

The *Awakening* of Purpose  
Through *Passion and Pain*

Sample

Sample

This book is a must-read if...

- ◇ you regularly ask yourself these questions:
  - ◇ “Why am I here?”
  - ◇ “Why me?”
  - ◇ “Why did I go through that painful experience?”
- ◇ you are ready to go on a journey of discovery
- ◇ you wish to find your purpose in life
- ◇ you want to turn around painful experiences that you have gone through
- ◇ you desire to pursue your purpose
- ◇ you are looking for something to guide you
- ◇ you are pondering on your gifts and what to do with them
- ◇ you are seeking help to make sense of situations that may seem senseless or too painful to bear.

Ihuaku P. Nweke is on a mission to deliver tools and strategies that will enable you to discover your unique gifts and turn your passion and pain into purpose, creating a fulfilled life.

## Praise for Ihuaku P. Nweke

“Ihu is a truly remarkable woman who, through walking through the pain and adversity in her own life victoriously, has produced powerful testimonies that not only glorify God, but have identified and excelled in her life purpose and mission. My favourite chapter in her book is Chapter Seven: Keys and Access, which is packed full of powerful nuggets and principles to unlock favour and purpose. Service, sacrifice and obedience are unheard of in today’s culture promoting narcissism, rewarding bad behaviour and victimhood.

Ihu’s passion and perseverance have been extraordinary in building the ministry she founded, Building the Excellent Family summit that earned her a place in the *World Book of Greatness* and the *New York Times*’ Top 30 Women Leaders to Look Out For In 2024. Her endeavour is inspiring and will no doubt have generational impact on the innumerable families transformed by her God-appointed mission.”

Wai-Yee Schmidt

Associate of Charles Dombek, Founder of [axiumwealth.com](http://axiumwealth.com)

“An insightful, easy-to-read book exploring the role we each have to play in fulfilling our specific purpose on Earth. Backed up by scripture and filled with straightforward illustrations, Nweke delivers a compelling argument that leaves the reader excited to actualise for themselves and for the world all their unique gifting(s).”

Cynthia Tooley MBE

TV Judge of *Great Chocolate Showdown* and Charity Director

“The title of this book says it all: Ihuaku expresses the reality of life, and one cannot detail life as much as she has, if you have not experienced it in the manner she has. Ihuaku, I love your energy, passion and tenacity. You are a real role model.

I admire how Ihuaku has sincerely poured out her heart and used her personal experience to express the need for us to accept challenges, whilst we persevere and allow the process of our purpose for life to materialise. Life is a matter of give and take.

Ihuaku has put a lot of hard work into this book with prayers and biblical quotes in all chapters, thus pointing out how our life is interwoven with the words from different chapters of the Bible, whether you are a Christian or not.

The way she narrates pain before gain resonates with my life story and it affirms my belief, that there is always a bright light at the end of the tunnel. She sees adversity as part of life, a learning curve that enables us to achieve our goal.

Ihuaku demonstrated in so many ways how faith was the muscle that allowed her to walk with confidence, determination and resilience to achieve her purpose for life.

We owe so much to leaders like Ihuaku who has inspired and empowered other women and men in similar situation, and helped them to overcome their difficulties and never to give up hope.

I recommend this book, not only as a book to read, but it is filled with activities at the end of each chapter for individual soul searching, to find your purpose for life.”

Cllr Chief Dr Kate Anolue  
Author, Freeman of London Borough of Enfield  
Former Mayor of London Borough of Enfield

*“The Awakening of Purpose Through Passion and Pain* is a transformative journey that resonates with the depths of the human soul. This book is a powerful testament to the resilience of the human spirit, illustrating how our greatest challenges can ignite our deepest passions and lead us to a life of profound purpose.

With heartfelt stories and insightful wisdom, it serves as both a guide and a companion for anyone seeking to turn their struggles into a source of strength and meaning. A must-read for those yearning to discover their true path.”

