



## The Crossroads of Should and Must: Find and Follow Your Passion

By Elle Luna

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**The Crossroads of Should and Must: Find and Follow Your Passion** By Elle Luna

Who hasn't asked the question "How can I find and follow my true calling?" Elle Luna frames this moment as "standing at the crossroads of Should and Must." "Should" is what we feel we ought to be doing, or what is expected of us. "Must" is the thing we dream of doing, our heart's desire. And it was her own personal journey that inspired Elle Luna to write a brief online manifesto that, in a few short months, has touched hundreds of thousands of people who've read it or heard Elle speak on the topic. Now Ms. Luna expands her ideas into an inspirational, highly visual gift book for every recent graduate, every artist, every seeker, every career changer.

The Crossroads of Should and Must has a universal message—we get to choose the path between Should and Must. And it gives every reader permission to embrace this message. It's about the difference between jobs, careers, and callings. The difference between going to work and becoming one with your work. Why knowing what you want is often the hardest part. It gives eye-opening techniques for reconnecting with one's inner voice, like writing your own obituary (talk about putting life in perspective). It talks about the most common fears of choosing Must over Should—money, time, **space**, and the ultimate fear: total vulnerability—and shores up our hesitation with inspiring stories of and quotes from the artists and writers and thinkers who've faced their own crossroads of Should and Must and taken the leap. It explains the importance of mistakes, of "unlearning," of solitude, of keeping moving, of following a soul path.

Presented in four chapters—The Crossroads, The **Origin** of Should, **Must**, and The Return—inspired by the hero's journey outlined by Joseph Campbell, **The Crossroads of Should and Must guides** us from the small moment, discovering our Must, to the big moment—actually doing something about it, and returning to share our new gifts with the world.

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## The Crossroads of Should and Must: Find and Follow Your Passion By Elle Luna Bibliography

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### Editorial Review

#### Review

"So much greatness and it's all right *here!*"

Elizabeth Gilbert, author *Eat, Pray, Love* and *The Signature of All Things*

"Elle's infectious enthusiasm will inspire you to do the boldest thing you can in life: be your true self."

Evan Williams, co-founder Twitter; founder Medium

"How to turn that invisible inner fire into fuel for soul-warming bliss is what artist and designer Elle Luna explores in her essay-turned-book *The Crossroads of Should and Must: Find and Follow Your Passion* — an intelligent and rousing illustrated manifesto that picks up where Campbell left off, in the spirit of Parker Palmer's emboldening guide to letting your life speak and Debbie Millman's visual-essay-turned-commencement-address on courage and the creative life"

Maria Popova, *Brain Pickings*

"Inspiring."

*The Miami Herald*

"This artist and author's inspiring advice might just persuade you to leave your day job."

*Shape Magazine*

"This was the most inspiring book I read in 2015. It's an illustrated, easy read based on a blog post that went viral, but the inspirational message it contains is very powerful. It's a must-read for anyone considering shaking up the status quo or following a dream and how to deal with the real-life consequences that follow."

*The Huffington Post*

#### About the Author

Elle Luna is a designer, painter, and writer. She also runs a textile venture, the Bulan Project, a collaboration between designers and master batik artists in Bali, and has previously worked as a designer at IDEO and with teams on apps and websites, including Medium, Mailbox's iPhone app, and Uber. Ms. Luna speaks to groups around the world sharing the story of "The Crossroads of Should and Must," and lives in San Francisco and online at elleluna.com.

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#### Publish

It was a Tuesday around 7A.M. when I clicked "Publish" on an essay on Medium.com titled "The

Crossroads of Should & Must.”

We share things online. Every day. All the time. But something about this thing was different. So different, that in a few short weeks, it was tweeted to over five million people and read by over a quarter million readers.

“Drop everything you’re doing and read this right now,” one woman posted. “This article changed my life,” wrote another. “I was about to send it to all of my employees,” wrote one CEO, “but I assumed that a third of them would quit if they read it. But you know what? If they don’t want to be here, I want them to quit—so I sent it.”

