

# The Eskapology Manifesto

How to Start Your Own Part-time Business,  
Make More Money and *Safely Escape* the Corporate World!



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*"Profit is better than wages." - Jim Rohn*

## **"How I Built A Part Time Business Making Half A Million Pesos A Month And Quit In My 8-5 Job!"**

Like most people, I was groomed to be an employee and took the same path and - that is, finish a degree and get a good job.

After graduating in 1999 I got a job as a web designer in an Internet service provider in Ortigas, Pasig City.

I was so excited as I become a working professional. As this is the whole point of going to school for years – to get a JOB.

After just over 2 years of employment, I was already restless.

I saw the limited income and opportunities from the corporate world. I'm starting to hate Mondays and every day at work I'm constantly checking time hoping its 5pm so I can get out of my cubicle.

*"I'm getting sick of this."* I said to myself.

Hoping to make my life better, I changed career from web designer to a computer programmer.

**I was wrong.**

Just months after working as programmer, I felt the same feeling again of being trapped in a corporate jail though my income is a little bit better.

Then somewhere in early 2002 a friend asked me to buy and read a short-length book titled *"Rich Dad Poor Dad"* by Robert Kiyosaki. While reading this I felt the heavens opened up and the voice of God revealed **what was in my DNA** and that is...

...to be an entrepreneur.

Finally, things are getting clearer why I'm struggling through the years and why I feel like I'm a fish out of the water because I should be an entrepreneur.

Also, I realized after reading the book that as soon as I get a job after graduation I simultaneously received a lifetime imprisonment in corporate world with no chance of parole.

**So I decided to escape.**

Without wasting time, I started a side business doing freelance web design to medium sized

companies and organizations.

Since I had no business background, mentors or anyone to guide me, my routine remained for the next couple of years and that is - work full-time, run my side business.

After couple of years of wearing two hats as employee and running my side business I finally quit from my job and went full-time in my consulting business. I'll say **quitting my job was the scariest thing I did in my life.**

No more steady income, no health benefits, no more paid vacation, and other perks of the corporate world.

I went full-time in my business because I thought I already knew how to start and run a small business.

**But it was a disaster.**

In just 12 months I quickly lost P1.1 Million in savings and accumulated P1.5 Million in debt.

It was surely an expensive experience but the education it provided was amazing. Something you can't acquire from any business books or by taking an MBA at Harvard.

Humiliated and dismayed I went back to employment, mopping floors and selling cell phones at the mall.

If you're previously as working professional with a nice desk, making nice income and suddenly you see yourself mopping floors making little money – it is surely a humbling experience.

But that didn't stop me. While working at the mall, I assessed my situation and thought hard about why my past business ventures had went bankrupt.

During this time of self-discovery I developed my **“Safe Escape Plan.”**

It's a practical and low-risk approach in business that will give me a safe transition from employment to entrepreneurship.

To make it work though, I needed to wake up as early as 4am and work for 12 - 15 hours a day.

Gradually, that part-time Internet business picked up and I was making about \$5,000 (P250,000) a month.

I scaled up my business, systematized it, and hired two virtual assistant. After a year or so that part-time business was making little over \$10,000 or about **half a million pesos a month...** and I'm still employed.

In just few months I paid up all my debts and soon after I submitted my *“I'm out of here”* letter

to my boss.

That was the point where I said *goodbye to my 9 to 5 job* and finally...“I’ve escaped the corporate world.”

**Now it’s your turn.**

To your freedom,



Jon Orana  
Business Coach

“Applying Jon's strategy, I was able to make around P300,000 passively in less than 2 months.”

**Burn Gutierrez**  
**Marikina City**

“A lot of people claim they can help you make money online, but Jon is one of the few that I actually believe because I've personally seen how he works and can attest that he knows what he's doing.

In fact, in less than a year, Jon has helped me earn more than half a million pesos online with very little effort.”

**Fitz Villafuerte**  
**Paranaque City**

“After the session, I tried and applied his approach and made me around Php200,000 in less than a month, and I made that amount using only 4 hours every Saturday. ”

**Jasper Jaramillo**  
**Novaliches**

## “Jon, ano bang magandang negosyo ngayon?”

That's probably the most common question I'm getting since I began helping employees on how to start their own business.

But it's a wrong question to ask. Let me explain further.

