

Rachel: Hello. Today, we are here with Paul Angone. Paul is passionate about helping those asking, "What now? What do I wanna do next with my life?" So he is the best-selling author of two books. His newest book is called [All Groan Up](#). He is also a national speaker. He has a very popular blog at [allgroanup.com](#). It's read by millions of people in 190 countries. And Seth Godin -- New York Times best-selling author, Seth Godin -- has described Paul's work best by saying, "It's like advice from a wiser, funnier, older brother. Paul's been there, done that, and wants to save you some pain and some trouble."

And so when Paul and I were talking, the first thing we touched on is this concept that he has of a signature sauce. He says that we all have a signature sauce, just a unique blend of things that make us uniquely us, and they are what we can go and then serve to the world. And so I asked him about that, what that means for him, how we could find out what her signature sauce is. So he goes through and he gives us some questions that we can ask ourselves to start getting some clarity on that. Then he gives us a practical exercise we can do to work backwards from what we wanna create in our lives.

Then we talk about once you do start getting more clarity about what you want to do in the world and what your signature sauce is, how you can start making that happen in a practical way, right? So if you're still working an eight to five or a nine to five, how you can also start working on that signature sauce. So we cover a lot of ground, and I hope you enjoy it. So let's go.

Thank you so much for being here, Paul.

Paul: Well, thank you so much for having me, Rachel. It's an honor being here.

Rachel: Oh, this is gonna be fun. So the intention behind the better life is to show people that if they have a choice, they can choose a better life. So in that spirit, can you take a minute to share with us some of the things that you're most proud of in your life?

Paul: Gosh, that is a great question. I love what I do, so I'm so excited about this fact that I can go and I can write. And I can speak, and I can offer hope and truth and inspiration to people. I just love that. So the fact that I get to do that and make a living from doing that, it just blows me away. It still feels like a dream, like I'm gonna wake up some day and it's not gonna be real. So just being able to do that has brought so much more intentionality into my life as I've sought to bring intentionality to other people's lives. So I love that, and then just having that organic lifestyle where I get to see my kids more often and I get to be around my wife a lot. And I get to be very fluid and flexible in my work life because my work is my life and my life is my work. So it's all one and the same. And that can be messy at times, but also brings a lot of life to that as well.

Rachel: I love it. And so I know that you've written that everyone has a unique signature sauce that the world needs. And can you tell me a little bit about what that signature sauce, what it is, and what it is for you, specifically?

Paul: Yeah, in my latest book, [All Groan Up](#), it was towards the end of the book when I started giving some answers or some things that I've learned about how do you become a "groan up." And I spelled groan up, G-R-O-A-N, like you're groaning. You're All Groan

Up. So I think we're all wrestling with that. It doesn't matter if you're 18 or 80. It's like [inaudible 00:03:32] my especially a grown up.

And I started getting into this theme as I was writing and researching. I've been doing this for about 10 years now of trying to figure out, okay, why are some people successful? Why are some people living intentionally and some people aren't? And I really started wrapping around this idea that it's about finding your signature sauce, the unique flavor that you bring to the world that no one else can.

And I think each person has their own signature sauce. I think each person is very intentionally made, and it's just about harnessing that. It's about defining, refining, owning, and honing basically who you are. So it's not about following some new self-help plan or whatever the newest fad is. It's really just about uncovering the ingredients that are inside of you and then how do you strategically serve those to the world. And I even love that metaphor of serving. Your signature sauce has been served, but you're actually serving the world with that, as well. And so I really get excited about that metaphor of finding your signature sauce.

And for me, my signature sauce, I'm a writer. I'm a speaker. I'm a blogger, a consultant. There's all these different roles that I play. But in the end, really what my signature sauce is at the very core is inspiring people with truth, hope, and hilarity to live more intentionally. And at the core, that's really what I'm doing. I just find different mediums to do that with.

