

# **8 BULLETPROOF WAYS TO ESCAPE YOUR 9-5 WITHOUT RISKING YOUR INCOME [IN 90 DAYS]**



**GAVIN SEQUEIRA**



# Introduction

Unfortunately, I see it all too often. People leaving their jobs, starting their new exciting business and then only a few months later, they're either back in their jobs, or doing something else because the business didn't work out. Whats more interesting is I see more businesses fail from people who come out of the corporate world than those that are simply business driven by nature. So whats really going on here?

Looking back at my own experience, I was 'trained' in corporate around marketing and sales and you would think that naturally this would be perfect training in business should I have wanted to become an entrepreneur right? Wrong! What I was being trained in were old fashioned, big business way of doing things that had little or no relevance when it came to running a small business.

I've spoken to thousands of people over the years that have gone through such changes and it's interesting to hear the reasons why they struggled and what caused them to fail. I resonated with this because for me the biggest hurdle was trying to 'unlearn' what I had been taught, so that I could equip myself with the 'right information' that would serve me in my new career.

The "8 Bulletproof Ways" was specifically designed to address these concerns and if followed relentlessly, will enable you to escape your corporate 9-5 WITHOUT risking your income... in as little as 90 days!



# Table of Contents

1. The 7 key areas you need to work on prior to escaping the corporate world
2. The ultimate truth most people ignore that will determine your level of success
3. 10 critical questions every corporate escapee needs to ask when starting on their own
4. The 3 little-known factors trapping 98% of corporates in the daily grind
5. The crash-proof formula I used to 'safely' escape my \$250,000/yr job
6. Busting a myth that often paralyses people and stops them dead in their tracks
7. A survival hack I learnt the hard way that will save you hundreds of hours and thousands of dollars
8. The one obsession all successful people share that completely destroys procrastination

# 1.

---

## The 7 Key Areas You Need To Work On Prior To Escaping The Corporate World

“


*No man is worth his salt who is not ready at all times to risk his well-being, to risk his body, to risk his life, in a great cause.”*

Theodore Roosevelt

One of the biggest mistakes an entrepreneur can make is getting caught up in the moment, i.e. running with your idea or opportunity and spending time and money on developing it rather than taking a step back and thinking to yourself, “Is this the best time for me to be doing this?” or, “Am I truly ready to take on this challenge?”

Many people rush into a business venture because of trying to fit in, or peer pressure or just on a whim, and at times they have made significant investment with their hard earned capital only to realise they should have waited for a more opportune time, or done a little more homework on their own state of affairs, before jumping straight into something they were ill prepared for.





Being 'ready' means that you know exactly who you are as a person, what you want in life (i.e. having a purpose) and where you are.

Philosopher and educator Dr John Demartini - featured in the documentary *The Secret* and famous for his work in the human potential movement, teaches us the 7 areas of your life that you want to master. These areas are:

1. Mental (learning and personal development)
2. Vocational (career and business)
3. Financial (money and wealth)
4. Family (relationships)
5. Social (environment)
6. Physical (fitness and activity)
7. Spiritual (belief and mindfulness)

It's a good exercise to review these 7 areas by yourself to see if there is a fit with what you are trying to achieve and where you currently are. They are all inter-related and as much as you may want to focus on business success, it could come at the price of your health, your finances and/or your relationships. It's worth having a chat to a life-coach or similar, if you are seriously looking at making some major shifts in your life and moving ahead.

Look to be in a position of stability and mental strength before embarking on this journey. By being 'ready' for the challenge, you bring your state to that of a champion before a race – you've done your homework and all the preparation and now you are ready to run the marathon.

# 2.

---

## The Ultimate Truth Most People Ignore That Will Determine Your Level Of Success

“

*My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humour and some style.”*

Maya Angelou

---

There is no passion to be found playing small – in settling for a life that is less than the one you are capable of living.


Nelson Mandela could have made a comfortable life for himself as a young lawyer and later one half of Mandela And Tambo, the only law firm in South Africa run by blacks at the time. After all, there was plenty of work helping the aggrieved black population!



