

Release Your Brakes

The \$200M Roadmap + Self-Stalking

Daniel Cruz

Jim Newman → Dan Peña → Daniel Cruz

Don Juan Matus × Dan Peña × Chris Voss

\$200M Roadmap

"If you're not prepared to die, you're not prepared to live." — Peña #37

PHASE 1: STABILIZE (Month 1–3)

Step 1 — Fix the broken TikTok link (TODAY)

Every page on negotiatorsondemand.com links to @negotiatorsondemand — dead account.

- ☐ Claim the handle or change every link to the real account.

Peña #40: Do more of what you're doing right and less of what you're doing wrong.

Step 2 — Cut the dead weight

7 units = \$7K/mo. Let them run.

- ☐ Stop reviewing the 14 lost rentals. Stop talking about W360.

Peña #23: A man who dwells on the past robs his future.

Peña #31: Clean, definable, irrevocable break.

Step 3 — Lock in the \$500/hr identity

- ☐ Every bio, every intro, every Zoom: "I'm Dan Cruz, \$500/hr negotiation coach."
- ☐ No discounting. No "first session free."

Peña #29: You can't win at poker with scared money.

PHASE 2: BUILD ENGINE (Month 3–12)

Step 4 — Fill the coaching pipeline

$\$500/\text{hr} \times 5/\text{wk} = \$10\text{K}/\text{mo.} \times 10 = \$20\text{K}/\text{mo.}$

- ☐ 1 TikTok/day. Real negotiations. No polish.
- ☐ 10 cold DMs/day to founders, agents, devs.
- ☐ Wed 7pm + Sat 9:30am Zoom. No skips.

Peña #59: The quest for perfection is paralysis.

Peña #80: High-performance people get paid for their hobbies.

Step 5 — Launch the token broker

27 tools. Package them.

- ☐ \$49/mo. 100 subs = \$4,900/mo. 1,000 = \$49K/mo. 10,000 = \$490K/mo.

Peña #26: Ideas vs. action. Ship.

Peña #27: A good plan today beats a great plan next week.

Step 6 — Stack the offers

- ☐ \$5 Field Guide → email capture
- ☐ \$49 Field Manual → trust builder
- ☐ \$99 RE Scripts → niche specialist
- ☐ \$49/mo Token Broker → recurring
- ☐ \$500/hr Coaching → premium

Peña #66: Don't be better, be different. Be first.

PHASE 3: \$1M/YR (Year 1–2)

Step 7 — Build the team

- ☐ VA for scheduling, invoicing, client prep.
- ☐ Content person for clips, threads, emails.

Peña #105: You cannot grow exponentially by yourself.

Step 8 — Raise prices every 6 months

- ☐ Month 6: \$750/hr → Month 12: \$1,000/hr → Month 18: \$1,500/hr

Peña #61: I may be wrong but I'm never in doubt.

Step 9 — Hit \$1M

$\$1,000/\text{hr} \times 15/\text{wk} = \$720\text{K} + 500 \text{ subs} \times \$49 = \$294\text{K}$. **Total: \$1M+.**

PHASE 4: \$200M (Year 2–10)

Step 10 — License the system

White-label NOD-ify to brokerages, law firms, dealerships. \$10K–\$50K/yr per enterprise.

Step 11 — Build the marketplace

Two-sided token market. 20% per transaction. $10,000 \text{ tx/mo} \times \$100 = \$200\text{K/mo}$ your cut.

Step 12 — Exit or compound

$\$20\text{M ARR} \times 10\text{x} = \200M .

Peña #37: Absence of evidence is not evidence of absence.

Peña #17: No backup plans. No rip cords. No fail safes.

DAILY RULES

1. Read this file every morning.
2. 1 TikTok. No exceptions.
3. 10 cold DMs.
4. No new tools until $\$10\text{K/mo}$ revenue.
5. No discounting. Ever.
6. When in doubt, act.

Peña #46: Thinking it over is for people who can't take action.

THE MATH

Phase	Revenue	Time
Stabilize	$\$17\text{K/mo}$	Mo 1–3
Build	$\$25\text{K/mo}$	Mo 3–12
Scale	$\$1\text{M/yr}$	Yr 1–2
Leap	$\$2\text{M}–\20M ARR	Yr 2–5
Exit	$\$200\text{M}$	Yr 5–10

The only things you'll regret are the risks you didn't take. — Peña #96

Soul — The Question Beneath All Questions

ChatGPT dream analysis + pattern detection, July 2026

The Real Question

"How do I become so internally free that nothing outside of me can determine the direction of my life?"