Rachel: So that was gonna be one of my questions, actually, your signature sauce, is it something that's very specific, like I'm going to work specifically with twenty-somethings? Or you have like inspiring people with hope, hilarity, all that, and then putting it into anything that you want? So it's the latter.

Paul: Yeah, what I would say is I think I identified nine key ingredients that I believe truly successful people have owned and honed that go into their signature sauce. So I think there is some ingredients that transfer from one person to another. It's just about figuring out what those ingredients are for you. And then where does that go? How do you almost bottle that signature sauce? What's the best place for you to be utilizing that? I think it's different for each person, and I think it grows and evolves and changes. Because it's really about how you are living out your purpose, how you're living out those things that are within you and the unique story that you have that is then meeting the world in a very unique way.

And so for me, right now, yeah, my audience that I typically speak to is twenty-somethings, thirty-somethings, those really in the thick of asking the questions of "What now?" But really, at the core, it is more of a core message of I do it for a bigger reason. It's not just about an audience or a book. There's a more core ingredient that's the driving force through that, which I think is true for all of us. Because a lot of times we make our identity our job. What happens when you lose that job? Or what happens when your job changes? So, I think, at the core, our identity and what are signature sauce is just goes much deeper than a job or a label that we might have a certain time.

Rachel: And so for people who might know, let's say they wanna inspire people and give hope. For you, for example. I know you mentioned and twenty-somethings, thirty-somethings with people that you talk to. Do you ever get bored of that specific audience or pigeonholed?

Paul: Well, I think, definitely as an author/speaker, just logistically and strategically, for me, you have to find your niche, that sweet spot that you're gonna be able to become a real expert in. So for me, it's definitely a strategic thing in a sense, but it also is coming from my own personal story and my own personal pain, in a way. And I definitely think a lot of the times when we become passionate about something that we experienced pain in personally, and that grows that passion because you have the memories. You have the story. You have the empathy that you're gonna need to carry you through all the barriers of pursuing something that's bigger than yourself.

And for me, writing books, speaking, this all can feel very overwhelming at times, but it's really that passion that carries me through. I really experienced a lot of pain in my 20s, and struggling, and wondering, "What now?" and "Gosh, am I just a complete failure?" and "Why is nothing working out like I thought it was supposed to?" and asking those questions. That's when I became very passionate about this age group, because I thought, "Well, who's really speaking about this topic? Who's helping twenty-somethings, thirty-somethings transition well into adulthood?" So that's when I became passionate about this audience. And I think it's gonna continue to grow as I continue to grow and as I continue to reach different points of my life that I wanna speak on. So I definitely think it's gonna grow and evolve, and I think it does for all of us. But we usually become passionate about something that we really failed at, but now we want to help others succeed at where we failed.

Rachel: Totally, and so how did you get your signature sauce?

Paul: Through a lot of failure. It's just like a master chef, right? They don't just create these amazing recipes or amazing sauces from nowhere. There's a lot of failed experiments. There's a lot of dishes that go up in flames, so to speak. And I think that's true definitely from my life, where I wanted to, as a 22, 23, 24-year-old, write a best-selling book and just instantly be on the road speaking about it. That was my dream. It's a naïve dream because I didn't really realize how hard it was gonna be and all the different skills that I was really lacking in to make that dream become more of a reality.

And so through a lot of failure, through a lot of dead ends, through a lot of emails not being returned, and "Sorry, we're not gonna publish your book. Go build an audience. Go build a platform," just basically hitting a lot of obstacles and a lot of resistance, that became one of the most positive things for me as far as finding my signature sauce, finding the things that I really wanted to become good at and honing my personal ingredients. Because I was forced to. I was forced to find different ways, creative ways. I was forced to look more inward and become stronger and more resilient, so to speak. Because all the different avenues I was trying, I kept hitting road closed so I kept having to try the new routes. I think that's true for a lot of us, that we experience this failure, this resistance, these challenges, and they're really blessings in disguise. Failure doesn't ruin your story. Failure really helps you write it.