But this wasn't enough for Mandela. He wanted real change, a fair and equal society where blacks and whites could rule together in a democracy. He led a millions in his movement and shared his dream with them. This became his life ambition - his purpose....his WHY!

And there's a great lesson in this for all of us.





You are choosing to take on the extra workload of building a business, in addition to your current job - this is a massive undertaking! It's going to stretch you in every human way possible, financially, time-wise, physically with all the extra hours you'll need to put in, emotionally when times get tough and even spiritually when you will need inspiration from elsewhere just to move forward that day when it seems hopeless.

So...the big question!

WHY do you want to take on such a enormous challenge on top of everything else?

There has to be a great purpose that drives you each day to get out of bed and be motivated. When times get really challenging and they will, your WHY, if strong enough, will be the ONLY thing that carries you forward in that moment.

You constantly need to challenge your WHY and see if it is as strong as you think it is and is it long term...not just a feel good wish of yours. Your WHY will fuel your passion and this will come out in every action you undertake.

Follow your heart. Be a part of something you believe in. Do something that matters. This could be anything – big or small, local or global, personal or world-changing. The key thing is that it has meaning for you. Don't settle for less than you deserve.

# 3.

---

## 10 Critical Questions Every Corporate Escapee Needs To Ask When Starting On Their Own

“

*If you don't have a viable strategy, you will be  
defeated by someone who does.”*


Alvin Toffler

It's easy to get caught up in the moment when you and others around you are excited - especially if it's a 'ground floor opportunity' or a 'once in a lifetime opportunity'. Believe me I know all about it - especially if the business you are in or considering involves a substantial investment of your precious time and hard-earned money!



Do your research, ask questions, take your time to consider and re-consider the options. Is this business going to give you everything you want? i.e. is it the right vehicle to help you achieve some of your life goals? Is it sustainable? What are the risks involved and how easily could you walk away from it if you had to?

Due diligence and research makes sense if you are going to invest your hard-earned money and time into a venture or start-up and you want to ensure you get the best possible return for it. It's no different to if you were investing into property or shares. You would undertake sufficient research to be comfortable with what you are getting into, weighing up all the potential risks and only going ahead if there is still sufficient room for you to turn over a profit within an acceptable timeframe.



The moment you lose touch with reality and rely on old, or misguided and inaccurate data, you risk wearing a blindfold in your business and making incorrect decisions that could see your business fail over time.

It's recommended to do a feasibility study, to know if there is a real market for your product or service. Is the market ready and do they really want what you have to offer?

Here are 10 critical questions you need to ask:

1. Is there a reasonable pain you've identified or an existing problem that creates demand for the product or service you are going to provide?
2. Is your business idea an entirely new concept that the market may not be aware of yet, or is it over-saturated with similar products and services?
3. Is the market you are targeting growing or shrinking?
4. How much are clients willing to pay for your product or service?
5. How will customers purchase from you? Is what you are offering a one-time deal, or repeat purchases, with up-sell/cross-sell options?
6. What are the overhead costs associated with launching your business?
7. How long will it take for you to recover your initial capital investment?
8. Is your solution scalable? Can you ramp up if it gets busy?
9. Are you restricted to a certain demographic or geographic boundary?
10. What's your major point of difference to all your existing competitors?

While there are no guarantees that your business will succeed or fail, conducting a feasibility study will help you determine whether your idea will make a profit much before you make any substantial investment in money, time & energy.

# 4.

---

## The 3 Little-Known Factors Trapping 98% Of Corporates In The Daily Grind

“

*If you always do what you always did, you will always get what you always got”*

Albert Einstein



There are 3 little-known factors trapping 98% of corporates in the daily grind. These are:

1. Making the big leap from employee to entrepreneur and going all in
2. Working over 80+ hours a week and having no end in sight
3. Doing it all their own, with no help or support

In this section, we look closely at how you can overcome each one of these. These are the carefully guarded secrets of the super successful. By employing these into your plan, you will separate yourself from the 98% that are doomed to fail along the way and be amongst the top 2% that have a very strong chance of success.

