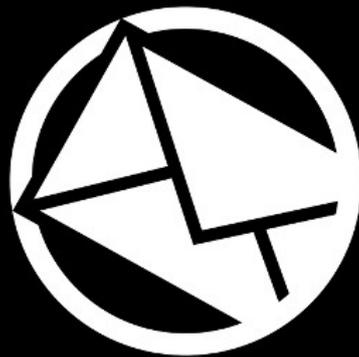


**A PUBLIC LETTER TO**

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# **HEROES**



**by Peterson Teixeira - CEO / Founder**  
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# HEROES,

I have a personal letter for you all to read.

*by Peterson Teixeira*

**THE PLANET EARTH** only WORKS because of YOU.

The foundations of a Good and Functional Society, where EVERYBODY would like to live right now, and raise their children and build businesses and dreams, are just possible thanks to the acts of....Heroes. Because as History shows us, countless fights and wars – civil and global – were necessary to remove and destroy evil kingdoms and dethrone evil people from their places of “authority”, just so ordinary GOOD people like you and me could live a good life in this Earth that GOD created.

Human History shows us that many of our ancestors had to fight Slavery, War Criminals, Famine and other serious, life-threatening problems. And as History shows us, it was NOT an easy fight. Not even close. But Heroes were there. They came to the world with a mission. A calling:

Erradicate THE OBVIOUS THREAT that was a serious danger to all other good human beings.

And they completed their Mission. And good people lived well.  
But now is time to complete yours.

We have many life-threatening issues in our time:

# DEMOCRACIES

are under attack.

# CAPITALISM

is under attack.

# FREEDOM of SPEECH

is under attack.

# INDIVIDUAL PRIVACY

is under attack.

We now live in a World where **CORRUPT** politicians are teaming up with corrupt businesspeople and sabotaging good businesses in order to maintain business success (fake business success that is).

We now live in a world where **THE NEWS** is used as a weapon for accomplishing a specific agenda, rather than for telling the truth to the people.

We now live in a World where **BIG TECH** companies are actually criminal companies disguised as “huge success” as evidence has been revealing lately, and they're controlling your e-mails, your phone calls, the videos you post online, the pictures you post online, the apps you launch or use, the direct messages you send to your family & friends, and the messages you send to other business owners and your customers.

We now live in a World where

**A CRIMINAL GOVERNMENT** is bailing out criminal individuals who, along with banks, **STOLE** all the hard-earned money from those who work honestly from 9 to 5.

We live in a World where there's many problems, but few Heroes.  
We live in a World where many want change, but few want to FIGHT.  
But....it's not you, isn't it?

You are here to DO YOUR MISSION.  
You are here to MAKE THE DIFFERENCE.  
You are here to BE REMEMBERED.

And I don't know who you are.  
Because there are many types of you.

You may be a simple Freelancer.  
You may be a simple Entrepreneur.  
You may be a simple Business Owner.  
You may be a simple Whistleblower.  
You may be a simple Police Officer.  
You may be a simple Lawyer.  
You may be a simple Judge.  
You may be a simple Journalist.  
Or something else.....

BUT THE TRUTH IS THAT.....  
THERE'S **NOTHING** SIMPLE ABOUT YOU.

# THE HERO.

Because you have **THAT URGE TO RISK** your own life, sacrifice your good living and enter into a huge fight for the rest of us, don't ya? You have that **FIRE** that can't sit still when you watch so much wrongdoing and criminal activity happening in the world, don't ya? You have that **PURPOSE** that simply and unexplicably makes everything else secondary, and pushes you to start a crazy fight for the rest of us, don't ya?

Yes, I feel you, my friend.

Because we are on the same Team.

We can't turn this ON and OFF as if it were some sort of switch.

We have the drive....because we accepted **THE MISSION**.

And we accepted the mission, because **WHY NOT?!** Because **WE KNOW** that we have been enjoying some good times nowadays thanks to other Heroes. Some who are still here in our present, some that lived in our past.

But it's thanks to **HEROES** nonetheless, that we get to live a good life.

It's thanks to Heroes that we get to live a normal life now. To then do something with it and impact other people's lives. And those heroes were nothing more....than everyday people like you and I.

**THE BIBLE** has a bunch of Heroes.

And remember the simple truth: They were flawed like you and I.  
In this World 2.0 we now live in today, you may be:

A Hero who codes.

Or a Hero who reports the truth on the news.

Or a Hero who blows the whistle on a particular subject.

Or another type of Hero whatsoever as I said before.

Doesn't matter. WHAT MATTERS is **THAT YOU MATTER.**

Because we're seeing criminals stealing people's wealth, messing with people's reputation, sabotaging honest businesses, engaging in ultimate censorship and a lot more. And this is becoming commonplace. Worldwide.

THEREFORE.....

**WE NEED SOME**

**HEROES** **BABY!!!**

We need some Heroes. Everyday Heroes!!! Thank GOD we have you :D  
And I know that negative thought by the way, so here it goes: It's not because you're not on the spotlight yet, that you're gonna leave the Team, right? I KNOW you won't. But nonetheless, despite your unbreakable "Hero Spirit" that never rests until the job is done, I'm here to tell you – and reinforce – that.....

# THE WORLD

NEEDS YOU. IT DOES. IT TRULY  
DOES. YOU HAVE NO IDEA.

**YOU JUST KNOW** that there's a bunch of other people out there  
COUNTING ON YOU and waiting for your work and actions to come out. Right?!  
Deep down you know that's....true. Because when we put all of our “hero pieces”  
together.....

**MANY GOOD PEOPLE**  
GET BACK TO LIVING A GOOD LIFE!!!!

And then other crazy people do movies about you. Or talk about you. Or jump on  
other important fights just because of you. Or get fired up about you. Or get back  
their Faith and Hopes and Dreams just because of you. But you know that already.  
I'm just here to remember it. And reinforce it once more. Because.....I'm a Hero too.  
A Handsome Hero. That masters Marketing. And Business. And Coaching. And all  
these things combined. Altogether. (Man I'm awesome. I love myself).

But all these things aside, you also know that **THE REWARDS** of a Hero are the best in the world: “Thank You” notes, Peace of Mind, Free stuff, A “Job's Done” permanent state of Mind until you die, and a lot more good stuff.

## **BUT AT THE END OF THE DAY....**

What actually counts for you....is being part of THE TEAM while making the difference. Right?! And you know that it's an awesome team too to be a part of. Because History remembers Heroes a lot more, and more closely, than the criminal monkeys who made everything worse for everybody. It's the Truth.

FINALLY.....

# **I THINK**

**it's time to get back to**

# **“WORK”**

**A little bit, don't you think? Because there's no notification that pops up and says that THE WORLD is needing you.**

And where should a notification like that pop up anyway? Facebook?! Who uses Facebook?! There's only ONE place where it pops up: **YOUR HEART.**

Because **THE HEART OF A HERO**, never rests until the job is done. And.....do you FEEL like the job is....done? Or....close to done? Just be honest with yourself Hero. Be honest with yourself. Because that's how you'll know when the mission is COMPLETE.

God bless you All,  
We Love (and need) you ;)

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