

## The Empowered Entrepreneur Show

### Episode 002

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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, I am Tom Tenaglia. Welcome to the show. Today we're going to talk about purpose. Now why would we do that? Well, as you may recall from the introduction podcast episode, we are spiritual beings first, we are having a human experience as a spiritual being. And so we need to get in touch with who we are. And what did we set out to do on this planet? Who did we set out to become? And who are we? As I already said.
- Tom Tenaglia: If you catch my drift, knowing who you are is pretty important. And I believe that we pick our path coming into the world. We forget why we picked it, so that we could discover the reason why along the way. We set certain situations up in our life, and then forget that we set them up, so that we face them head on. And that we become, and we learn more about who we are in the process. Because if we knew we set up the situation, and we knew it was going to turn out not the greatest, we wouldn't go through it.
- Tom Tenaglia: But we know the lessons, at a soul level, what we want to achieve and what we want to learn, and how we want to progress down our spiritual path as a soul. And so we consciously forget why we picked them so that we can face these lessons along the way. And so I can't say that everyone's purpose for living is the same, because it's not. You have your own unique purpose. See, the reason why people aren't happy from having, is because what they had to do to have the things that they got didn't actually flow from who they are.
- Tom Tenaglia: But when you live on purpose, when you do the things that flow from who you are, it's like where the phrase, "You never work a day in your life if you're enjoying what you do," comes from, because we live our life on purpose at that point. And the things that we manifest, the things that we're able to buy, the things that we're able to do, the people that we meet along the way, were happy because it all came from who we are.
- Tom Tenaglia: And so the more we get in touch with who we are, the more you get in touch with who you are, the more the path unfolds. It would be like saying that you wanted to learn how to swim, and then wanting to take online classes. You can't take online classes to learn how to swim, you have to jump in the water. And it's so paradoxical because you go, "Well, why would I jump in the water? I don't know how to swim." That's the very reason why you jump in.
- Tom Tenaglia: Here I was a kid, learning how to swim. I remember that wearing, whether it was floaties, or in a tube, or with a kick board, or somebody there to watch me, help me learn how to float when I was a kid just learning how to swim. But the only way I was going to learn was by getting in the water. So the only way that we discover these things is by going down the path.

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Tom Tenaglia: Sometimes, if someone says to me, "You know what? I'm not happy doing this." And I go, "Well, it's because it doesn't flow from who you are." They go, "Well, why did I do it anyway?" For some people it's to discover the fact that they have to discover who they are. I said to someone looking at their astrological information, we were going over some sales strategy, and his sales calls weren't working. And I said, "Well, that's because you're coming from this energy, and your chart is saying you have to learn this other energy."

Tom Tenaglia: And he goes, "Well, that's not comfortable to me." And I go, "No kidding." I said, "But here's what I know. If you go in this direction, because it's in your chart, the path opens up, and you actually connect more with people. You actually make more sales."

Tom Tenaglia: I said to another person, I said, "The reason why you're not making sales is... Well, what have you learned from the calls you've been on?" And he said, "I don't understand your question." And I said, "Well, your chart says that you're supposed to take lessons, apply them about you, and continue evolving how you interact in the external world based on how you've developed yourself."

Tom Tenaglia: He started doing more of that, and he got two, several thousand dollar clients the week later. Or at least started within a week later and he closed them within a matter of weeks. Those are higher ticket items. I had another one where the guy said, "You know what? All these things keep happening to me in the external world." And I looked at his astrological information, and I said, "Well, that's because you're not focusing on you. You're not taking care of yourself."

Tom Tenaglia: He was like, "Well, I love listening to other people talk." "Great. How many times have you listened to what you've said to you?" And you might be listening to this going, "Well, these are obvious lessons. These all make sense. Of course, you would do all these things." But here's the crazy thing. For the person whose lessons they are, they're not that obvious. And you have similar lessons. So do I. One of my lessons was to get my message out there. And I resisted starting this podcast.

