

A man with short dark hair, glasses, and a pink and white striped button-down shirt is looking at a laptop screen. The background is white with blue and gold decorative patterns at the top and bottom. The text 'Who Am I?' is written in large, bold, gold letters on the left side of the image.

# Who Am I?

24 Questions to Discover  
Yourself & Build Your Success

Heri Marco



# Identity

When you look at your fingerprint, you discover that you are unique and created for a purpose.

Nobody is like you.

You are the only one in this universe, the author of your own identity.

# Who Am I?

This is a fundamental question to ask yourself if you want to be successful in life and business. After asking yourself, you must accept your identity and go for it to build your success.

Discovering who you are is a vital determinant of your success. If you do not know who you are, you might not make a difference in this world.

The 24 questions will guide you to discover your nature, infinite purpose, passion, potential, talent, traits, and abilities.

# Who Am I?

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By

Heri Marco

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## DEDICATION

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For my readers, radical thinkers and entrepreneurs who think crazy enough to change the world.

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## CONTENTS

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<i>Acknowledgments</i> .....	<i>i</i>
1. Self-Awareness.....	1
2. Who Am I?.....	4
3. Life Purpose.....	6
4. Dream & Vision.....	9
5. Talent & Ability.....	12
6. Passion.....	15
7. Core Genius.....	18

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Smartest teens, thank you for making a difference. You gave me a reason to craft this book for others to follow the way.

Highly successful people include David E. Nielson, Dr. Jordan B. Peterson's, R. Buckminster Fuller, and many others not mentioned but used as role models in this book. I salute you.

My special appreciation to my sons Hefan and Hefard; and my parents Ella Martin and Israel Marco. Thank you for your moral support.

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# 1

## Self-Awareness

“*Who am I?*” It is a self-Awareness or self-discovery question. You discover and get awareness about your existence and your positive contribution to this world.

You understand how your inner and external worlds work.

You control your life to influence outcomes.

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*“Self-awareness is knowing how you are! Knowing how you are, helps you be sure your best self is showing up. Your best self is simply that person you want to be in interacting with others.”*

**David E. Nielson**

*Author of the 9 Dimensions of Conscious Success: It's All About YOU!*

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Self-Awareness is fundamental for any success. It is not about education, experience, knowledge, or intellectual horsepower that determines your success; it is about self-awareness.

Based on my personal discovering experience documented in my first book, *Power of Success Within you*, I realized that having education, knowledge, and experience without knowing who you are, is like a car without an engine. Someone else must pull you to move.

Self-awareness is a continuous process. It took me more than a year to understand the basis of the fundamental question, who am I? Even now am still asking myself this question.

It is possible to make a difference if you understand how the inner and external worlds work.

### ***Question 1: Why Self-Awareness?***

Self-awareness helps us to understand how things work within and around us. You discover the life purpose, passion, talents, ability, and vision within you. Also, you know how to manage yourself to bring a positive impact to others.

Everything is done in life if you are self-aware.

You can manage and evaluate your actions, emotions, align your behavior with your value, and understand how others perceive you if you re self – aware.

It is easy to make the right decisions, influence outcomes, be confident, build a better relationship with others and live a happy life if you are self-aware.

It is easy to build your success and make a difference if you understand how things work in the inner and external world and are in control.

***Question 2: How Can I Unlock the Self-Awareness?***

Everything is within you. Listen to your heart to discover more about yourself. Read self-development books and work with mentors to know more about yourself.

Use the following steps and techniques to unlock the awareness about yourself:

- *Step 1. Listen to your heart*  
Tune to your heart and ask yourself the following questions, listen and follow your heart.
  - ✓ What am I good at?
  - ✓ What do I love to do?
  - ✓ How do I behave?
  - ✓ What skills and abilities do I have?
  - ✓ What is my uniqueness?
  - ✓ What would I like to achieve in my life?
  - ✓ How can I influence positive change?
  - ✓ How can I build a better relationship with others?
  
- *Step 2. Learn more about what you want to achieve*  
Acquire the knowledge and understanding about what you want to achieve. Read the right books and connect with the right successful people. Be in a position to learn and discover yourself every day.
  
- *Step 3. Read books and work with mentors.*  
Read the right books and find someone to guide you. Always be a student to learn and discover yourself every day.

## 2

# Who Am I?

*“Who am I?”* It is a fundamental question to start with yourself. Ask yourself this question to discover yourself. You understand your inner world and infinite purpose. You align yourself with infinite purpose by knowing who you are and accepting the call.

