

The 10 Key Ingredients for Finding Your

SIGNATURE SAUCE





10 Key Ingredients for Finding Your Signature Sauce

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How do you know what you're supposed to do with your life?

Why do some people live out a life full of significance, impact, and meaning – basically a life of their dreams?

While the rest live a ho-hum life – full of potential, but with no real purpose?

I know these questions all too well.

For a decade I felt like such a failure. I wanted my life to really mean something, yet sitting in a cubicle dying a “slow-death” I didn’t even know where to start.

And to be as real as possible, here’s me actually dying that cubicle death, learning that the Freshmen-Fifteen is nothing compared to the Cubicle-Cincuenta.

Was I being naïve and idealistic believing that it was possible to love my work? Could I live with intentionality and purpose to make an impact while somehow also making money?

Or was working crappy jobs and living unfulfilled just going to be my story?

I needed help. I needed to start over. I needed a freaking life-line to pull me out.

But how and from where?

“The future belongs to chefs, not cooks or bottle washers. It’s easy to buy a cookbook (filled with instructions to follow) but really hard to find a chef book.” – *Seth Godin, Linchpin*

The Beginning of the Transformation

Honestly, the change in me wasn’t “Instant Oatmealed.” I didn’t press a button and *Walla*.

For the last ten years I took that frustration on an epic journey of studying, writing, researching, and basically searching for the secrets to impact, meaning, and living a significant life.

On this ten-year journey I’ve completed a Masters Degree in Organizational Leadership, created the website AllGroanUp.com, which has been viewed by millions of people in 190 countries, thrilled to see two books published, [*101 Secrets For Your Twenties*](#) and [*All Groan Up: Searching For Self, Faith, and a Freaking Job!*](#), traveled as a national speaker, interviewed countless successful people in a range of fields,

and most importantly, held the honor of listening to the honest doubts, fears, and struggles that thousands of readers and fellow travelers have voiced to me over these years.

Now ten years later, I think I have the answer why some people live full of purpose, while others waste away full of potential.

The secret is owning, honing, defining, and refining what I call your *Signature Sauce*, that unique mix of ingredients that you are created with that bring a flavor and substance to the world that no one else can.

Finding, uncovering, and serving your Signature Sauce is truly the key to living a life where purpose and passion combine with making money.

Now don't get me wrong, this discovery process is not always simple and straightforward.

Finding your Signature Sauce is a process. Like a master chef searching for that signature flavor, most of your experiments will go in the trash or up in flames. But when you uncover that right mix of ingredients at the right amounts, you create something truly one-of-a-kind, something worth savoring that you can serve to the world.

This is why I'm so excited about the [Find Your Signature Sauce program](#) and community I'm creating to intentionally guide you in refining and defining your Signature Sauce. Together we will **create a strategy** and attainable action plan for leveraging your Signature Sauce into a life dripping with intentionality, passion, and purpose!

Honestly, I believe this isn't just the optimal way to live and move forward. I believe owning your unique tailor-madness is an absolute necessity in today's constantly changing and shifting world.

To get us started and to get a feel for what I will be guiding you through in the Signature Sauce course, here are the **10 Key Ingredients to Finding Your Signature Sauce** that people who are living for purpose and profit have mastered.

This is your roadmap for finding your dreams, passion, and purpose.

This is your lifeline out of feeling stuck, lost, and purposeless.

Here we go!

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INGREDIENT #1

STORY

So, tell me about yourself.

What is your story? What are the triumphs and tragedies that brought you here today?

We all have what I call **Pivotal Plot Points in our life**. How do we identify what they are and then understand what they tell us about our Signature Sauce?

What are the stories you resonate with the most? Do you have those certain movies and books that seem to straight to your soul? There's a reason why that is. You're experiencing a story that is entering deep into the heart of *your* story.

If you don't understand your story – where it comes from and where it's going – how are you going to effectively write the next pages?

Also on a practical level, it's your key life stories, those Pivotal Plot Points, that become the soul of your Personal Brand. It's those personal stories of overcoming challenges and tragedies that make you stand out and give your Signature Sauce its saltiness.

It's these stories that you tell when networking and in your friendships that help you connect with the struggles of person you're speaking with.

Heck, it's these stories that you write about and make into a book someday to encourage and inspire others going through a similar story! (I know something about this...)

Are you going to watch your life as a spectator with a bag of popcorn? And then complain when the lights go out because the end didn't turn out like we thought it should? Or are you going to help write the dang thing?

Pull up a chair, read your story, and then pull up to those next blank pages and begin dreaming, “Okay, what happens next!”

Your story is the context. Your story is the base of your sauce that everything else is mixed into.