Rachel: Totally. Do you have any other examples of other people who have found their sauce through failure?

Paul: Oh my gosh. There's so many of them. And I love reading historical autobiographies or biographies. I love learning about successful people and what really made them truly great. And I think one that's become a poster child for this idea -- we talk about him a lot -- is somebody like Abraham Lincoln. We know Abraham Lincoln. We know a lot about Abraham Lincoln, but really, his whole childhood and even through his teenage years and his whole 20s, were really just one great recipe for how to fail really, really badly many different times over.

He failed at almost everything that he tried. Nothing was easy for Abraham Lincoln. He was definitely not raised in this wealthy family. There was always the stories he's the backwards lawyer because he really had to learn just by borrowing books. He didn't really get a great formal education. But then he spent his 20s just trying to find himself, trying to find his voice, trying to find that sweet spot. And he would run for office, and he would get defeated. He tried to start a business. He tried to start like a county store and it went bankrupt within a year. He tried to even propose to different women and they would turn them down and refuse his engagement. His whole 20s were a lot of really stark failures.

But man, what that taught him was how to be so persevering and have so much grit and humility that when he then started to rise and obviously he became president, it was those skills, it was those traits that he had that carried him through one of the most difficult points in US history. So he's one of those key examples of somebody that really found his signature sauce through a lot of failure.

Rachel: Yeah, that's a really good point. So how do you think he learned from the failing of the county store, the failing of the proposals to even go and try to be president? You know what I mean? So what did he take from that to get to the president, the signature sauce of the president? Does that make sense?

Paul: Yeah, I think he just had to keep fighting to keep becoming better. He had to keep fighting to learn more and to grow his network and to grow his experience. He had to just keep fighting to do that. He couldn't just have it served to him on a silver platter. He couldn't just had it given to him because if he didn't keep striving for it, he was never going to grab hold of that himself. And so that really taught him the resolve that he was gonna need and keep uncovering more of who he was, to keep aspiring for great things.

And I think that's another key with Abraham Lincoln is he never really gave up this hope and this idea that he was meant for great things. I think, sometimes, for us that maybe dream for something bigger or we wanna have maybe a more meaningful life, or we feel like, "Man, there's something more to my life. I don't feel like I'm really in my sweet spot right now . . ." sometimes you can be knocked for being idealistic or an optimist, or you have your head in the clouds. You need to be grounded in reality. And for somebody like Abraham Lincoln, he was very much grounded in the reality of what he was having to persevere through, but he still was always a visionary. Because even in his journal, he

would write, "I feel like I am here for a very specific purpose, for a great need. I just don't know what it is right now." But he never let go of that core belief as well.

And so I think that's true for all of us that during that failure, we have to keep that hope. And I call it, we even have to war for hope. And I talk about that in my book, [All Groan Up](#), that I would have to, literally, war for hope. So even when you're going through failure, when everything's falling apart, you still have that hope and that promise that, "No, this is not my reality." Even if everything that's real right now feels very dismal.

Rachel: Do you think that everybody feels like that, that they're here for some greater need?

Paul: I don't know. I don't know if everybody feels that way. I think if they are letting themselves be honest with themselves and they're asking those questions of "Okay, what's really the point to why I'm doing what I'm doing?" I think really at the core, humankind as a whole really are asking questions of purpose, really are asking questions of, "Why am I here and what's the point?"

And I don't think even if you live in the United States, if you live in Australia, if you live in a small village in Africa . . . and I get emails from all these places, so I can say from first-hand experience, I get these questions of, "I want to do something more meaningful." How that looks, it can look a million different things. It could look like, "I really want to have great kids. That's my meaning. I get so much meaning out of that." Or, "I wanna build my own business" Or, "I wanna be a missionary and just serve a lot of people." I think how that looks definitely changes, depending on that person's own signature sauce, what they bring.