Here are the 3 secrets explained:

## **SECRET #1 - 'BRIDGING YOUR STARTUP'**

*How to replace your current income with a business that gives you freedom, stability, & fulfilment in less than 6 months (even if you don't have enough cash-flow to 'get started' yet)*

Starting a business has risks. Whether you're risking your time, money, or other resources, there's always going to be that element of risk. Nearly 90% of businesses are going to fail within the first year. Those are the odds you're up against. However the trick here, is you need to manage that risk.

I've seen people quit their job and go in with a business partner, borrow tens or hundreds of thousands of dollars, sometimes mortgaging their biggest asset... their house... putting their family security at risk...all to start their

business, without proper research, or strategic planning. They've done NOTHING to truly prepare for the road ahead and have done NOTHING to manage the risk.


It makes the most sense to simply plan out a strategy, make the blueprint, map it out... and then take the steps to create a bridge... to get you from point A... to point B much safer, easier, and with a ton less risk.



We've named this process the 'Simple Escape Plan' - which starts out at 'self-discovery' - truly uncovering 'where' you are RIGHT NOW.

Questions to ask yourself are: What are your strengths? What are your weaknesses? What are your passions? What state is your mindset? And then....where you WANT to be...Do you have a vision? What type of business do you want to create? How much money do you want to earn? Where do you want to live? How many hours do you want to be working?

When you do this right you'll gain clarity with what you truly want in life, and can begin taking calculated, strategic, and planned steps to go after it without stressing or worrying about risking it all.



If you 'make a mistake' or get off course, you'll be able to 'correct' yourself and get BACK on course, every time - because you'll have tangible goals and outcomes you'll be aiming for. Your chances increase to end up where you want to end up - without losing your income or risking too much.

## **SECRET #2 - 'THE 4-HOUR BUSINESS'**

*How to eliminate over 50% of the work it requires to create & run your business so you can have TRUE work/life balance and double, triple or quadruple your daily performance.*

We all get the same amount of hours in a day...yet we all choose to spend it differently according to our hierarchy of values. Is it any surprise that some people are able to do more, achieve more, and become more simply because of how they 'choose' to spend their time?

We live in busy times and we're always making decisions on what to do, where to be, who to be with, things that are due and dealing with emergencies from time to time!

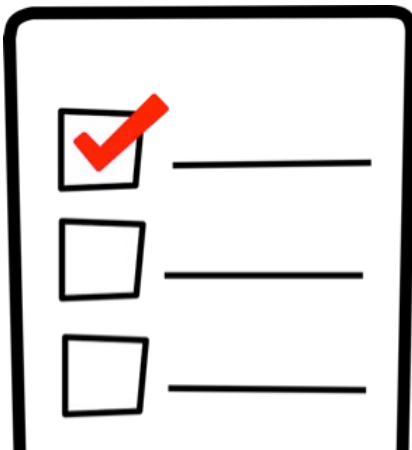
The minute you multi-task by adding new projects to the mix at the exact same time, you actually start to lose 20% or 40% or up to 75% of your 'productive' time because of the fact that your mind is constantly switching between all these things.

Some people are under the illusion that they need to keep busy. This is a myth. Busy does NOT equal success. So first off, STOP focusing on low dollar activities. and trying to do a million different things all by yourself. It's a



complete waste of time and energy, and there's a much easier way to get things accomplished and achieve your goals.

If you're already working a 9-5... you can't afford to waste ANY time.



The way I help my clients overcome this hurdle is by:

- 1) prioritising
- 2) systemising
- 3) automating, and
- 4) outsourcing

This strategy is all about investing a bit of time up front - right now - in order to get dividends and tenfold on your investment. It's about doing the right things, in the right order - so prioritising, and systemising first... and then automating and outsourcing certain tasks to free up your time.

The results will quickly compound over time. So your productivity very quickly starts to double, triple, and even quadruple!

When you get this right, you'll get maximum results for minimal efforts and really leverage yourself. It will accelerate your progress. You'll start to gain momentum. You'll be able to achieve goals faster while having reduced stress, and performing at your best.

THIS is how a TRUE business is created.



