

New Book 'Creating a Purposeful Life' Now Available in Hardcover

Veteran business leader Fred Zirkle shares a lifetime of hard-won wisdom on living—and leading—with intention

DEL MAR, CA, UNITED STATES, March 16, 2026 /EINPresswire.com/ -- Veteran business leader Fred [Zirkle](#)'s highly praised new book "Creating a Purposeful Life: Awakening to Freedom Through Values, Emotional Mastery, and Spiritual Clarity" is now available in hardcover.

In "[Creating a Purposeful Life](#)" Zirkle shares a lifetime of hard-won wisdom on living—and leading—with intention. And provides a practical and deeply personal roadmap for anyone caught between the life they've built and the life they sense they're meant to live.

Drawing on more than fifty years of experience—as a business leader, athlete, husband, father, and seeker—Zirkle challenges the conventional definition of success. His message is clear: achievement alone is not enough.



Author Fred Zirkle

"After building and selling businesses valued in the billions across thirteen countries," Zirkle says, "I learned a hard truth many high achievers discover too late: achievement without purpose leads to emptiness."

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Throw away all your other self-help books... a roadmap and blueprint for real happiness."

5-star Amazon review

At the heart of "Creating a Purposeful Life" is Zirkle's Three Levels of Awareness model—a practical framework designed to help readers master their emotional responses and make conscious, values-driven choices. The model guides individuals from Fear and Anxiety, through

Duty and Justice, and ultimately toward Love and Trust. These aren't abstract ideals, but tools for navigating daily decisions, difficult conversations, and defining moments.

Zirkle's journey is as compelling as his framework. A high school All-American, Duke University football captain, and NFL draft pick of the New York Jets, he chose not to pursue professional football. Instead, he devoted his life to business leadership and personal development—an arc shaped as much by failure and self-reckoning as by success.

Rather than offering polished anecdotes or easy formulas, Zirkle openly shares his struggles with ego, ambition, and misaligned priorities. His story speaks to anyone who has “made it” on paper yet still felt unmoored inside.

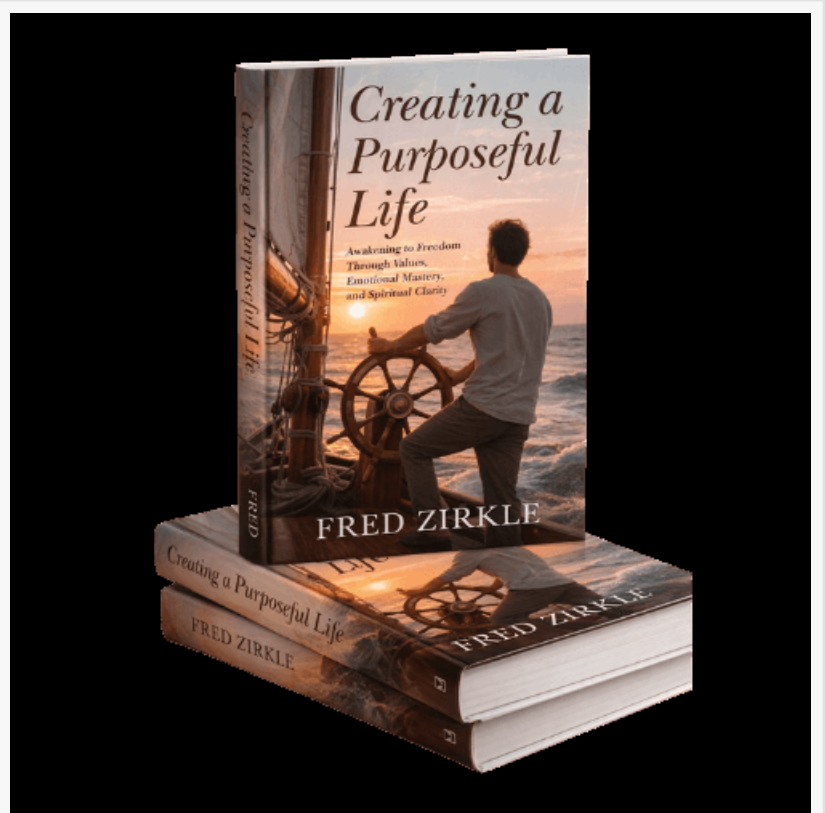
In “Creating a Purposeful Life,” readers will discover:

- How to identify core values—and live by them consistently
- The Three Levels of Awareness model for emotional mastery
- Why purpose demands both introspection and courage
- Practical tools for making clear decisions under pressure
- How to build bridges instead of barriers in a divided world
- A framework for creating a legacy that extends beyond career success

“Creating a Purposeful Life” is not another self-help book promising quick fixes. It is a thoughtful companion for the lifelong journey from who you are to who you are capable of becoming. Whether readers are seeking direction, renewal, or deeper meaning, Zirkle's insights offer clarity, connection, and grace.

Early readers have praised “Creating a Purposeful Life” for its clarity, wisdom, and deeply personal insights. Many awarded the book a 5 star review with comments such as:

- “An inspiring and heartfelt book that delivers on every promise.”
- “A valuable resource to help anyone find their purpose.”
- “Throw away all your other self-help books... a roadmap and blueprint for real happiness.”
- “By taking the time to read his book, you, too, can have the tools to transform yourself.”
- “A must-read for all ages, especially for those we love, hope to love, and even those who



Creating a Purposeful Life books

challenge us to grow.”

“Creating a Purposeful Life” is available on Amazon. Hardcover: \$26.42. Paperback: \$17.99. eBook: \$9.99.

About Fred Zirkle

Fred Zirkle is a seasoned executive and investment banker with decades of experience leading and advising companies through complex global transactions valued in the billions. He has served as CEO of both public and private firms, including Key Tronic Corp and AlpNet, Inc., and is the founder and chairman of IndustryPro. A recognized authority in mergers and acquisitions and strategic planning, he is a past president of the International Business Brokers Association and has been featured in The Wall Street Journal, Forbes, and Fortune.

Fred lives in Arizona with his wife, Susan. He is the father of ten, grandfather of nineteen, an active member of The Church of Jesus Christ of Latter-day Saints, and an avid outdoorsman.

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