

# YOUR PURPOSE YOUR APP

STOP DRIFTING • START LIVING

Milton S. Herring, II

“FOR MY FAMILY, WHICH I LOVE”





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*You are worthy to achieve greatness.*



## Introduction

This book is very practical and will benefit you in so many ways if you will apply the principles to your life. I wrote this book because in my own life I have wondered, thought, prayed and asked others if I could really know where my life was headed and if there was a way for me to know exactly where I am, where I am going, my life purpose, and an app to use? The great news is that there is a way for you to know the answers to these persistent questions.

I have been through more than three life changing events in my life. After each event I excelled in work opportunities afforded me in school, sports, sales, and now helping you. What I have learned is that life is the sum of a variety of unique experiences.



***"Life is the sum of a variety of unique experiences."-Milton Herring***

You picked up this book because of the cool looking guy on the cover (smiles), you were asked to by someone who wants to see you on purpose, because you personally were curious about your purpose or because you are looking for the next big reading that will inspire you to go to the next level. Whatever the reason, don't stop reading! After this journey you won't be the same, lets walk through this together.

When the need for direction arises, there are several keys that can be used to aid in getting you where you desire to be such as prayer, meditation, other influential people, books, apps. etc. In this book I will attempt to uncover the keys that lie in the path of finding your purpose and living it fully.

The principles and stories outlined in this book are meant to give you a foundation , some context and a belief so when you are searching for purpose, health, wealth, success, joy, peace or happiness you can be assured that you have the best and most direct tools to assist you on your journey. It is the most direct and appropriate tools that will get you to your destiny. If a home builder is given a list of appropriate tools and the blueprints to build the home of his dreams, why should he look elsewhere? Why should he seek additional knowledge regarding tools to use in obtaining the thing he dreams of or desires? Similarly, this book can be an important app (short for application) to assist you in obtaining the thing you desire; thereby enabling you to live a life of purpose.

However, I must give you fair warning. When reading and applying the principles and strategies of this writing, "You have to promise yourself and me that you will do them!" In my youth, I can recall as I watched





the G.I. Joe cartoon series after school this one liner appeared at the end of each show:



***“And knowing is half the battle.” -GI Joe***

Growing up, this phrase would always surface in my thinking. (This shows the power of media and the words of others that children hear.) But as I got older, I concluded that the meaning of this phrase was that knowledge alone was never enough. It had to be applied and practiced over and over and over again to be effective, to establish belief and certainty.

Success comes through applied knowledge. So as you begin, give yourself time to read through and complete each chapter as they are direct and to the point.

Review key areas again and allow each chapter to give you insight into finding your purpose applying your potential and reaching others one life at a time.



***"I have learned that if one advances confidently in the direction of his dreams, and endeavors to live the life he has imagined, he will meet with a success unexpected in common hours." – Henry David Thoreau***



## Mobile Apps

The term “app” has become popular, and in 2010 was listed as “Word of the Year” by the American Dialect Society. Mobile apps were originally intended for productivity: email, calendar and contact databases, but public demand caused rapid expansion into other areas. The app business is a billion dollar industry, with Apple leading the revolution (sorry Android fans). Apps today can be used for all types of human needs, wants, desires and plain just for fun. You can do banking, order food, download a movie, track your calories, read the bible, and even track your miles you walk or run, just to name a few. The App world really is limitless. And with the dependence of apps comes the need for more meaningful applications. The world is ready for an App that allows you to help define and guide you to your purpose.



I expect an actual mobile electronic app will be developed for your iPhone, tablet, iPad, Android or Windows Phone in the very near future.

Bring your purpose and your application. This book will give you keys an outline and an app that is sure to get you connected and boldly launching towards your purpose in life, work, health, family, ministry, and finances. As someone that is ready to stop drifting and start living, never let other people define your success. You decide what success means to you in this world today, and live it.



## The Call from the Deep

**The first time I walked on a stage I knew that was what I was created to do. I knew that there was a calling and a sense of purpose in my life that gave me fulfillment and a sense of destiny.- T.D. Jakes**

Calling: to command, to be present; to summon

Being a movie fanatic, I thoroughly enjoy the hidden keys that lay within any given script seen on the big screen. Pirates of the Caribbean, a famous tale of Pirates and treasure, have done remarkably financially and in popularity at the box office within the last decade. In laying out this key of the “Call from the Deep,” let’s peek into the first episode of “Pirates of the Caribbean: The Curse of the Black Pearl.” One particular scene which is the culmination of the movie, tells of a young Governors’ daughter who confiscates



a necklace from a pirate boy that was shipwrecked at sea. This piece of jewelry was the last piece of Aztec gold the Black Pearl Pirates were seeking to remove the curse that was placed on their lives so long ago. Some years later this young girl was now a young woman who through a string of events fell into the sea from a watch tower with this necklace of the Aztec gold placed around her neck. The scene depicts as she hit the bottom of the ocean the piece of gold sending out a shock wave in the ocean that alerts the pirates of the Black pearl of its location. Having received the long awaited alert they pursue and use any means possible to retrieve this, their freedom! This last piece of gold which was the key.



**“they pursue and use any means possible to retrieve this, their freedom”**



When I was a young boy at 12 years of age, I felt a deep sense of something greater and bigger calling me from a deep place within my heart. Later, I found out it was Someone calling and He continues to call me. It took three near death experiences for me to finally get to a place that I would do all that was necessary to gain my freedom, and find my purpose and desired destination in life.

My first experience was a drunk driver side impact collision in my late teens. I call this my three second survival. In that instance, I felt I was within three seconds from that drunk driver taking my life with a driver side impact. I escaped with a totaled vehicle and couple a of bruises. In three seconds your life can take a drastic turn for the good or the bad. In life sometimes a split decision can be the diference of life or death.



**When it comes to finding a belief to stop drifting , you can make a split decision to start living.**

My second experience I call, “why did this have to happen?” This experience comes as a collegiate athlete that suffered a serious knee injury my senior year. I was operated on by the doctor, but during my operation I was infected with a bacterium that put me in the hospital with emergency surgery that lead to a stay in the intensive care unit for over 6 weeks. In addition, I was required to have home visits from a nurse for another six weeks. With temperatures hovering at 106 degrees and a heart rate well above the normal range, doctors said I should have died from that Staph infection. All my hopes of seeing a dream come true by playing in the NFL are wiped away by an injury and infection. Times in your life good doors are closed in





order to set you up for something far greater, you must believe and trust.

