



EPISODE 001 – WHAT IS AN ACTIVE ENTREPRENEUR?

Welcome to the Fun & Profit for the Active Entrepreneur podcast. I'm your host, Paula G. Join me as we explore what it takes to get you out from behind your desk and endless to-do's so you're feeling more vibrant, alive, and engaged in your business and in your life.

This is Episode 1 of the Fun & Profit for the Active Entrepreneur podcast. I am your host, Paula G. Let me just welcome you. I feel as if I've arrived with you, dear listener, at the front door of my home. I can't tell you how excited I am to invite you in. It is exciting to be not thinking about episode one anymore but actually delivering it to you.

In today's episode I'd love to tell you a little bit about why this podcast and why you might want to listen. What are we going to be talking about and hanging about and doing over the coming months? First let's break it down, this fun and profit part, and then the active entrepreneur part. Through this I'll tell you a little bit about who I am, without going into great detail, so that you can understand how what I do at The Paula G Company and who I am at the core fits into this.

First, if you are a business owner and you are not having any fun at all in your life or in your business, then you're doing something wrong. Period. End of story. You did not leave, most likely, a lucrative job, a previous engagement to start your own business only to suffer. I want you to be having fun. There needs to be fun and

freedom, but let's not forget about profit. Your business is meant to serve you and the life you live. Bottom line, how you want to live your life should fuel every decision you want to make.

One of my favorite quotes anywhere is by the lovely poet Mary Oliver when she asks, "Doesn't everything die at last and too soon? What are you going to do with your one wild and precious life?" To me, that is the question with which to open the window on each new day. Of course, as a business owner your business is a big part of each new day. It should not cloud over that fundamental piece. **You need profit in order to feel wealthy both financially and otherwise.** I'll be talking a bit about how profit is more than just dollars and cents, although we may talk about that, too.

I want you to feel that freedom that comes from making choices that really feel right to who you are, not with some guru, not what Jane the mega coach said that you should be. You can hear my thoughts on Jane the mega coach on the manifesto that's linked up on the About page on my website. Suffice it to say I don't want you to listen to anyone's opinion of what your life should be. I want it to come from you and your heart and listening from within. You see, my goal in this podcast is to get you out from behind your desk, you're mounting to-do's, and all those feelings of obligation and perhaps slogging along that can come with the amount of action and consistency of action that needs to be happening day in and day out for you to be successful in your business. But it doesn't have to be torture. You don't need to feel like you're in servitude. Even if you love what you do, there needs to be more in your life. If you feel like you want more from your life than just focusing on your business, then you are an active entrepreneur.

This podcast is going to be -- I'll talk a little bit about the mix of things that I'm going to bring. It's going to be like a really awesome mix of menus. Yes, we'll be practical, no doubt. I'm all about practical solutions. And also, this podcast is about fueling the active entrepreneur within you. While we'll be practical, we're probably not going to sit here and go through a bunch of to-do's and really tactical step-by-step, formulaic

processes to profit and success, blah, blah, blah. They all have their place, and there are some podcasts that are very nitty-gritty and practical that I enjoy listening to. This is not going to be one of those.

Instead, I want you to break off those chains of what people tell you you have to be or what it needs to look like. I want to bring to you a lot of great content and insight. Yes, I plan on having some really fabulous, compelling conversations with people that I find interesting. They'll be successful people from business but also people who are from all walks of life and creative pursuits. If they turn me on and interest me and really are compelling, I will invite them to be my guest. The interviews will only be one part of this podcast, ideally once a month.

The other part of the content is going to be brought to you by me. What I hope to do is to inspire you to think different ways, to feel more deeply, to be in action, most importantly to savor and enjoy the now today. Not work like a dog hoping and praying that someday you'll be able to enjoy the fruits of your labor. Yes, you have to put in effort now to enjoy later. Also, don't discount the power of now because today is what we have, my friends. This is all that's promised to us. I don't want you to miss it.

I'm going to be do this by bringing you practical tips. I'm known for that. A whole lot of humor, I certainly hope, because I'm known to have some wicked sense of humor. I make light, joyful ways to really practical things. I also want to be a bit contemplative because I am a very contemplative person and I do a lot of study, whether it's spiritual study or just wisdom from beyond the business section, and apply that in a way that makes sense to you, to your day in a way that is actionable and not just out there, woo-woo, can't relate to it. I want to bring that home. You can expect the podcast to be a multi-faceted thing, much like I am. Book reviews. I want to talk about some of the awesome books that I read because I love to read. Some might be business books. Some may be foody things. They can be anything. Again, I want to bring this to the conversation of how to create more fun and profit for you. Unless you are drinking richly

and fully from the cup of the things that you love and that make your heart sing, you're missing out and your clients are missing out. You can only give from what you've got, filling that well.