But yeah, I do think, at the core, if we're allowing ourselves to be honest and we're gonna ask ourselves that hard question of, "What's the point?" "What do I wanna do with my life?" . . . I think a lot of us are searching for that. And then we find different avenues to either go away from that or to go closer to that purpose.

Rachel: Absolutely. Speaking of purpose and just impact, what are some of those nine crucial ingredients you are talking about?

Paul: Yeah, and this obviously takes a while to go through each one and unpack all this. I'm actually working on a program where I'm actually gonna take people through a process to figure this out, but we can definitely identify and talk through some of these. Because I do think there's really some common ingredients that, if you look at people that have really made it, they've honed these ingredients.

But one of them that we've been talking about already but we just maybe didn't [inaudible 00:16:58] in this is this idea of . . . I feel like one key ingredient is your story. So even the past successes, the past failures, the tragedies and the triumphs, but even your story and where you come from, obviously, that's such a crucial part of your signature sauce because that is truly yours. It is where you're coming from. It is your story of your upbringing, of the things that you've learned along the way. That's a big part of your signature sauce. And how that even plays out sometimes, I think, for us is even when you look at stories that really resonate with you.

So one little example or one thing I love to have people go through is even, "Hey, what are your three top movies or your three most favorite fiction books? Write them down. And what are some themes? If you could find some themes in these movies, what are some themes, what is it about this movie that you love, that really speaks to you, that inspires you?"

So for me, when I do this exercise, in the different movies that I love, the stories that really resonate with me, it's typically a really big underdog character that perseveres through amazing challenges. And it looks like everything is lost, but they're pursuing something much bigger than themselves and then they end up at the end, of course, they triumph. Or they help people, they rescue people, whatever it might be. So I see that theme in some of my favorite movies.

So that's even a fun, easy exercise when we're talking about the ingredient of story to even figure out, "Okay, what stories resonate with my story?" And that's even a great lens for us to start looking through of, "Okay, what is it about these stories that's really speaking truth into my own story?"

Rachel: Awesome. Are there any other ones that come to mind?

Paul: Yeah, definitely. I think another big one for an ingredient, and you see a lot of people meeting this, is this idea of need. And when I say need, I mean really what do you see in the world as a huge need? Maybe it's a huge problem that needs to be solved. Maybe it's something that really breaks your heart. Maybe it's an injustice that you see that you want to do something about. It's this need.

Frederick Buechner, who's a writer that I really love, he has this great quote that he basically feels like your life purpose, your calling is where your deep gladness meets the world's greatest need. And so it's the conjunction of those two. It's those two paths coming together. And so when we're even talking about our own signature sauce, I don't think it solely exists within us. There has to be some purpose to it. There has to be something, like I said, at the beginning, that you're serving your sauce. And that could be in a business. That could be in a macro or a micro level. It could be in different ways. But really, what's the need that you see that really just frustrates you or gets you excited to help solve, or it's just something that you can't ignore. Because we all see different needs in the world in different ways.

You and I, Rachel, we probably see needs in this world that are different from each other. There's things that break my heart that might not break other people's hearts and vice versa. It's even looking at, "Okay, what really frustrates me about the world? What really frustrates me maybe about my business or this problem that I see?"

So for a computer programmer, maybe it's a certain app or a line of code that's just not working right. And that's the need that really drives them. They're like, "This could be done better." Or maybe it's the Ebola virus and they want to do something about it. And they have that need to be more of a humanitarian, and that's the thing that breaks their heart or really drives them crazy. So that idea of an ingredient of need. What does the

world need for you to come and meet because you are that person to come meet that need?

Rachel: Awesome. That makes a lot of sense. And, okay, can you give us one more because I have a follow-up question after you do?

