

## The Empowered Entrepreneur Show

### Episode 001

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- Intro: Welcome to the Empowered Entrepreneur Show. Discover your life's purpose, reprogram your mind for success, and attract an abundance of paying clients to your business. Now, here's your host, Tom Tenaglia.
- Tom Tenaglia: Aloha empowered entrepreneur. My name is Tom Tenaglia and this is the Empowered Entrepreneur Show. I'd like to start off with a quote. "Often people attempt to live their lives backward. They try to have more things or more money in order to do more of what they want so that they will be happier. The way it actually works is in reverse. You must first be who you really are then do what you need to do in order to have what you want." Margaret Young.
- Tom Tenaglia: I'm reminded of something that a spiritual teacher once told me. I study a Hawaiian spiritual path. My spiritual teacher said, "We aren't human havings, we aren't human doings. We're human beings." How many times is it that we are really in touch with who it is that we're meant to be and who it is that we are?
- Tom Tenaglia: I met a gentleman who is a very successful business owner. He went from zero to a multimillion dollar business. My girlfriend had asked me... She said, "Why don't you talk to him? Just talk to him." She's a great connector. I talked to him and I said, "What did you do? How did you do it?" He began to explain his story. He said, "We're very blessed at this point." He says, "I have everything that I want other than happiness." I'm like, "What are you talking about? You can buy anything. You can do anything." He said, "I thought that by getting the money, I thought that the money would make me happy because of what I could do with the money." It dawned on me, "Wow. He did having then doing and then being."
- Tom Tenaglia: It does work in the order of being, doing, having because being flows from spirit. We are spiritual beings first, having a human experience. We are not humans that happen to have a spiritual experience. When we tap into that, who we are, we can begin to bring that into what do and then we can have the things that we truly deserve.
- Tom Tenaglia: I wanted to form this podcast because I noticed that people needed help discovering their life's purpose. Folks that discover their life's purpose would bump up against things like fears or doubts. They would need help to blast through those and reprogram their mind. Some people who would discover their life's purpose and blast through their fears and doubts, they would need help with implementation, taking action.
- Tom Tenaglia: I decided to form this podcast to help with those three things because discovering your life's purpose comes from tapping into who you are as a spirit, reprogramming your mind for success taps into personal growth and attracting an abundance of paying clients to your business covers everything from technology to tools and techniques, copywriting, coaching, consulting,

marketing, sales... marketing, sales, advertising and branding, four words that are often used interchangeably and they are very different.

Tom Tenaglia: However, it doesn't start with that. It starts with who are you? I've noticed time and time again that when the person is who they are and they don't hide from it, the path opens up, but sometimes we're blind to who we are. I have ways to help discover your own personal life's purpose, to guide you in a way to discover that. Some of these shows will be solo where I'm sharing deep spiritual concepts, others I might be sharing tools and techniques, maybe a client asked me a question and I thought that it would be beneficial for you to hear the answer as well. Other shows, I'll bring on people and interview, even do some Q&A. I have a website for this podcast with the show notes [empoweredentrepreneurshow.com](https://empoweredentrepreneurshow.com), that's [empoweredentrepreneurshow.com](https://empoweredentrepreneurshow.com). You can submit questions there, discussion items, success stories.

Tom Tenaglia: I want to bring all that on as well, even people that ask me a question if it's not so specific to their business but it's more generic, I've already asked them, "Hey, do you want to come on the podcast? Let's talk about it." It'd be a lot more interactive, a lot more fun. But these deep spiritual conversations are important. This is what people miss, the whole point of being empowered. We'll cover everything over time that fits within these buckets. We'll cover all sorts of topics.

