Opening on Winnergy and the power of work

You saying you're a winner, you gotta do what winners do, right? That means you got the win, You got to put in the work. Everybody's trying to cut the throat of the next person, but they don't realize they're cutting their own throat.

You're stronger together. Yeah, exactly. I remember talking to you before, and you even said, man, I studied every religion that there's out there. 100%. Corey Jacobs, CEO and founder of Winnergy, embodies resilience and transformation.

After a 16 life sentence indictment for a nonviolent drug offense, Corey spent 17 years in prison, leading to the birth of his lifestyle brand, Winnergy.

I'm in a prison where there's people from Colombia, Africa, Nigeria, Jamaica, West Indies. You start meeting people, everybody from the head of the Mexican mafia to the gang members to a lawyer to chiropractor that might have been selling drugs.

So what they did was give me a real broad level of understanding of different people's culture. You have spiritual wealth and physical wealth, right? Physical wealth is me creating better habits, getting up every day, working out, meditating, so that my physical health can be in alignment with my spiritual.

How did you learn all this? I learned all of this just by like… Welcome to another episode of a healthy point of view podcast. I'm your host Sam Tahata and today's episode, this is going to be a really good episode.

Um, you see me riding around outside with this guy, right? He is not just a friend, but he's a brother business partner. We have Corey Jacobs here today, founder of Wintergy, director of strategic initiatives with Liquivita.

And today we're gonna talk about a lot of the stuff that's happening in today's world, current events. We're going to talk what we are seeing health and wellness wise in the world of entertainment.

Um, and then we gonna go into a new book that he has, uh, coming out, with the Wintery 16 principles and how this actually fits into everyone's life. Corey, welcome to the, Listen, listen, Sam, I'm happy to be here, it's great to here.

I sat here and watched you do many podcasts, and it was only a matter of time before we sat in front of each other. Obviously, we both be working and running, out here trying to spread this good energy, this energy and the whole Liquid Vita movement as well.

So now we finally got a chance to sit down earlier today. I was able to go to one of the Liquid Vita locations we have in Fort Lauderdale. Brought a young lady there, shot some content about her really just embracing her authentic self, coming out, just really embracing a beauty and wellness.

And after just some real concerning things when she was growing up, So that was amazing. Brought some of the other team members to get IV. What was that title that you're going to give it as a topic for the girl?

The Journey to Authenticity. I love it. The journey to authenticity. Because I've noticed that a lot of people really want to come out and be their true selves, no matter what it is.

This young lady, she had a birthmark on her face. Since she was 12, she's been covering it up. She wasn't really received well by her family because her father, he was a pastor, and he just wanted everything perfect.

And he obviously didn't have the perfect little daughter in his eyes. So since she 12 she has been coming up

covering up this birthmark. It really just messed with her.

Like her self-esteem. Her self esteem and everything and then what she was capable of doing. She always, you know, just people telling her what can't do and even her mother saying she should cover it up.

So, after just she had connected, Instagram, bought some Winnergy hoodies, kind of was inspired by my story. And then- So I want everybody to kind dive a little bit deeper into this because you were telling me earlier about how Winnergy touched this person, right?

And me, I'm thinking like you knew this for years, you're like I really didn't know her, just got to know. And that just shows you the power of the brand, but it's also the powerful of just energy in itself, right?

Journey to authenticity and brand impact

So I'm out here posting, obviously I overcame a very traumatic, I had a traumatic journey, and I was sharing some stuff on Instagram, pushing the winergy.

And I have this girl, she was just buying hoodies and just kept asking for the new color, the different one. I said, who is this new girl? And then she hit me up and was like, yo, when I go work out, it feels more energy.

energized, I feel more motivated, and I just want to thank you for what you're putting out there. It's reaching people and it's having an effect. I ended up corresponding with her, ended meeting her and she revealed to me that she had this kind of rare birthmark on her face.

and that she was feeling so inspired that just wanted to have the courage to come out and be her true self. She loves beauty and wellness. And she even went and got into a beauty pageant in order to try to like come off of her shell, but nobody in her family supports her.

So I just really told him and I said, you know, really the soul of Wennergy is authenticity. That's one of the like, the sole of The Brand. And I mean, I've just urged her to be herself.

So one day she sent me a video of a YouTube channel out of nowhere. She said I did it. I made a youtube channel without the makeup. and i want to just share my story and inspire others.

Oh wow. So this is part of that content that I would assume go out onto all her social media platforms. No, she's definitely going to post it. She's ready.

she was energized today. That's amazing. really talked to different staff members. Everybody just embraced her. She has a great personality, she's young.

And when we have people like that, they need to be supported. So we brought her to Liquid Vita, it was amazing. she left glowing, She left happy, and she got to text me like five or six times.

He was like, I can't thank you enough. I'm just proud that we can do these type of things for people, right? In different unique kind of ways. That's amazing, that's Amazing.

So those are the stories that I love. And this is like, when we start talking deeper about Winnergy, this the effect that it has on people, it on ourselves, right?

From the inside out. Yes, yes, and that's the key, obviously, where I discovered it out of being forced to really get on a self-discovery mission for 17 years, basically.

And where I went deep inside of myself, unraveled all the insecurities, all of the things from the past, and really was able to find myself. And once you're able, to like find yourself and see yourself clear, once your see your self clear now you have the ability to see the world clear.