My third near death experience came by way of a t-bone collision on the highway in Texas going 75 mph. I call this experience, “even when things are going well, change can happen.” After just winning the presidents club award for top salesman of the year the night before, a friend and I decided to attend a midweek bible study at Max Lucado’s church in Texas the next night. After a loving couple agreed to give us a ride back to the hotel, we were engaged in conversation while I sat in the passenger side back seat. Then at a split second the truck in front of us clipped a construction truck on the side of the freeway. As soon as it hit that truck, it spun in the middle of the freeway, and without time to break the driver of the vehicle I was in t-bones the truck sideways. I flew to the front of the car, slamming my head on the front of the sun-roof and slamming the passenger into the dashboard, her head hitting the



windshield. When we collided with the truck, in that split second I could vividly see happy parts of my life and family flash before my mind and eyes. Its true that does happen. Every fear, every concern leaves the mind at that second. And in that second of thought, I was wondering if I had given enough, really lived enough, loved enough or done enough. The police officer that gave me a lift back to the hotel asked , if I was ok? The officer said, "because of what I recorded it seemed a lot worse." The police car had a dash camera that recoreded the whole incident, and to know that everyone survived was a miracle on it's own.



***"And in that second of thought I was wondering if I had given enough, really lived enough, loved enough or done enough."***



An “inner itch” is the term I use to describe that deep yearning or call from within every soul of creation. You have been yearning and searching for something that could possess the key to your freedom. You have gone through some life-changing experiences and now you are asking, “Where do I go from here?” Or, “what is my purpose in life.” You also could be at a stage in life where you want more out of life than what you have right now. Either way, you hear and feel the Call from the deep.

There is a freedom from bondage financially, spiritually, emotionally, and relationally that you seek – that one piece of priceless treasure which has been eluding you for so long. If you were to ask these pirates what would be the value of the Aztec piece of gold before the curse it would have had a street value in that known time. However, after the curse this piece of gold became priceless and they did whatever it took to possess this small piece of gold in order to secure their freedom.



Please note that in order to successfully possess the desired destination of your life, you must make a positive decision and be willing to “do whatever it takes.” The Call from the Deep has been released into your life and maybe in past times you have been doing all you can to find it. There are so many options, so many voices, and so many people to ask or interrogate to show the piece of freedom that has been eluding you.

I am challenging you to look know further than to the Creator God who formed you in your mother's womb. The Creator who knew you even before the foundations of the world. Can you imagine that your life, your purpose, your calling has been known before the first star was set in the sky. Take this journey with me, take it seriously and receive your freedom. Here is an app to start the process:

1. Sit quietly by yourself (minimize the distractions and



give yourself 20 minutes) and say these words, “Creator God, I thank you for giving me life, and I thank you for hearing me now.” Say this until you can focus with all your heart and mind on these words.

2. Have a pen or pencil in hand with paper, this allows for minimal distraction.

3. Ask this simple question once you are super focused on the above phrase: “What is the purpose of my life and what have you called me to do?”

4. Write down the very next thing that comes to your mind, and keep asking and keep writing until you get a response on paper that draws an emotion out of you. The point is not to rush but to listen and to record.

5. Then spend a minimum of 3 days (more for others) concentrating and envisioning the answers given to you, or until you get clarity and more confident.

As you recall, in the scene from the movie, “Pirates of the Caribbean” the piece of gold that fell in the



water sent out a shockwave which alerted the pirates. Similarly, your desired destination or purpose is calling and has sent out a shockwave in your life. In order for you to hear it, you must listen expectantly for it. These pirates sailed the seas waiting and listening expecting something to show up. Also while they were waiting they were active in doing what pirates do. I want to encourage you to work and do what your hands find to do, until the answer comes to you or until you get clarity and confidence concerning your call.



## **“listen expectantly for it”.**

### Expectancy

This is a key that will get you on your way to finding your purpose in life. While waiting to hear this call, know that silence is part of it. You must be comfortable



with the silence that comes before the amazing storm of the journey to reaching your desired destination. Listen, listen, listen expectantly and you will surely receive everything you need.

This expectancy is more like a restful, trusting assurance that the desire and passion within you has already been accomplished and you are now endeavoring to embark on a journey to find its location and set your domain on it. There has been a deep calling inside you since creation from the Creator. It's been a desire that has been sending out echoes in the middle of your heart since birth. That call awaits a response from you. Now is the time for you to listen, accept it and take action towards your desired destination!

## Desire

Allow me to clarify the word "desire." When this book speaks of desire, it speaks of an emotional pull deep



within yourself, an unsatisfied hunger that can only be filled by the Right Way (which consist of gratitude, belief, and purposeful action) of living your life. It could be that your desire is to be a celebrity, a politician, a house wife, a pilot, a teacher or to serve others. Inexhaustible is the list of purposes that lie dormant within humankind., and inexhaustible is the well of desire that is ready and waiting on your calling and purpose to be lived. To the person reading this that has found their desired purpose but lack the tools to maintain that direction, keep reading this book and you will find the help you need.

This Call from the Deep wants you to experience life to the fullest, this call the Creator has placed within you says, "God created human beings; he created them godlike, reflecting His nature. He created them male and female. God blessed them saying: "Prosper! Reproduce! Fill the Earth! Take charge!"

When giving attention to the Call that runs deep, you





gain a new sense of confidence and confidence in your calling will propel you toward your desired destination. A new sense of direction and a greater sense of hope, hope the real meaning is confident expectation of good, not this wishful thinking we assume at times. Hope is the spiritual power that can be shared between others in a life where it seems all hope is lost. Hope will aid you to conquer another day and aid you to embrace a powerful concept of new life.

New life is a metaphor for a re-birthing that takes place when an acceptance to the Call from the Deep is answered. For me it was a spiritual wakeup call at 12 years of age, when I knew that Jesus was indeed more than a good teacher, he is my personal Lord and Savior. And from the realization that more existed to life than just me, there was a great purpose for my life.

God is the creator of your body, the Architect of your destiny and the Innovator of all that is good in your life.



Give the Architect an opportunity to share the blueprints of your purpose with you. Some people subscribe to the notion that if their lives were not planned, they must have been an accident.



***God is the creator of your body, mind and spirit. He is the Architect of your destiny and the Innovator of all that is good in your life.***

To live with the false sense that you were created by accident devalues your human spirit and seriously discounts God's creative power. To discover the truth that life is a series of divinely appointed events, will radically transform your life. And for the person that has a challenge in seeing that, let this book you are reading be a proven fact to this argument.