## **SECRET #3 - 'THE MILLION-DOLLAR SHORTCUT'**

*How To Avoid Wasting Tens Of Thousands Of Dollars In Startup Mistakes & Practically Guarantee Your Business Will Succeed*

Becoming an entrepreneur will require you to pay a very painful tax. A tax which may cost you YEARS of your life, and, if you're not careful it can bankrupt you. It's the price we pay for our lack of knowledge/experience as we pursue a new activity, venture, or skill in life.

The good news? Well, usually someone else has already accomplished what YOU want. That means a couple of things:

- 1) It's NOT impossible, and
- 2) You CAN do it!

When most people create their business... they're GUESSING.

Learning from your own mistakes and successes is great, but when you're able to learn from other people's mistakes, and other people's lessons... that's incredible leverage where you're able to save hundreds, thousands, even millions of dollars in mistakes and you'll find you can achieve a tremendous level of success, much more quickly

If you're still not moving towards your goals and beginning to create your business, there's only 3 possible reasons... 1) Your strategy/plan is flawed, 2) you haven't taken action, or 3) you've taken action but stalled out when you hit challenges you couldn't overcome.

Having the right mentor solves all 3 of these issues!



The right mentor has overcome ALL the challenges you will face and they have a system & a plan for getting the results you want - so you don't have to struggle!

They've already been there and done them...and will show you, and guide you... towards the easiest way to do things. More importantly, the right mentor will guide you to stay accountable towards your goals.

# 5.


---

## The Crash-Proof Formula I Used To 'Safely' Escape My \$250,000/Yr Job

“

*There are no secrets to success. It is the result of preparation, hard work and learning from failure.”*

Colin Powell



In order for me to be able to leave my corporate job and make a living on the outside, I needed several things to make sense and a firm path that gave me certainty, no matter what happened, I could keep moving forward.

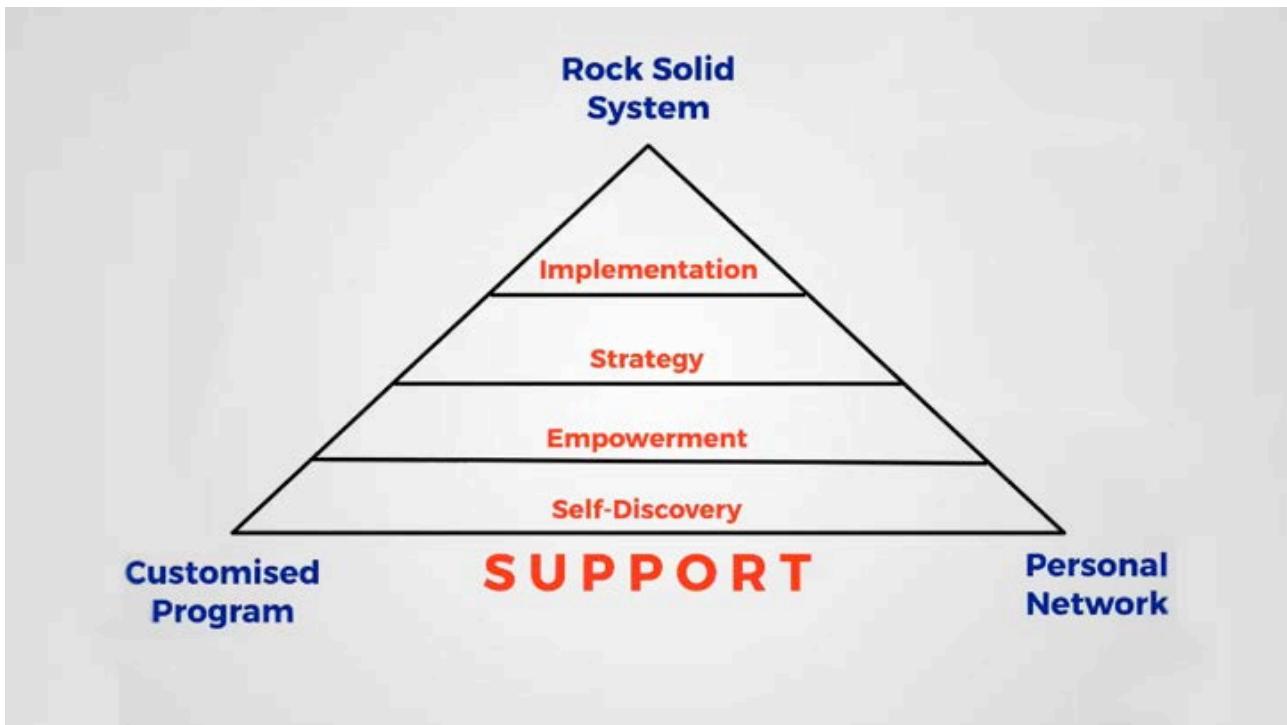
Through my experience having been down this path and seen what works and what doesn't across hundreds of entrepreneurs and people that have left the corporate world to become their own boss, I discovered some home truths that stand the test of time.

