

Pep Talk WITH Pepz

# FOUR THINGS YOU NEED TO STOP DOING

to Hit \$10K Months  
and Finally Leave Corporate



Why some people  
leave corporate  
and thrive,  
and others just talk  
about it for years  
on end.

THE  
EXECUTIVE'S  
LAB

Pepz

By the time I was 30, I had generated a quarter of a million dollars from Corporate America via Human Resources.

And ironically, my corporate career came to an end two weeks after my 30th birthday.

Two days before Thanksgiving, I was laid off from my 6-figure-a-year job.

**But you want to know the real kicker?**

I spent 12 years exclusively in corporate, even though I knew by my third year I wanted to leave.

But I never mustered up the courage to leave. Something always came up.

**Either:**

- the economy was terrible (*even though the news always says it's terrible*)
- it was a bad time
- my family needed me
- or I didn't know how I would make ends meet

...but those weren't the **actual reasons** why I never quit.

And you'll learn in this guide what the actual reason is, and what you actually need to have in place to leave.

**Most people don't leave the jobs draining them because they lack:**

- talent
- opportunity
- money
- or time

Your life right now may feel like it is not set up for you to quit, but you know as well as I do:

**if you really want something, you'll move mountains to make it happen. Or at the very least, you'd try.**

Now, I'm the coach creatives trapped in corporate come to when they want to leave corporate.

And I can tell you the tangible things you actually need to successfully leave and create 5-figure months from skills and gifts you **ALREADY HAVE**.

**You need:**

- structure
- clarity
- support
- and the ability to translate your expertise into scalable income outside of a job

But if your eyes just glazed over reading the above, don't worry. I wrote this guide to make it as simple and actionable as possible.

## But for now, let's go back to the beginning.

As mentioned, I was laid off two days before Thanksgiving from my 6-figure job in 2019.

And while getting laid off two days before Thanksgiving objectively sucked... deep down, I was honestly relieved.

### Because that job was killing me.

Now maybe you know the feeling.

You wake up already thinking about:

- work
- the meetings
- the responsibilities
- the pressure
- the fluorescent lights
- the Slack messages
- the performance reviews
- the fake smiling
- the constant proving yourself

...and you still haven't even wiped the crust off your eyes yet.

And less than an hour into your workday, you're already mentally checked out.

But then the fear kicks in:

### "Is this how the rest of my life will be?"

And you think about how you'd survive without the job...

...but here's the thing:

**you didn't always live like this.**

When you were growing up, most of us, to varying degrees, were provided for while we were off dreaming about the life we wanted.

**So what changed?**

**And what are you going to do about it now?**

And that's the real question most people are wrestling with.

Not whether they're talented enough.

Not whether they're smart enough.

Whether they truly believe they can create:

- ✓ **stability**
- ✈ **freedom**
- 💰 **and money**

outside of the structures they've depended on for years.

Especially if they're:

- ✦ creatives
- ✦ artists
- ✦ immigrants
- ✦ coaches
- ✦ corporate professionals
- ✦ high performers
- ✦ multi-passionate people who know they're capable of more

**So let's talk about the  
real reasons most people stay stuck.**

## 1. REPEATING THE SAME DAY

Same wake-up time.  
Same routine.  
Same behavior.  
Same schedule.  
And literally nothing changes.

Then people wonder why their lives feel emotionally and financially identical year after year.

**Because you are changing NOTHING.**

You will never create \$10K months from your gifts if you keep repeating the same patterns that have already proven they do not work.

A lot of people say they want freedom.  
But their behavior says they want familiarity.  
And those are not the same thing.



## 2. REFUSING TO INVEST

Now let me be clear because this conversation sends some people into a tizzy.

There's a difference between:

**genuinely not being able to make something happen**

and

**giving up emotionally the moment things become uncomfortable.**

Some people don't get financing approved immediately and think it's a sign from God.

Their laptop dies during the Zoom call when they are registering for a program.

The payment glitches.

The timing feels stressful.

And suddenly they interpret normal resistance as "divine intervention."

**No.** Most of the time, that's your fear trying to justify itself.

And look, I understand fear.

Because building a business is emotionally confronting.

Especially for creatives trapped in corporate jobs.

You're used to:

- ✦ predictability
- ✦ structure
- ✦ guaranteed paychecks
- ✦ approval systems

But look, you're never going to get somewhere different unless you do something different.

And you're never going to do something different until you **learn differently.**

Now, is business for everybody? No.  
But is the life you're actively wishing  
to change for you?






## Probably not.

What I love about entrepreneurship  
is that, if you structure your business correctly, you can:

- ✦ out-earn your corporate salary
- ✦ work less
- ✦ and finally enjoy the life you've been  
working for years to create

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Now entrepreneurship requires:

-  ownership
-  decision-making
-  visibility
-  strategy
-  and emotional resilience

And many people would rather stay  
emotionally safe than financially free.

### **But here's the truth:**

If you try EVERYTHING and it still doesn't work, then okay.  
But most people stop trying far before that point.