Can you hear the echo of your calling while reading these words? These words are a beautiful decree that



frees the human soul to be what it was designed to be, a battle cry to the warrior spirit wanting to take charge. The Call is general for everyone and yet it is as personal as your own DNA.

I have a word to you who believe there is so much noise in your life that you would have to incur debt in order to pay attention. The Call is not reserved only for those who live consistent quiet and peaceable lives. The Call can cross any frequency or noise barriers, rough childhoods, dramatic incidents, or constant poor choices that bring negative consequences.

I remember in college after I knew my football career as I knew it was over. I searched for new outlets to apply my passion (fraternity, partying, drugs). I understand that in the middle of all those major distractions (I learned many things from the fraternity) I could still feel the Call. Having less distractions in your life will aid in receiving of the Call, but is no requirement. Allow me to give you hope, even in the most chaotic situations,



there is a still small voice that rings loud in your heart and mind. Listen to it, receive it and experience what you have always imagined.

Answer these questions to further understand your call from the deep:

1. What have you gone through that adds credibility to the thought of purpose in your life?
2. What are some things or outcomes you would like to expect to happen in your life?
3. What would be the feeling you would have when you have made the connection of your life and a desired divine purpose?



***"Prosper! Reproduce! Fill  
the Earth! Take charge!"  
- God***



## A Powerful State of Mind

***"Ultimately, your state of mind determines your circumstances. To realize the outcomes you want, it is critical to recognize and experience the transition from our present thoughts, habits, and actions to new thoughts, habits, and actions."***  
***- Darren L. Johnson***

You must change your state of mind to that of a positive optimistic mindset to embark on this successful journey. Optimism is the highway that leads to a healthy state of mind, and a good thing optimism can be developed.

There are certain keys that need to be gathered to reach your purpose or desired destination, and one is that of a certain state of mind. Your state of mind will



determine much of the successes or failures in your life. Changing your state of mind is a process, but a good process that with determination and the right association will happen.

As a senior in high school I attended a summer football camp. During this camp I received an injury to my left knee from a team member and it literally tore the ligaments. The doctor I was seeing at the time said, "I would need surgery and probably never play football again!" It was in that doctor's office that I recall saying "If I can believe it; I know I can play again." I put off surgery and fortunately with some strenghtening and care I was able to play a full football season my senior year. My doctor had no words, and was baffled by my tenacity and state of mind. I played well and received many honors my senior year of high school, including offers from several colleges to play football and attend their schools.

This state of mind required to achieve your purpose is



no place for realists or those that tend to see situations as they are, with very little or no optimism at all.

Remember, optimism is a key that will unlock the door to your purpose. Remember, expecting great things in your life is what you do now!

There is more to this new state of mind than just having a positive mindset and repeating as an affirmation "I am on my way to fulfilling my purpose in life." While this helps, it involves more than wishful thinking of becoming what you see as your purpose i.e., an artist, or a chef, or an astronaut, millionaire etc. Allow me to share a thought, James the brother of Jesus wrote, "A double minded man is unstable in all his ways. People like that should never imagine that they will receive anything.." (James 1:7-8 CEB) Having a single focused state of mind will shorten your distance to fulfilling your purpose. Possessing a mindset that believes that you are worthy of this calling and worthy to be the man or woman that can fill the purpose of your heart, is a key that is needed.



The pioneer of the early church, the Apostle Paul, said this to the people of Rome, “Let God change your life. First of all, let Him give you a new mind. Then you will know what God wants you to do (purpose). And the things you do will be good and pleasing and perfect.” (Roman 12:2 NLV) It is God’s desire (and it should be your desire) for you to have the state of mind needed to reach your desired destination in a way that is good and well pleasing to Him. When you have this state of mind you can, be very confident that all that is needed and required will be given to you to achieve your purpose and state of greatness.

Your mindset is important in the realization of all your purpose holds. Wayne Dyer says it this way, “The state of your life is nothing more than a reflection of your state of mind.” When the President of the United States gives a State of the Union Address, he or she is literally stating the current conditions and future of the United States. Likewise, your state of mind is an





indicator of the current conditions in your life, positive or negative, and will depict the future you will receive.



***"The state of your life is nothing more than a reflection of your state of mind."- Wayne Dyer***

Feelings are a good indicator of the state of mind you are currently in. There are many circumstantial reasons in which your state of mind can be altered in an instant, i.e. guilt, shame, offense, baby laughing, funny moments, hallmark commercials, job promotion, new love etc. Recall, that a feeling of healthy emotions can align you with your purpose.

## CLEAR YOUR CONSCIOUS

A key point in altering your state of mind from negative to positive is to clear your conscious . Clearing your conscious is very important in establishing belief that transcends to a healthy state of mind. My personal

experience with clearing my conscious allowed to face the world with boldness. I put myself through a lot of dark times in my late teens early twenties and it truly affected my confidence. A proverb talks about a man with a clear conscious walks securley. I need to stress the point that when you face the darkness of your life and shine your light of truth on it, you will expreience freedom and a clear conscious. The longer you continue to do the things that are contrary to what you speak and believe, you will not ba able to clearly define and accomplish your purpose for living. Clear the mind , clear the conscious start fresh and allow forgiveness to rule your thought life, whether that forgiveness needs to be directed towards you or that forgiveness needs to be directed towards others.

I challenge you to clear your conscious, stop drifting and doing the wrong things and start living doing the right things. This will solidify your state of mind, one of boldness, confidence and direction.



What is the state of your mind, every moment of every day? You can positively affect your future life with a great state of mind today, right now!

Experience your purpose as if they were in your possession today. Spend your leisure time detailing your purpose. Put the final touches on the picture of your purpose. Use your imagination to envision or paint the desired picture in your heart, and feel it like you have been there before. Mark, a 1st century disciple of Jesus of Nazareth, quotes the words of Jesus like this, "Therefore I say to you, "What things so ever you desire, when you pray, believe that you receive them, and you shall have them." (Mark 11:24 KJV). The reality of your success and living your purpose is linked to your state of mind. Your state of mind is the initial key in being connected to your purpose.



***The reality of your success and living your purpose is linked to your state of mind.***



Answer these questions to evaluate your state of mind:

1. On a scale of 1-5 be honest with yourself how would you rank your state of mind?

1. Very negative

2. Negative

3. Neutral

4. Good

5. Very Good

1 2 3 4 5 Why? \_\_\_\_\_

2. What are some things you could do right now to start the process of changing your state of mind, and clearing your conscious?