Tom Tenaglia: It's important to know that as you go down your path, it's okay if you feel like you've been there before because you probably have. This is not a linear process. Entrepreneurship and empowerment are not linear, they're cyclical. Are you cycling up? Are you improving, growing, learning, changing? The neat thing is with a certain tool that I have in my toolbox, known as astrology, we can get very precise on what an individual would need to do to learn and grow and really, what would be more fulfilling? See, when somebody says, "Oh, I'm going to do this because it's going to make me happy." My here having, doing, being and I go, "They're doing it backwards." Because the interesting thing is you have to be happy first.

Tom Tenaglia: What astrology helps me do is to share with somebody what would be fulfilling. What would fulfill them at a soul level? I'm not talking about Zodiac in the newspaper or online or horoscopes or future telling, I'm talking about spiritual based astrology that looks at if the world is a reflection of you, which is an ancient spiritual teaching, that it's very empowering because you can always change yourself. You can always shift. You can always grow. "But Tom, I don't want to change or want to grow." Sweet. How badly do you want the result you're going for?

Tom Tenaglia: Sending, investing, dedicating almost two decades into personal growth and spirituality, it's cliché, but the only thing constant is change. You're changing anyway. The question is are you being intentional about it? Every day you're

shifting in one form or another. It's called transformation energy. If you've ever owned a house or a car or know someone who has, things transform over time. We do too. Are we being intentional about it? I used to hide from the fact that I do astrology. My girlfriend, being very wise, said, "Astrology is a huge part of who you are. Why aren't you talking to people about it other than your clients?" I mean, she was right. I would get on a consulting call, marketing consulting call and I'm like, "This may seem a little out in left field, but do you know your birth date, birth time and birth place?" They would know it. I'm like, "Okay, would it be okay if I just pull something up on my software?"

Tom Tenaglia: I would look at the chart and guide them on their path. They're like, "Oh my God, that's exactly it." They would go and do what they needed to do and break free of their situation. I'm not saying astrology solves everything. It gets you started on the path. I have other tools and techniques that I can share with you to get through fears and frustrations and that kind of thing. The other thing though is my girlfriend was right about sharing it. I would work in IT. I would work with computers. I'm like, "What do these computer programmers want? What do they want to do with astrology?" Little did I realize, wait a minute, I'm a computer programmer and I do astrology, maybe they do too. I got to help people on their path.

Tom Tenaglia: Whenever I would get the gut hit to share it with somebody, even if I consciously thought that it wasn't, they weren't going to like it or they weren't going to understand it or whatever, if I just followed my gut on it, it always made a profound impact in their life. And then I learned, "Well, I can't pretend to know their response, but if I trust my gut and I follow what I believe is my own path, then I'm doing what I need to do and it's flowing from who I am." It's effortless too. I didn't have to force a conversation on astrology.

Tom Tenaglia: I do have very specific type of astrology too, to really tap into the positives and to break free of the cycles. My astrology business is called Cycles and Rhythms Astrology.com because I want to help people actually do something with what we talk about in astrology. Ultimately, I want to help you tap into that calling that you have, get clear on what it is, let go of anything getting in the way of creating it in the world and then taking the steps to make it a reality.

Tom Tenaglia: There's a quote off the top of my head that I remember reading several years ago that said something like, "Never doubt that a single person can change the world. In fact, it's the only thing that ever has." If you think about it, it's so true. You know after Roger Bannister broke the four minute mile, many other people have done the same, but they needed one person to say, "You know what, it can be done." But here's what's crazy about it. For Roger Bannister, he had to say, "I'm going to be first." He has to say, "It is possible." Because he would feel it in his gut that he knew he could do it and he did what he needed to do to make it happen. But it starts with that belief. Because once everybody knew it was

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possible, those that went out to do it, they trained for it. They trained doing it, knowing it was possible.

Tom Tenaglia: I'm reminded of a story where a student came into his math class late. He wrote down the problem that was on the board, took it home, brought it in the next day, handed it in as his homework. The professor said, "What's this?" He said, "It's the homework. The solution to the problem you had on the board yesterday." The professor said, "I didn't give you homework yesterday. The problem that was on the board who was an example of what mathematicians would call an unsolvable problem." He took a look at the solution and sure enough, it was the right one. Because the student had a belief, not only that it was homework, but that he could do it because it was on the board in his class.

