

# 4 Ways to Know (and Live) Your Purpose

For various business reasons, I've been traveling quite a bit lately. I've visited many cities, attended several events, and had the pleasure of learning from a variety of well known speakers. Recently I've heard from the likes of [Tony Hsieh \(Zappos\)](#), [John Assaraf](#) (from the movie [The Secret](#), and author of [The Answer](#)), [Guy Kawasaki \(Apple\)](#), [Sir Richard Branson \(Virgin\)](#) and even [George W. Bush](#) (need I elaborate?). All of their messages were very educational and insightful, but there is one in particular I want to share with you.