

**Work out what you REALLY want from
life and how to get it.**



**The questions I asked myself that made me leave my job and
start my own business in online marketing.**

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Introduction



My name is Jackie Vokes and last year I gave up my well paid and secure job relatively late in my working life to start my own business in a sector I knew nothing about. I had found myself at a bit of an unhappy standstill in my job and realised it wasn't ever going to fulfill my expectations and let me live the life I wanted then, or in the future.

I knew I had to do something about it and so I asked myself some simple questions, which made me think very hard about what I really wanted in life and how to go about getting it through my work. My questions were very obvious, but by delving deep and thinking outside my own little box, I eventually came up with the ideal solution for me - online marketing.

I felt inspired to help other people in the same situation and wrote a guide called 'Leave Your Job, Change Your Life' based on my personal story about the process I went through and the questions I asked myself, which led to my decision. Details of how to get my guide and other resources are at the end of this document, but I have extracted the 3 main questions I asked myself, together with some prompts to help you get started, here.

My 3 main questions are:

- 1. What do you want out of life?**
- 2. What, if anything, is wrong with your job?**
- 3. What sort of job *would* give you everything you want from life?**

As I said, it sounds obvious really, but if you are unhappy in your job, why don't you see if it works for you too?

Remember, this guide is based solely on my personal experience and thoughts. I am not an expert in employment, business, finance or retirement planning or anything else related to the content in this guide and the information contained in it does not constitute advice. For the full disclaimer follow this link

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1. What do you want out of life?

It sounds obvious, but you need to be really clear about this and not just have some vague notion of happiness in your head, without being able to define what that actually means. Otherwise, how will you work out exactly what to change to make it happen?

Below are a few ideas to help you get started. You may think of others.

- Not a lot, I am happy with things as they are (But..... will it always be the same?)
- Do something you actually enjoy for a living
 - Learn, grow, be challenged and achieve
 - Make enough or more money to be comfortable
 - Do something where the more effort you put in, the greater the rewards
 - Control over your future and long-term financial security



- Status and reputation
- Good health - less stress, more mental and physical energy
- Freedom and flexibility to do the things you enjoy
- Time to do other things
- Time for relationships, family and friends
- The opportunity to live your dream life - travel, experiences etc.
- Other



Now summarise in one or two sentences what it is you want out of life. For me it was:

‘What I want out of life isto have enough money, time and freedom to travel the world and enjoy all the finer things in life with my partner, family and friends and to have financial security in retirement.’

What I want out of life is

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2. What, if anything, is wrong with your job?

We all have bad days at work. That is normal and part of life, but if your job prevents you from doing what's really important to you, now or in the future, then you should do something about it before it's too late.

- Nothing at all, I love it (Are you sure? See things to think about below)
- You don't enjoy what you do
- Low or fixed salary with no reward for hard work or success
- Poor pension prospects
- No opportunity for advancement
- No long-term security
- Overworked with impossible deadlines and little or no control over your workload or quality of your work
- Punitive or unsupportive organisational culture
- Tyrannical or unsupportive boss
- Lazy or irritating colleagues



- Boring, unchallenging work with little scope for change
- No autonomy or opportunity to exercise initiative
- Poor physical working conditions
- Lack of flexibility
- Long hours
- Long commute
- No time to do other things
- Not enough time for relationships, family and friends
- Other

Now summarise in one or two sentences what is wrong with your job. For me it was:

'I hate my job because I am really tired of dragging myself into the office every day, working really hard, but getting nowhere because the system I work in makes it impossible to do a good job. I am sick of not getting the rewards I deserve, and the thought of having to do this until I retire, if ever I can afford to, fills me with despair'

I hate my job because

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Things to think about, even if you are happy with your job now.

Is there a risk of redundancy, illness and loss of income (even if you think it will never happen to you?)

What are your pension prospects? Will you have to work till you drop or will you be able to retire comfortably at a reasonable age?

Does thinking about these factors change your answer?



Having answered questions 1 and 2 do you think your job will give you everything you want from life?



If yes, lucky you. 😊 If no, carry on....

3. What sort of job *would* give you everything you want from life?

There will always be pros and cons. Think hard about what you said you really wanted out of life and why your job stops you from getting it. This will help you decide what sort of working arrangements you need to get where you want to be.

