

## How the Yet-to-Be-Written Business Book Was Written

I don't know, but this is how it starts.

### The Art of Doing It Our Way

It was the year 2021, and the world was upside down. While everyone was trying to figure out what the heck was happening, I, with the cheekiness of a good Mexican, decided to turn the crisis into an opportunity.

With the strength of a crouching **Tiger** and the majesty of a hidden **Dragon**, I set out to transform what others saw as a problem into a profitable solution. Because here, it's not just about surviving, it's about living to the fullest and enjoying the journey.

I was born into a family where hard work and dedication were the norm. *Lalo*, my dad, an engineer passionate about technology, and *Licha*, my mom, a life warrior, and *jorgekick.com*, my little brother (The Boss when it comes to photography), taught me that if something is going to be done, it should be done well or not at all, and he got there first. With that mantra in mind, I jumped into the fray.

My family is my greatest treasure and the source of my inspiration. Since the end of the old world that ended in 2000, we have been building ours together. **Ary**, my wife, has the inverted tattoo of mine on her left forearm: a white Koi fish with a black head. For me, she represents the sanity I lack, my perfect complement; without her, I am an incomplete being. This tattoo is on my right forearm; alone, they represent the Japanese legend of the Koi fish that climbs the waterfall and turns into a Dragon.

On my left forearm, I have my Tiger and Dragon in perfect balance, symbolizing my strength and determination. While she has her Dragon in full splendor on her right forearm, represented by Haku. Our third one, I carry it on the tail of my Koi: a DeLorean DMC-12 from the movie "Back to the Future," with a sticker of the brand I represent. Meanwhile, she opted for her Taurus constellation; for me, it has an **Aldebaran**, which means *the one who follows*, referring to this star following the Pleiades cluster across the night sky. Numerous popular fables use it to designate the persevering man and woman who do not accept defeat. Although she did not see the first part of the Knights of the Zodiac,

she knows I am Seiya but with Shiryu and his master Dhoko, and she is my Athena, even though she prefers Sailor Moon. In my case, it represents my personal and moral brand **at the same time**, a reminder that we must always look to the future and be ready for any challenge.

My children are my greatest pride. Twins *Arath* and *Kalef* and our princess Kamila. BTW, *Ary* only knows how to make good kids, and they know that talking about kids includes girls but they equally dislike labels, blue is not for boys, and that's why my **beard is pink**.

In the heart of **Mexico**, where folklore and modernity intertwine, I began my entrepreneurial adventure. With each step, I faced challenges, but I also found valuable allies. Because that's life: a dance between the sweet and the bitter, between laughter and tears.

I am *Juan Alejandro González Kick*, better known as Mr. Wayd, although almost everyone calls me by my second last name with all its variations: Kit, Cuit, Sick, Quick, etc., and/or my middle name, but with a **“hey”**, I turn around and also with a **“Mr”**., they also call me:

**“El Aventurero”**, because I like all the companies that treat me nicely and because I make many **parentheses**, remember that I am married, civilly, I'm just about to give the ring to My **Athena**, and it would be cool to get married in Greece, on Olympus, even though I'm Catholic.

And if I've learned anything on this journey, it's that to succeed, you've to add flavor to life. It's not enough to be good, you've **to be the best and do it with style**.

My projects, my ideas, and every step I take are imbued with the culture and tradition that runs through my veins. Because at the end of the day, what sets us apart is that spark, that cheekiness that makes us **unique**.

## **Business Strategy**

On my path, I've learned that the key lies in efficiency and innovation. It's not just about working hard, but about working **smart**. Every action, every decision, is designed to maximize impact and minimize waste.

**So let's share a future together.**

## Conclusion

So here I am, ready for whatever comes. With the confidence of someone who knows they can face any challenge and the cheekiness of someone who enjoys every moment of the journey. I have nothing to prove to anyone; I prove it to myself every day. I'm not a psychopath, I just think beautifully and that's what's different, I don't talk just to talk, my beard is pink. I gladly do business together, I will never fail you, and my team thinks the same, and we want to speak in our way. Because in the end, that's what life is about: living it intensely and with flavor.


And I own the domain **avsiempreviva742 (742 Evergreen Terrace)**, but I want to do business with you, if you, the one reading this, and also **Mr.-Industria (Mr-Indsuty)**, let me know if you fit in either of the two, one is for everyday life situations that allow enjoyment, and the other is for work.

If you don't fit, I'll buy one.

### **The rules are as follows:**

- Your product or service can be sold physically or in a digital version.
  - Yours: 20% tip
  - Mine: 80% tip
  - Ours: 50%-50%
    - Percentages

**Thank you, as always a pleasure.**

 **Mr. Wayd**