The emails poured in. The tweets lit up my phone. The article spread through the Web in a flash, and then flashed some more. It continued to shine and grow and, well, here we are. I decided to write this book because of the people who shared their stories with me and the pain and courage I felt in their struggle. Women in their thirties. Men in their twenties. A high school senior. Fathers. A widow. Single moms. Millionaires who were poor. Poor people who were millionaires. Teachers. Lawyers. A musician disguised as a lawyer. A poet who loved to drive a city bus. Women who didn’t want kids. Fathers who wanted to raise kids. People who felt stuck in their jobs and people who were so desperately grateful to have a job at all.

The pain cut across gender, location, and age. And at its essence, the pain was this—

All too often, we feel that we are not living the fullness of our lives because we are not expressing the fullness of our gifts.

I heard from people who seemed willing to do anything to make their dissatisfaction go away, but they didn’t know what to do. I wrote this book to share what I have found most helpful in navigating my own journey, as well as what has been most helpful for the people I met. However, you’re not holding a book of answers, because only you know those; you’re holding a collection of the most effective questions I encountered along the way. Think of these pages as a series of doorways designed so that you can choose which way your journey will go.

These pages are a pep talk to honor that voice inside of you that says you have something special to give. It’s a reminder that while there is no map for where you’re going, many have traveled this road before. It’s permission to unlearn everything you’ve ever been told you should do in order to learn what you must.

It’s 11:55 a.m. on a Thursday, and I’m clicking “Save” on this document one final time before it begins its adventure into the world. In my own life, I’ve found that things appear at the ideal time. Not before. And not after. Consider the possibility that this book made its way into your hands because you wanted it to. Because a part of you has seen a crossroads in your life, and you’re ready for the journey ahead. I am humbled and grateful that these words will find their way from me to you, somehow, in some way, at just the right time. Thank you for being a part of this wild and wondrous journey. From one fellow traveler to another—*Godspeed*.

Elle

October 23, 2014

San Francisco, CA

## Users Review

### From reader reviews:

#### Paul Blecha:

As people who live in the particular modest era should be upgrade about what going on or details even knowledge to make them keep up with the era that is certainly always change and move ahead. Some of you maybe will probably update themselves by reading through books. It is a good choice for you but the problems coming to you is you don't know what type you should start with. This The Crossroads of Should and Must: Find and Follow Your Passion is our recommendation to help you keep up with the world. Why, because this book serves what you want and wish in this era.

#### Hilton Rogers:

Exactly why? Because this The Crossroads of Should and Must: Find and Follow Your Passion is an unordinary book that the inside of the book waiting for you to snap it but latter it will shock you with the secret that inside. Reading this book beside it was fantastic author who have write the book in such amazing way makes the content interior easier to understand, entertaining method but still convey the meaning thoroughly. So , it is good for you for not hesitating having this nowadays or you going to regret it. This excellent book will give you a lot of benefits than the other book include such as help improving your talent and your critical thinking means. So , still want to hold up having that book? If I had been you I will go to the reserve store hurriedly.

#### Kathleen Sinclair:

Playing with family in the park, coming to see the sea world or hanging out with buddies is thing that usually you could have done when you have spare time, in that case why you don't try factor that really opposite from that. One activity that make you not experience tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of information. Even you love The Crossroads of Should and Must: Find and Follow Your Passion, you could enjoy both. It is excellent combination right, you still would like to miss it? What kind of hangout type is it? Oh can happen its mind hangout folks. What? Still don't understand it, oh come on its known as reading friends.

#### Sandra Birk:

Are you kind of occupied person, only have 10 or even 15 minute in your moment to upgrading your mind talent or thinking skill also analytical thinking? Then you are receiving problem with the book than can satisfy your short time to read it because this time you only find e-book that need more time to be study. The Crossroads of Should and Must: Find and Follow Your Passion can be your answer mainly because it can be read by you actually who have those short extra time problems.

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