

KIKO CORTEZ

From age 12 to age 43, I was never free of the legal system. Not once. I'm here to tell you what changed — and what it takes to make it stick.

FOUNDER · THE P.A.I.N. METHOD

PERSISTENT APPLICATION OF
INTENSITY AND NUTRITION



30+

YEARS IN THE
SYSTEM, AGE 12-43

10

YEARS IN
ISOLATION

3

TALKS DELIVERED
AT PROJECT WARM

1

METHOD BUILT
TO LAST

— THE SPEAKER

A METHOD EARNED, NOT TAUGHT

First arrested at twelve. **THREE ARMED ROBBERIES AT SEVENTEEN.** Five years in Indiana DOC, out for thirteen days, then twenty more in Florida DOC. Seven of those years on Close Management. Ten total in isolation.

Released at forty-one. Off probation at forty-three — the first time since middle school that no court, no officer, no system had any claim on him. That's when the real work started.

Today Kiko is a NFPT-certified personal trainer, a Precision Nutrition coach, and the founder of Kiko's P.A.I.N. Method — Persistent Application of Intensity and Nutrition. He trains in person at The Body Exchange in Ormond Beach, FL, coaches clients online, and is building the app that will carry the method to scale.

The story isn't a cautionary tale. It's a blueprint. He's not up there glorifying the prison years — they were the low point. He's up there so that somebody in the room hears another option in time for it to matter.

THIRTY-ONE YEARS, IN SHORT

- AGE 12** First arrest. Marijuana possession at school. Six months probation.

- AGE 13** Arrested again before probation ended. Breaking and entering.

- AGE 17** Waived to adult court. Three armed robberies in Indiana. Indiana DOC, five years.

- AGE 22** Released. Thirteen days later: armed robbery, kidnapping, four life sentences on the table. Pled to twenty.

- 22-41** Florida DOC. Seven years on Close Management across three stints. Ten years total in isolation.

- AGE 41** Released from Florida DOC.

- AGE 43** Probation complete. Legally free for the first time since age twelve.

WHAT HE TEACHES

SIX PRINCIPLES THAT RUN THE WHOLE METHOD

These weren't designed in a classroom. They were lived for two decades inside, tested daily on the outside, and built into the framework Kiko teaches every audience he speaks to.

01 / DISCIPLINE

DISCIPLINE OVER REACTION

Every time he reacted, he reset to zero. The shift from reaction to strategy is the central transformation — in prison, in the gym, in life.

02 / RESILIENCE

BUILT FROM NOTHING, EVERY TIME

One pack of cigarettes. One bag of coffee. Rebuilt after every transfer, every loss, every reset. Resources aren't the requirement. Resourcefulness is.

03 / PATIENCE

OBSERVE BEFORE ACTING

A year of watching before his first move inside. The most expensive mistakes come from acting before you understand the room.

04 / COMMITMENT

HALF-STEPPING ALWAYS COSTS MORE

Commit fully or don't start. The middle path looks safer and costs the most every time — in violence, in business, in change.

WATER FINDS ITS LEVEL

Drop him into any environment. Give him time to read the game. He rises to what he's capable of. Proved it inside. Proving it out here.

WHO YOU'RE AROUND IS THE DIRECTION

Thirteen days out, the old environment pulled him all the way back. Environment beats intention. Every single time.

SIGNATURE TOPICS

— DON'T QUIT

His signature talk. The story, the turning point, and the method that came out of it. 20-minute base, expands to 45–60.

— THE THIRTEEN DAYS

How a man with a plan loses it in two weeks — and what it takes to make change actually hold.

— READING THE ROOM

Survival lessons from a decade in isolation that translate directly to anyone navigating a hard environment.

— FITNESS AS REINVENTION

The P.A.I.N. Method as the vehicle: how training the body is the most reliable on-ramp to rebuilding the life.

PRIMARY AUDIENCES

— CORRECTIONAL FACILITIES

Men's and women's. State, federal, county. Pre-release programs, faith-based dorms, education tracks.

— REHABILITATION CENTERS

Substance abuse, dual-diagnosis, court-mandated programs. Audiences in active rebuilding.

— RECOVERY & REENTRY PROGRAMS

Halfway houses, transitional living, reentry organizations, probation populations.

— AT-RISK YOUTH PROGRAMS

The age-12 entry point makes this audience personal. Schools, juvenile facilities, youth diversion programs.

ALSO AVAILABLE FOR

Conferences, corporate keynotes, leadership offsites, and podcast/media appearances on transformation, resilience, and the psychology of starting over. The principles travel.

— FROM THE STAGE

STORIES THAT STAY WITH AN AUDIENCE

THE MATTRESS

Five officers, body armor, a shield, moving like a freight train. He had a plan. The lesson isn't the fight — it's the preparation.

THE THIRTEEN DAYS

"It felt like somebody carjacked me in my own brain. Jumped in the driver's seat. Thirteen days later crashed into the pole."

THE TWENTY-DOLLAR LESSON

Every reaction has a cost. Five seconds of satisfaction. Five months of consequences. The shift that changed everything.

WHERE HE'S SPOKEN

3

TALKS

PROJECT WARM · BUNNELL, FL

Three speaking engagements at a women's rehabilitation program. Strong audience response. Connection made through Hope Walton.

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IN DEVELOPMENT

TOASTMASTERS MEMBER

Active development of stage delivery, structure, and signature material. Currently building outreach to correctional and rehab facilities across Florida.

WHAT YOU GET WHEN YOU BOOK KIKO

An authentic, on-time, fully-prepared speaker who treats your audience the way he treats his clients — with respect, with directness, and with content that earns the time he's been given. No motivational poster language. No corporate speak. No exploitation of the story for shock value. Just a man who lived it, learned from it, and figured out how to translate it into something that lands.

Custom-tailored to your audience and your goals for the session. Q&A capable. Available for one-on-one or small-group follow-up where the venue allows.

BOOK KIKO

**BRING THE STORY
TO YOUR STAGE.**

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For records and background-check purposes: Kiko's legal name is Christopher Alsobrook. He speaks and operates professionally as Kiko Cortez.