You can step back, you can have more empathy, more compassion, You have a more perspective. For me, I'm just blessed to have made it through the journey.

And be able to come out here sitting on this couch with you and impacting people's lives. So Corey, how did Winter G come about? Because obviously as part of that journey, but there were steps that you had to take, right?

Through those years, we're not talking about one, two, three years. We're talking many, many years of you having a tap in within, right? Reading a lot of different books, understanding.

I mean, I remember talking to you before, you even said, man, We get exposed to so many different concepts or different ways to connect with the creator or the universe or higher power or God, whatever an individual believes.

And sometimes they just get confused and lost in an environment of a prison. It's even worse, right? So for me, I just wanted to really get that strong connection and really tap into myself and to that power within so that I can overcome the obstacles that was in front of me.

And I want people to understand because we got a lot of listeners. We have consumers that listen to the podcast. Yes. And when we talk about your journey of when you were in prison, a lot of people jump to conclusions like, oh, he's just in this high security prison with all of these guys that were out on the street.

But in all reality, I've had conversations with you, you're like… Sam, it's not just people that are here out in the street. I was locked up with the guys that were overseas, the terrorists that we're doing the 9-11 stuff.

You got people from all around the world that don't even look at life, how people here in America do. Yeah, yeah. And that's what kind of led me to study different people's cultures, right?

Because I'm in a prison where there's people from Colombia, Africa, Nigeria, Jamaica, West Indies. Like the US will go there and extract these people.

Yeah. There was a guy, I was his cellmate, he was from Columbia. And all he was saying was, Muher, muher. And he said, I've never been to the United States.

They came and got him and brought him over here into conspiracy and things of that nature. So you start meeting people, everybody from the head of the Mexican mafia to gang members, to a lawyer, a chiropractor that might have been selling drugs, all the way.

the full gambit, right, from people from all over the world, the Middle East and different things of that nature. So what that did was give me a real broad level of understanding of different people's culture, so then I wanted to learn more because the more you learn about how people grew up, their customs, what they like and what don't like, even down to the religion, where they believe, you can better communicate with them and your ability to communicate and inside of an environment where it's very dangerous, very volatile, is the difference between you coming out there alive or you never making it out at all.

Right. What you got exposed to is something that most people they'll never have the chance to do that, even if they go around visiting the entire world.

And I relate to that a little bit differently, but when I worked at the fire department, I would see nothing but bad stuff every single time I went to work.

Nobody called 911 because they were happy. So I'd see things that most people in their lifetime, they might say it once, I would see it every third day for 12 years straight.

So all of a sudden, I learned things. When I'm driving, and I tell people that little noise that's going off saying that I am not wearing my seat belt, that is not what makes me put on my belt.

It's everything that saw when I ran out of those car accidents with people who weren't wearing seat belts. In my head, it's louder than that thing that was dinging saying I wasn't putting on a seatbelt.

Caution every tail. I was the guy who was sitting in the car. wear their seat belts, I put on your seat belt. And people wonder, why is this guy so protective?

Well, i've been exposed to something different. So in your sense, being exposed, to all these different type of people from different cultures and everything else, you've learned something that most people don't have access to in understanding that this is where Winnergy came about and the 16 principles came out.

That's powerful in its own. And that's why, right, when I came in that journey and what I learned, A lot of people ask me, how did you overcome 16 life sentences without no parole for a nonviolent offense and do 17 years in prison and come out with the type of energy that you have?

You're not bitter and all these various things because you had to have a certain type So I try to really figure out what kind of mindset that I have. How can I bottle that up and put it in a bottle or put in in book and give individuals the road map to freedom, right?

And so I really wanted to start at the first principle is the goal of Wennergy is fulfillment.

Prison, culture, and self-discovery

Right? Every, you know, at the end of the day, no matter what it is, that the other day you just want to feel fulfilled. You know what I'm saying? So it could be a fulfilled billion dollars.

It could this, it can be whatever it. Whatever your number is or whatever your win is. That's where you feel, fulfilled for me. that's the gold. Right.

So and then when you come from the goal, You go to the attitude, right? The attitude of Winnergy is Optimism, you know, optimism, being optimistic about life, believing that your cup is half full, right?

Because we're seeing your Cup is valuable. You know what I'm saying? We're saying your CUP is variable, and I think a lot of times people go at things pessimistically, like even me when I was going for clemency, a lotta people was like doubting, just like they doubted the girl, that you can't be in the pageant.

It's like, How are you going to get 35,000 people ahead of you? Everybody's going for it. You have life. The chances of your getting that is like next to none.

Why would you shoot for that? But if I listen to those people, right, that I can't get there, I had to believe in myself. I have to. Believe that. Had a purpose and it comes from having a.

Purpose I. Have to be optimistic, and then from. the attitude, your attitude's very important, then you go to the vibe, right? The vibe of Winnergy is excitement.

Oh, I like that word, vibe. We're going to get into that later. Vibe, yeah. Vibes conference, vibes conference coming up. Sam for the keynote. I will be speaking.

we're gonna winnery out the whole place. Excitement is fueled by optimism, right? So I try to walk you through the book from where I started and how to get to the ultimate goal, which is true freedom.