Job Type	Possible Pros	Possible Cons
Your current job plus daydreaming of a lottery win	You don't have to take any action- just hope	Nothing is likely to change
Change jobs/promotion	<p>More enjoyable</p> <p>New challenges/stimulation</p> <p>More money</p> <p>Better prospects and pension</p> <p>Improved conditions – <i>(depending on what you wanted to change)</i></p>	<p>Possibly going from the frying pan to the fire</p> <p><i>(if conditions don't improve or you swap one set of bad stuff for another)</i></p> <p>Promotion may mean:</p> <ul style="list-style-type: none"> - More pressure - Longer hours - More stress AND... <p>Still long-term risks, such as redundancy, ill health and loss of income?</p>
Part time job	<p>Less impact from whatever it was that was wrong. E.g. stress</p> <p>More free time and flexibility to do other things</p>	<p>Less money</p> <p>Worse prospects and pension AND...</p> <p>Still long-term risks, such as redundancy, ill health and loss of income?</p>
Make extra income on top of your salary	<p>More money</p> <p>Better pension</p> <p>Depending on what you do, the opportunity to earn income doing something you enjoy, and...</p> <p>Potential to work for yourself and replace your income eventually</p>	<p>Working harder</p> <p>Less free time AND...</p> <p>Still long-term risks, such as redundancy, ill health and loss of income?</p>
Start your own business <i>(traditional 'bricks and mortar' business)</i>	<p>Doing something you enjoy</p> <p>Autonomy and control over your life and future</p> <p>Potentially the more effort you put in the greater the rewards, and....</p> <p>Better financial outlook</p>	<p>Knowing what to do and where to start</p> <p>Cost and time involved in setting it up</p> <p>Need for premises, stock, equipment, staff etc.</p>

Job Type	Possible Pros	Possible Cons
Start your own business <i>(traditional 'bricks and mortar' business)</i>		Legalities Hard work – you usually have to be there to generate income Less free time More stress Risk of failure AND... No company sick pay, so still long-term risks, such as ill health and loss of income?

Now summarise in one or two sentences what the ideal solution would be for you: For me it was:

The ideal solution for me would be.....None of the above! What I really need is to be able to generate a substantial, but *passive* income, so I keep making money when I am not actually working. This means I would have the time and money to live my dream life AND... I would keep making money after I retire.

The ideal solution for me would be.....

So, have you worked out exactly what you want from life and how to get it? If yes, lucky you! I hope it all works out for you. 😊

If not, carry on and see what I did.....

If, like me, you didn't find your perfect answer, it is probably because you need to think more widely about other alternatives.

As you read in my guide when I did this exercise, and after a bit of reading around and talking to other people, I eventually concluded that my only option would be some sort of online marketing business, even though it would have been the last thing I would have thought of doing before.

I learned that there were people making a huge success of online business and I thought 'why not me?'

I can tell you at least **10 reasons** why this was the answer for me and why it might just be 'the' thing you are looking for to change your life for the better, too. You can download them using the links below.



This working guide is part of a set of resources I put together to help and inspire other people who are unhappy at work and don't know what to do about it. My resources include:

Leave Your Job, Change Your Life

A short guide based on my personal story about the process I went through and the questions I asked myself when I decided to leave my job and start my own online marketing business. If you are interested you can get a copy of my guide here.

<http://www.stayfantastic.com/reports/leave-your-job.pdf>

Work out what you really want from life and how to get it

A worksheet with 3 questions I asked myself to help you work out what you want from life and how to get it through your job. You can download it here.

<http://www.stayfantastic.com/reports/what-how.pdf>

Are you climbing the ladder or slithering down a snake

A fun diagram and table to help you work out where you are on the employment pathway and whether you need to think about making a change before it's too late. You can download it here.

<http://www.stayfantastic.com/reports/snakes-ladders.pdf>

10 Good Reasons To Start An Online Business

A list of 10 reasons why I concluded that starting my own online business was the only solution for me. You can get it here.

<http://www.stayfantastic.com/reports/reasons-online.pdf>

I would love to know how you get on and what you think of my resources. Email jackie@stayfantastic.com

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