We know that having a clear vision of your end goal written is the only way to ensure you get there. Also, without a plan, or a strategy to help you accomplish that end goal - you're going to veer off course and end up somewhere you don't want to be.

We've discussed the merits on outsourcing things you're not good at, and moving at your own pace until your business income exceeds your corporate income. Finally, we agreed that having a mentor - i.e. someone who has already been through the journey and knows the obstacles - and developed a SYSTEM to get you there... will drastically increase the chances of your success

The following '*crash-proof formula*' I used to 'safely' escape my 9-5 corporate life was created and tweaked over several years of trial and error, after speaking to hundreds of entrepreneurs and successful people who have trailed down the same path. I was fortunate to also have valuable input and timely advice from some of the worlds most recognised mentors - i.e. Tony Robbins, Jim Rohn, Dr. John Demartini, Brian Tracy, Brad Sugars, Dale Beaumont and others.

The 5 key fundamental steps in **red** are the cornerstone of this formula because it is absolutely critical they happen in exactly the right succession. This formula helps you build a steady platform on which you can grow and launch yourself from outside the corporate world. These 5 steps are:



### **SELF-DISCOVERY:**

Focus on building a solid foundation and understanding of what makes up your core strengths and weaknesses, what makes you tick and defining your all important WHY, which is MASSIVE eye opener for a lot of people and helps position you firmly on the ground for success.

### **EMPOWERMENT:**

We explore ways in which you can strengthen, challenge and even change certain core belief systems so that you gain the confidence to move beyond your comfort zone and start achieving more.



## **STRATEGY:**

The focus in here is to define your *vision* for what you want to achieve over the next few years and develop a rock-solid *plan* to get there! We examine proven methods to help you get this right so that you remain focused.

## **IMPLEMENTATION:**

We showcase clever and practical ways to take actionable steps as you begin to execute on your plan. This is not a race, it's a journey and we look at all the pitfalls and how to easily navigate around them.

## **LEVERAGE:**

This step is all about working smarter not harder, leveraging around technology, systems and people. To remain competitive in the 21st century we look at best practices on leverage and how to achieve more with less.

## **GAMEPLAN:**

This final step brings it all together as we look at how to successfully ride the waves of ups and downs of life - by way of constant support, mentoring and having a strong supportive network to be a part of.

Having access to the **blue** cornerstones in this formula - i.e. a *Rock Solid System* to follow step-by-step, a *Customised Program* tailored to my needs, and access to pool of like-minded and professional individuals as part of a *Personal Network* - was absolutely key to ensuring I was able to stick to the path, achieve my goals and escape the corporate world once and for all.

This system is available to all of our clients so they too can have the same peace of mind when they are making that decision to escape corporate.

# 6.

---

## **Busting A Myth That Often Paralyzes People And Stops Them Dead In Their Tracks**

“

*It's not the lack of resources that causes failure, it's the lack of resourcefulness that causes failure.”*

Anthony Robbins




It's the most common excuse in the book - *"I haven't got..."*, *"There's not enough..."*, *"If only I had..."*, *"My situation is different because..."* - they're just excuses, mere 'myths' that have been conveniently shared and passed down from one poor soul onto another.