And I'm not going to give the whole thing away, but I really share some incredible stories that really bring it home and make it stick. So, I go to gratitude.

We talk about empathy. The power of energy is infinite. It's infinite power that we're able to access if we go within oneself. I talk about- Boom, that right there, we gotta highlight that.

Yes. Within oneself, and people consistently hear us talk. We gotta dive deep under the hood. You gotta look inside of your body. People are so concerned about the outside of the body, here we again, within.

Right? Right. Within. So now I talk about, you know, in one of those early principles, the color of our physicality, right? The color our of physicalty.

And what the call of a physicaly is our aura, is what we're pushing from our inside, pushing out to the world. What messages are we sending, because we can see it, right?

When a person walks in a room, they come in, you can kind of be like, yo, I feel something, like that might be off, and that's how, in an instinct, we are made up of energy, vibrating at different levels, of an energy and awareness and different things, so when a personal comes in we kind sense, is that a good mix?

Something's not matching up here, something's a little bit off. Something that, for me, I always wanted to, you know, really be more authentic self. And I give some stories in there and I can actually share one with you.

Right. When I first got in prison, I'm sitting there, and eating some food. You have another gentleman and he asked me, did I want this hamburger that he didn't want?

And No, thank you. I'm good. You know, no, Thank you." And then I got up later on, another inmate came to me and he was like, yo, you said no. Thank You.

Like yo you know you can't be saying no thank You like niggas take that for like you could be solved for. Not that you solve, it's just that, you saying no thank you, you're being polite.

And a lot of people wear this face, this mean mug, to walk around to try to keep people off of them. But what happens is, that affects the color of their physicality, right?

I no longer can say no, thank, I can't have manners that my grandmother taught me, and I have to start just being somebody totally different. Did you stop saying, no thanks?

No, didn't stop, saying thank. I had to make a decision right there. Do I want to live The next amount of years, I don't know. You tell that guy, thank you.

I said, yeah, exactly. Thank you, but no thank-you. Yeah, he was like, you gotta say good-looking. Like, good looking. So I was, like oh, Good looking, that's how you do it.

But I made a decision, right? I say, when I get out, i wanna be better than I ever been. And if I walk around with a mean vlog, if i walk about being something other than who I know I am in the heart, then I'm gonna lose everything anyway.

So I made a decision, I said, listen, i'm going to just go hard. If you think something's soft, we can go there, right? Then I will fight for what I believe in as standing as a man, being authentically who I am.

That's where the bedrock of where The Winnergy Principles was built. And then as I go on, I started, you know, just getting into meditation. I read a couple of thousand books.

Thousand books, that is… You've read alot of books and I know you've named a lot of them and what not. And Cory, I'll tell all the listeners that I could attest to about…

knowing you now and seeing you interact with people, I've been in rooms with you where people look at you and says, you don't look like you did 17 years.

And when you're explaining that you had to make a choice of either walking around with a meme mug or that upset face, and being in the world of aesthetics, Liquid Vita we do a lot of esthetics, We talk about how facial expressions

will cause fine lines and change the structure of your face.

So we were out to dinner a few months ago with Amari, and he even says, man, you look good for doing 17 years. And this here, these principles we're talking about will not just fix you within, but it'll actually present on the way you look.

No, no, I totally believe that. I think that like literally that your mind and how you're thinking and all these things will reshape your whole entire physicality.

Right. And not to mention, you know, how your projecting yourself out to other people. So I felt like I did have a purpose, and that's really what kinda got me through the 17 years.

I have found my purpose and I feel like, I had so much life to live. And I didn't wanna get out, cause I always believed that it was my destiny to get outta there, right?

That I was there for a reason, for bigger purpose. Right. But I missed all of the stuff in the culture, all the different, throw your rollie in sky and put your hand in.

Like I've definitely impacted the cultural know a great deal like you know she is and but there was a reason I had to miss it right and you just never know it could have saved my life but what I came to realize is that I was put there to be saved and preserved and to learn and gain the wisdom and suffer enough so that I can be appreciative enough, grateful enough to come out here and do what I'm doing, come with a brand like Winnergy, be sitting on the couch with Sam Tejada who's, you know, built up an incredible business and incredible, who has accepted me into his community, right?

You know what am saying? And I accepted you into mine. And that's another principle of Winergy right, is the connection. The connection of Winergy is community, right?

It's community. You know, you put your intentions out there, your values, and you move around, in the universe, it's gonna align things and align you with the people that you need to connect with to take whatever you're doing to the next level.

Winnergy on my own, I can't do it on own. you've built an incredible business. It would take me 10 plus years to do anything close to what you doing. And at the same time, why should you have to do 60 years in prison to learn some of the things?

So here I come with the value add, because that's what's important to add value. And when I was in there, I said the only way that I'm gonna get it back to society and be able to like, hit the ground running like I'm doing because I am thriving, I not just surviving.

And that was the goal. How am I thriving? Because of the work that I put in, right? I knew that after coming home after two decades, if I was not adding value, then I would not win and I AM a winner.

You see what I mean? So if you're saying you are a Winner, you gotta do what Winners do. That means you got the wind, you gotta put in the work, You can't talk the win through.

You gotta actually like, make it 17 years. That's not something that everybody can do. So a lot of cast, whoever it is, They will lay down and I've seen them.