Finding your Signature Sauce begins and ends with story – past, present, and future.

What's your story?



I define your Soul Values as your core beliefs that instruct, guide, and form your decision making process.

Whether you understand what they are right now or not, you have what I call a Hierarchy of Soul Values that are unique to you and guide your actions, thoughts, and beliefs.

Sure, we all have similar broad values, let's say for example, love. But “how” you love might come down to more specific values that drive you.

For example, let's say two people are confronted with the same difficult situation at work. One person has a value for justice, while the other person has a value for mercy. Even if

both people were striving to love through their actions in the situation, their differing hierarchy of soul values of justice and mercy will greatly influence the course of their actions.

For most of my twenties I felt like a failure because I wasn't paying attention to my soul values, so instead I kept sabotaging myself. **I was trying to make some other person's definition of success my own.**

Honestly, I'm not sure there's a more important ingredient than your Hierarchy of Soul Values. I think we've seen too many celebrities, politicians, preachers, CEO's, entire corporations, and painfully sometimes even our own parents, making tons of money, gaining butt-load's influence, yet having it all burnt to a sick-grizzled-stuff-on-the-bottom-of-the-pan crisp, typically because of a lack of values.

If you build an empire, yet don't have soul values sustaining it, better start a-runnin' before it all comes crashing down.

Uncovering, defining, and living by your Hierarchy of Soul Values is the soul of your Signature Sauce. It is your rudder steering you through hurricane-esque waters.

What is your Hierarchy of Soul Values? Whether you constantly feel in conflict or content typically comes down to whether or not you're contradicting or complimenting your soul values.



INGREDIENT #3

MINDFULNESS

Let's get mindful of our minds.

Understanding how your brain is wired and how your personality informs your strengths, talents, and values is crucial.

Mindfulness is the grease that gives the other ingredients the ability to adapt and move with ease.

Then as well, do you have a “fixed mindset” or a “growth mindset”? Numerous studies have shown that having a “growth mindset” or a “fixed mindset” could be the difference in your ability to overcome challenges and see failures as learning experiences. Versus being defeated by the obstacles when they come your way and giving up right away. And there will always be obstacles.

Someone who possesses a “fixed mindset” comes up against a failure, and then lets it defeat them. Or even worse, they defeat themselves before they even try so they don’t bother even putting in the work because, “Why bother? I’m going to fail anyway...”

Someone with a “growth mindset” loves a challenge because they are more excited about the new opportunities than they are afraid of looking embarrassed along the way.

I wrote in my book *101 Secrets For Your Twenties* “the possibility for greatness and embarrassment both exist in the same space. If you’re not willing to be embarrassed, you’re probably not willing to be great.”

Really I think this concept comes down to what mindset is making the decisions in your life. Are you making decisions based on fear or based on faith?

And how many of us are giving our minds enough time and space to even think? As I wrote in an article called [The Death of Awkward \(and why it’s killing us\)](#), “**We no longer live annoyed by distractions. We live for them.**”

Are you living your life mind-full or mind-less? If every night you're letting Netflix queue up one episode of New Girl after another, you might have your answer. And don't get me wrong, I love me a good Schmidt-fix. But when I start living for one, well that's when it becomes a problem. Often times, it's because I'm feeling defeated and veering off my purpose, so all I want to do is perma-veg.

Don't perma-veg.

Let's get mindful of our minds so that we stop stumbling through life mindless.



INGREDIENT #4 **STRENGTHS**

*I bet you can open jars
without asking for help.*

What are your strengths and how do you begin leveraging them for greater opportunities?

I completed my master's degree in Organizational Leadership from a university with a strengths-based academy where a large part of the Strengths Finder movement was birthed, and it helped me birth my Signature Sauce (sorry too much birthing going on here).

While probably many of us took strengths tests in high school or college from a disimpassioned career counselor who quit caring about utilizing any of their strengths 17 years prior, I do think understanding your strengths is a good tool

to use. **All too often we focus all our energy on building our weaknesses up instead of our strengths.**

For example, many of us grew up trying to take those C grades and turn them into B's. But we were never asked and encouraged to take those A's and work harder at them to make them better A's.

You were bad at math, so you worked every summer at math, and now are you amazing at math? No, probably not. It doesn't work that way. When we work really hard at our weaknesses, we experience incremental growth.

When we work really hard at our strengths, we experience growth on steroids that are legal in all 50 states.

However, the crucial part that the strengths movement misses **is understanding where our strengths and values connect and collide.** If you're operating within your strengths, but it's conflicting with a soul value, then your strength will self-destruct.