I think you could sum up how I feel about this idea of work like heck now because someday in some mythical future you'll be rewarded. In 1991, I took a job out of college, a corporate job, and I was miserable. I came home on the first day of work. My parents had driven out of town to come meet me so I didn't have to come home all alone that first day. It was a wonderful thing except I walked in the front door and started crying. They're like: It'll get better. I'm here to say in my 20-plus years of corporate time, in a lot of ways it did not get better because it wasn't quite the right fit for me. As I pursued that job, I was told by some people -- I was in my early 20's. Some of the people there in their 40's said to me: If you can just hang on and suck it up for a few decades, the retirement package here is wonderful. I just looked at them and every cell in my being was like: What the? What? Are you out of your mind? It's from that premise that I live many of my days because I don't want to forget about the fact that I don't want to do time.

This self-employment thing is not a prison sentence. There is no early exit for good behavior. There are no perks waiting for you if you follow all the rules. There are no guarantees. It's a roller coaster ride. It can be painful, joyful, exhilarating. I believe it's worth all of that, and I also believe it needs to fuel your life. Your business is not the be-all and end-all, so let's talk about:

- How can we make your life more efficient?
- How can we make business better?
- How can you tap into what you really want so that you're not making decisions by default but instead making them with wisdom and your intuitive intelligence?

I don't want you stuck in your head. I want you to tap into your intuition, your meaning, the things that matter to you, and start to explore this with me. I want you to live a good life, a meaningful life, a full life, and be fully alive. Have a whole lot of fun in the

process. And by fun I don't mean this superficial party "We're all going to have a party. Let's have a party and all my friends are going to come and it's going to be special." Not that kind of fun, although that can be fun at times. I'm talking about rich, satisfying - for me, a fabulous glass of California, big, nice, juicy red wine with good food. That makes my mouth water. That's how I want you to feel about not only what you're doing but about coming back a couple of times a month with this podcast.

This podcast is meant for you to listen while you work. It's meant for you to take on your iPod, iThingy, other mobile device, and get out there and walk, exercise, move, drive, do whatever it is, but to let it free you up and get the juices flowing. Break out of that same old box of "I need to sit here, learn all this, and then do it all because someone said I should." The heck with someone said I should. Let's do it your way. Life by your own design; business by your own design. I believe an underlying theme of all of this is: How can I simplify what I do and who I am in an increasingly complex world that has demands coming at us from all angles, social media, friends, family, finances? The demands could be endless. I want that simplicity and that deep breath space for you. No more hamster wheel. No more servitude and being a slave.

When I first started my business, I thought to myself: I am working for the biggest jerk ever, and I had worked for some real doozies, I'm telling you. If you're self-employed and you're working for a jerk, you have only one place to look, and that's in the mirror. That's the good news. When you have these feelings, they will be normal part of everyday life. I want to be your companion on the journey, your guide on this adventure of being a business owner and living fully.

I want to hear from you. First off, where can you find me? You can find me on my website at ThePaulaGCompany.com, or go directly to ActiveEntrepreneurPodcast.com and subscribe. Shoot me a message there because I want to hear from you. You've got a question, you've got a comment, let me cover it on a topic. Talk to me. I don't bite. You can expect to hear episodes at least twice a month coming directly to you.

Please do subscribe in the iTunes Store, Stitcher, and all that information is right there at ActiveEntrepreneurPodcast.com.

With that, I invite you to imagine: What would your life be like, your business be like if you freed yourself up to be the you you most want to be, to live the rhythm of your days and your life like a great piece of music? If, like me, you like all kinds of music, sometimes it's a boom-boom-boom, quick-quick-quick kind of pace, and sometimes it's just serene. That rhythm, that balance, that marriage between sound and silence is part of what makes music beautiful and it's part of what makes your life beautiful, too.

If you're looking for some practical tips for more freedom and profit, I invite you to head over to ThePaulaGCompany.com/freedom and find the freedom and profit checklist and get started there. That's the practical tip for today. I hope you've enjoyed this tour through my home of the podcast that is being built as we go along. Everything is dynamic and changing in business. I want to hear from you. In the meanwhile, as I always say, create a great day. It's up to you to do just that.