

THE PEANUT BUTTER PROMISE: Spreading Hope to Fulfill Your Purpose!

by Steve Rose

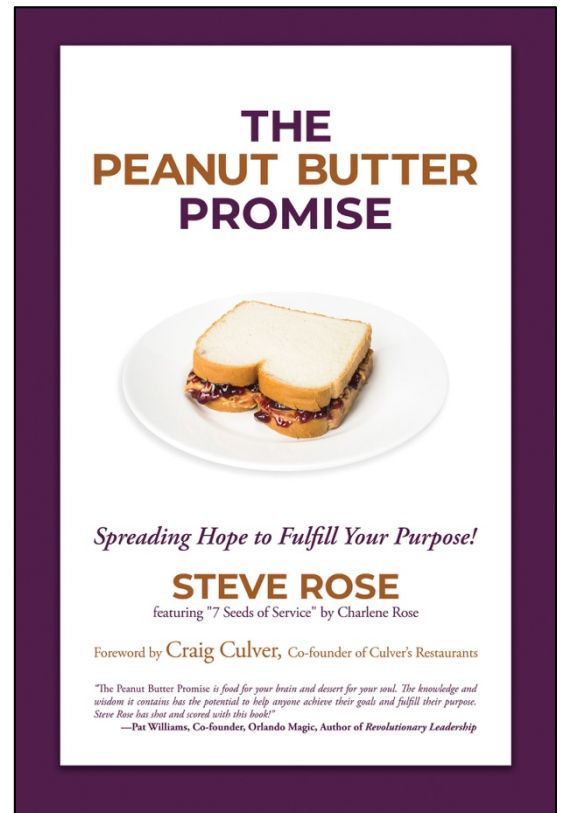
There is an incredible plan and purpose for your life! There are things only you can do! You have been assigned a mission that only you can complete!

Of the 7.7 billion people inhabiting the earth, there's only ever been, and will only ever be, one exactly like you! You're an original, not a copy. You can never be replicated or replaced. You're essential! What if you were told there was a book that had the potential to turn your life upside down for good?

Through *The Peanut Butter Promise*, you'll learn that:

- We're each born with every talent, ability, gift, and the necessary desire to fulfill a meaningful and unique God-given purpose.
- Just as peanut butter was destined to find jelly and make a great sandwich, Peanut Butter Promise Partners come into our life to help us achieve our DreamGoals, and fulfill our purpose.
- The dreams and desires of our heart—those that are in agreement with our purpose—are meant to come true at the right time.

The time for action is now! You have nothing to lose, but everything to gain by opening this hope and encouragement-filled book!



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by Steve Rose

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Steve Rose is a seven-time author who was a radio personality before penning a one of a kind, feel-good book called *Leap of Faith: God Must Be a Packer Fan* (Angel Press, 1996). The book sold an astounding 50,000 copies in less than a year. The literary work is historic in that it is the only book to ever combine a professional sports team and faith. The book was birthed while doing a faith-based radio show he co-hosted with former Packers player Ken Ruetters.

Since 1994, Steve has spent over 20,000 hours in research on purpose and personal growth and development through reading books and viewing appropriate content. Currently, he and his wife Charlene spend at least two hours daily in Bible study, devotional, and other inspirational teachings.

For over twenty-five years, Steve has addressed thousands of people, doing hundreds of keynotes, seminars, webinars, workshops, and other presentations for global-leading brands that include: Kimberly-Clark, McDonalds, American Family Insurance, the Wisconsin Milk Marketing Board, and SEMEX. One of Steve and Charlene's greatest passions is doing their Peanut Butter Promise events, virtually or publicly.

Since 1997, Steve has produced and hosted two television programs, and he also, along with his wife, Charlene, produced the highly-rated documentary called *Only 16: Tragedy of 2 Billys* in 2017. Today, along with promoting *The Peanut Butter Promise*, Steve and Charlene host the *Peanut Butter Promise Power-Encouragement Podcast* with radio veteran Dayton Kane. The podcast can be accessed at the official brand website that is PeanutButterPromise.com.



A Conversation with Steve Rose:

Q: What is the Peanut Butter Promise?

A: The Peanut Butter Promise is a hope and encouragement-filled, priorities-based, integrity-centered, life-enhancing philosophy that says we're each born with every talent, ability, and gift to fulfill our God-given purpose. Just as peanut butter was destined to meet jelly and make a great sandwich, people called Peanut Butter Promise Partners come into our lives to help us achieve our DreamGoals and fulfill our purpose. The dreams and desires of your heart—those that are in agreement with your purpose—are meant to come true at just the right time.