When I was a mountaineer back in my college days in Adamson University we had what we call an “exploration”. Unlike the typical climb, exploration means there won't be a clear trail to reach the mountain peak. None of us has nor has anyone been to the peak of that mountain.

It was really a dangerous climb and new mountaineers are not allowed to join us.

Our goal in this exploration is to be the first group to reach the peak.

As you can imagine, if the mountain has never been explored, there's no trail or path to the peak. So along the way we cut small trees and plants with our jungle bolos to clear our path.

We only had a map and compass to lead us.

There are wild plants and animals along the way so we were careful not to disturb any habitat that may cause us harm as well as the environment.

Sadly, about halfway into our journey we reached a dead end.

We realized that there's no way we could reach the peak through the path we just created. We had to go back down and climb from the other side of the mountain in order to reach the peak.

Now going back, the question “*Ano bang magandang negosyo ngayon?*” is a question that will lead you nowhere.

### Why?

Because that question makes you look outside of you instead inside of you.

To succeed in business, you need to **think inside the box and not outside the box**.

What I mean is if you would like to build a business that will make you more money, escape the corporate world and have more time for yourself...

...you first have to **know yourself** and from there decide what kind of business is right for you.

This advice maybe something new or unclear to you but don't worry *I'll explain the details later* in this book.

But if you're...

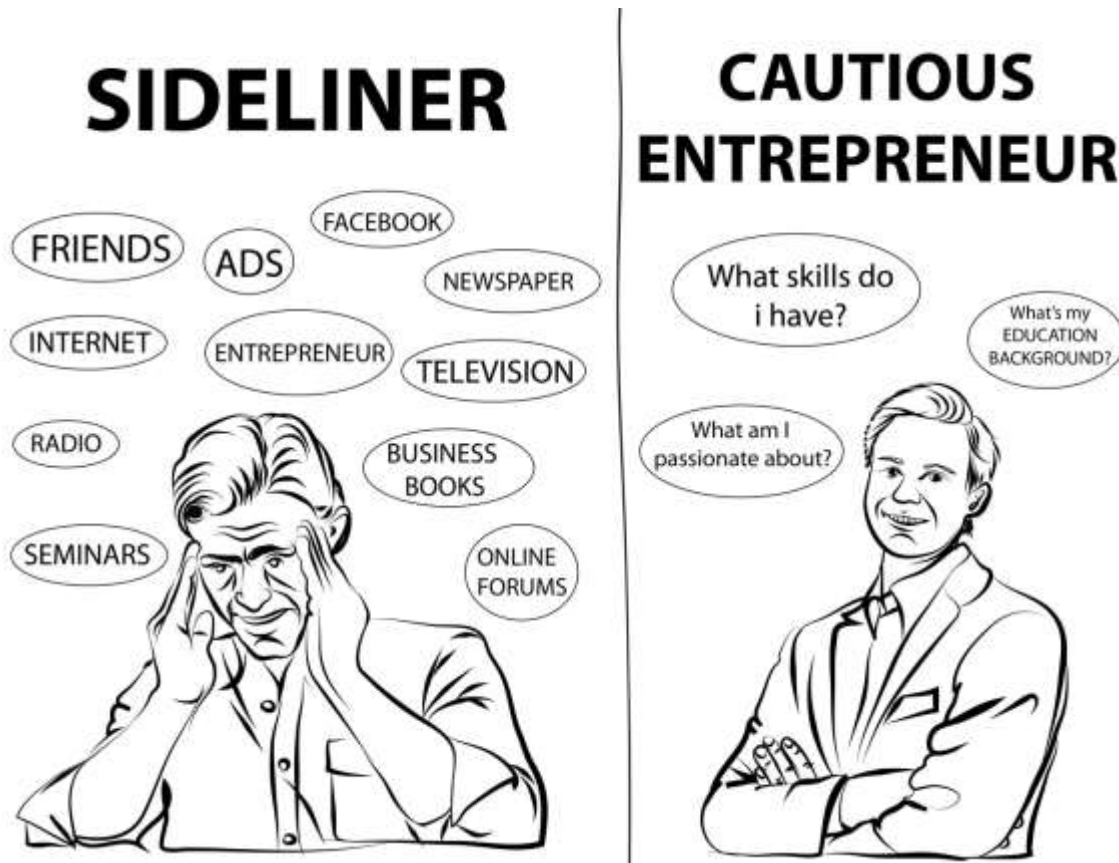
- ...struggling to find the perfect business for you.
- ...hopping from one network marketing company to another.
- ...overwhelmed with business opportunities available.
- ...frustrated with all the failed business ventures in the past.
- ...never had a lasting profitable business.
- ...confused where to invest money your money.
- ...calling yourself an entrepreneur but never really made serious money.

