

FEATURE ARTICLE

Feel Like Something is Missing in Your Life? If So, Minnetonka Author is Hoping to Inspire You to Do Something About It

By Rachel M. Anderson, Contributing Writer

(Minnetonka, MN) – Some people know exactly what they want to do with their lives when they are young children, and go on to pursue their passions. For others, like Art Crowell, 45, of Minnetonka, Minnesota, it takes a little longer to figure it out.

“When I was 8-years-old, I got into theater for the first time, and for the next ten years did two plays a year,” he said. Crowell also did a lot of writing, crafting a full-length play before he graduated from Jefferson High School in the nearby Minneapolis suburb of Bloomington.

“My dream was to get the attention of someone in Hollywood,” he said. When that didn’t happen he moved on, working in landscaping for the next couple of decades.

It wasn’t until 2021 when Crowell finally resumed what he refers to as his “Hero’s Journey.” He started writing stories and posting them online to share with others. Six months after that, he began writing sensei, or teaching pieces, for a men’s group.

“I also found myself starting to lead and facilitate online men’s groups that focused on those sensei pieces I had written about the hero’s journey,” said Crowell. It wasn’t long before he realized he had enough material for a book, so he wrote one.

Finding Our Golden Ball: A Hero’s Journey Roadmap, Volume One was released in May 2023. The purpose of the book is to help people examine their life’s purpose and the hero’s journey.

“Even if you are not actively pursuing it (the hero’s journey), it is actually pursuing you,” he said. “However long you step off it, when you decide to step back into it, it will pick back up wherever you were meant to be.”

While the 140-page book was originally designed to accompany the “Hero’s Journey” workshops Crowell offers through his website, HJRoadmap.com, and in the “Intro to the Power of Story” classes he offers through community education, he says it can be used as a standalone self-help guide as well.

Chapter one is focused on hearing the call to get your dream back. Chapter two provides advice for how to answer the call. Chapter three is about overcoming resistance to the dream.

There are also chapters in the book focused on the process of taking the steps necessary to pursue your dream, on how to connect with a mentor who will help you on the journey, and on how to claim the dream and develop your hero’s mission.

Each chapter includes stories and visualizations. There are also journaling questions to answer at the end of each chapter.



Finding Our Golden Ball

A Hero's Journey Road Map
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Currently, Crowell is using the book to help participants in his online “Hero’s Journey” group and the material has been well received. “The framework of the book is phenomenal. It’s simple and there are short chapters. When it comes to self-help work, that is critical,” said Paul Stevenson, who lives in Beijing, China. He learned about the book and Crowell’s “Hero’s Journey” group after receiving an e-mail about it from a men’s group he attends.

Others have had similar success with the material. “Working with Art has helped me tremendously,” said Scott O’Brien of Philadelphia. “It has helped me have the courage to recognize the shadows that are causing me to have resistance to change.”

JD Vineyard, who lives in Garland, Texas, is a corporate trainer. He met Crowell through the ManKind Project, and says the work they have done together has helped him nail down his mission in life. “My mission is to help others find freedom, abundance and joy by being authentic, kind and courageous,” he said.

Jeff Fullington, a peer counselor from Washington State, works mostly with neurodivergent men. He too learned about Crowell’s book and workshop from an e-mail received from a men’s group he belongs to, and has been involved in the “Hero’s Journey” group for close to a year now.

“We meet weekly and our sessions kind of follow the structure of Art’s book. Some of the content is related to how to deal with resistance, which has been very helpful for me. I’ve discovered some of the resistance I have around taking action in certain areas of my life related to my mission.”

Not only that, he has learned one can have multiple missions, and you don’t have to just be on one journey at any given time. Fullington says as a result of working with Crowell, he is now exploring the idea of growing beyond what he has been doing with his life.

“My ultimate vision is to create some kind of hybrid of an online community people all over the world (who are neurodivergent) can access, and then have local chapters too where people can meet in person,” said Fullington. “My mission is to renew a loving, spiritual world through storytelling, writing, nature and honoring each individual’s hero’s journey, including my own,” said Crowell.

Finding Our Golden Ball: A Hero’s Journey Roadmap, Volume One is intended to be the first book in a series that will deep dive into the stories that were used by elders to prepare adolescents for initiation into adulthood.

Crowell says the content is good for anyone who is looking to find out what’s next, including adolescents, those considering a career change, and those who are in recovery. Learn more at HJRoadmap.com

About the Author

Throughout his life, Arthur Crowell has navigated multiple lifetimes worth of the human experience, and is now able to share this experience with people in need of help navigating their own journeys. Through his wealth of experience, he has developed a curriculum that empowers people to claim the career they have always wanted, navigate life transitions with courage and confidence, heal old and fractured relationships, and have the inspiration to forge new relationships.

Walking through his curriculum in a group or individual session will give students the tools needed to face any issue currently present in his or her life. Crowell’s services are offered mostly online through his website, HJRoadmap.com



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Art Crowell grew up in Bloomington, Minnesota and graduated from Jefferson High School. He now lives with his wife, Andrea, in Minnetonka, Minnesota. The couple has three daughters ranging in age from 16 to 25, and one young grandchild.

*EDITOR'S NOTE: This article and the accompanying photography are available for your use copyright free and cost free. To arrange an interview of your own with Art Crowell, or to request a review copy of his book, **Finding Our Golden Ball: A Hero's Journey Roadmap, Volume One**, contact Rachel M. Anderson, Publicist, at 952-240-2513 or rachel@rmapublicity.com*

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