Tom Tenaglia: And I'm like, "Okay, somewhere out there is an audience, waiting to talk about empowerment and entrepreneurship." And I sat on it for a while. And it's easy for me to talk to people. It's easy for me to do videos. It's easy for me to speak in front of 100's of people, on stage. But talking to a microphone, and share a message with somebody, really? My astrological information said, "Yeah, you've got to communicate your message."

Tom Tenaglia: And then the marketing process comes in, and it goes, "Well, how do you communicate your message? What am I going to do?" So somebody might be like, "Well, I got to communicate my message. Okay, I'm going to start a podcast." But I had to look at it, and go, again, who am I? That's why I knew I could combine the technology work that I've done, with the marketing work

that I've done, and the personal growth work that I've done, and bring a podcast that blends the three.

Tom Tenaglia: Because I could discount a portion of who I am, if I was going to start a show. I couldn't just say, "Here's all the marketing tools and techniques." Because I wouldn't be giving you all the stuff related to purpose. And so you might be on here for the tools and techniques, and we'll get to them. But I guarantee this purpose and the reprogramming of your mind work that we'll talk about, significantly makes the tools and techniques more impactful.

Tom Tenaglia: Because what I have learned is, if I take a tool or a technique and I implement it on something that doesn't flow from who I am, it doesn't really work. And when I get in touch with who I am, and I apply that tool and technique to who I am, it works like gang busters. And so I want you to begin to think about who you are. Yes, I could if you wanted, we could talk, we could go through it astrologically. I could give you some really concrete information about that.

Tom Tenaglia: And if you do want to do that, I'll put a link in the show notes, at EmpoweredEntrepreneurShow.com over to my astrology information. That's one approach. Another one is, think about your truths. Think about your beliefs. And even then, another way, well, another way is to begin to look at what you're passionate about, and what you're good at.

Tom Tenaglia: However, I don't believe that your passion is necessarily going to flow from who you are. Because, see, sometimes what we do is we come in from, and astrologically I chose this too, we come in with a foundation, a launching pad. Because we can't possibly achieve and accomplish everything that our soul wants to achieve and accomplish in one lifetime. So yes, I do believe that we come back, and we refine, and we improve, and we grow, and we have new experiences.

Tom Tenaglia: And one of those things is we get to launch off of the things that we picked up in other lives, except for the things that we had to forget in order to live the life that we're living today. However, for the most part, there is a launching pad that you have. And so early on, that launching pad it's like, "Oh this is what's exciting to me. It's what's passionate to me. It's what makes me eager to get up in the morning."

Tom Tenaglia: And then reality is to discover that that's your gift, and that's your launching pad. Then sometimes, it's to take the step in a different direction, to go and apply it, and astrologically, it's shown there. You see, one of my launching pad is about purpose and vision, believe it or not. And I'm like, "Yeah, I can talk about purpose and vision all day long." And the direction that I need to go is actually in communicating a message, outwardly into the world to a group of people that are there waiting for me, if only I would make the message.

