



**ROAR** AWAKENING THE LION WITHIN™

## ROAR Community Newsletter

*News and views by ROAR*

**October 2008**

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Market volatility won't change true happiness
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*"The best use of life is to spend it for something that outlasts it."*

*- William James*

### **This should make us smile.**

*By Joe Sturniolo*

As we all watch the markets, there is one word that describes what we are watching - volatility. What volatility brings us is fear. On the high seas when the waters become volatile we become anxious about our safety. On a rollercoaster we are thrilled because of the highs and lows that stimulate our adrenaline. A surprise drop in altitude on a plane creates an immediate scare. We may say that we were "scared to death."

Of course we don't die, but each scare brings with it a death defying moment. That is why the extreme drops in the market cause so much fear - that which is based on life and death. We think that we will lose all our money and therefore, in a real sense, be poor and helpless. That is where the fear lies. In actuality, we are never helpless nor dying when we go through this fear inducing time.

I have used the following analogy in a recent ROAR blog entry. When the waves are out of control, the current below the waves continues to move forward at the same pace as when the waves were calm. The current is

the core of our life. It is the values that we take with us on our journey toward fulfillment. No matter what happens to the markets or economy, we still have a mission. Our purpose is to fulfill our God-given mission ... with or without a lot of money. **This should make us smile ... because all true happiness comes from acting on our purpose.**

At ROAR we call it *awakening the Lion within*. Start the journey or continue the journey and you will be assured of happiness beyond anything that brings you temporary fear. I have a job to do and that is to encourage you on your journey. If you haven't started your journey with the help of our ROAR webinars, then please go to [www.ROARawakening.com](http://www.ROARawakening.com) to sign up. I will be teaching these webinars regularly to keep you on your path. In addition, I encourage you to read the ROAR blog and then make a comment. Be involved so that others can hear your voice. Don't procrastinate, because others are waiting for your touch. It is time to find the Lion within.

Read more on the [ROAR blog](#).

## Making (radio) waves

ROAR founder Joe Sturniolo continues his coast-to-coast radio tour to promote his new book, *The Caterpillar that Roared*, and to spread the message of ROAR.

Joe will be a guest on the "Mark Wayne Show" on WICH-AM in Norwich, CT on Wednesday, October 22, at 8:10 a.m. EDT. Earlier in October, he was the featured morning drive guest on Tucson's leading talk radio stations, KNST-AM.

While ROAR is secular in nature, Christian stations have shown an affinity for the ROAR precept that encourages you to utilize (rather than allow to stay dormant) your special gifts and passion to the service of others. CWAHM (Christian Women at Home) blog radio will feature a lengthy podcast interview with Joe soon. To hear the interview, go to [www.CWAHM.com](http://www.CWAHM.com).

## Helping people transition from an unwelcome work life

In a study two years ago by the Bureau of Labor Statistics, 29% of Americans in their late 60s were still

## ROAR links

**ROAR Website:**  
[ROARawakening.com](http://ROARawakening.com)

working.

Some have chosen to work in the traditional retirement years. Increasingly, due to the faltering economy, more are having an extended work life thrust upon them.

A national survey conducted earlier this year by the Employee Benefit Research Institute showed that only 18% of workers are "very confident" in having enough money to live comfortably in retirement.

For those who had hoped to escape their current occupation and downshift into a traditional retirement but now see a long road still ahead of them, the time is right to consider finding a new route in their work life.

To help make that change, ROAR webinars are designed to help people transition from an unwelcome work life and, instead, find, awaken and stir to action "the lion within" - one's true calling - in the next phase of their lives. For further information on upcoming webinars, [click here](#).

## Pass it on

*By Joe Sturniolo*

It is time to tell others about our mission. ROAR was born out of a need. We all need to follow the Lion within. The book, *The Caterpillar That ROARED* inspires - regardless if its reader is a teenager graduating from high school or an 80 year-old who spends too much time watching television. I sent the book to my 85-year-old father who has not read a book in probably 30 years. Amazingly he read it twice so that he could get all of the meaning out of it. It spoke to him. The book is a short easy read; a simple story with a huge message.

If each of you buys 10 copies of *The Caterpillar That ROARED* from [Amazon.com](http://Amazon.com) to give for Christmas, birthdays, graduations and other occasions, you just might make a difference in someone's life. The recipient may ask you why you gave them this book,

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Instead of fruitcake for Christmas giving, how about giving your friends or family some food for thought, as well as the inspiration to move their lives in a more fun and fulfilling directions? Give them Joe Sturniolo's new book, [The Caterpillar That Roared](#), available online through Amazon.com or other book sellers.

which will allow you to tell your story. It will encourage some new seekers to come to the web site, to participate in ROAR and, most important, to start their own life journey.



I wish someone had given me this book 30 years ago! I wish someone had encouraged me to follow my passion. We all need mentors to help us along our path of life. You can be the catalyst to someone else's meaningful journey, no matter if they are young or old. You know as well as I do that most gifts are forgotten soon after they are received. Give the gift of the path to a meaningful, fulfilling life.

Contact me at [info@ROARawakening.com](mailto:info@ROARawakening.com) and I will send you any number of books you need at the Amazon.com price. You can make a difference.

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