Q: What inspired you to write *The Peanut Butter Promise*?

A: Mainly a desire to try to help other people learn from my mistakes. If there is one thing that both Charlene and I know is that you can “fail forward.” So that’s why we decided to write this book—not necessarily teach and preach any new truths because there are none. We want people to know and learn what we have, which is that you can’t mess up your life badly enough to not have your dreams come true.

Q: How will reading *The Peanut Butter Promise* help people fulfill their God-given purpose?

A: We feel that we have provided a good system for anyone, at any juncture of their life, to do what it is that they were put on this earth to do. In the “Power of Purpose,” there are seven questions that can help, but be assured it’s never too late to get back on track if you need a comeback—Charlene has recovered from drug addiction and me, alcoholism—so we’re living proof of that. But the time for necessary action is now—the obituaries column reminds us of that.

Q: What is a Peanut Butter Promise Partner?

A: If we live long enough, we learn that we can’t get things done by ourselves—that we all need help. Peanut Butter Promise Partners are special people that are either in our life now or destined to come into it, who are assigned to help us achieve our DreamGoals—those that are part of fulfilling our purpose.

Q: Who were a few people who had the greatest influence in your life?

A: My father was my greatest influence—he took me to my first PMA (Positive Mental Attitude) Rally when I was seventeen. This is why I know that we can catch many things from our parents—hopefully, the good things. Zig Ziglar was a great influence, Brian Tracy, who has endorsed the book and being introduced to Jim Rohn in 1994, was a pivotal time for me.

Q: How did you incorporate your faith when writing *The Peanut Butter Promise*?

A: That was easy as Charlene and I know that it was the Word of God that brought us each to repentance and has—and continues to heal us. In the 7 DreamGoal Categories of the Peanut Butter Promise, Faith is first, and we try to “practice what we preach,” but we’re still very much “works in progress.” We make it clear in the book that the Peanut Butter Promise is a progress-not-perfection program. None of us will ever “arrive,” but we better have “left.”

Q: What do you and Charlene hope people will take away from reading your book?

A: Number one, that there is an incredible plan and purpose for your life—and you are here to fulfill a mission that only you can. And number two, Charlene and I weave the thread throughout, that it doesn’t matter how many mistakes that you’ve made—that it’s never too late to get back on track and live a life filled with joy and peace, knowing that God has not, or ever will, give up on you.



Praise for *The Peanut Butter Promise*:

"The Peanut Butter Promise is food for your brain and dessert for your soul. The knowledge and wisdom it contains has the potential to help anyone achieve their goals and fulfill their purpose. Steve Rose has shot and scored with this book!"

—**Pat Williams**, Co-founder, Orlando Magic, Author of *Revolutionary Leadership*

"Steve and Charlene Rose are the type of people that once you meet them, you feel like you've known them for a long time. I had the opportunity to speak at one of their *Peanut Butter Promise* events, and got to feel firsthand their warmth and sincerity. This is a wonderful book."

—**Craig Culver**, Co-founder, Culver's

"Read this book and read it slowly to take it all in. You will not be disappointed in *The Peanut Butter Promise*. If you have been living in the land of almost—*almost* making the changes you need to make—*almost* living a life of meaning and purpose, it is time you went from 'almost' to 'all in.' *The Peanut Butter Promise* will show you how, and encourage you as well as inspire you to do it."

—**Stephen Arterburn**, *New York Times* Bestselling Author, and Host of the Nationally Syndicated program *New Life Live!*

"Most people read because they love to learn. We learn the most when a book has five important qualities: 1. authentic author 2. meaningful stories 3. easy to read 4. humor 5. sound advice. *The Peanut Butter Promise* has them all! Steve Rose shares from the heart what he learned on the rocky road of life, and he has much to teach us."

—**Hal Urban**, author of *Life's Greatest Lessons* and *The Power of Good News*

"Steve and Charlene are two of the most dedicated people I have ever met. Their vision is based on life's experiences, both in business and beyond. They give *The Peanut Butter Promise* its breath and definition."

—**Wayne Larrivee**, Green Bay Packers Radio Network

"Steve has provided a compass for all of us with his inspirational writing that guides and fulfills. His passion and character embrace all he touches. I am so thankful for his work and dedication to help so unselfishly with the gifts he provides in *The Peanut Butter Promise*."