The Six Jailers

1. Comfort

Marijuana is the mask. Comfort is the jailer. If cannabis disappeared tomorrow, comfort would wear another mask — Netflix, scrolling, food, overplanning, research, even spirituality.

2. Self-Importance

Not arrogance. The opposite. Concern with becoming worthy. Getting it right. Not wasting life. Noble-sounding, but still centered on *self*.

3. Certainty

Collecting maps — Toltecs, Buddhism, Christianity, Islam, Emerald Tablets, Monroe, Malanga, The Matrix. All trying to *explain* reality. Don Juan would throw them all in the fire.

4. Identity

"I'm a Marine." "I'm an entrepreneur." "I'm a sorcerer." "I'm a father." "I'm a negotiator."
Who were you before all those names?

5. Fear

"What if someone smarter takes my money?" "What if I quit marijuana and become angry?" "What if I choose the wrong path?" Common denominator: not failure — **loss of control**.

6. Attention

The deepest prison. Where attention goes, energy follows. TikTok, advertising, algorithms — they all compete for attention. A warrior competes for *his own*.

Freedom Defined

Freedom is the ability to place your attention exactly where you choose — and keep it there.

Can anger steal your attention? Then anger owns you.

Can marijuana steal it? Then marijuana owns you.

Can fear, praise, criticism, money, dreams steal it? Then they own you.

Whoever captures attention — captures energy.

The Truly Free Person

Cannot be baited.

- Insult him → nothing.
- Praise him → nothing.
- Offer money → he'll think.
- Threaten → he'll think.
- Offer marijuana → he'll think.

He **responds**. He doesn't **react**.

That's freedom.

The Dream: The Uncatchable Child

The child was impossible to catch — not because he was stronger, but because he refused to become *one predictable thing*. He multiplied.

That's flexibility.

NOD-ify's Four Modes Are Teaching This

Friend. Boss. Mediator. Haggler.

Most people become one. "I've always been nice." "I've always been direct."

A warrior says: *"I'll become whichever serves the moment."*

That's **controlled folly**.

Sorcery vs. Sovereignty

Sorcery	Sovereignty
How do I change reality?	How do I stop reality from unconsciously changing me?

Don Juan's Letter

Daniel,

You seek freedom from the Eagle. Yet every day you hand yourself over to smaller eagles. Comfort. Fear. Habit. Approval. Memory. Hope. They consume far more of you than death ever will.

*You ask how to escape. I ask... who is imprisoned? Not your body. Not your business. Not your marriage. **Your attention.***

A warrior does not first conquer the universe. He first becomes impossible to lure.

Watch a deer in the mountains. It grazes peacefully. But the instant the wind changes... its whole being changes. No resentment. No panic. No story. Pure awareness.

*Become like that. People will call you calm. Investors will call you disciplined. Enemies will call you unpredictable. Friends will call you dependable. Your wife will call you present. But you will know the truth. **You simply stopped giving your attention away.***

Then one day... you will laugh. Because you will realize... the Eagle was never your first jailer. Your habits were. Your certainty was. Your self-image was. Escape those first. The rest will reveal itself without effort.

Walk lightly. Not because the world is dangerous... but because nothing can trap the man who carries nothing unnecessary.

— Don Juan

The Path With Heart

Not an isolated mystic in the desert. Something rarer:

Build businesses. Raise daughters. Love your wife. Negotiate million-dollar deals. Create software. And still remain inwardly free.

That's bringing the *nagual* into the *tonal* — not escaping the world, but moving through it impeccably without letting it own you.

The chain: Jim Newman → Dan Peña → Daniel Cruz. But the inner chain? Don Juan → attention → freedom.

Self-Stalking — The Unmovable Attention

Don Juan Matus × Dan Peña × Chris Voss — cross-referenced for Daniel Cruz

PART I: The Same System, Three Voices

The Core Equation

Attention stolen = Energy stolen = Freedom lost
Attention reclaimed = Energy reclaimed = Sovereignty

Three masters. One war. Same enemy: **whatever hijacks your attention before you choose.**