Professor Chris Imafidon  
Guinness Book World Record Holder, Renowned STEM Leader,  
UK Platinum Jubilee Education Chair appointed by  
the late HRM Queen Elizabeth II

The *Awakening* of Purpose  
Through *Passion and Pain*

*For Everyone on a Journey  
to Fulfilment*

**Ihuaku P. Nweke**



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[admin@bookbrilliancepublishing.com](mailto:admin@bookbrilliancepublishing.com)

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All biblical references in this book are taken from the New King James Version (NKJV) translation of the Bible.



## Dedication

I dedicate this book to the people that have helped shape my past, present and future.

The Past: my father, Dr Obi Nwagwu Chinyere-Ezeh (The Action Doctor). I would not be the woman I am today if it weren't for you. You named me after your mother which means so much to me: Ihuaku, the face of fortune. You told us as you passed away that our names mean so much, and I believe that name is shaping every bit of my fortune today. Your indomitable, optimistic, try-it-all, do-it-all spirit lives on in all your children, and most would agree, it is most evident in me! I know you are always with me. The book you wrote, *The Coup Menace*, left such an impression on me, so much so that I am now authoring mine. You showed me the importance of leading by example and leaving a legacy, so thank you!

The Present: my mother, Geraldine Obi Nwagwu. You are the formidable glue that holds our family together, my number one cheerleader. You are always there, no matter what project I pick up, cheering and supporting. It gives me so much comfort to know you will be there no matter what, so thank you!

The Future: my children, Arinze, Kosi and Chikamso, my pride, hope and joy. When I see the three of you, I have hope for the future and I cannot wait to see what you will all become. I am grateful that God has entrusted me with the responsibility of being a mother to three great, bright and talented young men, and to play a large part in shaping your futures. This is a responsibility I do not take lightly. Thank you to your dear souls for allowing me to do that and for being my teachers as much as I am yours.

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# Acknowledgements

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Sample

# Contents

Foreword .....	1
Introduction.....	3
<b>Part One: Knowing Your Purpose.....</b>	<b>7</b>
Chapter One: Self-knowledge, Purpose and Passion .....	9
Chapter Two: Your Passion.....	25
Chapter Three: Pain .....	41
Chapter Four: Your Skills.....	53
Chapter Five: Gifts in Three Parts.....	65
Chapter Six: Mountains and Mantles.....	75
Chapter Seven: Keys and Access .....	85
<b>Part Two: Resourcing Your Purpose .....</b>	<b>101</b>
Chapter Eight: Assign Your Time, Appoint Your Life .....	103
Chapter Nine: Your Purpose Needs Money.....	115
Chapter Ten: Your Purpose Needs People .....	121
Chapter Eleven: Single On Purpose.....	129

Chapter Twelve: The Purpose-Aligned Marriage ..	137
Chapter Thirteen: Developing Purpose in Children .....	143
Chapter Fourteen: Overcoming Satanic Opposition – My Story .....	149
Chapter Fifteen: Conclusion: The Purpose in the Passion and Pain .....	163
References and Further Reading .....	169
Special Thanks .....	175
About the Author .....	177

# Foreword

In a world filled with endless possibilities and challenges, the journey of awakening one's purpose is a sacred and transformative odyssey. It is a path illuminated by both the radiant light of passion and the profound lessons of pain. The pages you are about to delve into offer a map to navigate this extraordinary terrain.

Within Ihu's words, you'll discover the essence of purpose – a beacon that draws us closer to our true selves. Through passion, we find the unbridled energy that fuels our souls, and through pain, we unearth the hidden gems of wisdom that ultimately guide us to our higher calling.

As I reflect on the pages of this book, I'm reminded of the age-old saying that it's often in the darkest of nights that we see the brightest stars. This book shines a light on the importance of embracing both our joys and sorrows, our victories and defeats, for they are the threads that weave the fabric of our unique purpose.

Ihu's profound insights and heartfelt stories take you on a journey of self-discovery, encouraging you to explore your passions, confront your pains, and transmute them to something that becomes not only beneficial to you, but shines a light on a world that so needs it. In doing so, it unlocks the door to a purpose that transcends the ordinary. It is my sincere hope that as you read these pages, you will feel a deep resonance with the wisdom within and find the inspiration to embark on your true path to awakening purpose.

May this book be your trusted guide, as you set forth on this extraordinary quest. With an open heart and a willingness to embrace all that life offers, you are on the cusp of a remarkable transformation.