If you don't reach down inside and summon up that will, connect to your purpose and let that be the fuel that drives you to make it through. So now I'm here.

in order to win and take this to another level, and even doing what you're doing, you need the right mindset. You need people from different backgrounds coming together and connect.

Yeah, this goes into, You just mentioned a community. Yes. And one of the things that we talk about all the time is a lot of people that tend to be too transactional and how relationships is key to build that community, right?

How to Win in Modern Wellness. a whole group of leaders in the industry together and look at what we're doing now. We got the association, we have the Vibe Conference coming with everybody speaking.

And let me say that was big because think about it. in the type of cutthroat world of this preventative medicine space, right? You, one of the pioneers, comes in and takes the initiative to say, I'm gonna do a book and put all my competitors in there.

Who's doing that? Nobody cares. Everybody's running their play, and everybody's trying to cut the throat of their next person, but they don't realize they're cutting their own throat.

You're stronger together. Yeah, exactly, because if we come together and everybody's on the same mission, right? That's the more people, that's more power that we'll be able to wield, and the people will be to help.

Bigger, stronger voice. I mean, you know what's happening in the medical community. Yes. Our medical system thrives off of sick people. You know, the sick care model.

So we have to push this through one voice, so it comes together. And listen, you did something amazing with that. I'm honored to be in the book. You got the last chapter.

Winner G, really breaking that down. And I just honored and I'm grateful that you've seen it because that means you're a visionary though, you know what I am saying?

You're the visionary. You not going just for the shiny thing. What I did there with the book, that's Winnergy. When we first met and already had the prototype of the books, pretty much the work was done.

And, I heard what the definition of Winergy is. I said, well, this is Wintergy here. There's no way. Yeah, when I seen the the I couldn't believe it. And you're like, no, ho, we're together.

No, I got one with me. Let me go in my briefcase. He went and got his book and held it up and said, listen, How to Win in Modern Wellness is the book I just did.

That is Winning Together. I said you can't get no better. And ever since then we've been like this nonstop pushing the movement. So Cory, what do you see, when we talk about community, one of our missions and our focus is to bring health and wellness, this proactive preventative approach to health or wellness to our communities that haven't really had access.

The 16 principles of Winnergy

A lot of the stuff that we do has been for the rich and famous. How do you see people that live in the communities of culture? How are they coming together?

What do see in a world of entertainment, the different communities? I see a couple of things. I a little bit of uptick. For the most part, as you somebody might collapse on stage.

There's a football player here, a basketball player. We've seen a lot of that recently. Yeah, yeah, I mean, not to make light of it, but it's very prevalent, right?

And sometimes it could be maybe something that's- Some people blaming it on the vaccine. But you still gotta take that preventative approach, get some scans done and everything else.

And the thing about it is in our community, you know, we're only learning from what our parents taught us, if we had parents. You know what I'm saying?

If you had a mother in the house, maybe you didn't have it at all. So where are we getting these teachings, right? We're trying to come up. We trying when our family has to work.

Sometimes you're being left at home to your own devices. You might not have a lot of money. What you do when you have money, you eat what you can. Survival food.

And I said, I just came from Africa, you know what I'm saying, twice, right? Obviously there's money being made out there too, but where they're not, they like, literally they have to decide who's gonna eat today, maybe, in some places, or I eat breakfast, You eat dinner.

And then in between that, we hustling to get the money to even do that. So, what the thing is, why I thought we could have conversations about coming together is to educate individuals, to let them know you can have access to this too.

For 10, 12 years, you've been in Fort Lauderdale, Boca Raton, West Palm, building out locations all over the country, and it was mostly targeted at the rich and people who had the money.

and different things of that nature, but it is more accessible. So obviously you're from the Dominican Republic, my father's from Africa, I'm from New York, and so we have that diversity and the different cultures to really kind of understand so that we can crack the code, immobilize people, so now we bring this information.

a healthy point of view. This is the start of us getting out there, right? Going to Revolt World, going to Investfest, doing all these different places that we're going, to show up and show them that the biggest investment that you can make is in your health.

And one of the chapters in the book is, the essence of Winnergy is Wealth and freedom, right? It's wealth and Freedom. So when we talk about wealth in freedom wealth means different things to different people.

You know, I have people mostly most people think it's financial you think you got a billion dollars and you feel like you're wealthy but some of the richest people that I know are not as happy as they would like to be.

And so that lets you know it's not just relegated to just being physically, financially wealthy. So what I learned just through the process as well, you have spiritual wealth and physical wealth.

Physical wealth is me creating better habits, getting up every day, working out, meditating and doing all these various things, trying to eat the best that I could so my physical health can be in alignment with my spiritual and my mission.

How did you learn all this, Cory? I learned all of this just by going through the process. And what I've learned, you just really can't skip the processes.

I was watching Being in prison, thousands, I have access to more people probably from a diverse group of people than most people out here. If you're from like New York, and you from Brooklyn, you like you on your Brooklyn time, or you front up on the, not to say you might travel, but you not intricately talking to people and seeing people make decisions that are affecting their lives so close proximity.

So I realize without a spiritual foundation, when you get in a place where you have lost, almost lost hope, What do you have to hold up the financial or the physical?