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- Tom Tenaglia: And I'm like, "That doesn't make any sense. I don't feel compelled to talk to all these people. Why would I do it?" Because that's where the energy is. That's what my soul is yearning to experience. Taking it on faith that this will resonate with you. My girlfriend, she loves friends, love groups, and she's like, "Oh, I'm just going to hang out with friends, and hang out with groups, and do types of careers that are like that." And I look at her chart, I said, "You're supposed to teach to adults, in front of a group, but you're in the one in charge."
- Tom Tenaglia: And she's like, "I don't want to do that." And I let her sit with it, and then actually other people told her the same thing. And then we saw it again, I said, "This chart is saying that this is the year." You see, because astrologically, we can look at birthday to birthday, and see what your expression would be for that year, that birth year. It's called a solar year, solar return chart.
- Tom Tenaglia: And I said, "This is the time for you to teach." She said, "Well, I'm working for a training company. But they don't have any spots for trainers." I said, "One's going to open up." I said, "You're meant to do this." She's like, "How are you so sure?" And I said, "Because I know that the path, when you're on your path, and when the energy's present, and when you're looking at the chart and comparing it, that it opens up. It just does."
- Tom Tenaglia: And sure enough, a week later, a spot opened up. And I said, "The door is open. You have to walk through it now." She's like, "It's not comfortable." And I go, "I know. That's exactly why you have to go through it."
- Tom Tenaglia: For a lot of people, talking to people and asking for money is uncomfortable. You can't grow a business if you don't. It's so funny because for a lot of people, growing up, maybe you had this situation, or you know someone who did. Growing up, we're told not to talk to strangers, and not to ask for money. And yet, as an entrepreneur we get into business, and we have to talk to strangers, and we have to ask for money.
- Tom Tenaglia: So I get it. That's why entrepreneurship isn't for everyone. But I do believe that if you have that call deep inside you for something, for some purpose, for some vision, that you're meant to do it. There are many paths in this world, seven billion of them, in fact. All of them get us to the same place. I have met people who thrive in a corporate environment. And I have met people who thrive anywhere except a corporate environment. Comes down to knowing you.
- Tom Tenaglia: And so here's the thing, I met someone who didn't thrive in a corporate environment, but was in one. And he's like, "I can't just leave when I don't have a business yet." So I said, "Can you plug your corporate job in the vision as a vehicle helping you get your business to where you want to be, rather than looking at your corporate job at odds with your vision, and your purpose?"

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- Tom Tenaglia: And then he started realizing that the work that he does day-to-day, is actually enabling his vision to come true, and his dream to come true. I mean, it takes courage to be an entrepreneur. There's no shortage of people wanting to say, "Oh my god, don't do that," and to give you all sorts of excuses. There's no shortage people that would do that. They don't know any better. They mean well.
- Tom Tenaglia: Yeah, the odds are stacked against you, but the odds were stacked against Roger Banister for being able to make the four minute mile. It was never done before. His chances of doing it, in comparison to how many people have done it before is 0%. But he believed it was possible. And he believed it was possible for him.
- Tom Tenaglia: And so every struggle, every opportunity, every victory, teaches us more and more about who we are, who you are, and how amazing you are. "Oh, Tom, you don't know me. I, blah, blah, blah, blah." I do know you. You call came from the same source. In Hawaii, it's called source. In certain religions, it might be referred to as God, it could be universe. Young called it the collective. Whatever word you want to use, doesn't matter to me.
- Tom Tenaglia: What matters is, are you able to take what we talk about, and bring it into your world, and use it in a way that empowers you? So here's the thing, I would suggest that you take the concepts, test them out. It would be funny if I were to say, "Take it on a 30 day trial, risk free. If you don't like it, send it back." Try out the concepts. Anything that I share on any episode, see if it works for you, or not.
- Tom Tenaglia: Your belief, though, can influence the result 100%. So believe that it will work, and then go for it. So yes, we can dive in astrologically, and if anyone, if you're listening, and you want to talk about your specific purpose or path, and you'd like to do it on a podcast episode, go to EmpoweredEntrepreneurShow.com and let me know.
- Tom Tenaglia: And if you're listening, and you're like, "I want to do it, but I want to do it one-on-one, privately with you." Same deal, EmpoweredEntrepreneurShow.com and let me know. For now, what you can do is begin to get in touch with your truths. What do you believe to be true? What do you believe is possible? What do you believe is possible for you?
- Tom Tenaglia: A lot of people will spend time digging into limiting beliefs, and I think that's important to do. And I want to start my looking at what are the things that are not limiting you right now, that you just believe. Because we want to start to understand who are you. See, I knew that I had to connect personal growth, spirituality, marketing, and computers to an audience.

