**Subject/title: What is your purpose?**

One of the main reasons people don’t keep their New Year’s resolutions is while they know what they want to achieve, they may not have given much thought as to why. As the character Princeton from the musical Avenue Q sang; “Purpose. It’s that little flame that lights a fire under your ass. It keeps you going like a car with a full tank of gas.”[[1]](#footnote-1)

In his book Purpose Lessons in Life and Health, Dr. Victor Strecher, notes “the current model in public health tends to focus on avoidance of disease and premature death”[[2]](#footnote-2). While this approach is needed - for instance one of Heart Research Australia’s main strategies to motivate people to reduce their risk of heart disease is using the very scary statistic that heart disease kills one Australian every 27 minutes[[3]](#footnote-3) - what can really encourage people to change is to know why - to know their purpose.

Dr. Strecher goes on to explain about a woman who has just retired. She decides her purpose is to help support her daughter and grandchildren. If she starts thinking about that purpose, she'll be more open to keeping herself healthy so she has the vitality to be a better mother and grandmother.

After all, for most people, one of the most powerful senses of purpose is being of service to others – giving more than you take, which tends to not just to make most of us feel good, but also good about ourselves.

So what happens if you don’t know your purpose, or you do have a purpose, but not sure how to realise it? This is where your Financial Adviser may be able to help, whether you want to ensure your family is protected, or you want more energy to keep up with your kids – yes we can help you with that too – we’re here for you.

Contact us today on <enter phone number> or <enter email> and let us help you find and/or realise your purpose.

1. <http://genius.com/Avenue-q-purpose-lyrics> [↑](#footnote-ref-1)
2. <http://www.wsj.com/articles/SB10001424052702304704504579433354294310982> [↑](#footnote-ref-2)
3. <https://www.heartresearch.com.au/heart-disease/what-is-heart-disease/> [↑](#footnote-ref-3)