Remember, it is through passion and pain that we awaken to the purpose that has been calling us all along.

*Dame Marie Diamond*

*Transformational leader, six times global bestselling author, and star of "The Secret".*

*[www.mariediamond.com](http://www.mariediamond.com)*



# Introduction

**T***he Awakening of Purpose Through Passion and Pain* is for everyone who has ever asked themselves, “Why am I here? Why me? Why did I go through that painful experience?”

The book is designed to:

- ◇ Take you on a journey of discovery
- ◇ Draw out your purpose in life
- ◇ Turn around painful experiences that you have gone through
- ◇ Pursue your purpose and help others make sense of situations that may seem senseless or too painful to bear.

I am on a mission to deliver some tools and strategies that will enable you to discover your unique gifts and turn your passion and pain into purpose, creating a fulfilled life.

I was led to write this book by divine inspiration; that we have all come to this world for a purpose. The variety of human personalities, preferences, predispositions, and experiences are far too unique and at the same time universal not to be by a greater design and for a higher purpose.

Having a deep-rooted faith and love of God, as well as a deep connection to my own purpose, I believe that this book will have a broad appeal to all people of all or no faiths. The intention, while referencing biblical stories, is to explain the metaphorical meaning so that we all understand the messages and power of love, faith and hope.

I hope that my book will contribute to building a global community of awakened, purpose-driven individuals, who are using their gifts and redefining their painful experiences to transform themselves and others and, in turn, the world we all live in.

This is important to me because I feel that each human soul has a precious gift to give. The sooner this gift is discovered, the less pain will be endured in searching for it. Consequently, more precious lives would be saved from living without meaning, being directionless, and having destitute existences. My vision is for us all to ultimately become awakened, happier members of humanity.

*The Awakening of Purpose Through Passion and Pain* has religious undertones with a generous smattering of biblical references and quotes as well as circular, cultural, historical and scientific references that all can relate to. The Christian Bible is my reference point and even though you may not be religious in any shape or form, most of you will resonate with the universal wisdom, narrative and stories contained in the Bible.

This book incorporates my experiences, experiences of well-known personalities, as well as those of people I interviewed in the course of the book to garner the power of self-knowledge, passion and purpose. Many of us seek a higher purpose of some sort, be it via religion, spirituality or other means.

You will also find threads which resonate with my values: Creativity built on inspiration, intuition and innovation; Integrity built on truth, honesty and trust; and finally, Courage built on conviction, determination and vision.

I hope you enjoy reading *The Awakening of Purpose Through Passion and Pain*.

*Ihuaku P. Nweke*

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**Part One**

**Knowing Your Purpose**

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# CHAPTER ONE

## Self-knowledge, Purpose and Passion

*“All things were created by him, and for him.”*

(Colossians 1:16)

**W**hat is the meaning of purpose? This is the one question that has captivated humanity since time immemorial. The *Oxford English Dictionary* definition of purpose is:

*the reason for which something is done or created,  
or for which something exists*

Humanity has always wanted to know the reason for its existence. There is, and always has been, so much talk about purpose. However, many people in their forties, fifties, and sixties still don't know what their life's purpose is – indeed, many never discover it.

Many leaders today have outlined their definitions of purpose through various interviews and publications.

Author Bob Proctor simply said, “Purpose is what we love to do.” And Oprah Winfrey’s purpose is “To be a teacher. And to be known for inspiring my students to be more than they thought they could be.”

Another apt description of purpose is given by the well-known author and speaker on leadership, John C. Maxwell, who describes purpose as “How you use your experiences, talents, and passions to better the lives of those around you.”

For me, your purpose is your life’s work and the reason for your existence, doing what you were created to do. The innate talents that we are born with – our natural passions, preferences and inclinations – all point towards our purpose. Our life experiences – the ups and particularly the downs – indicate how we direct those efforts and talents towards fulfilling our ultimate purpose on earth.

I believe that we are all an expression of the God-source. In Christianity, many believe that the use of our gifts, talents and experiences to the service of humanity, honours God and is a form of worshipping Him. This life-giving source is magnified by showcasing your talents and is glorified when the world benefits from the talents He has gifted you which display His magnificence.