**LISTEN UP:** These are all symptoms that you really don't know yourself very well.

If you're ready to fix the root of these symptoms and begin your journey to freedom, scroll down and **move to the next page.**

"One reason so few of us achieves what we truly want is that we never direct our focus; we never concentrate our power. Most people dabble their way through life, never deciding to master anything in particular." – Tony Robbins

## Sideliners vs. Cautious Entrepreneurs



There are basically two groups of aspiring entrepreneurs in the corporate world and I call them “*Sideliners*” and “*Cautious Entrepreneurs*.”

Both are dreaming to make it big and be in a cover of Entrepreneur magazine. Both would like to share their business success and be an inspiration to many.

They have lots of similarities but there's a key differentiator that will dictate who'll make it and who won't.

But before I jump into details, let me say this...

I can predict who will make it big someday and be able to escape the corporate world simply by knowing what they've currently been doing.

## SIDELINER



The first group is what I call the “*Sideliners*”.

These are the group of wannabe entrepreneur who are looking for new business opportunities every time. They start a business based on the latest business trends.

Marami silang “sideline” so I call them “Sideline.”

They read business magazines, search online and attend business seminars looking for this “perfect business opportunity.”

In result, they have multiple businesses running simultaneously, had several failed business in the past and **very little success to boast of.**

*Raket kaliwat kanan pero wala naman pinatutunguhan.*

They love to talk business and about the new “fad” business they're working on.

### I Want You To Meet George...

In one business event that I co-produced I met George, a typical sideline. He’s a corporate prisoner who would like to be a successful entrepreneur someday and escape the cubicle world.

Our conversation went something like this:

JON: Hi George, what's your business?

GEORGE: I'm into a web design business and blogging.

JON: Really? I was a web designer long time ago. That's good. So how do you get new clients?

GEORGE: Oh hmmm... just through referrals from friends and family.

JON: Good. So are you making money and on your way to go full-time in this business?

GEORGE: Well, not much. That's why I joined this new network marketing business. I can potentially make more money here.

JON: Wow! You've been really busy.

GEORGE: I am extremely busy. Not to mention I also started my water-refilling station in our sub-division. The potential in this business is good as well.



George then reaches in his pocket, took out his wallet and pulled out three business cards from his three ventures.

He's typical sideliner who is always on search for the “*perfect*” business opportunity. He always has ongoing sideline businesses but never really tasted the lasting success of a true entrepreneur.

He's easily influenced by what the media is telling him regarding what business to start. That's why it's typical for sideliners to have multiple sideline businesses all at the same time.

**But all these businesses will lead to failure.**

It's not surprising for him to have a bazaar store in Greenhills during Christmas, selling pearl shakes during summer, a laundry shop in their sub-division, and blogging in-between in an attempt to make money online.

Unfortunately, most sideline businesses are can only give you little and short-time income. You may make money from it this month pero next month wala na.

You can't rely on it consistently and most importantly...

...it can never give you the freedom from the corporate world that you've been dreaming of.

## **The Key Difference between Success and Failure for Aspiring Entrepreneurs**

The second group is what I call the **The Cautious Entrepreneurs**.

Like the sideliners they also have a “Part-Time Business.”

But instead of hopping from one business to another, they're focused on building a solid business. A business that's sustainable, scalable and can give them the freedom from employment. Not a sideline but a “Part-Time Business”

**The Cautious Entrepreneurs** are clear, focused, and certain about their business ventures because of this critical element...

...criterion.

That's one big difference between “*forever-struggling*” sideliners and soon to be rich Cautious Entrepreneurs.

Sideliners start a business based on the information they get outside of themselves.

On the other hand, Cautious Entrepreneurs **seek themselves first**. Then they set the personal and

### **CAUTIOUS ENTREPRENEUR**



business criteria, and then decide which business to take.

For example, I'm a natural speaker. I love to teach and inspire small business owners and I have no problem speaking in public.

I can be in a Speaking Business.

