



ROAR AWAKENING THE LION WITHIN™

Welcome to the ROAR community!

July 2008

**New ROAR website launches,
and
Joe's book,
The Caterpillar That Roared
now released.**



It's been a very exciting time in the life of the ROAR movement, and much has been accomplished recently. I'd like to share two major milestones, both of which will be beneficial to you, in providing ROAR resources and providing access to the ROAR community.

First, we have officially launched the ROAR website, www.ROARawakening.com. It was designed with the intent that it would, first and foremost, supply you with a multitude of ROAR resources, including: videos, educational resources, and a blog that allows you to interact with the ROAR blog contributors, who will provide support for you. You'll be able to gain more insight and exposure to the concepts of ROAR, obtain guidance from those going through their ROAR journey and from those who are successfully ROARing. We hope you'll take the opportunity to visit the website soon to begin taking full advantage of all it has to offer! And, we'd love to get feedback from you on the usefulness of the website - tell us what you like, what you don't like. Within the website, go to 'Contact Us', and leave us your comments and suggestions. The website is there for you, and we want to insure that it meets your ROAR needs.

Another feature of the website is that you can sign up for the monthly ROAR e-Newsletter, which I highly recommend. The e-Newsletter will help you stay on top of ROAR events, speaking engagements and workshops, as well as providing other news of interest to the ROAR community. As a member, you'll be able to read fresh and interesting topical news relating to personal transformation.

As part of our membership community you will receive:

- Messages from Joe written exclusively for e-Newsletter members
- Advance notice of Joe's public speaking events, publications, CDs, DVDs
- Announcements of special ROAR events
- Advisories of new features on ROARawakening.com.
- Specialized content including: Highlights about Finding, Arousing, and Unleashing the Lion Within + Contests, poetry, and more.

What you will not receive:

SPAM (junk e-mail). Except where you are expressly informed otherwise, ROAR does not sell, rent, share, trade, or give away any of your personal information unless required by law. Participation in any ROAR membership list is strictly voluntary and can be cancelled by the user at any time.

When you subscribe to the e-Newsletter, you'll receive the first three months FREE. Thereafter, with a membership in ROAR, of \$50 per year, the e-Newsletter will be one of the membership benefits. The 1st edition will be out shortly.

Second, my book, *The Caterpillar That Roared*, was officially released on June 1, 2008. It's a quick-read book in the tradition of Jonathan Livingston Seagull and *Who Moved My Cheese?*, and it was co-authored by Dan Christopherson and I. Each of the 13 chapters of the book concludes with a valuable lesson aimed at helping people discover or rediscover their gifts and passions so that they can meaningfully employ them in the next stage of their lives.

The website provides more information about the purpose and meaning of the book, and you can even read the first three chapters of the book on our website, FREE! The book can be ordered via Amazon.com, or, ordered at your local bookstore. The teachings of the book are an important resource as you begin your ROAR journey.

I hope that you'll join me and the rest of the ROAR community on the website, so that we can support you in Awakening Your Lion Within. Have a wonderful Summer!

Sincerely,

Joe Sturniolo,
ROAR Founder

The CATERPILLAR That ROARED

Joe's new book, *The Caterpillar That ROARED, Awakening The Lion Within*, was released on June 1, 2008. The book is available through Amazon.com, or, your local bookstore would be happy to order it for you.

**ROAR links**

ROAR Website
www.ROARawakening.com

[ROAR Blog](#)

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