They stop because:

- ✦ it's stressful
- ✦ they feel exposed
- ✦ they're tired
- ✦ or they don't fully believe  
success is possible for THEM

**That's not strategy.**  
**That's avoidance.**

# 3. PLAYING IT SAFE

I'm not saying you have to gamble your life savings.

But sometimes you may need to consider doing the *unreasonable* to live *unreasonably*.

Because what is the purpose of playing it "safe" in a job you hate so that you can continue living

## a life you are not excited about?

Is this really how you want to live?

And many people stay there for years because they confuse:

familiarity  
with  
safety.





THINK ABOUT WHAT YOUR CURRENT JOB COULD BE DRAINING FROM YOU:

- ✦ your time
- ✦ your energy
- ✦ your creativity
- ✦ your mental health
- ✦ the actual life that you want

Hoarding your money because you're afraid to use it is not going to make you more money.

Waiting for a "better time" usually just guarantees less time later.

ESPECIALLY BECAUSE MOST PEOPLE NEVER ACTUALLY LEARN:

-  how to package their expertise
-  how to position themselves
-  how to sell
-  how to monetize their skills outside of employment

So they stay trapped in jobs despite already possessing *six-figure skill sets*.

Do you understand the gravity of what you just read?

## YOU ALREADY POSSESS SIX-FIGURE SKILL SETS.

# YES...YOU ALREADY POSSESS SIX-FIGURE SKILL SETS.

And that's the irony.

Many creatives in corporate *already know* how to:

- ✦ lead
- ✦ communicate
- ✦ manage
- ✦ sell
- ✦ perform
- ✦ solve problems
- ✦ and execute under pressure

Especially if you **work in**:

- ✦ Human Resources
- ✦ finance
- ✦ accounting
- ✦ asset management
- ✦ procurement

Especially if **you are**:

- ✦ a dance teacher
- ✦ a singer
- ✦ an actor
- ✦ a creative director

The difference between me and you is that *I saw* what my skills were *actually worth.*

When I was hired by **ChapCare in 2016** as the single recruiter, and I:

- ✦ restaffed the company population by 47%
- ✦ reduced their attrition rate to less than 10%
- ✦ and implemented a new onboarding system

...but only got paid \$50,000/year...

I saw the *illusion* dissolve right before my eyes.

At that point, I only knew how to monetize those abilities **inside of a company**. And that's exactly what's happening here.

Your salary is often the ***discount*** your employer gets for your ***expertise and time.***

# 4. WAITING FOR LATER

Let me ask you something honestly:

What makes you think waiting guarantees better?

Especially if your:

- behavior
- thinking
- habits
- and decision-making

remain exactly the same?

Better finances tomorrow?

That requires changed action today.

Better lifestyle next year?

That requires strategic movement now.

Also, what makes you think you'll have a better shot later?

Or that you'll even be around later?

Waiting without changed behavior simply creates more of the same.

And this is exactly the pattern I break with my clients inside **The Executive's Lab.**

Most of my clients are:

- creatives trapped in corporate
- artists
- coaches
- high-level professionals
- people already making money but emotionally disconnected from how they're making it

People who are tired of:

- guessing
- trial and error
- consuming endless free content
- and "figuring it out alone."

Because eventually they realize:

Business is *not just talent.*

# Business is:

- positioning
- sales
- marketing
- offer structure
- implementation
- strategy
- and operational clarity

Most people do **NOT** know how to do those things well.

But **waiting for later** or “**figuring it out**” on their own, especially if they do not have any prior business training or knowledge, is why most people *fail in business* and go back to the jobs they hate

Being a great chef doesn't mean you'll *be a great restaurateur* if all you know is how to cook well.

Being a great musician won't mean *people will listen to you.*

Having a large following won't mean *people will buy from you.*

The people who successfully leave corporate are *rarely* the most talented.

They are usually the people willing to:

- get support
- move strategically
- invest in themselves
- and stop emotionally negotiating with the lives they actually want

You can continue recreating the same yesterday you've been living for years.

Or...

*you can finally architect the business and life that pays you what your expertise is actually worth.*

And that decision is *entirely yours.*

But you do need and deserve guidance, support, and strategies that have been proven and validated for success

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# P.S. LOOKING FOR AN EXPERIENCED MENTOR?

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I've built a **5-figure/month coaching business** helping people like you, the creative big dreamer trapped in corporate, leave and create 5-figure months part-time.

I've conducted over **1,400** 1:1 coaching sessions, only have 5 stars on Google, and with me, we fast-track your results and I mean **FAST**.

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You know you *deserve better*.  
You know this version of life works, but *isn't* the dream.  
You know you *want more* without working more for the rest of your life.

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The exact gap I help you close is the years you have spent:

- *thinking*
  - *working yourself to the bone*
  - *and beating yourself up*
- by shifting how you make money *without* adding unnecessary or overwhelming steps.
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Inside my **4-month container**, this is the work that I do.  
I help you not just shift how you make your money, but how you *live*. How you *enjoy* your time.

