very uncomfortable admission to myself.

I had to admit that I was a victim of this enemy.

That I had been choosing comfort without realizing it.

And I had to make a conscious decision that honestly felt reckless at the time:

“Fuck it. I’m just going to live the way I want to live, regardless of the outcome and the uncertainty.”

No more waiting.
No more hoping.
No more half-trying.

I stopped asking *“what if it doesn’t work?”*
And started asking *“what if I just commit anyway?”*

Then I asked myself a simple question:

“What actually matters to me?”

Not what should matter.
Not what other people expected.

What I genuinely valued.

And from there, I did two things at the same time.

The system that changed my life

- 1) I identified my core values and every day wrote down one action from each.**
- 2) I chose one area of my life and focused on improving it for three months straight.**

That’s it.

The daily values stopped me drifting.
The three-month focus made me grow.

For the first time in my life, I felt like I had a way to run my life instead of just trying hard and hoping for the best.

I stopped saying yes to things that didn’t matter.
I stopped feeling guilty for protecting my time.
I started trusting myself.

And when I felt in control again...

Everything improved faster than I thought possible.

Why I’m giving you all my content for free

Because I genuinely want people to be successful and believe information should be available to everyone regardless of finances.

I also wish someone had given this to me earlier in my life.

This is the exact first step I took.

And it works.

But here's the truth:

Most people will read this, agree with it, feel inspired by it... and do absolutely nothing.

Not because they don't want change.

But because of the enemy.

The safety of comfort.

The simplicity of the process and the results not happening straight away.

The voice that says, *"I'll start next week."*

I'm giving you this for free in the hope that you are not most people.

That you actually do it.

And when this changes your life — like it changed mine — I ask two things:

Let me know.

And share this with a friend who needs it.

And if you find yourself stuck actually implementing it, reach out.

Because knowing this and doing this are two very different things.

How to complete this for yourself

Go slowly.

Be honest.

Tick what feels true.

Part 1 — Where you are now (where the enemy lives)

- I don't feel fully in control of my life
- I wake up already feeling behind most days
- I eat what's convenient rather than intentional
- I train "when I get time" instead of having a set routine
- I say yes to things when I actually want to say no
- I avoid mirrors, photos, or being present
- I don't feel proud of how I've let things slide
- I feel softer, flatter, and less sharp than I used to
- I don't feel as confident walking into rooms as I once did
- I start routines and struggle to stick to them
- I break promises I make to myself
- I feel reactive all week instead of in control of it
- I go along with things to keep the peace
- I avoid conversations I know I should have
- I feel like I've drifted from the person I used to be
- I don't know how to get back to feeling like myself

Add your own:

Part 2 — Where you want to be (who you know you could be)


- I feel in control of my week and my decisions
- I train because it's scheduled, not because I feel like it
- I eat without overthinking because I have a system
- I feel comfortable in photos and in my body again
- I feel sharper, tighter, and more present
- I feel confident walking into rooms
- I say no to things that don't matter without guilt
- I protect time for the things that do matter
- I trust myself to follow through again
- I lead my days instead of reacting to them
- I feel like myself again
- I know exactly how to maintain this feeling

Add your own:

Part 3 — Your Core Values (your antidote to drifting)

- Health / Body
- Confidence / Presence
- Self-Respect
- Energy / Vitality
- Mental Clarity / Calm
- Discipline
- Personal Growth
- Purpose / Direction
- Career / Work
- Financial Stability
- Freedom / Flexibility
- Relationship / Partner
- Family
- Social Life / Friends
- Community / Belonging
- Attractiveness / Desirability
- Appearance / Style
- Adventure / Experiences
- Learning / Education
- Creativity
- Leadership
- Integrity
- Independence
- Stability
- Contribution / Helping Others
- Fun / Enjoyment
- Balance
- Order / Structure
- Confidence in social settings
- Sexual confidence
- Emotional control
- Courage
- Honesty
- Respect (giving and receiving)
- Legacy
- Achievement
- Peace
- Focus

Add your own:



Now narrow it down to your top 3–4 values:

1. _____
 2. _____
 3. _____
 4. _____
-

What happens next (this is where the enemy shows up)

Every day, choose **one meaningful action** from each of your core values.

They are small. Intentional. Repeatable.

This will feel too simple.

That's where most people quit.

This is where behaviour becomes automatic.

This is where you rebuild trust in yourself.

One more rule (this matters)

You are only allowed to commit to **one** action per value each day.

If you write three and do one, your brain learns:

“I don't do what I say I'm going to do.”

If you write one and complete it, day after day, you rebuild:

trust in yourself.

What this actually looked like for me (real examples)

My top values are

1. Health
2. Family
3. Work
4. Personal Progress

Each day, I wrote down **one action per value**.

Not a perfect plan.

Not ten things.

Just one non-negotiable action that moved that value forward.

Here's what that looked like in real life.

Health

- Do 10 sets of legs in training
- 100% stick to my macros for the day

Family

- Play with my daughter one-on-one for 10 minutes
- Text my Mum and tell her how much I appreciate her

Work

- Complete the email I had been putting off
- Call a team member and compliment them on the effort they put in

Personal Progress

- Read 20 minutes of my book
- Spend 20 minutes meditating on a specific problem

Some days these felt small and repetitive.

Some days they felt uncomfortable.

But every single day they built evidence:

I do what I say I'm going to do.

And that is where self-trust started coming back.

The second layer (where real growth happens)

Ask yourself:

What is the one area of my life that, if it dramatically improved, everything else would feel easier?

Write it here:

For **at least 3 months with no switching**, improve this area deliberately.

Set a goal.

Write 2–3 things that, if done consistently, would lead to success.

Read. Learn. Ask questions. Practice.

The daily values keep you aligned.

The three-month focus makes you grow.

Most people stay busy.

Very few people grow.

This is how you do both.

Conclusion — the trap to watch for

Your brain will say:

- “This is too simple”
- “What if this doesn’t work?”
- “I’ll start later”

That is the enemy.

It will always try to convince you that the safest thing to do... is stay the same.

Don’t listen.

This works.

I wish you luck.