



ROAR AWAKENING THE LION WITHIN™

ROAR Monthly e-Newsletter

July 2008

Welcome to the first edition of ROAR's e-Newsletter !

We hope you enjoy the content and find
it valuable.



IT'S TIME TO ROAR

By Joe Sturniolo

We are absolutely delighted to launch our first ROAR newsletter. We welcome your feedback and contributions. Our intent is to provide insight to the many challenges you face as you take the journey toward unleashing the lion within. We also want to provide you with the latest news on ROAR. Since the newsletter is in its infancy, we will continue to channel your feedback into expanding and focusing the information that we will share. Our intent is to help make your journey toward realizing your passions an exciting adventure.

It is time to ROAR!

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.

Watch a [video interview](#) with the authors



ROAR links

NEW ROAR Website
www.ROARawakening.com

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What is ROAR?

ROAR exists to help people make the often daunting transition from their ordinary lives and seemingly predetermined life-script to discover or rediscover and deploy their talents and passions for the benefit of others, thereby achieving a more fulfilling, meaningful life.

With the help of ROAR, they are guided on a metaphorical safari of soul-searching, leading them to find and figuratively "awaken the lion within," that primal beast comprised of long-slumbering talents and passion through:

- inspirational public speaking by ROAR founder Joseph S. Sturniolo
- customized corporate workshops
- public workshops and coaching
- Sturniolo's book (*The Caterpillar that Roared: Awakening the Lion Within*)
- and, the community created through its website.

ROAR was created several years ago when Joe Sturniolo, aided by two psychologists with expertise in life transitions, developed a series of multi-day workshops for people looking for a change in their lives, daring to put into action what they had always dreamed of doing, even if the dream had long been suppressed.

Today ROAR has succeeded in becoming a membership community promoting self-help combined with the outside help of peer mentors and professionals.

QUOTE

The future depends on what we do in the present.

- Mahatma Gandhi

RADIO HEAD

by Dan Christopherson

Joe Sturniolo has been making the rounds of radio talk shows nationwide to support the launch of his book, *The Caterpillar That Roared*.

National exposure has been lifting the profile and spreading the message of ROAR, as well.

On June 23, he appeared on the Dr. Pat Show, on HealthyLife Radio, a nationally syndicated show.

On June 27, Joe was featured on 12 different programs in:

Boston, MA, WDIS-AM
Colorado Springs, CO, KCMN-AM
Columbia, MO, KWIX-AM
Dallas (nationally syndicated), KXVI-FM
Denver, Radio Colorado Network
Montgomery, KY WMST-AM
New Haven, CT, WXLM-FM
New York, NY, WXRK-FM
Raleigh/Chapel Hill NC, WCBQ/WHNC-AM

Roanoke, VA, WAMV-AM
St. Louis, MO, KJFK-AM
Toledo, OH, WFIN-AM

July 5:

Salt Lake City, UT and nationally syndicated, KHQN-AM & KNAK-AM

July 7:

Huntington, WV, WMOV-AM
Ocala, FL, WOCA-AM
Seattle, WAS, KPQ-AM

July 8

Minneapolis, MN, KBEM-FM
Minnesota regional, WWJC-AM
Parkersburg, WV, WLTP-AM

More interviews are being booked for July and early August.

New ROAR Resources

We're in the process of gearing up to provide you with new and exciting ROAR tools to help and support you in *Finding, Arousing, and Unleashing Your Lion Within!* You'll be informed, via the www.ROARawakening.com website and the monthly e-Newsletter, of specific content and when these resources will become available.

The three new offerings include:

- CD Audio Training Packages - listen and learn in your car, upload to your iPod
- Podcasts: Interviews with Joe Sturniolo & people who are successfully ROARing
- Webinars: ROAR Training Seminars conducted via the web

Suggested First Steps For Beginning Your ROAR Journey

For those just beginning the ROAR quest, here are three simple steps you can perform now to help begin Finding the Lion Within:

- Take a moment to write down what you consider your best five skills (great accountant, terrific mother/father, wonderful meal planner, etc.)
- Write down your five best personality traits (inspiring, charismatic, gentle, energetic, exciting, etc.)
- Make a short list of truisms and other wisdom you have gleaned from life, which are very important to you (It's better to be happy than right all the time; Discipline and patience are eventually rewarded; Tough times never last but tough people do; etc.)

Now, think of ideas and opportunities, formal and informal, which would allow you to share those specific skills, traits, and insights with others. It can be as simple as teaching the neighborhood children, or your children/grandchildren how to do something. This simple process will be invaluable to help you begin finding your passion.

We hope these suggestions are useful, as you begin your own ROAR adventure, and the ROAR team looks forward to supporting and assisting you in that endeavor.

University of Denver Fall ROAR Course

Though everyone is in full swing of Summer, Fall will be here before we know it. Gosh, even the stores are already stocking the new Winter season clothes!

Speaking of Fall, Joe will be returning to the University of Denver campus to present a one-day ROAR course in the Fall. So, stay tuned for expanded detail about the course in future ROAR e-Newsletters. This course will be a great way to kick-start your ROAR journey and gain the vital support you need, in a campus classroom setting.

Inspirational ROAR Blog Post

HAPPINESS

July 7th, 2008 by Joe

In our book *The Caterpillar that Roared*, Antonio, an Italian caterpillar, is talking to Angela, a firefly with lots of wisdom. Antonio tells her he wants to go back to his home in the vineyard. Angela says that it is not a good idea. He asks "why?" She says that his home at the vineyard is not really his home. It would be like saying that your home that you live in is not really your home. She continues, "It is a place where you have allowed yourself to become comfortably parked. You found life came easily on the vine..." She explains more about reaching the top of the vine was your goal and once reached, it become boring. "You set your sights too low, on the wrong thing." "Happiness is not given as a gift (or one to be achieved). Your gift is your happiness." "On the day we are conceived, each of us is given a gift."

I believe that our life purpose is to find that gift and then share it with others. It is that transcendence that brings us true unlimited happiness. Our gift, though, gets lost in responsibilities and commitments. I like to say that we forget that we have a lion within that wants desperately to get out. Have you found your lion? Maybe it is time to discover the true

happiness that only your gift can bring. It is time to awaken the lion within. There are people in need who are waiting for you!

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