Paul: Yeah. I think what's another one that I can wrap around . . . ? I think another one for all of us is this idea of another ingredient. I'm trying to think of which one I wanna go to, but maybe relationships. That's another ingredient that I really talk about, and we unfold and we get in there. Because, again, I don't wanna make this seem like this is so internal or it's so much about me, because it doesn't exist just isolated from everybody else or from the world. And so this idea of relationships is such a big part of your signature sauce because the people that you surround yourself with and the relationships that you have is such a crucial part for you honing your signature sauce, for you bringing it out, and for you also being able to have those relationships that help you find places for where this needs to go.

So we even hear these studies done where it talks about who are your five closest friends. And if you average the salaries of your five closest friends together, that's probably what you're gonna make as well. So we even see these studies done that you really are closely aligned, obviously, with the people that you closely align yourselves to.

So even another exercise that I'll do is I'll have people write down, "Okay, who are the top five people that you spend the most time with?" So write those names down. "Who are the top five people I spend the most time with?" And then even on a scale of 1 to 10, what would I put next to that person as far as how much life do I feel like is in that relationship? How much do I feel like that person is helping me grow or change or hone who I am, or is supportive, or challenging in a good way? Basically, how much life does this relationship have on a scale of 1 to 10, 10 being the best, this is an amazing, jet pack relationship that's taking me places, or more of a one, which I call an anvil relationship. It's like this huge, heavy piano that's strapped to your back that's not allowing you to move. And I think we've all had relationship in our lives like that as well.

And so even when you put those names down and you start even figuring out, "Okay, how much life does this relationship bring?" That can even give us a lot of insight into our own signature sauce because sometimes I think there are certain relationships that maybe just really are not healthy. And we have to even think about that and be like, "Well, is this relationship that . . . maybe it's a friend that they've just been around for a while and it's an unhealthy friendship, and maybe I need to think about that." And so I think this idea of relationships is such a key one as well when you're thinking about even honing your signature sauce.

Rachel: Absolutely, so then when you go through and you answer these questions, how do you put them all together to find that signature sauce?

Paul: Yeah, it is complex. It's not a simple. And I guess that was my frustration in some regards to it. When you do think things like, let's say, the strength finder, or personality tests, or whatever it is, I think that's a part of it as well. But when you look at it through

just one lens like strengths, I think it can feel very one-sided because you're just looking at one little piece instead of trying to look at the whole. So that's really what I'm trying to do and what I'm trying to encourage people to do when you come to your signature sauce.

But it does make it a little bit more complex because it's not this simple "just find your five strengths and you'll be fine" kind of thing. But I think for each of us, when coming towards the end of the process and we try to figure out, "Okay, what do we do with this? Now that we've identified some of these ingredients and how they play out in my life, now, what do I do with this? What's the point?" And obviously, there has to be the action around it or really what's the point of even figuring this stuff out?

And so one exercise that I'll help people do towards the end -- and I had a mentor do this with me, and it was a really powerful exercise -- was this idea of, "Okay, let's think of your life 20 years from now. We're 2015 right now. So in the year 2035, I want you to write out firsthand what a day in your life is like. So literally, it will be like, "I get up at 6:00 a.m. I go on a run. I'm having coffee. I'm going to my office," literally right writing out the details of your day 20 years from now. And this is your optimal vision. This is you living your signature sauce. This is you living your purpose. What does that day look like from the moment you get up and the moment you go to sleep? What are you doing? And you're literally writing out a story of your day 20 years from now.

And this is powerful. I think this was such a powerful way for me to even visualize it, to see it, to smell it, to see the clothes I'm wearing, to see the place I'm living, to just visualize that 20 years from now. And then when I have that vision, when you have that and you've written that down, then it's taking steps back five years from that point. Okay, so you went out 20 years before. Now, we're going 15 years out. And what is happening in a day in your life 15 years from now? Now, you've written that that day out. Now, it's 10 years. Now, it's five years. So then you walk it all the way back to okay, three months from now, what do you need to do and what are some goals that we need to put in place so that you start taking steps towards that vision that you've just written out?