How do you react when you hit a wall? Do you feel at times like the wind has been sucked out of your sails when all options are exhausted and you are staring down the barrel at defeat? These are the times we all dread because for most of us, it's the end of the road. Most people will give up as soon as they hit their first hurdle. Few will go past and only the stubborn and dogged amongst us will persevere long enough and far enough to climb that mountain we all need to eventually climb.



When devastating hurricane Harvey hit Houston Texas in August 2017, an elderly man lay trapped inside his SUV, which was sinking into the water, and people were desperate to help him. But there was a catch: they didn't have a rope with them. So they resorted to forming a human chain pictured above.



A witness said "The people had no rope to get him out so they made a chain holding each other". "They pulled the door open and one gentleman got ahold of him as they held on until they got him safe."

Sometimes what can seem like an impossible situation, or a hurdle too hard to overcome is just a state of mind.

Entrepreneurs look for these mountains even *before* they begin. They choose to build their business for the pure pleasure of successfully navigating past where no one has been before, forever changing the landscape behind them. Almost all of them are deemed crazy by those around them, and they have to contend with people saying it can't be done, it's not possible.

Think of the Wright brothers trying to make human beings fly! Back in the early 1900's, they were the laughing stock of everyone around them and started out with no money, no big business sponsoring them and no scientific advisory board. However, they were not interested in the 'No's, instead they were obsessed in finding a way to make it happen and they refused to give up.

Their resourcefulness is what saw them *succeed* where so many others with plenty of resources on their side *failed!* Today we wouldn't be able to imagine a world without planes and air travel - it's become one of the safest ways to travel. It's changed the entire economy of the world and united people from distant lands that were once impossible to reach by conventional means.

Always look for solutions and never give in to that myth. When the going gets tough, persevere on - this is what will define your future success.

# 7.

---

## **A Survival Hack I Learnt The Hard Way That Will Save You Hundreds Of Hours And Thousands Of Dollars**

“

*Measure what is measurable, and make  
measurable what is not so.”*

Galileo Galilei

The biggest thing you can do to ensure you get your business up and running, no matter what it is, is having cashflow to support it. Especially in the early days, when you'll need to outlay cash to get things going. Having a job, no matter what kind of job it is will help you keep afloat. Whether you are working full time, or part time, keep that job going while you are setting up your business.



Everything takes time to get going and your new venture will require you to not only have a steady income coming in to pay the bills, plus keep the business afloat, but a calm and steady mind as well.

If you are broke, desperate and without funds, you won't be able to get much happening with your business as you won't have the resources to fund it, nor will you be in a credible position to attract business because you will be acting out of desperation and fear - this is sure to backfire when you are negotiating deals and selling.

One of the best things I did while starting my first business was to do it part-time, after-hours and on weekends, while still maintaining my corporate job and pay-check. Yes, I wanted out of the corporate world, but I had to plan it carefully and get my business off the ground in my own spare time, whilst ensuring I was still paying the bills.

One of the mistakes I learned the hard way was to be good at measuring outcomes - for example economising on social habits, product purchases and marketing spend. I was so complacent from my corporate upbringing, that I foolishly spent money on things that were frivolous at the time, buying fancy business cards, going out to business lunches and dinners, paying for marketing I hadn't thought through and purchasing stock and equipment I didn't really need urgently.



Basically I did not measure what I was doing and my accountability was non-existent. Very quickly this affected my cashflow and I had to quickly re-adjust my entire lifestyle and business focus.

So it was a humbling experience and out of pure necessity that drove me to learn the this all important *hack*, which was to get better at managing my cashflow. Don't leave it too late. Start planning a budget ahead of time.

I suggest you take it further and measure everything you do. Be 100% accountable for your actions as they all have consequences, especially when you are on your own and now assuming the responsibility for growing/starting up a business on the side.