## ***The importance of self-knowledge***

I think that most of the problems that you face in life are based on the lack of realisation that you are made in the image of a higher power and can harness this image yourself. Therefore, the situations you find yourself in are consciously or unconsciously created by you. This perspective leads to your acknowledgement that you too are a creator.



Indeed, the Apostle Paul states; *“Do not be conformed to this world but be transformed by the renewing of your mind.”* (Romans 12:2)

Once armed with this knowledge, you will know how to respond when you are placed in an environment or situation where you are being treated in the wrong manner. If you lack self-knowledge, you will accept any situation or treatment and feel helpless to change it. It’s about knowing your value and how you can enrich the world through your purpose.

Every situation in life is based on your self-image and your concept of who you are. The terms ‘Man of God’ or ‘Woman of God’ are religious, rather dogmatic terms because all humans are in effect men and women of God, as we are all made in the likeness of God. Whether or not we realise this truth is another matter.

*“So, God created man in His own image, in the image of God He created him; male and female, He created them.”*

(Genesis 1:27)

Moreover, Daniel says, *“Those who know their God shall be great and do exploits.”* (Daniel 11:32)

However, I always wondered whether this was a misinterpretation and whether the correct scripture should have been, *“Those who know they’re God [in other words, those who are fully convinced of the power and essence of God in themselves] shall be great and do exploits.”*

Humans are supposed to be the masters of and have dominion over our environment and situations (which includes our works of life), and it is in this mastery that

we can show others the way. We are meant to help each other within the specific areas of our 'God domain', and in so doing, we are transformed to become more like the God source in all of us.

The expression of divinity in you is limitless, but it is based on your ability to receive it. You are born with free will which enables you to make choices; choices that support your values and who you are, no matter your circumstances, whether they are adverse or favourable, negative or positive, or entrapping or freeing. Your free will is always in operation and your capacity to receive is based on your level of belief in yourself and the power in you to change your situation or affect that change. In other words, **your faith**.

As Jesus said to Matthew,

*"Truly I tell you, if you have faith as small as a mustard seed, you can say to this mountain, 'Move from here to there,' and it will move. Nothing will be impossible for you."*

(Matthew 17:20)

## **Fear limits our faith**

Fear, which is the opposite of faith, limits our belief and makes us waiver, over-prepare or procrastinate. We can see this in the Bible when Jesus beckoned Peter to walk on water. Peter could walk on water when he was walking 'in faith', however, as soon as his faith waivered through the onset of fear (i.e. about what he was able to achieve), walking on water became impossible and Peter began to sink.

Fashion is one of my passions and in 2014, I was given a fantastic opportunity as part of a project to bring female

black entrepreneurs to the world stage through fashion. I was offered the opportunity to showcase a collection of jewellery at African Fashion Week in London. I had partially started the collection but had yet to complete it. I accepted the offer in faith and decided to work frantically on my collection to complete it on time. The result was that I was catapulted onto the world stage, thus kick-starting my formal fashion design career. Without my faith and acceptance of the offer, I would not have gained recognition and exposure for the work that I loved.

It is impossible to please God without believing in ourselves. Without internal belief, we cannot manifest the potential of our highest power and nature, stretching our faith beyond our perceptions and walking through life in that belief. Choosing to walk with purpose means dwelling in the full expression of your divine beliefs through your thoughts, words and deeds. Faith is not an intellectual exercise and is nothing without good intentions that are backed up by action, because true faith is manifested in what you do and the positive ripples that it produces among people and communities. Faith is the fuel that causes us to act; our thoughts, words and actions are the manifestation of that faith.

The great boxer Muhammad Ali was known for his famous quote, “I am the greatest.” In fact, what he said was, “I am the greatest, I said that before I knew I was.” He backed up this belief by fighting many of the greatest heavyweight boxers of his time, such as Joe Frazier, and his self-belief proved correct! If he boasted that he was the greatest without ever stepping into the boxing ring, he would have been known as a laughing stock or a dreamer and would never have become the icon that he was. He believed that his status would provide a higher stage to share his purpose – the words and actions of which would bring freedom to many.