You have that base to draw from to give you that. So you need to have the spiritual. Then you also have physical, because if you're not physically fit, if your not energized, you can't enjoy the money.

You know what I'm saying? How you gonna enjoy money? That reminds me of a video that you just did with Yellow Pain about, you gotta be strong enough, because if someone comes and smacks you, it was actually something.

One of my buddies sent that over to me, and he was like, man, that was real. And it real, listen, even realer than that, but I didn't say is that in prison, right?

people will help you, right? But if somebody did come and slap you somewhere, wherever you got slapped, and then you come back and be like, yo, I got a slap, he slapped me, you know, everybody's gonna be, like well, At least do this and fight back.

You know what I'm saying? Because if you fight for yourself, people will come help you. That's the thing, I'll fight with you- You gotta be able to help yourself to start.

It's like you fall in the ocean, you better at least know how to do doggy pedal or something. Keep your head above water, the help might come, but you gotta keep your hat above the water.

Right, so when life slaps the F out of you, right, It's the same thing, right? Me, I was given life in prison, and I never stopped fighting. So, due to the fact that I've never stop fighting, learning these various principles in different kinds of ways, when I had an opportunity to get help from the outside.

I was able to attract help because I put it all together. A did 100 classes, I did this, wrote up my story, was reaching out to people, impacting people in prison to show, to give them something to be able hang on to say this is why I want to help Corey.

But I think besides just never stop fighting, one of the things that you did and you do until today is you don't stop learning. And I saw, I read an article where they said that you should be learning until the day you die.

And they say that, you will age a lot quicker and you'll lose your brain, your mind, and your memory and stuff if you don't stop learning. Throughout your whole journey you've just been educated.

That's where it comes down to with all the health and wellness stuff and bringing it to the communities. The first step is we gotta educate. People gotta be willing to learn.

It's not gonna just be fed to them. That's the same thing how you said, like if someone comes and smacks you, you gotta to be able to do something. So you have to actually be willin' to learning.

You gotta willing actually to make that first stop. Because we'll feed you. We're gonna feed the information to the podcast, to social media, coming to Liquivita, we do free consultations.

Right, so you got to willing learn, No, a hundred percent. And I think one of the things I did love to do, I didn't love I'm gonna get the, if they're gonna hold me at Everloan, they gonna end up holding me before I get out, I am gonna have milked it.

You know what I mean? I will milk it more than they milk in me. Right. Do you see what am saying? Like I going to milk and I want to learn, am going add to my character, Am gonna build myself up, right?

Right So when I do get it out like it's almost like I haven't even lost any time. Yeah. I gained time You actually came out a bigger better man? way better and full and to come out and do something bigger and better than I ever thought I could have imagined when I was in a certain state of mind as I running around as just a less mature young man trying to find his way and just empower himself in the world and take control of his life in his own hands.

It was just how I decided to do it. You know what I'm saying? I wasn't already a marketer. I already was an entrepreneur, right? I was already a strategist already, it was just that I didn't have the full guidance.

I tried to figure it out on my own and sometimes that happens and it can send you astray and you make bad decisions. But at the end of the day, what I want to be able to relate with the Winnergy, and, you know, but it's not only a mindset, It's a movement, that you can make missteps and you could fall, right?

But you don't have to let those misstep define you for the rest of your life. You don' have wear those bad decisions, you can turn those around and achieve great accomplishments.

And that's for anything in life, not just for health and wellness, but you know, obviously we're in the health of wellness industry, so that mindset, like right now, you're hearing everybody talk about this whole Zempig, semi-glutides, or Zip-A-Tide, the weight loss drugs, and yeah, they work.

But as soon as you stop it, if you don't change that mindset from the beginning, you're gonna get, the rebound's actually worse. You're going to end up worse than what you started.

And mentally. Because then it'll cause a sense of depression and everything else. So how does the 16 principles of energy, when it comes to the mindset, help people that are going through weight loss journey?

Right, just in knowing that if you put the work in, right, and you follow these principles, you feel like you have purpose, then you love yourself. See, if love your self, that's going to give you enough energy and the fuel to put better things in your body.

If I love myself, I'm going be thinking about what I'm just throwing down, right? If I have purpose, I am gonna be more consistent, because I might be driven, and I will myself into whatever it is that you're trying to accomplish.

And I felt like, it's easier said than done, cause I've seen it in every kind of way that can see it. So I feel like It was a responsibility for me due to the fact that I went in there, I got the information.

I am proof of concept. Right? I'm sitting here today, right? You put that, it's a process from here and walking people through to the ultimate ending of what it takes, the mindset it take to get there, right?

So I map this out, I put a lot of thought into this, and all I just basically did was outline what I did. and what I did and everybody is different, but I think these principles are so, you know, foundational at the core of what human beings, we can all tap into that energy.

You know what am saying? If we're just guided, a lot of us just need that little extra, help. So like when you got out, yeah, You could have just been very selfish.

Yeah, keep everything that you learn to yourself. Yes. And truthfully, knowing you, you don't have to share this to the world, but you've decided to take everything that you learned and spread that word.

Why? Because I just, I made that commitment. When I was inside, you know, um, man. Who you made the commitment to? To God. To god. Wow. I did. That's powerful.