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- Tom Tenaglia: And then I realized, well if I help someone discover their purpose, which is important for business, there would be tapping into my spiritual background. If I help someone reprogram their mind for success, I would be tapping into all of the mental and emotional stuff that I've done with personal growth. And then if I help people attract an abundance of paying clients to your business, that would be tapping into the copyrighting, coaching, consulting, marketing, all that other work that I've done, to implement.
- Tom Tenaglia: Because the clearer we are in who you are, then the clearer the path is from letting go of negative emotions, limiting beliefs, limiting decisions. The smoother the road, the clearer you can see the destination. And you know you're on your road. You're on the road to your result.
- Tom Tenaglia: We don't get outside, go in our car and wait for all the lights to turn green before we start driving. What's ironic is traffic lights actually allow the flow of traffic to work. If all the lights were green in all directions, no one would actually get anywhere. Because red lights along the way are not bad things. Red lights along the way are just showing you, that are just saying, "Hold on." And then it moves one, then you're able to go.
- Tom Tenaglia: Detours on the road are not bad things. They're saying we have to go around. No big deal. Astrology can be like a weather map too, at times. There's so much negative astrology out there, and I like to take a positive approach, and I like to give something to somebody tangible. Because energy, it's moving. It's something we can do something with.
- Tom Tenaglia: And sometimes people go, "Oh, I have this in my chart. Oh, whoa is me." No. There is a way to rise above that energy. There is a way to tap into it, and turn it into something extremely valuable to you. And the chart is like a weather map for you. We don't look at a storm map on our weather app, or whatever, and go, "Oh, it's going to rain, Oh, whoa is me." No. We bring an umbrella. We do the same thing with astrology.
- Tom Tenaglia: Okay, here's the wave. Here's what we need to do to ride it. Where I've dived into it, the more I can appreciate what astrology offers. Because what's fascinating is, see, I can speak to you as a listener, and I have to give things a little bit more generic. They're a little bit more generic. But I'm here to tell you, your purpose is yours.
- Tom Tenaglia: And astrologically, I can help you find your specific purpose. You might already know it though, it's that calling inside you, "Go do this." There's a thing called, "Yes. Yes. Hell no." Spiritually it makes sense. It's the calling, it's the gut. Mentally we're like, "Yeah, yeah, I'm on board." Emotionally we're like, "I don't feel like freaking doing that." But if it's a "Yes. Yes. Hell no," then we got to do it. We got to trust the process.

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- Tom Tenaglia: I also believe there are, "Yes. No. Hell no's." Spiritually we're on board. Mentally, we're like, "Ooh. I don't know how I can do this." Emotionally, we're like, "Oh, this feels like a bad idea." But if we heard the message from our gut, that spirituality and we are on board from who we are, then we owe it to ourselves and the people we're going to impact, to go take this step on the path.
- Tom Tenaglia: How do you know it's a message from your gut? That takes practice. That takes practice. For me, it was realizing I heard the messages after the fact. "Oh, I knew I should have done it that way. Well, okay, that was my higher self telling me." It was interesting, tell you story about that.
- Tom Tenaglia: I was flying back from Hawaii one year, I get to an airport, and I had a very tight connection. I was early on in my path. Just learning these things. And I'd learned that you got to pay attention to your gut, hear these messages. I'm like, "Ooh, I got to hustle. I got to get from this gate, all the way to the other side of the airport."
- Tom Tenaglia: So, my guts like, look at the monitors. Now at this point in my, I hadn't flown much, so I never really looked at the monitors. I just kind of went off of whatever boarding pass had. Smart phones weren't even out yet. I'm like, "Look at the monitors." "I don't look at monitors. I just read my boarding pass. Why do I need to look at monitors for?"
- Tom Tenaglia: My gut was going, "Look at the monitor." Even had me walk underneath monitors, because people had just done this weird pattern of, it was kind of weird, if I didn't know anything, I would say they were moving to get me to force me to walk under the monitor. And I get to the other side, and I go, "Plane to Philadelphia?" And they go, "No, Ohio." Like, "What do you mean Ohio?" Says, "Let me see your boarding pass."
- Tom Tenaglia: I handed him my boarding pass, and he said, "Oh, we'll look up what gate that at." And the gate they gave me was the gate I got off at. And I'm like, "You got to freaking be kidding me?" And I had to run all the way back. I did make it. But I tell you, I got an important lesson that day. I said, "Oh, that's what a gut message sounds like." Sometimes the conscious mind wants to override the gut, doesn't usually work well.
- Tom Tenaglia: It's like, "Okay, I'm hearing I should go do this." And then you don't do it, it's like, "Why?" One time my gut was like, "Bring your umbrella." I pull out my phone, I look at the weather app, and I go, "It says it's sunny, 95 degrees, no chance of rain until next Tuesday, a week and half later." But my gut's saying bring an umbrella. I'll go bring one.
- Tom Tenaglia: Then when I'm walking out from the meeting and it starts to rain and no one else has an umbrella in their hand, and I open my umbrella, they're like, "Do you



