

Praise for

# Heed Your Call

*“In the spirit of Joseph Campbell, David Howitt takes his readers on a Hero’s Journey for the twenty-first century. This book is for anyone looking for reassurance and guidance as they seek to carve a unique, examined life out of this modern wilderness.”*

—**Daniel H. Pink**, author of *To Sell Is Human* and *Drive*

*“The message David delivers in his new book is what I believe to be an example of the journey we are all on toward creating a more soulful economy. His ability to infuse wisdom and wonder into the realm of business is exactly what is required to create a union between business, spirit, and philanthropy.”*

—**Donna Karan**, fashion designer

*“HEED YOUR CALL speaks to all of us. It challenges us to be authentic and complete. This thoughtful book is a must read for all who are seeking a way to integrate happiness, purpose, and business.”*

—**Clare Hamill**, vice president, Nike Growth Initiatives and founding board chair for Children’s Cancer Association

*“David has unlocked the tools to truly ‘heed my call.’ As a career women trying to balance a high-pressure job with parenting two children, I’ve found that his constructs are invaluable and if followed, can dramatically supports us living our best lives—filled with love, material wealth, peace, and most important, fun. David’s voice in HEED YOUR CALL resonates deeply with me and will for all who are ready to take the journey.”*

—**Lara Spencer**, co-anchor of *Good Morning America*, *New York Times* bestselling author of *I Break For Yard Sales*, and creator, executive producer, and host of HGTV’s *Flea Market Flip*

*“HEED YOUR CALL helps us to understand that life is yoga and shows us the yoga of business. In this book, David so eloquently reminds us that we can and must combine love, art, science, and commerce, and that when we do, amazing and meaningful things can and will happen.”*

—**Tiffany Cruikshank**, international yoga teacher and health & wellness author

*“David Howitt believes your life and career should be a spiritual journey, not just a job. His remarkable new book weaves together myth, science, spirit, and business as never before. HEED YOUR CALL is gripping, irreverent, and relevant. Read this book. It will change your life.”*

—**John Kroger**, president, Reed College

*“Reading **HEED YOUR CALL**, I realize many of us have been too heedless in our pursuit of success of the American dream. We need to pause and listen, and the first person we should listen to is David Howitt. As we tune in to others like him, we tune in to ourselves and can pursue our dreams more wisely. This is critical reading for entrepreneurs who want to integrate business, purpose, and authenticity for success.”*

—**John Howard**, founder and CEO, Irving Place Capital

*“David Howitt crystallizes the intuitive, demonstrating how tapping into the power within plugs us into the frequency of pure potential and guides us home to ourselves. **HEED YOUR CALL** is an essential toolbox filled with insight, authenticity, truth, and wisdom— a gift toward your personal and professional transformation and to manifesting your true purpose.”*

—**Paulette Cole**, CEO, ABC Carpet and Home

*“A truly rare and extraordinary book, filled with inspiration and practical wisdom. David Howitt is a gifted business adviser and entrepreneur who fully understands the importance of bringing deep empathy and intuition into our personal and professional lives. This is a must-read book for every person—CEOs, entrepreneurs, MBA students—anyone who wants to enrich their business and personal lives . . . a seamless integration of spirituality, values, and sage advice that will help readers find the perfect balance in work and life. Bring these core principles—this hero’s journey—into corporate America and you will make the world a better place to live.”*

—**Mark Robert Waldman**, professor, College of Business, Loyola Marymount University, and author of *Words Can Change Your Brain*

*“Today’s world critically needs the guidance and insight David has laid out in **HEED YOUR CALL**. For those who are ready, this book is the formula, encouragement, and incentive needed to empower you to take the next steps on your unique personal journey towards living a fulfilling, inspired, and abundant life. Applying its wisdom could be the difference between monotone versus technicolor existence—the kind of life that can only be realized by living out your truest vision of yourself. David explains how to do it, what you are missing if you don’t, and why doing so makes the world a better place. Be encouraged.”*

—**Liz Clark**, Patagonia-endorsed professional surfer, captain, writer, spiritual and environmental activist

*“Through a poignant interweaving of personal stories, professional anecdotes, and mythological references, David Howitt holds up a megaphone to our inner voice and illuminates why inside of us lies the Holy Grail of happiness. **HEED YOUR CALL** is an honest, nurturing, and inspiring inner travel guide for anyone on the road to discovering their highest purpose.”*

—**Cali Alpert**, supervising producer, *The Doctor Oz Show*