—**Kevin Harlan**, Announcer, NFL on CBS, NBA, on TNT

“Steve Rose’s fast-moving and inspiring book *The Peanut Butter Promise* is loaded with great ideas that you can apply immediately to set and achieve all your DreamGoals.”

—**Brian Tracy**, Author/Speaker, *Maximum Achievement*

“I have had the privilege to meet and work with Steve Rose over the years, and I have always been very impressed with his heart and his passion to inspire others. He is a very creative person who knows how to engage others in ways that encourage and build them up. The timing of his work, *The Peanut Butter Promise*, could not be better as we live in a world where the need to encourage and inspire others has never been more needed.”

—**Jay Zollar**, General Manager, WLUK FOX 11 / WCWF CW 14

“It is interesting how people enter our lives at different times for different reasons and make different impacts. I met Steve a number of years ago and have always been impressed with how he brings his projects to life. His mixture of passion and perseverance is rare, and *The Peanut Butter Promise* is another shining example of his legacy.”

—**Dean Leisgang**, Award-Winning journalist and filmmaker

“I’ve known Steve for some time, and the positive impact of his work, *The Peanut Butter Promise*, is for anyone who is serious about fulfilling the purpose for their life.”

—**Dick Bennett**, Coach, Wisconsin Badgers Basketball,
NCAA 2000 Final Four

“Steve and Charlene Rose are both passionate about knowing what God’s Word says, but even more passionate about doing the best they can to live out its truths. *The Peanut Butter Promise* will help guide you down the path to fulfilling your God-given purpose in this life.”

—**Sue Stoddart**, Ph.D. Professor Emeritus, Marian University

“Steve’s uplifting story of tenacity, second chances, motivation, and much more resonated with my sales team. *The Peanut Butter Promise* is a homerun! It is all-encompassing, touching all aspects of your life. Take back control of your life by putting *The Peanut Butter Promise* into action!”

—**Francis Costello**, President and CEO, Postal Source

“What strikes me about the enthusiastically written *The Peanut Butter Promise* is Steve’s use of a 7x7 format. He’s written seven chapters, each respectively providing reading, and applying one per day for seven weeks provides a small dose of daily refreshment rich in encouragement. The wiser approach is to read one per day, seven times per day, to make it stick like peanut butter so you can realize your true promise.”

—**Kevin McCarthy**, Author, *The On-Purpose Person: Making Your Life Make Sense*

“I’m proud to work with my friends Steve and Charlene during their powerful Peanut Butter Promise events. This book can help anyone, especially those who need hope to believe that they can still succeed and fulfill their purpose after having made many mistakes.”

—**Chester Marcol**, Professional Addictions Counselor, 1972
NFL Rookie of the Year

“I have worked with the Roses and their enthusiasm is contagious and their desire to help others is genuine. *The Peanut Butter Promise* is a hope-filled reminder that each of us is here for a reason. By using our unique gifts to help others, we can find meaning and joy in a troubled world.”

—**Pam Jesson**, Operations Director, WBAY TV

“God gives us all unique gifts and talents that he wants us to use to fulfill our unique purpose in life. *The Peanut Butter Promise* can help you discover yours, confirm yours, or perhaps give you the desire and hope you need to find yours and live a more fulfilled, blessed, and abundant life. There is a lot of wisdom in this book, and a great read for everyone.”

—**John Schiek**, Owner, Schiek Sports

“Steve and Charlene are passionate, humble, and dedicated people with a wonderful message for all of us, especially our youth. Through *The Peanut Butter Promise* they have a special way to make all of us feel better about ourselves and to understand our dreams and desires.”

—**Mark J. McGinnis**, Circuit Court Judge, Outagamie County, Wisconsin

“Steve and Charlene Rose are visionaries, loving people who see the deep meaning in life’s everyday moments. God bless them for their life’s mission and for writing *The Peanut Butter Promise*, which will help many people fulfill their purpose.”

—**Rob Riedl**, President, Endowment Wealth Management

“I first became familiar with author Steve Rose through his *Leap of Faith* series of books featuring the spiritual lives of famous Green Bay Packer football players. He has always supported, developed, and championed the faith of others, and now it’s *your* turn!”

—**Michael O. Sajbel**, Motion Picture Writer and Director

“There’s no other book that I have read, since The Lord called me into the media mission field thirty ago, that touches on all of the themes necessary to fulfill the meaningful unique God-given purpose for each of us using our individual talents, abilities, and giftings. *The Peanut Butter Promise* is a field manual for discovering your purpose and achieving your dreams.”

—**Michael Van Dyck**, Founder, Inspired Entertainment, Los Angeles, CA