You know what I'm saying? I always like, God, if you please, please you'll know my heart. you'd know I will be the best. Everybody was possible, right?

And then you had my grandmother. who passed away a few years before I got out. And she passed the way, and her last words were like, Cory, God always answers my prayers.

She was like never stop fighting, never start fighting. So I have this thing we did at Grandma, because I didn't stop fight and I'm here. Every time you see me put my hands in the air, that's to freedom, we do it at grandma.

Then the one other person though was my attorney, Brittany K. Barnett, who co-founded the Bury the Law Project with me, right? And she resigned from her job as a corporate attorney, at 32 years old, and she said, Cory, when she decided to take my case, I'm gonna get you out if it's the last thing I do.

You're gonna impact the world. She went there and 10 months later, i was getting the call that my clemency was approved and I was now free.

Community, wellness, and the book launch

Right? So when you say, like, who I promised to, to myself first, then obviously God, Brittany, my grandmother, and anybody who supported me and believed in me, that I would come out here and I had something to offer.

that my life was worth something that I had redeemable qualities that you shouldn't just throw a person's life away because they made decisions you know they should be able to try to redeem themselves so for me it's more of um something I have to do because There's so many more people, because right now we're over 60 lifers through the Bury the Live project.

Shout out to all the lawyers and Brittany for really fighting for these individuals who have life in prison like me. Over 60 life since I've been home who are now free.

Wow. Right? That's amazing. That amazing, I promised them too. When I was going out, you could just see there was nobody who's fighting us. I said, Imma fight for you.

But I want people to understand like the true commitment that you have towards us because you know, sometimes a question is like, man, he's just going all in.

He doesn't necessarily have to. It's like even the other day, you were coming back from vacation, right? And I said, hey, this was last minute, not for nothing.

You know we got this event in LA. You weren't supposed to be out there till like Thursday or Friday. And you literally were just coming back in town from outside of the country.

I don't even think you actually went home. You just got on another airplane. That's what it seemed like. No, I'm there. The event that we had in LA was with a bunch of top influencers, some of OG influencers.

You could just tell your commitment because you saw that opportunity. No, we're going to go there and we are going get the word out. We're gonna be able to spread winergy, We are gonna talk about the principles, about health and wellness.

I don't think you even got a chance to think about it. You just straight up told us, I'm there. almost two decades for this opportunity. The opportunity to show what can be done, the opportunity then to inspire others who feel like they have no way out and they can look at me as an example to see it's possible.

And then for those who are not being let out, let's say, because of the negative stigma that comes with it, right? We wanna be able to show another, put another face on it.

And there's other people that are out here doing amazing things and it's starting to be like, yo, you can see that some of the individuals that're coming back, they're adding value to society.

We know they adding values to the society because we are, because you gotta think at the end of day, these are lessons that we can teach everybody can learn from.

It's not just people who's in prison, We're talking to billionaires. And again, it's unlocking, making breakthroughs all day. You know this, right? First hand.

So at the end of the day, It's not about the color. It is not your socioeconomic background. it is about pure energy and authenticity. Right? And that's what gets me up every day to leave a legacy for my kids to be proud of.

For my grandmother to just know that Grandma's little baby boy didn't give up, and he came out here and made something of himself. This is what purpose is, man.

I keep on seeing it. People who have purpose, it don't matter how much money they have, the fame they had, they

tackle life with that purpose. You just saw the other day, Donald Trump is running for president, right?

someone tried to assassinate the guy. He doesn't even have to be up on stage. Like, he could just sit back and relax at this point, but the guys has purpose and he ain't letting go.

Even when someone's trying to put a bullet in and said that. Yeah, whatever he's on, you know what I'm saying? Like he is on what he on and whoever is passion about whatever they on they gonna go hard.

You know, what am I saying, like depending on whatever mission that they trying accomplish, just whatever you do, go just hard doing it. Let me ask you this.

Does Donald Trump have winning energy in him? Yeah, I think everybody has winning in them. Right. You know, you know I, think, everybody, has it. They just have to pull it out.

Yeah they just gotta pull out? They've just got to strive hard to win. So Corey, earlier we were talking about some of the different principles and attributes and everything else and you mentioned vibe.

We got the vibe conference coming up. Vibe conference, oh. You got a keynote speaking engagement. It's going to be on winter cheat. The book is going be available.

Yes. Um, you know, we got. A lot of top heavy hitters, say it, call it like it is heavy, hit it. Like it global industry leaders. You know legends in the game.

And, um, This is, we're gonna have hundreds, hundreds of medical practitioners that are really, you know, there's a lot of them that, are getting out of the allopathic, the traditional medicine, and want to go more into this alternative type of treatments, where it's taking more of that proactive approach, but we've been to a lotta these conferences, We're killing it too.

They love us. Oh, a hundred percent. We bringing the Winergy. I think in some communities they call us exotic. Where are they from? But you see some of these doctors that go there that are trying to figure it out.

When we go to the Vibe Conference, how is Windergy going to help these different medical practitioners? Yeah, because they're going the importance of what we're doing and the important of mindset and really getting people to come over to this side and make the change.

It's incredibly hard for people that make that switch. And then plus we'll fly. Let me just say this, we will fly, right? And not just like that, like we like on ourselves though, but we're bringing a new type of sauce to that particular space.