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That's why the hill I will die on is:

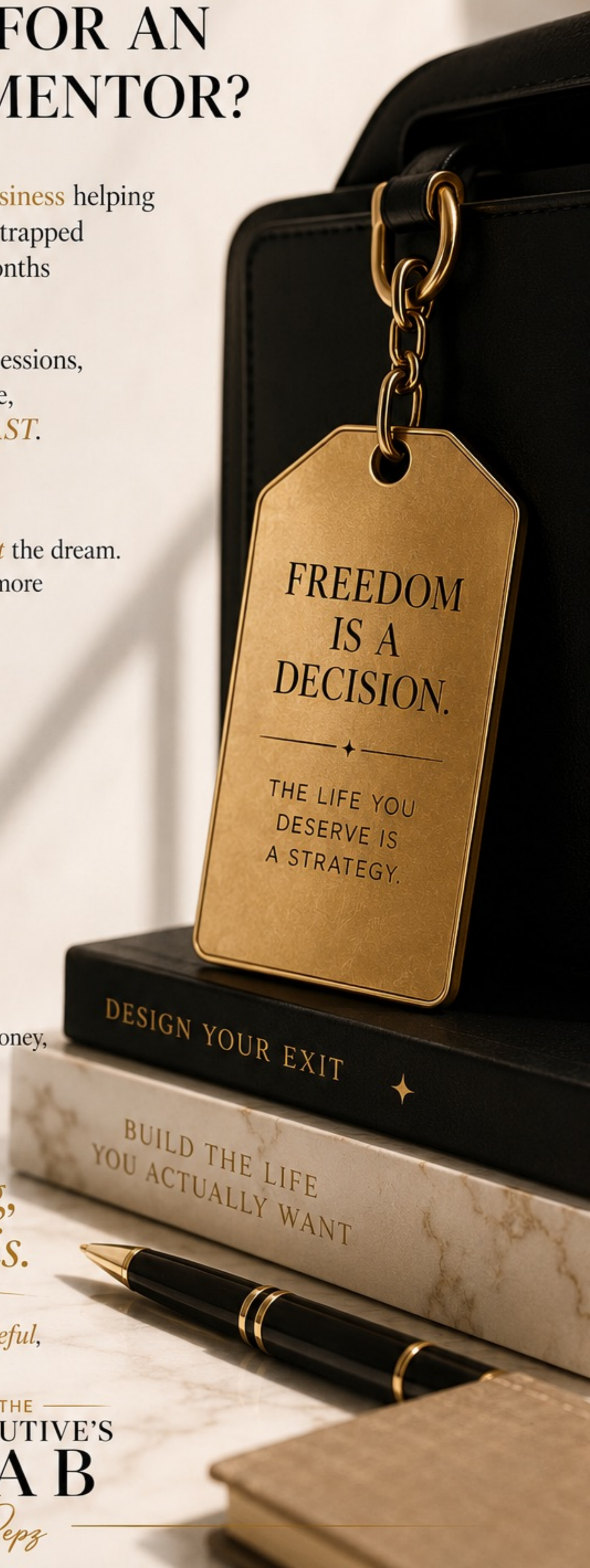
**money isn't everything,  
but how you make it is.**

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And for you, it can be *easier*, way more *peaceful*, and way more *fun*.

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# WHAT MY CLIENTS ARE SAYING:

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★★★★★

MARK HUNTER - SALES DIRECTOR

The mentorship with Pepz was absolutely amazing...  
Within two weeks of working with him,  
I was able to secure a **\$30,000 (USD)** commission.

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★★★★★

ADRIAN FRANCO - ARCHITECT & FOUNDER OF  
FRANCHISE EVENTS ENTERTAINMENT

Pepz's teachings have allowed me to become aware of how responsible  
I am for what has and will manifest in my life. Since and with working with  
Pepz, I have *increased my yearly income by at least 50%*, earned a position  
at a new company, improved relationships with myself and those closest  
to me and launched my lucrative and sought out business.

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★★★★★

ALEJANDRA SILVA - FOUNDER OF WOWDY DESIGNS

Went from 0 clients in 18 months to landing my first  
*2 pay in full within our first two weeks working together.*

Pepz is a very intuitive and smart coach, that reads people in a way that he  
knows what the main root of your struggles are. He provides specific guidance  
on what the steps to accomplish your goals are. He will *challenge you to become  
the person you need to be* to get the results you want.

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★★★★★

ANTHONY "KANEC" CARR - CELEBRITY CHOREOGRAPHER

The steps Pepz gave me directly contributed to my success  
as the Associate Choreographer for The Wiz and a  
choreographer for Missy Elliott's Out of This World tour.  
*He helped me break out of the matrix, lock in, and  
truly step into my potential.*

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★★★★★

MIRIAM GALLARDO - DANCER

During this bootcamp, I was able to push through and accomplish more  
than I thought I would. I was able to reach my *business goal in those 14 days*  
and able to reach my *income goal in less than a week*. I was determined to  
give more of myself and through Pepz coaching it helped me *discover a  
piece of me* I had longed to discover.

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HELPING CREATIVES IN CORPORATE  
ESCAPE THE RAT RACE AND  
CREATE 5-FIGURE MONTHS FROM THEIR GIFTS

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