



STEVE ROLLE

ABOUT STEVE

Steve Rolle is an entrepreneur, investor, and host of the Rolle With Steve Podcast. He is also the author of the upcoming book *The Future You Choose*, which explores how individuals can rethink traditional career paths and build lives centered around ownership, freedom, and intentional decision making.

Steve grew up in a low income household in Washington D.C., where the expectation was simple: find a stable job and hold on to it. While serving in the U.S. Army, Steve began experimenting with small side businesses while working full time, determined to create opportunities that did not exist growing up.

Those early experiments eventually grew into multiple companies that have generated more than \$100 million in combined sales across industries including e-commerce, manufacturing, and distribution.

Over the past two decades Steve has launched, scaled, and exited businesses while developing systems that allow companies to operate without the founder being involved in the day to day. His work focuses on helping people recognize opportunities in overlooked industries, turn side hustles into real businesses, and build companies that create both financial and time freedom. Through his podcast, speaking, and writing, Steve shares practical lessons from the wins and failures that come with building businesses from the ground up.

**BOOK STEVE ROLLE ON YOUR PODCAST OR TO INQUIRE ABOUT BEING A GUEST
ON ROLLE WITH STEVE REACH OUT VIA EMAIL OR LINKEDIN.**



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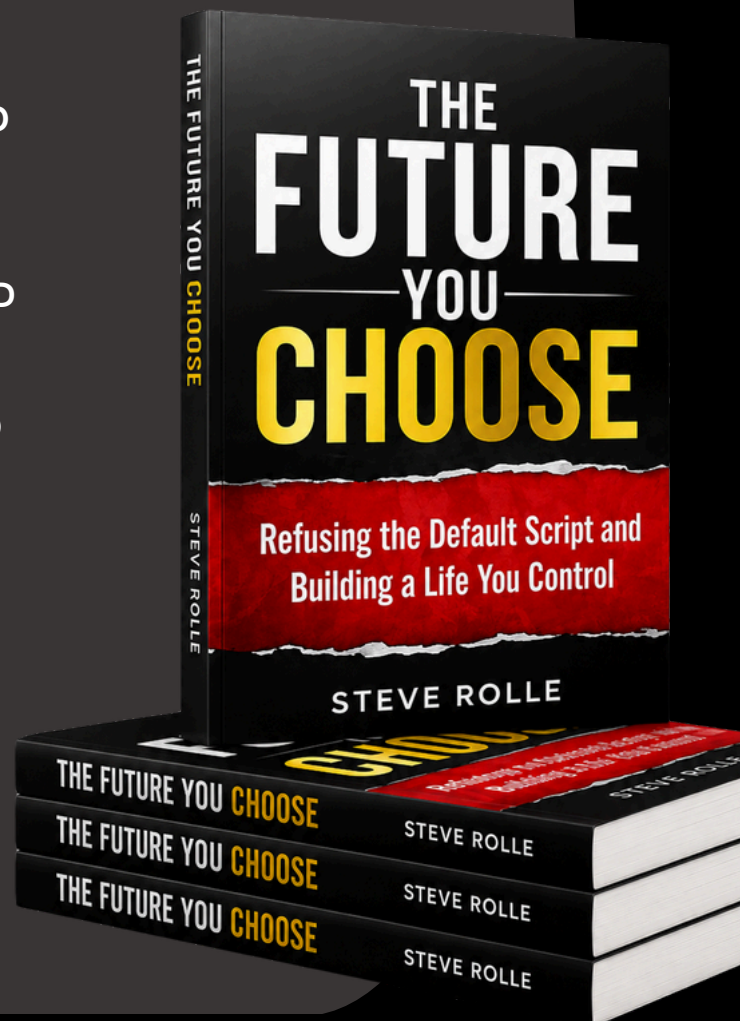
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SUGGESTED INTERVIEW TOPICS

- THE HIDDEN COST OF THE SAFE CAREER PATH
- THE PSYCHOLOGY OF BETTING ON YOURSELF
- TURNING FAILURE INTO YOUR COMPETITIVE ADVANTAGE
- THE ENTREPRENEUR'S VERSION OF FINANCIAL FREEDOM
- PASSIVE INCOME: THE 7-YEAR ROAD FROM HANDS-ON HUSTLE TO SUSTAINABLE EARNINGS

SUGGESTED INTERVIEW QUESTIONS

- YOU GREW UP IN A HOUSEHOLD WHERE THE EXPECTATION WAS TO GET A STABLE JOB AND STAY THERE. WHAT MADE YOU QUESTION THAT PATH?
- YOU OFTEN TALK ABOUT “THE FUTURE YOU CHOOSE.” WHAT DOES THAT MEAN, AND WHY DO MOST PEOPLE NEVER ACTIVELY DESIGN THEIR FUTURE?
- MANY PEOPLE WANT TO START A BUSINESS BUT FEEL STUCK BECAUSE OF MORTGAGES, KIDS, AND RESPONSIBILITIES. WHAT'S THE PRACTICAL PATH OUT?
- YOU SAY SIDE HUSTLES ARE THE SAFEST WAY TO BECOME AN ENTREPRENEUR. WHY?
- YOUR BUSINESSES HAVE GENERATED OVER \$100 MILLION IN SALES — BUT YOU'VE ALSO LOST MILLIONS. WHAT DID FAILURE TEACH YOU ABOUT ENTREPRENEURSHIP?
- YOU BELIEVE MOST ENTREPRENEURS ARE LOOKING FOR OPPORTUNITIES IN THE WRONG PLACES. WHERE SHOULD THEY ACTUALLY BE LOOKING?
- IF SOMEONE LISTENING TODAY FEELS STUCK IN THEIR JOB BUT WANTS SOMETHING DIFFERENT, WHAT SHOULD THEY DO FIRST?



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