These ingredients, like many in your Signature Sauce, don't exist separate from each other. They blend together to make the flavor richer.



INGREDIENT #5 **RELATIONSHIPS**

*You'll get by with a little help
from your friends.*

Your Signature Sauce doesn't exist in a vacuum. **The key relationships in your life can enhance and help bring your Signature Sauce to life.**

Or they can burn it and leave you with that weird black stuff stuck to your life that you spend the next two years trying to scrape off.

What relationships do you have and what relationships do you need? How do you figure out if you have more Rocket Booster or more Anvil Relationships?

How do you network and connect with key relationships you need in your life?

Studies show that your life and even how much money you make will be the average amount of your closest five friends.

Does that fact excite you or freak you out?



INGREDIENT #6

NEED

Food, water, shelter, Wi-Fi

When you're pursuing something that you see a need for, that is the essence of pursuing your purpose. Your purpose is forged and exists within a need.

For me personally, I felt like there was a huge need for someone to come alongside my generation with a voice of insight, humor, and hope. I was struggling. I saw countless others struggling. Yet, I didn't feel like anyone was really talking about the struggle and helping others out of it.

I dedicated my life to meeting that need because I knew firsthand it was real.

As I pursued books to help get this message out there—and was rejected by publishers time and time again (part of that story is in my new book [*All Groan Up: Searching For Self, Faith, and a Freaking Job!*](#))—the only real reason I kept going in the face of rejection was because I could see the need. I knew in my heart that this was important and worth the sacrifice because it wasn't just about me, it was about something much greater. It was about you. It was about all of us millennials who have struggled through our twenties.

When your pursuits are rooted in a need, setbacks will not set you back in the same way.

More and more I'm realizing that our most profound ideas won't come from inspiration; they are forced out by necessity.

What are your greatest personal needs?

What do you see as the greatest needs in the world that you would like to be involved solving?

What breaks your heart? What frustrates you? Identifying what breaks your heart can clarify what makes you feel whole.

What kinds of problems do you like solving and what important activities that you're involved in bring you the

most life? What needs do you like solving that bring you the most joy?

What you see as a huge need, I might not. And vice-versa.

If your Signature Sauce is not serving a need, then it just stays in the pot on a slow-burn and will soon be smelling up your entire house.

You serve your Signature Sauce by serving the world.



INGREDIENT #7 **TALENTS & SKILLS**

You can't be bad at everything.

This is your strengths in action. Your talents, skills, and what you're gifted at are those tangible things you can do better than most people.

For example, you might have a talent for computer programming. Well, chalk me up as an admirer because I stink at it.

Or maybe you're a Grammerista who gets immense pleasure from finding those misplaced semi-colons and spotting my frequent misuse of "then" and "than" (I'm sorry, I have a unique brain disease that is incapable of spotting the improper placement of "than" and "then." Well not really, at least not yet identified by modern medicine that is.).

Anywho...your talents and skills are the nuts and bolts of what you're good at. All too often we don't give ourselves enough credit for the skills we possess because we're typically envying someone else's. We give a disimpassioned shoulder shrug and "ehhh" when someone compliments something we're good at, instead of taking notice and finding ways to leverage this skill and talent into our work.

When looking at your story, what things have you done that brought you the most success?

When looking at your current job, what activities do you excel at the most?

Or even, what do you do for fun that you're good at?

You can't be good at all things.

But you can't be terrible at all things either (I promise!).

Give your skillset credit. **Infuse your talents in your life and work and you'll naturally do better work and feel better about it.**

For me personally, I never thought I was a talented writer, mainly because I wasn't amazing at grammar and

proper sentence structure and syntax, (sin + tax sounds about right to me. Grammerista's, no angry emails please).

Yet, the more I wrote, the more I found inside of me a voice, style, humor, and insight that morphed into my own unique writing talent. I wasn't going to be writing poetic prose of posturing platitudes. I was going to write like me!

In what ways do you need to write like you – figuratively and literally?

This signature sauce ingredient is about understanding your unique skillsets and then looking for patterns that need to be incorporated into your future story, vision, goals, and ultimately your purpose.



INGREDIENT #8

PERSONAL BRAND

*What does your Facebook say
about you?*

How do you articulate who you are and what you offer a company, a relationship, etc.?

Your personal brand is the packaging of your Signature Sauce. It is your Signature Sauce described and defined, to then be lived out. This is creating word sets, images, stories, and metaphors to describe who you are, what you're good at, and what you care about.

Don't expect anyone to hire you for your passion if you can't succinctly explain what your passion is.

Don't expect to uncover new opportunities if your Signature Sauce is just sitting there on the stove waiting to be discovered.