3. In evaluating your path you are on would you say it is good or bad, and why?



## Utilizing Re-Sources

***The waste of plenty is the resource of scarcity. – Thomas Love Peacock***

The utilizing of resources is by far the greatest benefit to finding your way. The quote mentioned sheds light on the reason there is lack of plenty in our lives. We experience lack because of the inadequate use and knowledge of the resources we have access to.

The prefix to the word resource is the term “re” which literally means to do again or go back over and over. It is a thought that the sources we have should be in great supply in places that allow you to go back over and over again unlimited to use and gain insight from. This “re” gives you full confidence that even when visibly there seems like no way is available you can go back again to get the way to gain what you need.

The root word “source” is defined simply as origin: the



place, person, or thing through which something has come into being or from which it has been obtained. Wow! When my cell phone gets low on battery power I only freak out when my connection to the source is not readily available i.e. power cord. But, when my cell phone does run low on power and I have my power cord near me, I know I can get access to the source or origin of power i.e. an outlet.

Source is a strong word that carries the weight of all encompassing. It is a word that once believed will give you unstoppable confidence in your purpose for living, and your part in this world. Source is what God is, a free flowing source of love. So for God to be what He is, He wants to do it through you. You fulfilling your purpose is God's heart and desire and the main source of all we need to gain understanding, to inhabit insights, and to know that we are complete in all things.

Let me paint the complete picture of what is being



communicated here. In order to find and maintain your purpose for your life, you need resources. Through the breakdown of the word you will gain a clearer understanding of what needs to be accomplished on your journey.

When I worked as a Medical Sales Representative, I knew for certain that the company wanted my success. Obviously, my success meant their success. If I needed money to travel they gave me a credit card. If I needed transportation to visit accounts, they gave me a car. If I needed more knowledge, they sent me to training. And if I was sick and needed medical attention they helped me pay for my health insurance. It was a matter of me understanding, believing and accepting that my resources were provided by the company. So to your successful life, a life lived on purpose and seeing it realized is what God wants. Can you believe that, if you need to travel for your purpose then transportation will be provided, that if you are sick, then healing is provided. Or, how about if you need more money to



fulfill your purpose then wisdom or money will come to you. Can you believe this?

One of the greatest resources to utilize is your mind. A mind full of all the things you will ever need or use for your journey. A mind that set with the correct state and set to the creative spiritual power is unlimited. So, the word resource for you is the direction to go back to the Source over and over again as often and as many times you need to fulfill your purpose.

In the process of manifesting and the obtaining your purpose, there are other tools that can be used for your journey such as people, places and things.



***We experience lack because of the  
inadequate use and knowledge of the  
resources we have access to.-***

***Milton Herring***





## PEOPLE

You will need other people in general, other people's money or other people's resources. When I was a young boy I wanted a paper route for money. I needed a bicycle and a place to band the newspapers; it was my parents that helped me get that job, bicycle and let me use their living room. And when I broke my arm, it was my mom or dad that helped wrap newspapers at 5 am and also drive me around as I threw the newspapers to the houses.

Allow me to stress the importance that you will need people, but more importantly the right people to aid in your quest. The right people are those that can help you to your purpose or discovery of your purpose. These are individuals that can either be drivers or supporters. Drivers are people that will consistently keep you accountable to the vision you have for yourself. They will ask hard questions and make sure you stay on track. Drivers can also be on the



journey with you as partners. By reading this book I consider myself a driver and supporter of the enormous potential in you to fulfill your purpose.

Supporters are just what that may sound like, they will support you. Supporters can assist in many ways, i.e. financial, prayer, love, consistent encouragement, or just an ear to listen when times become challenging. These people are invaluable, because they will be the refreshing you need when times get challenging.

If you have a difficult time finding these type of people in your life, allow this book to suggest that, "in order to have friends one must first be friendly!" Are you friendly? Are you quick to share a smile or a positive comment? Are you a person of integrity, good character, and have a genuine interest in the other person which is demonstrated through conversation and interaction? These are simple examples to gain friendships that will add value to others to the point that they will be willing to join you as a driver



or supporter.

For example, while playing college football there were what I considered drivers and supporters on my team. My drivers were my positional coaches that worked with me to get better, and teammates that played similar positions. The supporters were the head coach, other assistant coaches and generally other players that were a part of the team helping with the team's success in various ways. There is no way around not having a team of drivers and supporters if you desire to reach your full potential and purpose for living, it's a must have and do!



***"Consider me a driver and supporter of the enormous potential within you to fulfill your purpose."***



## Places

“Proximity can be powerful, but not always necessary”-

Unknown

You may ask “How can places have an impact on your success?” You’ve asked a great question and I would like to share my experience. Before moving to Los Angeles to pursue my desired destination, my family and I lived in Utah. In Utah I was able to gain a great deal of inspiration, connections, encouragement, and learned a few things. But, at the time lacked exposure and experiences to the opportunities I was currently seeking. However, when I moved my family to Los Angeles on a belief that something great was going to happen, I could see there were many more opportunities to live out and experience my purpose, which were not available in Utah. Also the connections were far greater and more frequent with the right people.



The right people are those that will take an interest in your future, with their time, expertise, finances, or encouragement. Now, that I have returned to Utah full time, I have noticed the difference in what my opportunities and experiences have afforded me and how those same experiences are translated to another place. The unique thing about proximity is that, your purpose could have you relocate to gain some key insights, but then that same purpose can send you back to the environment you were in to make a difference.

Location can be a limited reason for not fulfilling your purpose, but not always. Your new belief is that you can move toward your purpose right where you are. Because all things can work for good, even as you wait to get in position you can pick up many keys that can help you reach your purpose.

Just make sure that the opportunities you seek are within proximity of your location. Listen as you look around in your area or community and see others



living similar purposes, know that you can have the same success as well. The wisest of people know that if you want to become a champion surf boarder, but spend all your time in the corn fields of Nebraska, you will definitely be limited in reaching your desired destination. When you can clearly articulate your desired destination and are committed to going on the journey, you will need to make necessary preparations and one of those preparations is that of residing in or near a location that is conducive to your progress.

If someone were to start a snow ski shop business and decide to lease a building on the coast of Malibu, California, could they be successful in business? Perhaps for a short while, but long term business would cease because of the limited customer base that loves to snow ski and see the value in returning to the store on a consistent basis. Possibly Park City, Utah would be a wise choice. Likewise, if being a famous dancer or actor on Broadway in New York, is a desire, may I suggest that you take several steps in



different locations, possibly graduating high school, going to a Performing Arts school, pick up a few acting/dancing jobs that can lead you towards that place, but eventually you will have to settle near Broadway in New York. Is President of the United States your aim? The last time I checked the White House has always been in Washington, D.C. Again, you may take several steps in getting there and different locations are possible, but eventually to take office you must live in Washington D.C.