We're making it hip and cool. People aren't going to make the switch unless it's attractive. I created programs for the inmate population that taught the entire in-mate Do you think that I could just go at these guys who have a certain, locked into a mentality they've been doing their whole life and get them to go over and change their life by just, and it did not be, you know, like, be something that attractive?

Right. No, so I learned that in order to tap in and to really get people to receive it, it's like getting on a radio station and we are on 97.5, but we're broadcasting from 103.3. Nobody's connecting.

Right. So if our goal and one of our agendas is to bring this to the community to more people globally, we have to be able to at least meet them halfway so that it can make sense to them.

So for me, I'm like, what kind of brand that could create it? Me being a brand guy, like I'm a brain guy. You know, I used to come up with slogans and I use to be like, you know all the talk and the culture, right?

And that just, that, cause I was just so type of person that I just go off the cuff, so I am usually saying something like kind a cool, while I saying it and it kind rings.

Let's just say that. So I like whatever we do, It got to be fly, and it has to resonate, right? And when you take a word like energy, winning and energy and you put that together, now you have something new.

You have somebody new to present. So now when see it, it's not just something, you can say any, whatever the name is, any name, Wennergy is a word that you, as soon as you see it, you feel something.

The girl, she's putting on a hoodie and she going like this. She's going world, with her thing, right? I felt like it needed a layer of branding. right of messaging of storytelling that's authentic right that would be able to people could relate to right to get people to be like oh i get it right normally i'm coming from prison a lot of these guys they probably wouldn't have seen the vision right but you've seen division because you authentically are trying to help people So it doesn't matter, whoever you gotta bring together, who is sincere, you're gonna do it.

And it's going, it working, right? And its not only gonna work, its going to go global. I'm saying it on this podcast, just like I felt in my heart that I would not die in prison, I am saying right now Renegie is going be a global brand that's gonna bring a community of winners together for the good.

I agree. That's done. 100%. I feel it. I know it It's already happening. That's right. It already happened. And this is just like being able to come to the Bob conference instead of in front of this audience.

I can go in in the culture and talk this. But you're hitting different communities now and you getting people thinking differently because when you go into certain territories, like this medical territory, for years people have been programmed with thinking very robotic.

And when you look at some of these medical practitioners, these doctors, and these nurses, they're stuck in this mindset that they've been programmed with.

That's why they get stuck, in the allopathic world. They're working in ER for 25 years. Or they are stuck doing whatever it is that… Literally, it's killing them.

They're stressed out, they're gaining weight, this, that. And then they are doing something that they really probably, a lot of them don't believe in.

That's why a lots of em are crossing over and coming over there. they just needed to have enough people and be brave enough to do it and see people doing it, and not only are they doing, their standing on it.

And that's why it's so great having the Ivy Association to bring these people together so that people can unify, have support, see other people that are in the same industries and say, yo, I'm going to Take the leap.

It's cause it's hard. Once you commit to something, you went and got a degree. You come in and you look, and people are like, oh, this wasn't even what I thought it was gonna be.

I have to sell products I probably don't wanna sell. And it is not even goal of energy. Its fulfillment. Right? And I've met a lot of doctors that, I got doctors who literally tell me, man, for the last 10 years, what i've been doing, i feel like it a crime.

Because they feel so bad that they're not really giving, they not being a healer. They're really not giving the patient what they need. So this is a beautiful thing, what we have going on.

The Vibe Conference, I'm excited about it. It's in Boston, by the way. 8th and 9th. September. Eighth and ninth of September is going to be a movie, right?

It is gonna be lot of stuff that you can learn, a lot incredible speakers, and it's just gonna a vibe. And after that, then a couple weeks later we got Revolt World, which we're bringing that to the culture.

And our goal is to be able to speak in front of thousands of people about health and wellness. Last year we were

backstage taking care of the people, giving them IVs and everything else.

We gave out over 100 IV's to The Talent. People was coming. We couldn't even do enough people. Yeah, we was like not even knowing like exposing people more to the IVs We wasn't a little unsure like how it potentially could be received like How much listen they was gonna love everybody was one we didn't have enough from how many we ran out of the hundred and then You can read about it too.

It's they did a whole article on essence magazine. Oh, they do Yeah your pictures in it Oh yeah, that's cool. Our pictures in it, yeah. Oh, I love that.

I'd love to shine now, obviously. So Corey, what else we got going on? What else you want to touch up on because we've got so much, we can go for days talking about all this stuff here.

No, no. There's so much. There are so many things, personally, that I want to do. The book is a big part though. We've been talking about that for a while in regards to Winnergy.

It's like we've got hyping people up and now we got something that's going to be tangible for them to work on themselves. And I know you don't want to disclose too much just yet, so that's why I'm not digging too deep on it, because there's got to be a launch too.

Nice launch and everything else. There's a lot in there, but it's not too many.

Vibe Conference, Revolt World, and closing thoughts

And this isn't the Corey Jacobs story, which that is coming, right? But I wanted to do like a a prequel to my bigger story, right? I feel like people needed this now.

I know with talking with you, you kind of were forced to do this early book because too many people are asking for it. The people are like, I want it, give me more, it's just like we gotta give them more.

Because I was physically having to physically talk about this or about what it is. If I could put some structure around it. At least get people going in the right direction.

