



From Nine-to-Five to Living Free

BUILD YOUR SIX-FIGURE BUSINESS WHILE WORKING FULL-TIME



THE BLUEPRINT TO YOUR BUSINESS SUCCESS

THE MINDSET + STRATEGY GUIDE TO BUILD YOUR FREEDOM –
ONE STEP AT A TIME

Use this guide to begin creating a profitable and impactful business—without losing the little time, energy, and money you don't have.

Bienvenidos! So hype you're here

I'm Pepz—an entertainer, life and business coach, and I'm on a mission to help Latino, passion-fueled entrepreneurs create a life they love. One where you end the day with more money than you know what to do with, your family well taken care of, and the freedom to live how you want.

By combining business strategy, mindset coaching, spirituality, and science, I help you develop YOU—and your business—into the version that can actually manage all of your wildest dreams.

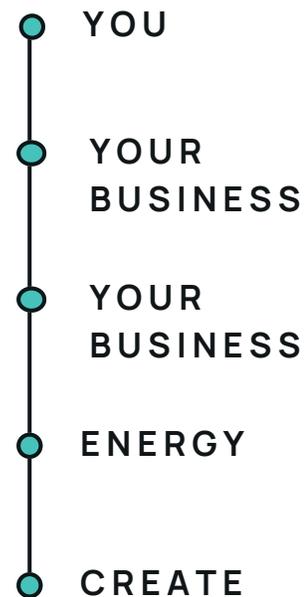
My genius? Getting you results TODAY, not months from now.

On average, my clients scale their income by at least 50% within 3–6 months of working with me, with many seeing results within the first month.

Here's what you need to know about me: I've overcome depression, paying my rent on credit cards, car repo'd, lived off EBT, the works...And now? I'm the coach people hire to break through the exact things I overcame.

If a Latino-immigrant kid who didn't speak English until 10 and started with no money can build generate multiple 6-figures from his passions—you can too.

You're in the right place. Right time. With the right person.



YOUR TEACHER,

Pepz

First, Let's Talk About YOU

Who are you?

You're a hard-working professional. You're great at what you do. But deep down, you know there has to be more to life than this.

You're ready for more:

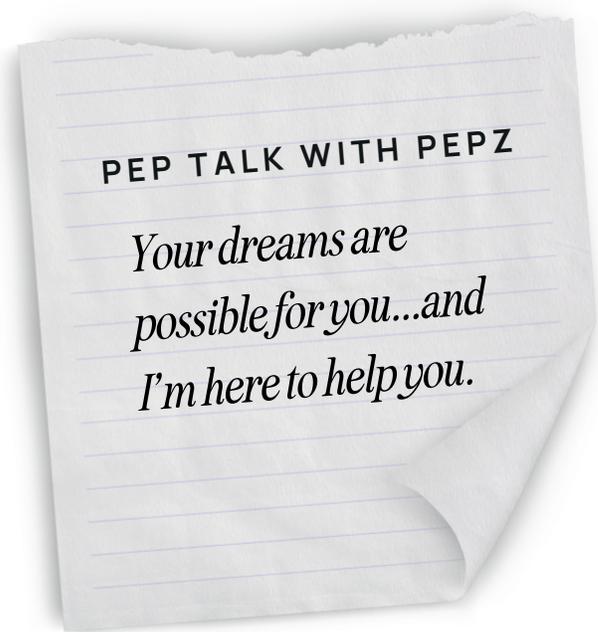
- ✓ More time freedom
- ✓ More money
- ✓ More fulfillment
- ✓ More LIFE

You're tired of trading all your energy for a paycheck that still leaves you stuck.

You're not crazy. You're not ungrateful.
You're not asking for too much.
You're being called to something bigger.

And now is your time.