“Location, location, location” as cliché as this phrase is, it carries a strong wisdom as to where you settle your roots while making your journey toward your desired destination. All I can suggest to you is to consider where you are living and if your location is suitable to hold your passion, and then move forward with confidence!



## THINGS

Here is the practical tangible side of fulfilling your purpose. “Collect your things” is what my mother would say when we were headed on a vacation trip. As a child I felt as if I needed to bring everything! To a child or non-purposed person things are as ambiguous as the many dreams that lie dormant within mankind. It was when my mother would say, “oh son, you only need a couple of things; we will only be gone for a day or so” that I would collect my things. It seemed as if her instructions weren’t good enough since I still had challenges collecting my things. My mother would then give me suggestions as to what would be best. At times I would listen and at other times I wanted to bring what I wanted to bring. Isn’t that just like a child?

When on the journey to your purpose it is best to have a good awareness of what you will be doing, how long the trip will be and what is actually needed. If you wanted to be a professional basketball





player with the ultimate purpose to impact the world with your positive message in life and using that platform that could change lives for the better, I would suggest you own a basketball, have a place you can shoot hoops, and have a good pair of basketball shoes to play in. Likewise, if being a professional chef is something you desire as a purpose in order to make great foods and impact lives through your cooking and creations, may I suggest you first like to cook, then begin to collect the best utensils and recipes that you find are necessary to accomplish your goal. Education would also be a great idea. You will need things for your purpose, your job is to clearly define your purpose and then collect the necessary things or tools needed to get you on your way.



***Things do not happen. Things are made to happen.– John F. Kennedy***



1. What resources (people , places or things) do you feel you will need to reach your purpose?

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2. What current resources around you could you (people, places, or things) that you are not taking advantage of that could further help you on your journey towards your purpose?

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## Take The Leap And Launch

***The most frequently asked question I hear first-time entrepreneurs ask is, 'How do I know when to launch my product?' The answer, more often than not, should be: 'Now!'-Naveen Jain***

A summer evening in the city, a young man waits outside looking up and down the street for his Mentor and business coach to introduce a new and exciting opportunity to a group of professionals that he invited seeking new ventures in business. The young man is highly anticipating an energetic evening.

The start time is getting near and no sign of the Mentor. Is the meeting going to be canceled? A cell phone rings and it's the Mentor on the other line. "How are you doing Champ?" "I'm great, how are you?" says the young man. The Mentor said, "Listen, I had another event run over and I am not going to make it to the



meeting tonight.” The young man responded, “uh, ok?!” Heart immediatley fell into his stomach, heart racing and even more nervous as to what may happen next. The mentor said, “This is what I want you to do, I believe in you and also believe you can deliver the presentation with boldness!”, “Oh come on, are you sure?” said the young man. The mentor responded, “I am giving you authority to be me tonight.” “Call me later and let me know how the meeting went.” said the Mentor. Needless to say this scared, nervous and intimidated young man was me.

I had always dreamed of being a public speaker ever since watching my father at the age of 12 give powerful messages that moved people to repond and make a life change. I for a long time nevisioned being someone that could motivate, inspire and sell people on themselves. I had no idea that now was the time to take the leap and launch. I wish I could say that it went smooth and I was confident and bold, but the opposite is true, let me recall the rest of the night with you.



I apologized to the group for the late start and then I let them know that I was going to be giving the presentation tonight. As I began, my wife was in the room and gave me a smile of confidence that said, “I love you and believe in you.” But, halfway through the presentation I couldn’t feel my suit, because of the enormous amount of sweat coming through my clothes. I mean, I sweated so much, you would have thought we were sitting in a sauna. The real kicker is that I pretended I wasn’t sweating at all, because if I wiped my face it would give off to the group that I was afraid and nervous. Wow, what thinking on my part. I was sweating so much that drops were falling into my eyes, which made my notes, the white board and the people very difficult to see. A complete blur!

I share this story of my life, because even though I was and wasn’t ready to launch, I needed a shove off the dock to get going, and there was no turning back.



I have grown from that experience and will cherish forever. I did make that leap of faith and now I have an experience I can claim for a lifetime.

If I had a dollar for every time someone was ignited and ready to embark on their journey of purpose but failed to launch, I would at least have a thousand bucks saved up. For so many people and perhaps including yourself, it's the leap of faith, the launch into the unknown, or taking the first step towards your purpose or dream that can be the most difficult and yet most rewarding step in the process.



***Take the first step in faith. You don't have to see the whole staircase, just take the first step. - Martin Luther King Jr.***



## FEAR

Allow me to tackle fear as a reason for many people not getting all the pieces they need. Think of it. You have your clear purpose, you have your resources together and then one day passes, one month passes, one year passes. Before you know it you have regretted not having started what you began. I know exactly what that feels like and if anyone tells you they have never felt the pain and lack of confidence that comes from that experience, they have never lived. Let me encourage you by saying, it is an experience that can help you down the road, so hold on to that receipt for the experience.

Allow me to address fear. Fear is real, and has to be dealt with. Some may argue that fear is “false evidence appearing real”, but let’s keep in mind that it is evidence of something within that is being challenged. Fear for some is the choice between life and death. Know that the word courage is the ability to move forward



in the face of fear. I believe fear gives you a choice to make – do you continue moving forward or do you retreat? Moving forward makes fear “false evidence”, but retreating makes the fear you feel true. Martin Luther King Jr. said it perfectly, “take the first step; you don’t have to see the whole staircase...” In a perfect world the seas would be calm; there would be no challenges or even sweat needed. That path would be laid perfectly, but do those things make a journey worth it? Or is the journey worth it when despite those challenges you still overcome and make it?

A new expecting mother is excited and apprehensive at the same time. She embraces the joy of a new child to come and the happiness to know that life is being formed within her. Labor and delivery comes and that same joy and happiness is what pushes her through those many hours of pain and discomfort. To see new life in her arms makes the journey worthwhile.





It's in the steps you take that the staircase is revealed. The bible says it perfectly, "that the word of God is a lamp unto your feet and a light unto your path." (Psalm 119:105) Perhaps if you were to see the whole process, you would run farther from the journey and never reach any part of your purpose. I know that I would run in again fear of the pain and agony. But I do understand now, you will always gain energy and power from concentrating on the end result versus the possible pain of the process.