Tom Tenaglia: One belief can just derail everything if it's not in alignment with you and your outcome. There's many things we can say about beliefs, but I want you to know, I want you to believe in you. I want you to know that whatever business you have or deciding to start, you can do it. I love the solopreneur. I thoroughly loved the solopreneur because they're the beginning stages. Other marketers have asked me, they're like, "Well, isn't it easier sometimes to sell a business idea or a marketing concept to somebody who already has an established business?" I'm like, "Well sure, that's how I establish a business scale. You mean in comparison to a solopreneur? They're like, "Yeah." I said, "Yeah, a lot of people don't want to help the solopreneur because they barely have enough money to keep their business afloat sometimes, let alone the rates that marketing consultants charge, such as myself."

Tom Tenaglia: But I love the solopreneur. I can always add some form of value. This podcast, you don't have to be an individual, a solopreneur, you don't have to be in a startup phase of a company to listen to this podcast, but I do have a special place in my heart for them if you are. You could have a multimillion dollar business. And if you do, I really want to help ensure that you're fulfilled in it. I really want to help ensure that everything that you do is on purpose, your purpose, it flows from who you are.

Tom Tenaglia: I went out and studied all of these things over the last two decades. I had no idea how they would all connect. But at the time when it's right for us, we understand, we learn, discover, how the pieces that we learned fit into our puzzle of life. Everything that I've learned gives me a unique perspective on helping you tap into your purpose and shining your light in the world. It's that that light, when that light is pure and it's reflecting you and who you are, that light attracts your ideal clients to you. Not a fake light, not a light you bought at a store to turn on, metaphorically speaking, not a light you borrowed from a friend, but your light.

Tom Tenaglia: I want to encourage you to continue listening to these podcasts. Some will be a little bit more upbeat, some will be more thought provoking, but I promise you

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there's a method to my madness and all of this will come together. Because to be honest with you, entrepreneurship, at least when I started and maybe it is for you too, it felt like a thousand piece puzzle with no box cover. How do all of these pieces form a successful business? What makes this podcast unique is we're looking at it from an empowering entrepreneurial perspective. Purpose first, clearing out sticking points, releasing second, action third. Because if you've ever wondered, "Hey, wait a minute, how come this person took this action? They made it and that action didn't work for me." It's because it was either a purpose issue or a belief issue. I really want to work with you on those two things first.

Tom Tenaglia:

Don't get me wrong, we'll tap into technique. If you have questions that are technique-based, certainly submit them at [empoweredentrepreneurshow.com](https://empoweredentrepreneurshow.com). I'm happy to answer technique-based questions. I'm happy to share techniques with you as well. I'd also like to know the biggest problem that you're facing currently in your business because I want to help tackle the ones that would make the most impact. Yeah, it might be easy to help somebody who has 100 clients get their 101st. I think it's more impactful to help a solopreneur who just launched his or her business to get their first client or the larger business that has a hundred clients and wants 101 more, where the benefit can be as turning it so that it's no longer a luck based client acquisition process, but something that's very purpose based, something that's very repeatable and can scale and can grow.

Tom Tenaglia:

We'll cover those things and believe me, I want to learn from you just as much as I want to guide you on this journey. I'm happy to have you with me. This is exciting. We're in for a great ride. So keep listening. Listen to the next episode. If you resonated with anything that I've said, subscribe to the podcast. I want to wrap up my podcast by saying *Aloha a hui hou*, means we as the *hui*, the group, we'll come together again, *hou*, we will repeat, because we're never really done. *Aloha a hui hou*. I'll talk to you in the next episode. Take care.

Outtro:

Thank you for listening to the Empowered Entrepreneur Show.