💬 Which one of these hit hardest? DM me on Instagram @Pepz_Javier and tell me where you feel most stuck right now



From Employee to CEO

MINDSET SHIFTING

You are about to go from:

- Clocking in for someone else's dreams → Building your own dream
- Trading time for money → Creating leverage and real wealth
- Being stuck at the mercy of layoffs and job markets → Becoming the owner of your life and work

🧠 Want help shifting that belief in real time? Screenshot this page, tag me @Pepz_Javier, and tell me which mindset you're working on first

Timeline:

You



Your Vision



Your Business



Changing Lives (yours included)

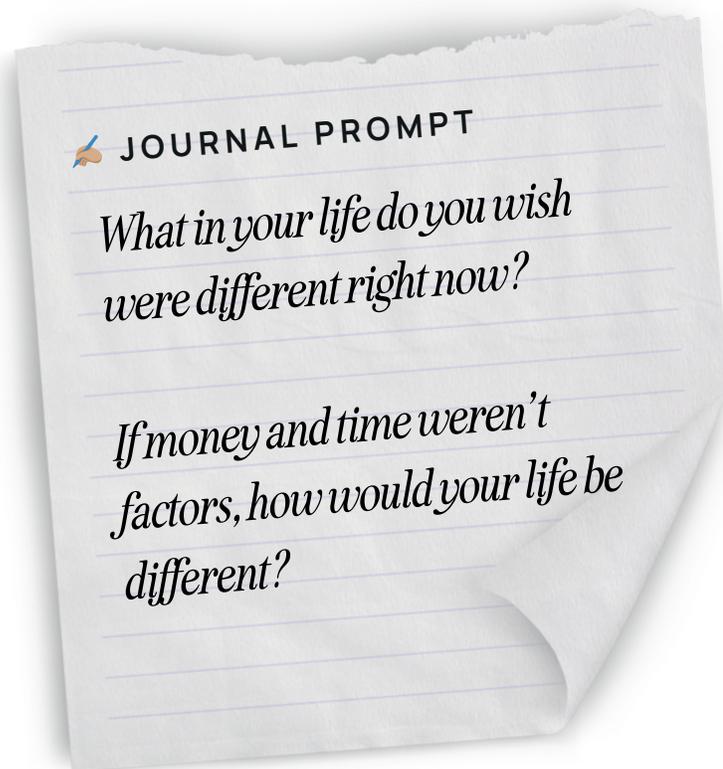


Your Goal



Your dream life fulfilled

It is TIME to dive into your business and unlock your highest self and massive business growth!!