And then we start supporting these people with the various modalities, with various things we've been talking about doing. Then we come with a bigger play.

The bigger play is gonna be the bigger way. You know what I'm saying? Now that would be an overdose talking about the big play because at the end of the day, let's get to it because like I said, it's a process.

The big player, just to give people a sneak peak, the only way I can put it is once you tap into it, we can take you from zero to 100. Business, health, mindset, everything.

Every single thing. This is like, no exaggeration, that it would take for a person to win in life, we can put the rocket fuel up under you and take you there.

That's the fact. We're doing it right now. It's not the cheat code, it's decode. It's decode. So that's where we're going with it. I mean, Sam, we ain't gonna give you the intricacies, but everything that it takes to win in life, and a lot of times you can give a person all of this stuff, that doesn't mean if you're a monster, you don't know how to communicate, money's never gonna find you in the first place.

And if money ever finds you, right? you're not gonna be able to keep it, keep the money if you stumble on it. So this is the code crack of the whole game.

And what makes it a codecrack is because we're bringing the right people together and the people that's gonna add value in a way that fits all those jigsaw puzzles that need to be filled.

Most people, they get in their cubby, like I said, and there's a jig saw puzzle that could be built, but they make a decision to say, I'ma leave out these pieces and Ima try to get it all.

No, that's the difference maker, right? We're building people that at the foundation are just great human beings. We done been everywhere. Not one single person have said, when they see Sam, they be like, oh, Sam I love Sam.

And when he see me, he say oh y'all two together. I'd love yall together, That's what I wanna hear. That what's I want to hear, a lot of people are breaking their necks.

Who are those people? Right, right, because it's your energy, they can see that we are on a mission, and the mission has great intention, you know what I'm saying?

And it is just bringing more opportunity. And due to our life, firefighter, two decades in prison, we're built to go in the fire. Ooh, that's hard. We built it going to fire.

I got the fire jacket. That might be hard for him. See, we're going have to get Cory a full-time trademark attorney following him around. Yeah, yeah, he's always hitting it with new brands and new tech ones.

And it's all good, right? It's going keep that energy locked down and keep spreading it. I'm just blessed to be here, man. I blessed be to here. And Ima milk life, right?

My goal is to milk the life for everything it's got. To wake up every single day. Every's gonna have good days and bad days, but I will always, no matter what, be grateful for the opportunity that I am breathing, that have an opportunity to win, and to continue winning.

That's how it was when I wakeup in there. This is like, okay, yeah, Iam in that situation, But I still breathing. I still have an opportunity to get out.

Some people that did stuff that they could never take back and they know they're dying in prison. So, and Cory, listen, we're in the biohacking space.

Technically, according to what all the biohackers are saying, you might be able to live to 150. Yeah, 100%. And I think we are in the right, we're in center of the game.

If anybody gets the 150, were getting the one 50. Like we not gonna miss the boat. We're not in a field or going in direction of an industry that's going down.

And a lot of people do that, right? A lot people that. They get into things, not having to be able to assess what they spent their time learning things that probably they're not, it's gonna be outdated, obsolete very soon.

You have AI, you got this, that, and the other. So individuals cannot be playing no games right now. You can't be playing no game. If you're not getting up every day, you go powered up, ready to go, doing what you gotta do to win, You're gonna get left behind.

And that's not, this left-behind is a little bit more colder than the other left. This new left, because there's gonna be more left behing us. That's going to be with you.

I know from being in prison, when resources get less, the violence gets higher, right? It gets more serious because people, when you're hungry, There's no telling what nobody would do.

People do some crazy things. So what we're doing, we are in an industry, preparing ourselves and we pouring into people. We're innovating, looking at new technology.

Looking at how to advance the space. Not just sitting here doing what's always been done. Meeting about how we can advance space technologically. We're using AI and everything else.

You're not having a meeting right now. That's another plague. Get at us. Small, medium, and large businesses, you want to figure that out? How to go into the new millennium?

The new millenium ain't far, right? We talking about a couple of years. Just get at as too, because that's something that we are definitely wanting to assist in, how the future of this industry we're in and any other industry that can help power these businesses to make sure they're now getting left behind.

Absolutely. Corey, if people want to find you, how do they find? Man, they found me tapping to the winner, G. You know what I'm saying? You can find me at, you know, Instagram at Corey S.

Jacobs. You know, on Instagram, LinkedIn, and like kinda mainly those two. Once I drop the book, I'ma start turning up and just going full blown, but I was just the type of person, man, like to be no fluff.

I wanna get stuff done. So I put my head down, less social, more work, And now the work's paying off. Now y'all about to see the full, the Full Corey Jacobs.

Cory, it was a pleasure having you on the podcast, brother. This is gonna be exciting to bring this to the world. Awesome. Yes, I'm excited, too. I am excited to have met you, that our missions align, and all the great work that we're presently doing and that in the future we are going to be doing together.

Let's do it. Thank you for watching this episode of a Healthy Point of View podcast. This was on Winnergy. Make sure to check out Corey. He gave you his Instagram handles.

You can go to winnery.com. Winergy dot com, he has the merch on there, the e-commerce, a lot of information. The book will be up there. So make sure you follow, subscribe, tap, share, do all the fun stuff, and then we'll see you on the next one.