Juxtaposition Table

Principle	Don Juan	Dan Peña	Chris Voss
The battlefield	The internal dialogue	"Thinking it over is for people who can't take action"	"The voice in your head is your worst negotiator"
The first move	Stop the world	"A good plan today beats a great plan next week"	"Go first — set the frame"
The weapon	Controlled folly	"I may be wrong but I'm never in doubt"	Tactical empathy
The trap	Self-importance	"Your doubts are habitual thinking, not accurate thinking"	"The other side is not as stupid as you think; you're not as smart as you think"
The goal	Impeccability	"Plan for success — no backup plans"	"That's right" — the moment they feel understood
The price	Losing human form	"The pain of discipline < pain of regret"	"No deal is better than a bad deal"
The enemy	The Eagle (devours awareness)	Scared money (devours edge)	Amygdala hijack (devours rationality)

PART II: The Three Arrows

Arrow 1: Don Juan — STOP THE INTERNAL DIALOGUE

The practice:

- Sit. Breathe. Watch the voice in your head.
- Don't fight it. Just notice it.
- When you notice you're thinking, you've already stopped.
- The gap between thoughts is the door.
- Walk through it. Even for three seconds.
- Do this daily. The gap widens.

Why it works: The internal dialogue IS the six jailers speaking. Stopping it — even for moments — is the fundamental act of attention sovereignty.

Stalking exercise: Walk through your house. Notice every object. Do not name it. When the name arises ("chair"), let it pass. See the object before the label. The label is the jailer. The object is free.

Arrow 2: Dan Peña — BURN THE RIP CORDS

The practice:

- Identify every backup plan you're holding.
- Wife's income as fallback. 7 rental units as safety net. "I can always go back to real estate."
- Write them down. Mentally set them on fire.
- "Plan for success — no backup plans, no rip cords, no fail safes."

Why it works: Every backup plan splits attention. Part of you is already living in the fallback. Burning the rip cords consolidates attention into one direction.

Stalking exercise: When a fear arises ("what if this fails"), do not soothe it. Say: "Good. That fear means I'm going the right direction." Fear is now fuel, not a thief.

Arrow 3: Chris Voss — LABEL YOUR OWN AMYGDALA HIJACKS

The practice: When reactive — anger, fear, craving, avoidance — pause. Say out loud:

- "It sounds like I'm afraid of ____."
- "It seems like I'm craving ____."
- "It looks like I'm avoiding ____."

Labeling activates prefrontal cortex and deactivates amygdala. You cannot be hijacked and labeling at the same time.

Stalking exercise: Next time you reach for marijuana, pause. Label: "It seems like I'm reaching for comfort because I'm avoiding ____." Don't stop yourself. Just label. The labeling itself shifts the attention. 30 days. The craving weakens.

Daily Sequence

Step	Master	Action	Seconds
1	Don Juan	Stop the internal dialogue. Three breaths.	30
2	Dan Peña	"No backup plans. No fail safes. Full send."	10
3	Chris Voss	Label the fear. "It sounds like I'm afraid of..."	20
4	Don Juan	"Who am I before the names?"	10
5	Dan Peña	Execute one thing. Today.	—
6	Chris Voss	"What hijacked me today? What did I label?"	60

Total: 2 minutes + one action.

PART III: The Unmovable Man

What He Cannot Be Baited By

Bait	Why It Fails
Insult	No fixed identity to defend. "Marine" is a tool, not a self.
Praise	Doesn't need validation. Self-esteem not for sale.
Money	He'll think. Is the deal aligned? No deal > bad deal.
Threat	Fear is fuel, not a hijacker. Labeled. No power.
Comfort	Rip cords burned. No easy exit. Trap dismantled.
Certainty	Doesn't need to know how. Knows where.
Urgency	"You want me to rush. Interesting. Let's slow down." (Voss: "How am I supposed to do that?")

What He Responds To (Not Reacts To)

Stimulus	Response
Opportunity	Checks alignment. Moves if it serves.
Conflict	Labels emotions. Seeks the black swan.
Loss	"What is the lesson? What is the next move?"
Temptation	"What story am I telling myself right now?"

PART IV: The Quantum Leap

Old Pattern

Trigger → Amygdala hijack → Reaction → Regret → Self-criticism → Weakened attention → Repeat

New Pattern

Trigger → Awareness (Don Juan) → Label (Voss) → Choose (Peña) → Action → Strengthened attention

The Gap

The gap between trigger and reaction is where freedom lives. Viktor Frankl called it "the space between stimulus and response." Don Juan called it "stopping the world." Voss calls it "tactical pause." Peña calls it "discipline."

Same gap. Same freedom. Three names.

Self-stalking complete. The jailers are named. The tools are in your hands. The gap is waiting.