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*“Start with yourself. Take care with yourself. Refine your personality. Choose your destination and articulate your Being.”*

***Dr. Jordan B. Peterson’s,***  
*Author of 12 Rules for Life: An Antidote to Chaos*

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Knowing who you are and accepting the infinite call is the best way to harness the potential within you.

***Question 3: Who am I?***

Ask yourself, “*Who am I?*” to discover your infinite purpose, skills, talents, ability, passion, and dream. Your infinite purpose, unique talents, passion, and ability have a significant contribution to your life. It is easy to build your success and make a difference if you understand who you are.

***Question 4: How Can I Answer this Question?***

Everything is within you. Listen to your heart to discover who you are. Read self-development books and work with mentors to know more about yourself.

Ask yourself, “*Who am I?*”

- Where am I coming?
- Where am I going?
- What is my life purpose?
- What is my talent?
- What is my ability?
- What is my passion?
- What is my dream or vision?

Understanding who you are in terms of your nature, infinite purpose, skills, habits, talents, ability, passion, and dreams is an infinite call. You can accept or reject the call.

***Question 5: Why do I have to accept the Infinite Call?***

You are unique and born for a purpose. Accepting the infinite call will help you to work for the mission you have created for it. Your best contribution in this world depends on your life purpose, passion, and talent.

## 3

# Life Purpose

Ask “*Who am I*” to discover your life purpose. Life purpose is an infinite purpose for your existence. It is possible to make a difference if you understand your life purpose.

Success means living your life purpose.

Success means making a difference.

Success means touching people’s life.

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*“Never forget that you are one of a kind. Never forget that if there weren't any need for you in all your uniqueness to be on this earth, you wouldn't be here in the first place. And never forget, no matter how overwhelming life's challenges and problems seem to be, that one person can make a difference in the world. In fact, it is always because of one person that all the changes that matter in the world come about. So be that one person.”*

**R. Buckminster Fuller**  
*Author of Operating Manual for Spaceship Earth*

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Success is the happiness you feel when you touch others' lives or solve problems in society. When you invest in living your life purpose, you make the world a lovely and better place. Touching peoples' lives create more happiness with no stress.

***Question 6: What is my Infinite Purpose or Life Purpose?***

The infinite purpose is the purpose for your creation. Everyone has a mission to accomplish to make a difference. The universe wants you to make a difference.

***Question 7: Why Life Purpose?***

You are the universe's hands to make the world a lovely and better place. You make a difference in this world by aligning or living your life purpose.

You cannot make a difference regardless of how rich you are if you do not understand your life purpose.

You will not align yourself with the greatness in you if you do not understand your infinite purpose. That is the greatest failure in life.

***Question 8: Why do I have to make a Difference?***

The infinite call for everyone is to make a difference for a better world. Making a difference is a compulsory call for all of us. Making a difference is the best way to bring a positive contribution to this world.

It does not matter how big your dream is.

It does not matter what you strive to accomplish in your life.

What's important is how you bring a positive impact on the world.

***Question 9: How Can I Discover My Life Purpose?***

Everything is within you. Ask and listen to your heart. Also, use your real-life experience to discover what you love to do to make a difference. Use the following steps and techniques to discover your life purpose.

- *Step 1. Listen to your heart*  
Get in a private place, tune to listen in yourself. Ask yourself the following questions:
  - ✓ *Who am I?*
  - ✓ *Why am I in this world?*
  - ✓ *What is the positive impact of the success I am seeking?*

Listen to the suggestions from your heart.

- *Step 2. Use your experience*  
Use your real-life experience. There are things that you want others to do for you. Ask yourself this question, “*What do I like others to do for me?*”

Get the answer and go for it.

## 4

# Dream & Vision

Ask yourself, “*Who am I?*” to discover what you have to accomplish to make a difference. Dream and vision is life compass. It guides you on what to do, how to do it, and when to do it. Dr. Myles Munroe said the poorest man in the world is the one who does not have a vision. You should have a clear dream and vision to be successful in life.

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*“A dream is an inspiring picture of the future that energizes your mind, will, and emotions, empowering you to do everything you can to achieve it.”*

**John Maxwell,**  
*Leadership Expert, Speaker & Author.*

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## **Dream**

The dream is the road map in your life. It helps you understand things you want to accomplish to make the world better.

### ***Question 10: What is My Dreams?***

Ask yourself, “What can I accomplish in this world to make a difference. A dream must make a difference. Otherwise, it is not a dream.