But so that you are given the truth, there will be pain and and some discomfort in the process of reaching your purpose. The reason for the pain and discomfort is that your mortal flesh is fighting against what is good for your life, and that takes time to tame and condition your body and mind. Be grateful for all the challenges that come, because they are used to make you stronger.



## PROCRASTINATION



***"Procrastination is the thief of time."  
- Edward Young***

Procrastination is a complex psychological behavior that affects everyone to some degree or another.

With some it can be a minor problem; with others it is a source of considerable stress and anxiety.

Procrastination is only remotely related to time management, (procrastinators often know exactly what they should be doing, even if they cannot do it), which is why very detailed schedules usually are no help. I have procrastinated in school work, cleaning, to-do-lists, shopping, planning a vacation, and the list goes on and on. In modern society it is accepted and at times rewarding for those procrastinators, especially when it comes to school work or projects at work.

Some individuals work best by procrastinating and getting things done at the last minute, and some create a headache and unnecessary stress on themselves and



others for their procrastination. While striving to reach your dreams or live your purpose Make it a have to, not a want to. Make your purpose a life or death situation, one in which your loved ones depend on it.

I recall a clip in which one man came to another man at his apartment. This man that showed up was so frustrated with the other man because of the way he was living his life, like it was a waste. The man that showed up pulled out a gun and held it to the head of the other and told him to kneel. While he was kneeling, these words were told to him, “ if I come back here in 6 months and you havent followed through on your purpose and dream , I wll kill you and everyone you love.” The man shot a round over the head of the other, then left the room.

The story goes on, to say that the threatended man believed the other and in less than six months enrolled in dental school, got a job working as an executive assitant, changed his wardrobe and began to set up



opportunities to do his passion in third world countries. It wasn't that the opportunity to fulfill his purpose wasn't there it was, his procrastination and excuses that hindered his future.

Let me say that there are great rewards and extreme satisfaction when you meet your deadline and fulfill your purpose. The goal in this type of endeavor is to keep from rushing to your purpose; the goal is in the process of getting there and there are rewards in the process, and doing the right things on a consistent basis. The right things are the most efficient tasks that get you a step closer. Being well-organized, competent and resourceful takes effort; however, it yields the greatest momentum toward your purpose.

A good question to ask when performing a task is to say, "Am I maximizing my time with this current project?" If the answer is "no." then either delegate by getting someone else to do the task or prioritize that task as a low priority, or stop doing the thing all



together. First thing in the morning or the last thing in the evening ask: “What can I do to move closer to my purpose today or tomorrow?” I heard this quote that has always encouraged me to move forward and take the first step, “a ship is no good if it fails to leave the harbor.” A ships beauty is revealed when it sets sail and pushes out from the harbor, that’s when the glory of the ship is revealed.

The procrastinator is a personality type that lacks a clear vision of the future and lingers much too long in the past. While being overly focused on a multitude of other things time escapes and when the resources and tools he or she needs shows up they are then inspired to move. Now if you are the type of person that works well in this situation, may I ask you a question: are you totally satisfied with the work done or do you believe more could have been done to see it go from a good piece of work to a great piece of work? If you can say “yes,” then proceed on in this manner of doing business.



But if you say “no,” then be kind to yourself and give more time to the process. I like this quote from the movie “The A-Team” by Hannibal Smith, “give me an hour I am good, give me a day I’m great, give me six months I am unstoppable!”

## PLANNING



***“If you fail to plan, then you are planning to fail.”***

Planning is a nightmare to the creative person’s mind because it deals with details and to those that are creative, death is in details. I speak from the perspective of a creative mind and know without detailing a plan I most assuredly set myself up for failure. There are those of you, who do not only love details but live for details, I applaud you! You who are hungry for details are my best friends, because it’s you



who give a free spirited minded person, hope!

There are many tips and types of ways to plan. I won't elaborate, but I will give you a suggestion. Do what feels comfortable to you. If it is to write out a five year plan, scratch some notes on a napkin, use your cell phone or tablet to keep records, write on a white board your notes or goals. Use whatever method you like. The important thing to understand is that you need to plan – plan some ideas, some goals, some time with a significant other, a vacation, a budget, a direction for a career or plan your life. I just want to tell you to have a plan whether big or small, moment by moment or day by day.

My personal favorite is to plan the next day the night before and then before I sleep envision my day and how it will go. Something amazing happens as I do that; no longer am I guessing what to do that day. I can move forward with confidence and also be flexible. Yes, be flexible with your plans and with your life.



## IMPLEMENTATION

To implement is to set markers in a manner that is consistent with defined purpose. To implement is also to set a date in which you will embark on this journey. Until now all you have done is the mental preparations and collections of some valuable keys for the journey. Setting a date to launch out can sometimes be very intimidating but it is the certainty in direction you must take.

I know firsthand the fear of taking a leap and launch by setting a date. When I got married to my beautiful and awesome wife, I had to set a date when I was going to propose , which finding and deciding on the perfect day was almost mind blowing, then to set a wedding date. Like my good friend Evan Money says, “Take action now and the world is yours!” Or in this case, take action now and the girl is mine!





When it comes to implementing your plan, you must be consistent and persistent. It's the little things you do today that add up to the big things you want tomorrow. I once heard a question, "how do you eat an elephant?" The answer was "One bite at a time." Never work as if you have to get it all done in one day; work with consistent behavior and with the awareness of what you are doing right now – in the moment.

Power thought: As the captain of your vessel, your primary aim is to keep your eyes on the horizon, and to make sure that all who commit with you on this voyage are safe and have a sense of direction from you.



Answer these questions to gain a greater understanding towards your Purpose:

1. What is truly holding you back?

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2. What does the horizon look like for you, what is the big picture?

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3. What are some keys that will help you launch?

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***"Take action now and the world is yours!" -Evan Money***



## Got GPS?

***You cannot change your destination overnight, but you can change your direction overnight. - Jim Rohn***

Can marriages be broken because a man refuses to stop and ask for directions? I have been married for over a decade and I am guilty of this very thing. But, I can happily say that my beautiful, talented wife and I are still together! (Big smile on my face)

Humility is not a strong suit of most men, and to accept the fact either we are lost or that our spouse is right. Oh, the horror to say I am lost, it's the death sentence. But your wife already knows that you're not perfect or have all the answers. And as time in marriage has gone on, I can confidently say to my wife, "I don't know." "Yes, sweetheart we are lost, let me look at the GPS."