And it's a powerful way to do it because you're giving yourself actionable goals within three month increments which are attainable. You're only giving yourself two or three goals that you want to accomplish. But then you keep doing that and you keep replicating that. So every three months, you're giving yourself new goals as you work towards that bigger vision based around, "This is what I feel like my signature sauce is. This is what I wanna be doing in 20 years." And now you're giving yourself actionable steps and goals to actually step towards that.

Rachel: Absolutely. I'm a big believer in breaking down your goals and reverse engineering, basically.

Paul: Yes.

Rachel: So that's really helpful. So I guess I see all these different exercises. So I know you mentioned the nine ingredients. I know on your website it said it's for for maximum significance and impact.



Paul: Yeah.

Rachel: I'm trying to think of a practical way that people can start figuring out their signature sauce. What action can they take after this to get some clarity?

Paul: Yeah. I think there's intentional questions we can start asking ourselves. And I think sometimes that's the most radical thing you can do in your life is start asking yourself some intentional questions and then actually writing down the answers. So if we're really breaking it down to a very base level of, "This is what I can do right now," on my [website](#), I have 11 questions everybody should ask, which is just a really small way to just start going through this process. And that could be a helpful tool. I know there's other ones as well.

But I think at the core, that's what it really is. It's asking yourself very intentional questions, and then writing down your answers, and coming back to that and actually formulating, "Okay, I need to start thinking about this. I need to start formulating some answers around these questions." So even base questions like, "What are my values? What are my five top values? What do I value in life?" So that just right there, that could take a day or a week, just thinking about that, looking throughout your day and be like, "What do I really value? What is important to me?"

So for myself, authenticity is a big value of mine, feeling like I'm being true to who I am, and then I'm that in a truthful way, and there's a consistency in what I say and what I do is really important for me. So authenticity is a big value for mine. So when I feel like I'm being inauthentic, then I feel really anxious or I feel depressed. It just really weighs at me because I feel like I'm trying to be somebody I'm not. So I know I always have to hold onto that value of authenticity. So even asking ourselves some of those base questions like "What are my top values?" - it is a big one to ask start taking really small, actionable steps to figuring out, "Okay. This is really a driving force within me. This is a step towards my purpose because I'm figuring out what motivates me. What values do I hold to be true that are really catalysts for my motivation and for me moving forward?"

Rachel: Got it. Yeah, so asking these questions like the crucial ingredients and the values and all that stuff, I guess you just write them down and start looking for the denominators and get the patterns that come up for your sauce.

Paul: Yeah. You start figuring out . . . I mentioned probably four or five different exercises throughout this interview, those actionable question steps where it's breaking down these different things, to start taking some action steps. So even I mentioned before, what are your favorite stories, what's the themes there, doing a twenty-year vision and breaking it down into three-month goals. And there's the relationship piece, writing down the five relationships.

All these pieces, somebody could do it right now. After this interview is done and they turn it off, they could do some of these steps right now and they would already be taking steps towards, "Okay, I'm really getting some clarity into maybe why I've been so frustrated lately. I just felt stuck." And even doing these couple of exercises might give somebody some clarity of, "Oh, okay. I'm frustrated for a reason. This frustration is

trying to . . . been telling me something, and I just maybe haven't spent time really putting words to it. Now that I know what it is, okay, now I can make a choice of whether I do something about that or whether I remain in the same place."

Rachel: I love that. Okay. So if people are feeling frustrated, how do you recommend that they take the answers to these exercises and weed out the frustration?

Paul: Yeah, I think you really have to pinpoint, "Okay, what is this frustration really telling me? What is it really telling me about myself?" So for me, a lot of my frustration was I just never felt like I fit in a standard eight-to-five cubicle job. It just was always a frustrating thing for me, and I wanted to fit. There's different points in my life that I was trying desperately to fit because I yearn for that comfort and security of having just a normal salary job and having some of the stuff that comes with that. But I just never felt like I really fit in that, and I was really frustrated a lot of the time just because I felt mainly at the [inaudible 00:32:46 of that] point to this.