Really articulating your personal brand is identifying and communicating what you want to be known for. Luckily, after working through the majority of the ingredients in your Signature Sauce, you already know what this is! Now we just need to start putting it into words.

We all have a personal brand. It's the version of us that people see online, on our resume, when they walk past us in the supermarket while we try to juggle 15 cup-o-soups in the self-check out line. It's the pictures you're taking and posting on Instagram, but more importantly, it's how real people see you living out the real moments that aren't exactly "social media worthy."

You're creating an image of yourself to the network around you every single day.

Is your personal brand something people want to be a part of and promote?

Or is your personal brand something people are trying to avoid?



INGREDIENT #9 **PASSIONS & DREAMS**

*The stuff that inspires you to
wake up before noon.*

This is the fun stuff! When you more fully understand the ingredients above, you are now ready to place your dreams and passions on a foundation so that they're not just idle dreams, they are dreams you actually start pursuing.

Your dreams are a culmination of your Signature Sauce yearning to be unveiled and put in action.

Your passions are the interweaving of your story, strengths, talents, values, all coming together to meet a visible need in this world.

As one of my favorite authors and thinkers, Fredrick Buechner, wrote, your calling is “the place where your deep gladness and the world’s deep hunger meet.”

The world is hungry for your Signature Sauce. Let's start dreaming, doing, and dishing it out.



With everything you now know, let's start writing your future story.

What do you see yourself doing 15 years from now? (Let me give you a minute to hyperventilate as you realize you'll probably have gray hairs by then. If it makes you feel any better, I found my first gray hairs at 16 years old so I am here for support).

Now 15 years from now is too far in the future for you to accurately plan. So this is where your dreams intersect with your story as you now envision and create your future story.

Write the details of your future story as if you're experiencing a real day in it. Then think about what has to happen 10 years from now to make your 15-year vision come to life. Then 5 years, 1 year, and then 2 months from now. Then at that point, once we've made our plan more digestible, we can begin setting small goals to complete in the next two months.

This final ingredient creates momentum and sustainable, bite-sized accomplishments to pursue your purpose for a lifetime.



Finding your Signature Sauce is not about perfection, it's about being intentional in the process. And it's not always simple or straightforward.

As author Parker Palmer writes: *"We like to talk about the outer world as if it were infinity complex and demanding, but it is a cakewalk compared to the labyrinth of our inner lives."*

Yet, I honestly believe that leveraging your unique Signature Sauce is the most crucial thing you can do to be successful.

In today's rapidly changing and shifting world, finding, owning, and honing your Signature Sauce is the key to being stable amidst all the instability. Leveraging your uniqueness and being able to bring the best of you to your work is not only the secret to living out your purpose—it's becoming an economic reality in today's new economy.

As author Robert Green writes: *“Remember the greatest danger you face in the world today is that you’re replaceable. Your only salvation is to mine your uniqueness, to combine various skills that set you apart. No one can do what you do. That is your endgame.”*

In our outsourcing, downsizing, hiring freezing, under employing world, if you don't “mine your uniqueness”, you're just going to keep on shoveling the same old stuff, until they find someone or something to replace you.

Yet, if you found answering some of these questions in this eBook difficult and if you still feel like truly living your purpose while making money all feels slightly overwhelming, it's because, honestly, it kind of is.

That is why I have created [the Signature Sauce program](#) so that I can intentional come alongside you to guide, assist, train, and coach you throughout the process.

That's the beauty of the Signature Sauce program and why I think it's so important to find your Signature Sauce with others – mixing the insight, guidance, and coaching from me, with the input and community from others, to truly start living your life on purpose, with purpose.

Let's accelerate your learning and growth so that you can get unstuck and start taking steps towards your purpose and place in this world. Grab a friend and join the amazing community there. Plus if you sign up for Signature Sauce program with a friend, you both together will get another discount off the program. I want to incentivize you as much as possible to do this in community. Don't try to find your Signature Sauce alone or you'll quickly find yourself on the couch strung up on yet another *season seven*.

It's time.

Don't wait for the right opportunities to magically show up. Start creating them right now. Don't let the cynical and the "reality checkers" bash the uniqueness out of you.

If you don't truly live your life, who will?

Jump in the kitchen. Join some other chefs. Get messy.
Turn up the heat. Start experimenting. And let's start mixing
some ingredients!

It's time to serve the world your Signature Sauce. What
do you say?

Let's find your Awesome-Sauce!

Your Saucy Chef,

Paul Angone

Was this book helpful to you?

If you liked this book, I'd love it if you shared with someone
else who might be encouraged by it's words.

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