### ***Question 11: Why a Dream?***

The dream is the road map in your life. It helps you understand what you have to accomplish to make a difference. When you wake up in the morning, you have something to achieve.

## **Vision**

A vision translates the dream into implementation plans, goals, targets, KPIs, and Activities. You have to translate your dream into a plan to accomplish it.

### ***Question 12: What is my Vision?***

The vision is the implementation roadmap of your dream. It translates a dream into a plan presenting goals, targets, key performance indicators, activities, and a time frame for implementation.

Therefore, your vision is your dream in a plan. Once you put the dream into a plan, it becomes your vision.

### ***Question 13: Why a Vision?***

Without a vision, people perish.  
Without a vision, people cannot control it.

Vision guides your daily implementation to accomplish your dream and live life's purpose. It helps to understand what to do, how to do it, and when to do it.

Being aware of what to do, how to do it, and what to do inspires you to take full responsibility to work and track the achievement.

***Question 14: How Can I Discover My Vision?***

Extract your vision from your dreams. Visualize what you want to accomplish and put it into a plan. Use the following steps and techniques to write your vision plan.

*Step 1. Listen to your heart*

Ask yourself the following question.

- How can I do to accomplish my dream?
- What can I do to accomplish my dream?
- When can I do for my dream to be accomplished?

*Step 2. Visualize your dreams to create a vision*

Visualize your dream to get a clear mental picture of the things you want to accomplish. Visualize on;

- How can you accomplish the dream?
- What can you do to accomplish the dream?
- When can you do for your dream to be accomplished?

*Step 3. Put your dream into a plan*

Learn more and translate your dream into a vision plan. Plan your goals, targets, KPIs, activities, resources, and time-frames for implementation.

## 5

# Talent & Ability

Ask yourself, “*Who am I*” to discover your talent and ability. Talent is a strategic resource in your life. It is easy achieve your vision, fulfill your dreams, and make the world a better place by using your talent. Everyone is born with talent. Discover and use it.

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*“You have a unique talent and a unique way of expressing it. There is something that you can do better than anyone else in the whole world, and for every unique talent and unique expression of that talent, there are also unique needs. When these needs are matched with the creative expression of your talent, that is the spark that creates affluence. Expressing your talents to fulfill needs creates unlimited wealth and abundance.”*

**Deepak Chopra, MD,**  
*Author of Metahuman: Unleashing Your Infinite Potential Hardcover*

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The architect of talent and success operates like the north and south poles of the magnet. They attract each other because it works like that naturally. You attract success by using your talent because it is the area that you do the best.

***Question 15: What is My Talent?***

Talent is the unique ability in you that makes you do better naturally. It is something that you do the best and effortlessly.

***Question 16: Why Talent & Ability?***

The talent carries your unique ability and potential that makes you do the best. It is to achieve the best and attract success if you use your talent.

***Question 17: How Can I Discover My Talent?***

Listen to your heart and use your real-life experience to discover your talent. Use the following approaches and techniques to discover your talent:-

*Approach 1. Listen to your heart*

Your heart understands more about what you're good at doing. If you are not working in the area where you are good at, you might experience some complaints. Sometimes your heart tells you why are you wasting time in this job or business? Why should you try or work in that job or business? Most of the time, we are not open to listening to our hearts. We listen mostly to our minds and keep doing things without considering if we are good at it or not. You limit yourself to achieving the best by using the power of your talent for not being open to listening to your heart. Take time and work on yourself, assess what you are good at doing by using the following steps and techniques:

1. Listen to your heart. Listen and scan which job or service you do the best and effortlessly. List all jobs or services that you think you are good at doing.
2. Choose two jobs or services that you do the best from step 1.

3. Choose one job or service that you do the best from step 2.
4. Give the reason why you think you are the best at the job or service you have chosen in step 3. If you are 100% honest about your choice, you have discovered your talent.

*Approach 2. Explore things you used to do during your childhood*

Explore your childhood and search for what you were good at doing. Use the following steps and techniques to discover your talent:

1. Listen to your heart. Listen and scan which job or service you do the best and effortlessly. List all jobs or services that you think you are good at doing.
2. Choose two jobs or services that you do the best from step 1.
3. Choose one job or service that you do the best from step 2.
4. Give the reason why you think you are the best at the job or service you have chosen in step 3. If you are 100% honest about your choice, you have discovered your talent.