just always carry an umbrella?" "No, just happen to have one with me today." I'm not perfect at it. Just like you. I'm just like you. I was paying attention to that. I remember getting off of a plane and we had to go get our luggage. And I said to my girlfriend, "I think it's this way."

Tom Tenaglia: I was at an airport we were never at before. She's like, "I think it's this way." I was like, "Okay." At that point, I wasn't going to argue with her. She was actually much better at hearing her gut messages than I was at that time, and we get all the way to the other side of the airport, and she's like, "Oh, it's not here." I'm like, "I know, I think it's all the way there in that corner."

Tom Tenaglia: And we walk there, and it was there, in the luggage office. And she goes, "How did you even know it was here?" And I go, "I don't know. I just had a gut hit, gut feeling." I really didn't know it, no idea. But if you believe you're going to hear these messages, you will. And if you pay attention to them, you hear more of them.

Tom Tenaglia: But I knew that I wanted to refine how I heard them. So I kept hearing them, even if I didn't pay attention to them. And I would learn from it, and I would feel what the messages felt like. Messages can get louder. You want to hear it when it's a whisper though, if you can. "Oh, take the umbrella." "Okay." As opposed to, "Shit, there's a thunderstorm outside. God dammit, I wish I had an umbrella." Yeah, not a good idea.

Tom Tenaglia: If you pay attention to your gut, see here's what I believe too, I believe that the path unfolds, it shows us the way to go. So, at one point I told somebody a story that it's like, "Were you ever on a train?" And this guy looked at me and said, "Well, yeah of course." I said, "Well, if you get on the train you know how it just, it's on tracks, so it takes you there?" He's like, "Yeah." I says, "Kind of like our path. We're already on the tracks, we just don't know it."

Tom Tenaglia: "Yes, but what if you got on the wrong train?" I said, "Well, I'd have to wait until the next stop, and then I could get off." Said, "Yeah, you can't jump off mid-train. Mid-stop." I said, "What about the conductor?" The conductor is sending messages to the engineer by signal, as to if there are people that are getting on or getting off. He said, "Yeah."

Tom Tenaglia: I said, "Well, what about the train? The train's on these tracks, it already decided which way it's going to go." "Yeah." "Somebody might pull a lever and a different track might move over, and the train could go in a different direction, slightly, but it's still on tracks. It'll still get there. Even if it had to take a detour. Do you think you could get to the train and tell the train which way you want it to go?" "Probably not."

Tom Tenaglia: "You get on the train at the route that it's on. You have no choice but to go that route, whether you like it or not." And he looked at me, and he said, "Oh." I



said, "You want to be that train. Let's face it, you already are. You already picked. You know what train tracks you're on. Well, your soul does. And so you're already moving forward. Yes, they're cycling up, or cycling down, but you're already moving forward. Even a cycle down could be a move forward. Might show you something you need, and so that you can spiral back up again."

Tom Tenaglia: You're that train though. Trust that it knows where it's going. Follow the messages. Follow the signals. If you have that gut hit, you follow it. Of course, as long as it's moral and ethical, and with integrity. Your gut's not going to tell you to do anything that isn't. And then, see, you realize by being on that train, as a passenger, you're going to get to your destination, if your destination is on the route of the train.

Tom Tenaglia: And so you get to figure out, okay, here's the way we're going. We're going to get there. We're either going to go this way or that way, but we're going to get there. Take a rubber band, sometimes people run away from the path, only to have to be snapped back to it, because it doesn't matter. All roads lead to the same place. One of my spiritual teachers once said, "You can either get the lesson this time around, or come back again and do it."