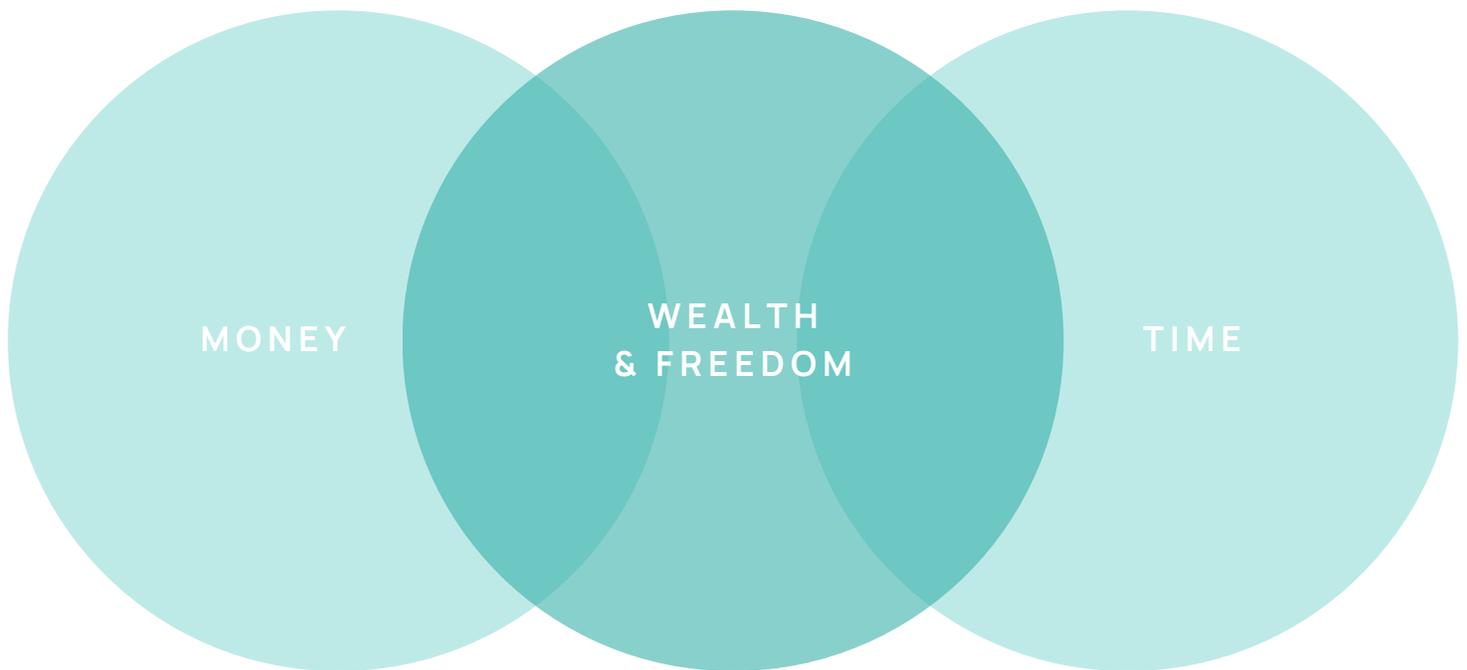
THE SKELETON KEY

85% OF EMPLOYEES DISLIKE THEIR JOBS

70% OF PEOPLE WORLDWIDE WANT TO BE ENTREPRENEURS BUT ONLY A FEW TAKE THE LEAP

MONEY ISN'T EVERYTHING BUT IT GIVES YOU OPTIONS.

BUT HOW YOU MAKE YOUR MONEY IS THE KEY TO UNLOCKING NEW LEVELS OF LIFE.



Mindset: Money Matters

- "I don't know what my business would offer." → You have skills people would pay you 5-6 figures for. Your salary is the discount your employer gets for YOU.
- "The market is saturated." → The demand is HIGH and there's space for YOU.
- "Nobody in my family has done it before." → Y qué? You can be the example your family's never had.'

90% of success in starting your business isn't about strategy.

It's about belief.

Your beliefs → shape your actions

Your actions → shape your results

👉 **INSTEAD OF "I'VE NEVER SEEN IT DONE BEFORE," TRY "I'M HERE TO SET A NEW EXAMPLE."**

What would having a successful business look like for me?

What would I like to change about my current lifestyle should money and time weren't limited?



...But How Do I Get There?

Look, there's a lot of noise on social media.
And honestly? A lot of different approaches work.

But if you're anything like me—and I think you are—you don't just want journal prompts and mindset tips.

You want STRUCTURE.
You want STEPS.

I'm here to give you both—information and inspiration.

WHAT YOU ACTUALLY NEED FOR A BUSINESS:

- AN ACTUAL BUSINESS IDEA THAT'S FULLY FLESHED OUT, CREATED, AND READY TO BE PURCHASED.

Inside Business Builder – CEO College, I teach you the three main components of proper business development that lead to profits and peace.

- ☞ You'll go from trading time for money to leverage income.
- ☞ From Sunday Scaries to Sleeping-in-on-Mondays
- ☞ From confusion to clarity
- ☞ From daydreaming to living the dream



SECTION 02



BUSINESS BUILDING BASICS

Below are the three questions I ask all of my business building clients, before we are launching a new or expanding a pre-existing business.

Answer these questions to jump-start your transition into profitable CEO tday.

What does your business focus on, on macro and micro levels? (i.e. Macro: Coaching, Micro: Business Coaching for Latino Professionals leaving corporate)?

How much money would you like to earn from your business per month?

What would make your business personally fulfilling?



Getting Real About Your Time

You don't need to quit your job to start.
You need a system that fits your REAL life.

Ask yourself:

Pick ONE skill you're really good at that people already ask you for help with.

Ask yourself: If I charged \$500 for this, how many clients would I need to earn \$2,000/month?

What can I temporarily say NO to, so I can say YES to my future?

Pick one of the two commitment levels based on your schedule:

- Light Pace (3–5 hours/week) | Busy professional just starting out
- Accelerated Pace (6–10 hours/week) | People who want to go faster