# 8.

---

## ***The One Obsession All Successful People Share That Completely Destroys Procrastination***

“

*I'm actually as proud of the things we haven't done as the things I have done. Innovation is saying no to 1,000 things.”*

Steve Jobs

Ever wonder how there are some people who seem to manage it all with ease and grace? They could be running several successful businesses, have a family with young kids, travel for work and still seem to have time for playing sports and a social life. They somehow manage to fit it into their day, which incidentally contains the same 24 hours we all have. So how do they do it?



Well, they are no different to you or me. They just prioritise their time differently and are *obsessed* with getting to where they're going and won't take no for an answer.

It's what you choose to do with your 24 hours over a period of time, that determines how or when you will get to achieve your goals.

The good news is that prioritisation is a discipline and therefore a skill that can be learnt. You face multiple choices every day, from what you wear, what you choose to eat and drink, how you travel, who you associate with, how productive you are at work, what you do when you come home, what books you read, what you listen to, what you watch, how much time you spend on social media and what time you sleep.

Your life is literally a massive web of choices and every single choice leads you on a certain path. Sometimes when things get busy, you can find yourself taking on too many things and often sacrificing important things like sleep in the process. In business, prioritising is one of the essential skills that you will need to master to make the very best use of your own efforts and

those of your team. It's also necessary as you do this, to allow yourself the ability to create calmness and space in your life so that you can focus your energy and attention on the things that really matter.

When you are focused on your business, things automatically become easier, you get stuck less often, you don't have to push as hard to start making inroads.



Learning to say 'no' to things is a skill that will help you save valuable time and money in the long run. It will also help bring you to your goals and dreams quicker because you will be laser focused on achieving outcomes.

Taking continuous action can help you beat procrastination and move forward in your business. This requires discipline and like athletes training for the Olympic games, it's just a matter of doing the same thing over and over again, till you form a habit and practice eventually becomes perfect. Business never sits still in an ever-changing environment and neither must we.

When in doubt as to what to do, go back to your goals and do the priority actions that will take you one step closer to achieving those goals.





# Conclusion

Breaking free from corporate is not easy, and each of us has to make the decision for ourselves. Having come this far, you should feel more confident in your ability to move in a new direction and leave the corporate scene once and for all. This will open up opportunities for you to create a life for yourself on your own terms, and take responsibility for your outcomes.

Starting a business can be one of the most challenging things you do because of the high level of uncertainty. It's what makes business exciting, as there are so many opportunities out there waiting to be explored and people that you can help and make a difference with.

Treating business in a professional manner will give you a much higher likelihood of success. Just like professional sport, or going through parenting for the first time, if you are able to get the right help and advice from coaches, mentors and people who have been there before, you will save lots of headaches, time and valuable money and 'fast-track' where you want to go, rather than trying to figure it all out on your own. This is probably the biggest mistake most new business owners fail to recognise early on.

Just remember, once you start to implement these 8 bulletproof ways, you'll be in a position to finally escape that 9-5 without risking your income...and you could do it next 90 days!

# Claim Your FREE '9-5 Escape Plan' Strategy Session (worth \$497)

Getting the stuff in this report right is the only way to start becoming super successful outside of the corporate arena. If you're serious about making that transition and living the life you've always wanted, whilst maximising all your opportunities, you MUST address these 8 bulletproof ways. If you're not, then you'll probably end up like the 98% of ex-corporate escapees who remain trapped.

If you have any questions, or would like our help on implementing any of the above, get in touch today. Even better, for a limited time we're offering you a 45-minute strategy session where we'll discuss your goals and challenges and help you draw up a '9-5 Escape Plan' step-by-step *Blueprint* for you absolutely free.

Please note this is NOT a sales call. You will be speaking either directly me, or one of my trusted and highly trained transition coaches.

**WARNING:** Before you claim your free strategy session you must understand that this is only for people serious about setting themselves up for long term success. We'll be with you every step of the way and ensure that you have a bulletproof plan to follow, with plenty of support, guidance and expertise at your disposal. If you're not ready for this, then please don't waste our time.

But if you are ready to kick your new business into overdrive and make that transition out of corporate in the next 90 days, then book your FREE strategy session!

**CLAIM YOUR FREE 45-MINUTE  
'9-5 ESCAPE PLAN'  
STRATEGY SESSION**