But when I search myself further on *what kind of lifestyle I wanted*, I'd realize that I want to have a business where I can still be with my kids during breakfast and be home by dinner every day.

My belief is that those extra 15-20 minutes of chit chat with my kids and wife daily in our kitchen table will have tremendous positive impact to my family.

With that as one of my criteria, speaking business isn't the right one for me professional speakers are often find themselves on the road travelling to and from different speaking engagements.

Criterion brings clarity and focus to *Cautious Entrepreneurs*. It's something that Sideliners are missing that's why their running circles looking for the next big thing in business.

### **Why You Shouldn't Quit Your Job Yet...**

Though the ultimate goal is to build a business that will replace your income, quitting without a solid business is both stupid and arrogant.

Remember, most of us aren't groomed as entrepreneurs and so we still need to learn how to be one, think like one, and act like one.

**Yes, pursue your dream business** but don't risk everything and put your family in peril.

Cautious Entrepreneurs don't take risks but manage risks.

You see, the media loves to cover about the courage of successful entrepreneurs. How they risked all their money and sometimes even their family's savings in their ventures and succeeded.

Yes, there are successful entrepreneurs who risked it all but they are far and between. We don't often hear the stories of most entrepreneurs who took the same risks and failed miserably because that's not a good story to cover and publish in paper.

Keeping your job is your *safety net while you're still learning, testing, and tweaking your business*.

## The Four Unfair Advantages of Cautious Entrepreneurs

### Limited Time

Yes you read it right and it's not a typo.

As a full time employee, you have very limited time and resources to build and run your own business.

Here's what I mean.

When I was still employed working as a computer programmer I had a typical schedule of 8am – 5pm work.

Every morning, *I dragged my feet to work*. I was just sick and tired of being a corporate slave for many years. I was always looking forward to the coming weekend or holiday and hoping that every day was Friday.

Though I met a lot of great people and made friends through employment, I just felt that I was done being an employee and it's about time to pursue my dream business.

Since I couldn't quit my job because of financial obligations, I made a committed decision that I'd build a business on the side to replace my income.

So with the 8-5 job, I need to squeeze in few hours a day to plan, start, and run my business.

I just need 3 hours a day to do it.

To make it happen, I slept early in the evening and woke up at 4am and worked on my business until 7am.

And because I had limited time, I was **forced to do ONLY those important things** for my business.

That's right, with a limited time you're forced to discipline yourself to do only the things that are important and could have significant impact on your business.

It's called forced efficiency.

As what Brian Tracy said *“There is never enough time to do everything, but there is always enough time to do the most important thing.”*

## **Minimal Financial Risk**

Since you still have a day job it means you didn't risk everything that you have. Even if your business venture didn't make it, you still have a steady sahod at di ka magugutom.

That's why I recommend to my clients to still give their best in their jobs. First, it's the right thing to do; second, it's their safety net.

From your current employment, you can also build contacts and network that can help you along the way. So be a good steward with the work that was entrusted to you.

## **Better Decision Making**

Remember, we're naturally groomed to be an employee so when you first venture into business it's natural that you'll face some obstacles.

Imagine this... you quit your job, invest everything you have, and the business is still not making money.

Then you realize you haven't paid your mortgage or rent, need to buy groceries, pay your cell phone bills, your car loan is due, and the credit card company is calling you to remind you of the past dues.

You're probably in a panic mode by this time. And when you're in panic you're in a state of *"absence of mind"*.

This state is when you can't think well and decide correctly, which will make it even worst for your fledgling business.

On the other hand, if you still have a salary to expect, you can think well since you know the 15<sup>th</sup> or 30<sup>th</sup> is coming. You have a *"presence of mind"* and can make better decisions for your business.

## **Better Resource Manager**

What I'm talking about is, since you know you have limited time, money, and other resources, you become wiser when and how to spend it.

Not only that, you become resourceful o ma-diskarte.

Let me explain further.

Suppose you work as a secretary and everyday your job is to create copies of legal documents. Every morning, when you arrive in your office you have a photo copier, paper, legal documents, and folders.

Everything you need to do the job is available.

On the other hand, as **Cautious Entrepreneurs**, you may have to do the same tasks but have no the resources available immediately. So what are you going to do? Diskarte na...

This is something that you'll learn along the way and realize what the things you'll need for your new business.