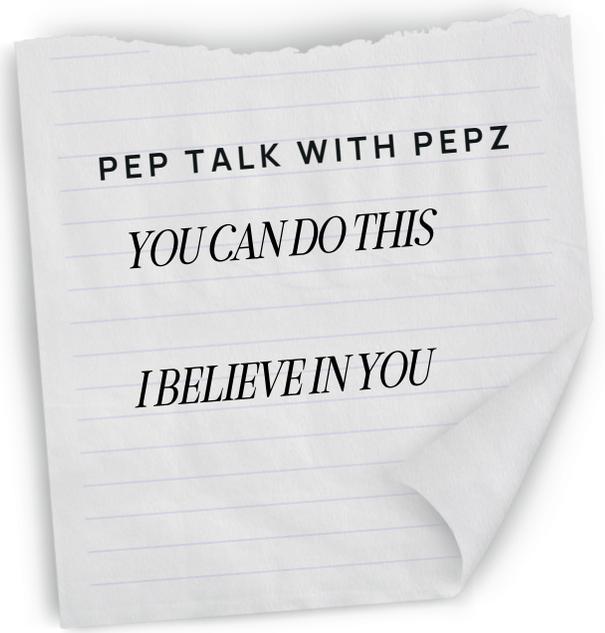
Why YOU Are Ready

You don't need to:

- Be perfect.
- Know everything.
- Have millions of followers.
- Have more time.
- Have more money.

You need three things:

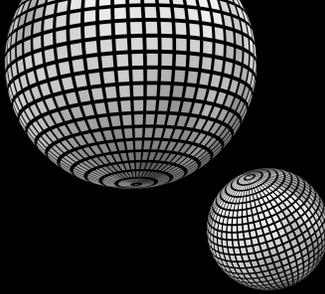
- A clear offer
- A commitment to show up
- A mentor (👩🏻‍🦱👨🏻‍🦱 that's me)



👉 **YOU'RE NOT JUST LAUNCHING A BUSINESS.
YOU'RE LAUNCHING YOUR FREEDOM.**

You're embarking on something you've never done before—but **you're MEANT to do it.**

There are people waiting on your decision to say yes to yourself. And when you do, it ripples outward—your family, your legacy, your future.



Checklist for You



GREAT JOB! SUPER PUMPED FOR YOU.

YOU'RE SO CLOSE TO FREEDOM! LET'S MAKE SURE YOU GOT EVERYTHING DONE!

<i>01</i>	DID YOU ANSWER ALL THE QUESTIONS IN THIS WORKBOOK?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
<i>02</i>	DID YOU BEGIN TO GET CLARITY ON THE BUSINESS YOU'RE GOING TO CREATE WITH PEPZ?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
<i>03</i>	DID YOU MAKE YOUR SCHEDULE?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
<i>04</i>	DID YOU REGISTER FOR THE "BUILD YOUR BUSINESS PART TIME" MASTERCLASS?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
<i>05</i>	DID YOU LEARN ABOUT BUSINESS BUILDER?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

RESOURCES

SIX SKILLS FOR MULTI SIX FIGURES

LEARN THE SIX SKILLS YOU NEED TO MASTER FOR MUTIPLE SIX FIGURES



THE SECRET TO MASSIVE SUCCESS

WATCH THIS POWERFUL TRAINING ON WHAT LEADS TO MASSIVE SUCCESS AND FINANCES...IT'S NOT WHAT YOU THINK IT IS.



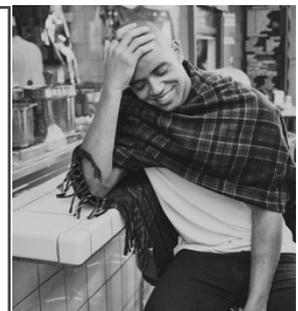
FROM STUCK TO SUCCESS

MASTER YOUR MINDSET AND MANIFESTATION TO CALL IN MORE MONEY. GO FROM STUCK TO SUCCESS.



OVERCOMING FEAR

FEELING LIKE AN IMPOSTER? OVERWHELMED BY THE WORLD, OPINIONS, AND YOUR LIFE. LISTEN TO THIS TRAINING ON BELEIF AND FEAR.



What's Next

STEP ONE

Complete this guide and bring it with you for
step two

STEP TWO

Apply for a spot for The Executive's Lab.

Where coaches, creatives, and corporate
professionals scale their skills to 5-figure months
part time.

To apply, please click here
peptalkwithpepz.com/thelab

STEP THREE

Enjoy your highly profitable and impact driven
business

THANK YOU

THANK YOU THANK YOU

THANK YOU



WWW.PEPTALKWITHPEPZ.COM/THELAB

@PEPZ_JAVIER

the Rising Wolf