Rachel: Oh, I'm sorry, Paul. You broke up.

Paul: . . . hurting people or I'm . . . oh, can you hear me now?

Rachel: Yeah, I can hear you. The last thing I heard you say is, "to the core," and then it broke up.

Paul: Oh, gosh. I'm sorry. I don't know if I hit something or not, but am I coming clear now?

Rachel: Yeah, totally.

Paul: Okay. I'll try to start where I left off there.

Rachel: Thank you.

Paul: But yeah, I was feeling so frustrated around this when I just felt stuck in a cubicle and I was recruiting people for different places, or I was selling things. But at the core, I kept asking this question of what is the point? What's the point of this? What am I doing with my life? This is the only life I have. Really, I feel like I need to be out there helping people. And for me, it was really that idea of I wanna help people. I wanna serve people. I wanna inspire people. I wanna speak to them and I wanna write . . . and these different things that I was feeling.

And so for me, when I was really looking at that frustration, it was, "Okay, I have to do something about it. So what I'm gonna do is I'm not gonna quit my job right away. I'm just gonna write at 5:00 a.m. in the morning. I'm gonna write 'til 1:00 a.m. I'm basically not gonna sleep and I'm going to write during every extra minute of my day, at lunch breaks, getting up early, staying up late so that I can start taking actionable steps towards this frustration that I was feeling, and this avenue that I felt I wanted to go down, which for me was, 'I want to be a full-time author and speaker so that I have more time to help more people.' That's really, at the core, what it came down to.

So I started building that on the side, and working on a website, and trying to build an audience, and working on my craft as a writer and a speaker and a communicator, all while still working my eight-to-five job, so that I could still eat and I could still pay bills. And I have a wife and two kids, so it's not just about me. So it wasn't just this black and white of, "Oh, go chase your dreams," or "Don't chase your dreams." I think a lot of us exist in the gray area of "Work at your dream while you work at your job," and "Work at your work while you work at your dream." It's that combination.

Rachel: Absolutely. So when did you know that it was time to quit your job? Or were you okay to quit your job?

Paul: I think, for me, it's a long story, but I basically was doing both worlds at the same time for about eight years.

Rachel: Wow.

Paul: So it was not a quick process for me. And I had different moments where it felt closer and different moments where it felt further. And I tell a lot of this story in my book, [All Groan Up](#), because that book really is my story and my struggle through that process of pursuing my purpose. And so it really was an eight year of a lot of failure, like I said, a lot of, "Oh, it's so close. I'm waiting for that one email, but it's not it's just not happening." But it came to a certain point . . . and it was after my first book was released, which was [101 Secrets For Your Twenties](#).

That book came out, and I was waiting for life to slow down a little bit, but it never really slowed down. It just kept taking off. My side business of being an author and speaker, it kept taking off. And so I realized, basically the decision was made for me, in a sense. Because my two worlds couldn't coexist any longer. It was literally impossible for me to work an eight-to-five job and work at my dream at the same time. My dream was taking over and needed so much more time. And I was gaining enough revenue from that that it was becoming very clear that, "Okay, now is the time." It was like almost being pushed into it. It's like either you do it now or you just have to let it completely die because these two worlds can't coexist anymore.

Rachel: And how did your wife respond?

Paul: She was excited. We were both pretty burnt out at this point just because we'd been working at it so hard. And she's my editor. She edits everything I write. She is my best advocate and my most challenging critic. She's the one diving deep into what I'm writing about and be like, "This is no good. What are you talking about here?" We're definitely in the bunker together. We have each other's backs and we're really in this together. And I definitely would have quit a long time ago if it wasn't for her.

