

Welcome to A New World, ""

I'm really glad you're here. I've got a whole new journey waiting for you.

I want to tell you a little bit about myself and how this newsletter will be...

Writing was always present as a kid.

I started with poems for girls I fell in love with in school, and letters asking for forgiveness when I used to mess up my mom's life.

Growing up things weren't easy, but I found a way to enjoy it through writing, sports and friends.

But a little over 5 years ago I found myself having to escape from my home country.

Venezuela. Millions dying from hunger. Average monthly income of \$6...

Yes. SIX DOLLARS.

Not a light decision to take, but we carried a much heavier weight on our shoulders.

I had to leave everything behind.

Even my passion: baseball (we're pretty good in there).

I was lucky enough to land in a country like Costa Rica. My home for the last 5 years.

Where I'm writing this right now.

Everyone welcomed me warmly; they gave me everything so that I could grow.

Lots of new friends, relationships, and opportunities.

But it wasn't like that for all of us.

My family (mom and dad) struggled to get a job and get through the pandemic.

I refused to sink, though. I started selling empanadas my mom made to the fans after my games to help with our costs of living.

Again, it wasn't easy, but it was better.

Then, I got out of high school straight into college, got a scholarship for an English major as my second language, and won a few golds in baseball.

Things were doing ok, but something was missing.

I hadn't seen my brother in the last **3 years**. I cried every new year.

TOUGH. Thats the word.

We were able to get him here. We were happy to be reunited.

But things got harder.

One more person with no legal permit to work meant that we needed an extra hand.

So, I stepped up, dropped out of college, and got a 9 to 5 (more like 9 to 6).

It meant less baseball, less gym, less free- time.

But it also meant less stress for my fam, more money, more experience...

Months after, a break-up and some injuries had me devastated.

Why does all of this has to happen to me at the same time? I asked myself.

Lucky enough, AGAIN, I got back to salsa lessons and right away met my astonishing current girl in our darkest moments.

Life was pretty good again thanks to her. We helped each other.

But that job just started draining me. Yes, top performing, but weakening my mind.

So, I quit and got a new one where my brother finally was working at.

More money, better opportunity. Huge upgrade...

I kept reaching finals in Division I baseball here in CR haha.

Though, I wanted to avoid getting too comfortable with life.

Salaries here are not actually good in contrast to the cost of living.

So, in mid 2023, I stumbled into who I consider my *virtual* mentors: **Cardinal Mason**, and **Tyson 4D**.

IT CHANGED IT ALL!

They not only taught me the power copywriting and marketing, but they also taught me:

- The benefits of *trying a new path*
- The value of *spreading knowledge*
- And the importance of *taking action*

Life's been a wild ride ever since, but one thing I can tell you...

I don't regret ANYTHING.

Learning copywriting taught me there's no ceilings for me, nor for my clients.

I've been able to help them get results I never imagined possible.

This newsletter will be about that: results, change, improvement and providing value.

So, if you've enjoyed what you've seen so far, I invite you to be a loyal reader of this newsletter.

You'll hear from me every couple of days.

And if you are interested in having emails and stories like this tailor-made for your brand or business...

Just reply to this. We can have a chat like old friends. Cuz, we're friends already.

So, see you on the next one, my friend.

Much love,

Luke