*Approach 3. Listen to others*

Your parents, friends, teachers, and mentors can spot what you are good at doing. Ask your parents, friends, teachers, and mentors. They will tell you what you are good at doing. Use the following steps and techniques to discover your talent.

1. Explore and ask your parents, friends, teachers, and mentors and list activities that you are good at doing.
2. Choose two jobs or services that you do the best from step 1.
3. Choose one job or service that you do the best from step 2.
4. Give the reason why you think you are the best at the job or service you have chosen in step 3. If you are 100% honest about your choice, you have discovered your talent.

## 6

# Passion

Ask yourself, “*Who am I*” to discover your passion. Passion is a very powerful feeling, for example of sexual attraction, love, hate, anger, or other emotion.

Discover what you love to do.

What do you feel good when doing?

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*“People will forget what you said. People will forget what you did, but people will never forget how you made them feel”*

***Maya Angelou,***  
*An American Poet, Memoirist, and Civil Rights Activist.*

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Passion has a powerful impact on your subconscious. It influences every thought we have and every decision we make. Discovering your passion is a necessary step to be successful in life and business.

***Question 18: What am I passionate about it?***

Ask yourself, “*What am I passionate about?*” Find within you what you love to do? What do you feel good about when you do?

***Question 19: Why Passion?***

Working in the field of your passion will inspire you to work hard and spend the most time on what you love to do. You can never give up because you love what you do. If you don't have passion, it is easy to give up. Many successful people have built their success in the areas of their passion and core genius. They get paid for what they love to do in their life.

***Question 20: How Can I Discover My Passion?***

Listen to your heart and use your real-life experience to discover your passion. Use the following steps and techniques to discover your passion:

- *Step 1. Listen to your heart*  
Tune yourself to listen to your heart. Listen and scan activities you love to do. List all activities you love to do.
- *Step 2. Choose two options from step 1*  
Among the activities; you listed in step 1, choose two activities you love to do.
- *Step 3. Choose one best option from step 2*

Among the two activities; you listed in step 2, choose one activity you love to do the most.

- *Step 4. Establish the reason for step 3*  
Give the reason why you think you love to do the activity or job you chose in step 3. If you are very honest with yourself, this might be your passion.

# 7

## Core Genius

Ask yourself, “*Who am I?*” to discover your Core Genius. Discover your Core Genius or activities you love to do, and you do best.

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*“I believe you have inside you a core genius... some one thing that you love to do, and do so well, that you hardly feel like doing anything else. It’s effortless for you and a whole lot of fun. And if you could make money doing it, you’d make it your lifetime’s work.”*

**Jack Canfield,**

*Author of the Success Principles & Co-creator of the Chicken Soup of the Soul.*

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Core Genius is a potential area of focus for anyone who wants to be successful. The core genius area carries your passion and unique ability that makes you do the best and effortlessly.

***Question 21: What is my Core Genius?***

Core genius is the area or activities in your life that you love to do and you do the best.

***Question 22: Why Core Genius?***

You do best what you love. You do best what you are good at. It is easy to achieve what you want to accomplish because you do the best, and you love it. Most successful people deliberately invest in areas where they are good at maximizing their productivity and building their success.

***Question 23: How Can I Discover My Core Genius?***

Use the following steps and techniques to discover your core genius:

- a) *Know your talent*  
What do you do the best in your life? Identify activities you do with the best and effortless in your life.
- b) *Know your passion*  
What do you love to do in your life? Identify activities you love to do effortlessly in your life.
- c) *Identify your Core Genius*  
Core Genius is something you love to do and do so well, that you hardly feel like doing anything else. Therefore (a + b) is your Core Genius.

*Question 24: Who am I?*

After you have asked yourself the first 23 questions, ask again, “*Who am I?*”

Ask yourself this question every day.

You discover more and develop a better version of yourself every day.

## ABOUT THE AUTHOR

Heri Marco is the author, entrepreneur, and investor. He is a founder and group CEO of Research and Development Network. He is also a founder of My Tour Wallet, Lughu Zetu, Readers Library Lab; and co-founder of Mambo Jambo Tours & Travel and RUMO Energy.

Other Books by Heri Marco;

- *The Art of Discovery & Innovation*
- *Power of Success within you*
- *3X7X21 Success Formula*
- *Social Media Success Supremacy*
- *Debt is Dirty! The loan is Clean!*
- *100Magufuli: Amid Covid 19.*
- *Success Architects*
- *Smart Teens,*
- *Genius & Success*
- *Tanzania Mpya*
- *The Promised Land*