So, again, that relationship piece and how important that was for me, even having my partner and my wife just being so supportive of this. So when it felt like it was time for me to leave, she was excited. It was definitely this moment of, "This is gonna be a leap. This is definitely gonna take some faith. It's not gonna always be pretty and it's not gonna work out perfectly, but we are both really excited that, "Okay, it's time. It's time to make this change." And so we were both excited for that moment when it came.

Rachel: Beautiful. I think this has been a really helpful conversation because you've run over a lot of different things that people can just think about as far as how they want to create their life, the great questions to ask. I love the things that you were talking about, and just that practical thing of going through and writing where do you wanna be 20 years from now, and then 15, and 10, and 5, and working backwards. And then also just a very tangible thing that people can do for once they start to get an inkling of what their dream is, like how they can go and work at it with their job without going in, taking a leap of faith, and putting themselves in desperation [inaudible 00:38:12], which we talk a lot in this show, as how I'm such a non-believer in that.

Paul: Yes.

Rachel: Did you have something to say about that?

Paul: We have this vision. It's, again, this vision of the sexiness of chasing a dream, or being an entrepreneur, or whatever it looks like for us. And I think we do ourselves a disservice to not talk about the reality of, "No, you really need to do both at the same time." And don't confuse setbacks for settling. This idea of don't feel like just because you're selling for a season, it doesn't mean you're settling in life. I definitely had many points in my life where I've had to settle down and I've had to just say, "Okay, I have to just be here in this place and work really hard here before I can pick up my tent and move to the next location." I've had those different seasons come and go.

So for anybody that's feeling that angst, it is, like you said, that reality, Rachel, of do both at the same time and give yourself the grace and space to fail at it, but just keep hammering away at it. And that's when you're gonna know you're passionate about it, because it doesn't even matter if you failed at it. You're ready to get up early the next morning and keep hammering away at it because it's really hitting those core parts within you that is your huge motivators. It's not about the million-dollar dream job or whatever it is. It's about, "Man, this just makes me feel alive."

Rachel: Yeah, I really love that. And the other thing that I really love about what you're saying is I know there's so much, especially in the self-help world, "You should be happy and things are gonna just align when you wanna be doing something, and everyday is gonna be awesome." And I love what you're saying about setbacks are not necessarily settling, and just planning ahead for those things. I love that. I think it's a great reality check.

Paul: Yeah, I wrote about this in my [first book](#), this idea that the possibility for greatness and embarrassment both exist in the same space. And if you're not willing to completely embarrass yourself, you're not willing to be great. And that was really something that hit home for me. Because I think we all have these ideals of, "I wanna do something great. I wanna do something big. I wanna make a difference."

Well, if that's true, then there's gonna be on the equal side a very real reality that you are gonna completely embarrass yourself, that your friends are gonna be talking about you behind your back and wondering if you're crazy, as I'm sure some of my friends have done at different points. And you have to be open for that and be willing for that.

And that's okay. You have to be up onstage to sing your song. You have to be up there. And you might fall on your face, and you might miss a note, and your voice might crack, but you're there singing. And isn't that the most important thing?

Rachel: Absolutely. I love that. Paul, this has been awesome. Thank you so much. And can you let people know where they can go find out more about you?

Paul: Yeah. They can come to my website, [allgroanup.com](http://allgroanup.com). And again, "groan" is spelled like you're groaning in pain G-R-O-A-N, All Groan Up. They can snag three chapters from both my books off my website there, and they can also contact me through my website if they have any more questions. And then I'm working on [signaturesauce.com](http://signaturesauce.com), which is more of my program for helping people through this. But it's not even done yet, so it's just a work in progress. But they can find me at my website [allgroanup.com](http://allgroanup.com), and they can even just email me at [paul@allgroanup.com](mailto:paul@allgroanup.com) is my straight email address and that comes directly to me. So if they ever wanna reach out, that's what I'm here for.

Rachel: Wonderful, thank you so much again.

Paul: Thank you, Rachel, for having me. I really appreciate it.

Rachel: Absolutely.

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I really appreciate you.

With love,  
Rachel Rofé