So you become a better resource manager along the way because you know that there's a limit to everything.

## **The Best Time to Start a Business**

Look, if you're waiting to the perfect time to start your own business, it will never come. There are thousands of stories where an aspiring entrepreneur started a business and became successful despite of the odds are against him.

**Henry Sy** of SM Malls opened his first department store in 1972, two months after Martial Law was declared.

**Les Reyes** of Reyes Haircutters opened his first store with only ten thousand pesos capital.

**Socorro Ramos** of National Bookstore opened her first store in Escolta during Japanese occupation and was damaged in the war.

The best time for you to start a business is today. The longer you wait, the harder it will be to escape the job that you hate.

The good news is, there are now more support groups from private sectors like PLDT and non-government organizations like Go Negosyo that are pushing and helping aspiring entrepreneurs.

It's much easier to start now than 10 years ago.

## **The Truth about Job Security**

**WARNING:** Your boss is hoping that you won't read this part so please take an extra care when reading this manifesto.

Are you ready? Here's the story...

It was January 22, 2009 when Intel Corporation announced that they'll shutter its Cavite factory and laid off 1,800 workers and undisclosed number of executives.

This news was a shocker not only because lots of people lost their jobs in an instant but because Intel Corp. was the leading chip manufacturer in the world during that time.

Every year we hear similar news of thousands of people losing their jobs. The reality is, there are even more people being laid off by smaller and less known companies but we don't often read them in the newspaper.

These are poor people who experienced a rude awakening of the reality that **job security is an illusion** and there's nobody else to rescue them.

**Know this:** Job security is a thing of the past and you can't play today's game with yesterday's rule if you want to have financial independence.

Your boss is giving you just enough salary so you won't go somewhere else but you will never ever get a BIGGER salary that will give you luxuries in life.

No doubt, having your own profitable business is the ONLY way to get freedom and security that you can't get from any employment.

So while you're still employed learn how to become a Cautious Entrepreneur and quietly build a part-time business that will replace your income so you can safely leave the corporate world.

## **How to Replace Your Income**

Believe it or not, replacing your income with a Part-time business is **easier than you think**.

Let me prove it to you.

Let's say you're a call center agent making 50,000 Pesos a month.

As a Cautious Entrepreneur, your first goal is for your business to make at least P50,000 before you can consider quitting your job.

Here's a simple math.

Divide P50,000 by 30. That's P50,000 divided by 30 days. That is P1,667.

That means, your Part-time business needs to make just P1,667 net a day and you already replace your income.

You see, that's not big of an amount to achieve a day. If you're selling a product that cost say P300, you just need to sell 6 or 7 every day and you've matched your current income.

## How to Become a Cautious Entrepreneur

I have to give you an early warning.

The business advice that I'm about to share to you may contradict some of your beliefs about business and owning a business.

My intention is not to offend you but to let you know the reality in business from my own experience, from the experiences of my past clients, and by studying successful entrepreneurs.

The reason I succeeded in my 5<sup>th</sup> attempt in business after failing 4 times and lost more than P2.5 Million is because I started to see and experience the reality in business. All the mistakes, victories, and lessons I learned through the years changes the way I see starting and running a business.

Sadly, a lot of business books contain inaccurate information because it was written by authors and educators not by Entrepreneurs.

What I'm about to share to you are proven and tested business strategies from someone who...

...was **former full-time employee**.  
...started with not much capital.  
...has no mentors or someone to help him out.  
...has no entrepreneurial background.  
...has no high IQ and barely finish his college degree.

Learning all these business tips and tricks will give you *higher chance of succeeding* in the shortest possible time so.

Becoming a Cautious Entrepreneur is the **fastest** and **easiest** way to succeed in business so you can quit in your 8 to 5 job.

### What's the next step?

Educate yourself. I've wrote useful blog posts that I think you'll enjoy. Here are some of TOP and most like blog posts:

- "Kalayaan Para Sa Mga Empleyado" – <http://www.eskapology.com/kalayaan-para-sa-empleyado/>
- "Rich EntrePinoy's Secret To Success" – <http://www.eskapology.com/rich-entrepinoy/>
- "Productivity For EntrePinoy's" – <http://www.eskapology.com/productivity-tip-for-entrepinoy/>

Enjoy!

To your freedom,  
Jon Orana  
Chief Eskapo Officer (CEO)