This not only applies to driving, but with family, finances, friendships, fitness and faith just to name a few.

The greatest challenge that faces those that are brave enough to embark on this wonderful journey is the thought of getting lost. Getting lost is nothing more than a lack of confidence in the direction you are going.

Getting lost could mean you surely are off track from your purpose or getting lost could mean that mentally you have gotten so distracted with doing good things versus doing the right things. Getting lost could mean that the people that are with you have sabotaged your vision with their personal agenda or mission. Getting lost could mean that you have gotten so discouraged with the results of your journey, that negativism and pessimism have entered into your thinking and speaking; at this point you have reverted back to your original mindset.



I have a more recent experience in what getting lost is like. I spent the last few years of my life trying to understand this journey I embarked on with faith that was not going the way I planned. I personally have experienced all of those meanings of what getting lost could be. At times I have been to the point of breaking down, sinking the ship and casting everyone overboard because of mere frustration that nothing was turning out the way I planned it. Have you ever been frustrated or lost when what you hoped would happen, didn't ever happen that way at all? I love this quote that I got from a good friend Suzan Money, "I got everything I wanted , and nothing of what I expected!"



***"I got everything I wanted, and  
nothing of what I expected."  
– Suzan Money***



I am being as transparent as possible in hopes of giving you the hope and confidence that when you are hopeless you can count on someone being there. I am speaking of a GPS. You may know it as a Global Positioning System. Have you ever tried to coordinate your electronic GPS to take you to your purpose in life? Can you imagine, asking or typing in “next top model” or “I want to play the piano like Mozart” and the response you may get is “invalid” or “rerouting.” I laugh at the thought. There is no tool made by man that can give you the meaning of life or purpose with direction, only specific man made tools are meant as guides.

Allow me to introduce the GPS I have come to know and that is the, “God Positioning System.” Yes, the God Positioning System, a System or way of doing things that will always give you direction, hope and confidence. This GPS is always on; it never runs out of power and will always take you the most direct route. If you happen to take the wrong road, it is so forgiving to say, “Rerouting.” GPS reroutes because it is your best



interest and welfare that God is after. God is expressed through your success on the journeying to your purpose. Where there is desire, God provides the Power to arrive to your purpose safely and successful.



***Where there is a desire for your  
Purpose there is Power.***

If we are to take a look at a captain of a ship or the one who steers the vessel, their responsibility is to always keep their eyes on the horizon. If things or landmarks start to shift or move on the horizon view, then there needs to be an adjustment or “rerouting” that needs to happen. God’s Positioning System is amazing, as He knows where you are at all times. He seems to be waiting for you to ask Him, “Where am I?” “Where am I going?”





Some of you may need to ask, “Who am I?” Knowing your identity – who you really are – is essential to a successful journey towards fulfilling your purpose. Your identity is not what you do or aspire to be. You are who God has created you to be, and there are many tools that uncover more of this subject, but allow me to give this for starters read Genesis Chapter 1. At times you may lose yourself or find your identity is wrapped in your talents. Your talents should serve you and your higher purpose instead of you serving your talents of wordly desires.

A quick formula to use as part of your GPS is this simple equation:

**I + T + W + A + H + C = Destination**



I = Input: What are you allowing to go through your eye and ear gates? What are you reading or listening to, is it consistent with getting you to your purpose?

T= Thoughts: What are you thinking about on a moment by moment basis and is it in alignment with your Purpose? (Thoughts are influenced by your input)

W= Words: What are you speaking or articulating concerning your journey is it positive or negative? (Words are influenced by your thoughts)

A= Actions: A direct result of what we think and speak. Are your daily actions consistent with your thoughts and speech? Are your actions moving you closer to Purpose? (Actions are influenced by words)

H= Habits: If I were to follow you for one day, would you be guilty of pursuing your Purpose?



Would your behavior or lifestyle be consistent with achieving your Purpose?

C= Character: A nature or disposition that stands firm under test and trials. Are you who you say you are behind closed doors? Do you demonstrate a character of integrity that is the same 24/7? Your character is your belief and your belief is everything!

## **I + T + W + A + H + C = Destination**

This formula has helped me in so many ways to find out where I am missing it and how to correct or “reroute” my direction. Each one of these words is unique and powerful, but it’s the total of the experience or equation that gives you amazing results. Allow me to add that this whole process needs to be saturated with gratefulness and thanksgiving to God, the Creator, for the calling, gift and opportunity to pursue this worthwhile goal of your inspired purpose.



## The MAP for the App

***"Whoever takes the faint routes of life, will find themselves paying more and wasting more of their life."– Milton Herring***

When I was a Medical Sales Representative, I would travel long distances on an airplane or in a car. At times I would travel 6 hours one-way by car to reach a targeted physician. One particular day I was in a rural area, meaning if I saw a cow every 5 miles that was good. I would use a portable hand held road map. I was running behind and wanted to make up time, so I thought I would take a faint road on the map that looked like it would save me 1 hour of drive time. As I was going along on this road I was very excited and said "wow!" this is going to help me! I was wondering why it wasn't more prominent on the map for others to travel.