Tom Tenaglia: And I'm like, "Damn." That'll get you to do something that you know you're supposed to do. Because, yeah, it's possible. It's possible not to achieve the things that you set out to do in this lifetime. I don't mean by actively attempting to do it, I mean by deciding that you're just going to like tune your life out. But for you as an entrepreneur listening to this podcast, I believe that everything you want to achieve, of everything that you feel in your gut, and everything that flows from who you are, backed up with action, and letting go of things that get in the way, negative emotions, limiting beliefs, you can truly achieve any of that.

Tom Tenaglia: I believe there's something magical inside of each of us that allows our purpose, like a seed, to grow in the world. I can't do the same things you can do, you can't do the same things I can do, because we're both individuals, and unique. But I can help you on your path, and you can help me on mine. Because I believe people come into our life to either help us learn something that we ask them as a soul to help us learn. Ultimately, really to help us grow and evolve.

Tom Tenaglia: Sometimes it's to learn something from one another. Sometimes it's just one way. Oh this person, we made an agreement, this person was going to be this person for me, so that I could learn this lesson, okay. Hopefully the lessons are both ways, but it doesn't always have to be. Are you learning and growing though? Are you improving every step of the day, every step of the way, each and every day?

Tom Tenaglia: May seem like a lot, but it's really not. Okay, I need to stop with the rhyming, I didn't realize, this was not intentional. Just having fun. Just speaking from my heart. Because I know you can do it. Whatever that calling is, I want to know

what you're called to do, because I want to help you achieve it. I want to help you make your dream, your vision, your purpose a reality.

Tom Tenaglia: And if you're listening to this, and you're like, "I'm already living my purpose. I'm having a blast." Sweet. We'll talk about marketing tools and techniques in other episodes. We'll talk about things you can do to grow your business. I didn't feel right for me to dive right into a tool or technique in episode two. I felt like I needed to dive into purpose a bit more.

Tom Tenaglia: And don't hide from those things that make you, you. I met a guy who had gotten a PhD in classical composition. He wrote music from the era of Beethoven. And I'm like, "You're a marketer now." He said, "Yeah." I said, "There are lessons music can teach me about marketing." And he started teaching me some of them. And I remember saying, "How did you connect it to, because it doesn't seem like an easy thing for most people to be able to do."

Tom Tenaglia: He's like, "I had help." I was like, "Sweet. I get to help people do that same thing." He said, "Tom, I actually hid from the fact that I had all this music background." I'm like, "You got to be kidding me?" He goes, "No. Because I didn't think it connected." I said, "Well, how can it not?" If you had a call to get into music, to that degree, and you had a call to get into marketing to this degree, they have to connect. But it's up to you to figure out the way.

Tom Tenaglia: I met another one who was a Major League Baseball player, and he turned into a marketer. I said, "Tom, they're the same." He said, what you learn in baseball, you can totally apply to marketing." And he gave me some examples. He said, "It's like an half an inch difference when you swing the ball, swing the bat, between what the ball's going to do, if it's going to go out over the fences, or whether it'll be a grounder, whether it be a strike. It's like a half an inch difference."

Tom Tenaglia: I think he was a little bit over simplifying it for me, but maybe not. Maybe we'll have him on a future episode, and we can talk about it. But his point made sense to me. Those small things that we do, they make a huge difference. He said, "Even if you strike out, you get another chance at bat." "You mean, even if we fail, we get to do it again?" "As long as you get back up to the plate." "Sweet."

Tom Tenaglia: I learned a long time ago, that a lot of successful people had a lot failures behind their belt. I learned a long time. And then I had my own. And then I tapped into purpose. And it was purpose that unlocked everything for me. So I'd like to say go to EmpoweredEntrepreneurShow.com. Let me know where you're at. Do you need to help discovering your purpose? Do you already know it? If you know it, share it with me, if you feel comfortable.

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Tom Tenaglia: If you'd like to come on a show and talk about it, great. If you'd like to meet one-on-one, let's do it. I'm excited for where we're going. Thank you for listening. *Aloha a hui hou.*

Outtro: Thank you for listening to the Empowered Entrepreneur Show.