



TO LIVE ON PURPOSE

A Manifesto

TO LIVE ON PURPOSE IS OUR GREATEST PERSONAL FREEDOM.

"On purpose" means two things: one, that you meant to do what you did, and two, that you were meant to do something unique to YOU.

TO LIVE ON PURPOSE, WE MUST BE DELIBERATE & INTENTIONAL IN OUR ACTIONS.

We must discover what we value and fiercely stick to our beliefs. We must distinguish what we hold dear from what we have been lulled into thinking. We must have the courage to go against the grain and do what is right for US—and respect that others may do the same.

TO LIVE ON PURPOSE REQUIRES DISCIPLINE.

We cannot remain in a state of "on purpose" without course-correction. Everybody wants a piece of you—your time, your money, your attention. Without vigilance and dedication to your values, then you may give in and give over your precious resources.

Your discipline, though, creates ease & elegance in your life. As you build habits that support your values, they simply become part of who you are. You no longer need to protect yourself from those that want a piece of you; you affect the world around you.

TO LIVE ON PURPOSE ADVANCES THE WORLD.

When you are no longer acting according to beliefs that are not your own or engaging in work that you are not meant to do, then you are free to make your best contributions to the world. Your ideas and your creations and your execution are things that only you can bring—and without them, the world is a little less bright.

TO LIVE ON PURPOSE IS TO USE OUR LIVES FOR THE HIGHEST GOOD FOR ALL MANKIND—INCLUDING YOU.