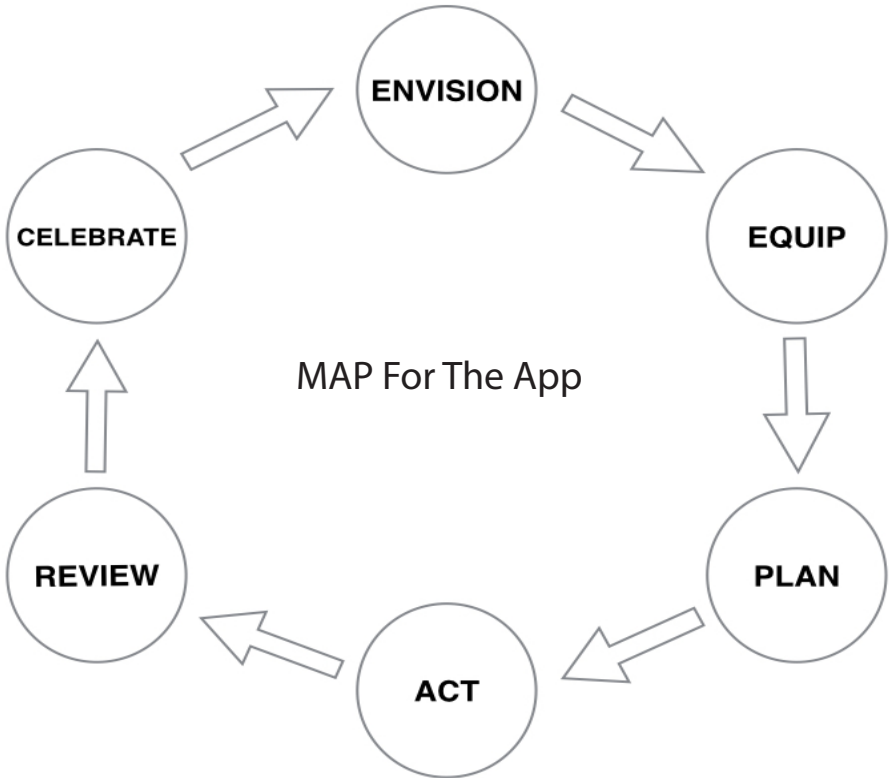


So 25 minutes into the road, something unthinkable happens, the paved road ran out!! There was no more concrete or pavement at all. The only thing in front of me at this point was a dirt road and rocks?! Oh my, I was driving a small SUV with 4x4 capabilities, but had never really used it for this terrain. The rest of that drive took me another 120 minutes to get through, with white knuckles from gripping the steering wheel. Oh, how that decision cost me and put me behind the rest of the week. Never trust the faint routes in life, that will wind up costing you more than you bargained. Trust in proven routes that will get you directly to your purpose.

My point is that from that time on if I saw a possible short cut by a faint line versus a highlighted route on the map, I chose the highlighted route. So to this map will give you highlighted routes, but if you take the “shortcuts” you may find yourself wasting time and causing yourself more stress than you need to go through.



This Map for the App, which is strategically designed to see you grow into your desired destination, has been proven through many case studies. I am extremely confident that this will work miracles in any area you apply this in. I have seen others apply this in losing weight, planning a conference, budgeting, marketing, sales, and even new start up businesses.





The first thing we must do is establish clear definitions of each term listed:

**Envision** – To envision is to create a mental image, a dream of what is possible grounded in giftings and talents you have, that align with your inspired purpose.

**Equip** – To equip is to surround yourself with tools that will propel you towards your purpose. The Right People (Communicate your purpose, vision, dream with passion), Places (Commit to the place your purpose takes you), Things (Compare and collect what’s needed)

**Plan** - To plan is to create a system or game plan filled with options and standards to lay out the process towards your purpose.

**Act** - To act is to make a decision, believe and act on whats been accumulated thus far. Act n the vision consistently, set dates and timetables to fulfill your purpose.



Review - To review is to review your performance and progress. Examine the success and the opportunities to advance closer to your purpose. Be courageous when it comes to changing your method, the vision stays the same but the process may change.

Celebrate - To celebrate is to really celebrate big your success and the opportunities to share your purpose with others. Celebrate also means to set new growth goals, always continually improve, go bigger and pass on your purpose and passion for what you do to others.

These concepts or terms are unique within themselves, but the true strength and power comes when you can embrace them all as a whole and follow the directions in mapping out the journey for your life.





Follow this work study section and add the information specific to the map you are creating for yourself in a separate journal to log and track your success.

**ENVISION:** What is the initiative, goal, objective, desired destination?

Checkpoints for vision –

1. Is the vision clear and complete?
2. Does the vision maximize your full potential?
3. Is the vision a mental image of possibilities?
4. Are you passionate about the success of the vision and purpose?
5. What must happen for the vision to be a success?

**EQUIP**

Use the following to build your tool box of strength

People:

1. Who is the driver of the vision?
2. Who needs to be directly involved with your vision?



1. How are you practically going to prove your passion for the vision and get others to buy in?
2. What creatively can you do to show those you are enlisting, that you are committed to reaching your purpose?

#### Places:

1. Where do you need to be to fulfill your purpose?
2. Until you get to your desired place, what can be done in the meantime

#### Things:

1. What other tools do you need to support your purpose?

#### PLAN:

1. What is the first step?
2. What are further checkpoint towards your purpose?
3. How do you know when you have arrived to your purpose?
4. What are various options to fulfilling your purpose?



## ACT:

1. What are the top priorities and attain focus for getting started?
2. Who can I have help me to stay accountable?
3. What are simple steps you can do everyday to move your purpose forward?
4. What decision are you going to make on which plan to pursue?

## REVIEW:

1. Is the process working?
2. Do you need to adjust and refine your course of action?
3. What is working?



## CELEBRATE:

1. Simply, how can you expand the original vision, or what is the next step?
2. What can you do to celebrate all the success large and small?
3. Who else can you involve in your celebration and your next steps to growth?

When following this map for your App it is important to follow each step, and to refrain from jumping steps as this will cause you to return to the steps you missed down the road and potentially waste valuable time.



I want to encourage you by saying that everything you need is within your reach, “you are closer than you think” to complete a successful journey to your purpose. Remember the Creator has placed within you from birth Power. Purpose and a Destiny, now go after it!

You have journeyed through this book with me. Understanding that each of us has a unique call from the deep and a deep yearning to do more, accomplish more and be more on purpose with our lives. I taught you how a positive state of mind is powerful and needed in fulfilling your purpose. I am positive that you grasped the concept of utilizing your resources towards your purpose. and that youll take the leap and launch off to your destiny of purpose. Keep in mind you GPS , a comfort tool as you pursue with passion your purpose, and grasping the Map for your App as a detailed tool to get you moving confidently in the direction of your purpose.



***This is your purpose and your app to  
achieve greatness!- Milton Herring***



## About Milton S. Herring, II

Milton Herring is an international speaker, insightful consultant, trainer, and coach. Milton understands how to get people connected to the vision they have for themselves, their teams, and careers. Milton's greatest strength knows how to bring out the best in people. A teacher at heart, his experiences include teaching and training high school and college students about leadership skills needed for life, athletes in creating a championship culture and character development, professionals and business owners in creating structure, purpose and fun to achieve greatness. Milton does all this in pursuing his mission in life – to ignite, connect and maximize inspired purpose and potential in himself and others. With a marketing degree and natural talents, he has a unique perspective in business, organizational and personal development.



Milton is available for speaking engagements, options are small group to keynote speaking. Speaking time from 10 minutes to 2 day seminars. Also, Milton is available for conference calls guest speaking to inspire and encourage your team. One on One coaching and training in the process of Your Purpose using the Map for the App.

Milton also is available to guest write for your articles on purpose and potential. Training and development options are available for leaders, business owners, ministry leaders, as well as new hires or recruits. With various topics that instill growth and motivation.