



## A BUSINESS WITH HEART. THE PATH TO LEGACY.

Corazón is more than a career path—it's a movement to empower families and strengthen communities through financial advocacy and entrepreneurship. **Built with heart. Driven by purpose. Making an impact.**

**This brochure is your roadmap to building a business with Corazón Financial Advocates—a mission-driven company built for Latinos who want to build financial confidence for themselves and their community. If you've been searching for a way to build a business to help others while creating a better life for your own family, Corazón is it.**



1 (877) 7Corazon



[www.corazonadvocates.com](http://www.corazonadvocates.com)



Corazón Education 01

**Where your journey begins.**

We train and mentor the next generation of community leaders. This is where you gain the financial knowledge, tools, and mindset to build your practice with heart and purpose.



02 Creative + Financial & Insurance Services

**Where you launch and grow your practice.**

We teach you everything you need to be ready to serve clients, including getting your insurance license if you choose to offer insurance solutions for clients. We offer marketing support, personal development, professional coaching to serve your community with heart.



Corazón Partners 03

**Where you deepen your impact.**

Connect your clients to critical services like financial planning, investments, living trusts, and special needs planning—all while earning referral income.



04 Corazón Community

**Where you connect with like-minded peers.**

Our cohort-based design connects you with other Advocates so you can learn how to build a business together. Your cohort will become your mastermind group and support system within the industry.



**We believe our communities thrive when we thrive. At Corazón, your growth doesn't just earn you income—it creates impact. As you succeed in impacting others you help protect more families and build something you can pass on.**



# MULTIPLE WAYS TO EARN

**Trusts & insurance are the foundation of a strong financial plan**

## One Mission, Many Opportunities

**At Corazón, we equip you to earn income from multiple sources. You'll be part of a full-service network that supports our community's most urgent needs.**

### Financial Coaching

- Fees

Become a financial coach under the guidance of Louis Barajas—one of the first Latino CFP® professionals and a featured coach on the TV show Opportunity Knocks. Louis will mentor you to become a trusted financial voice in your community.

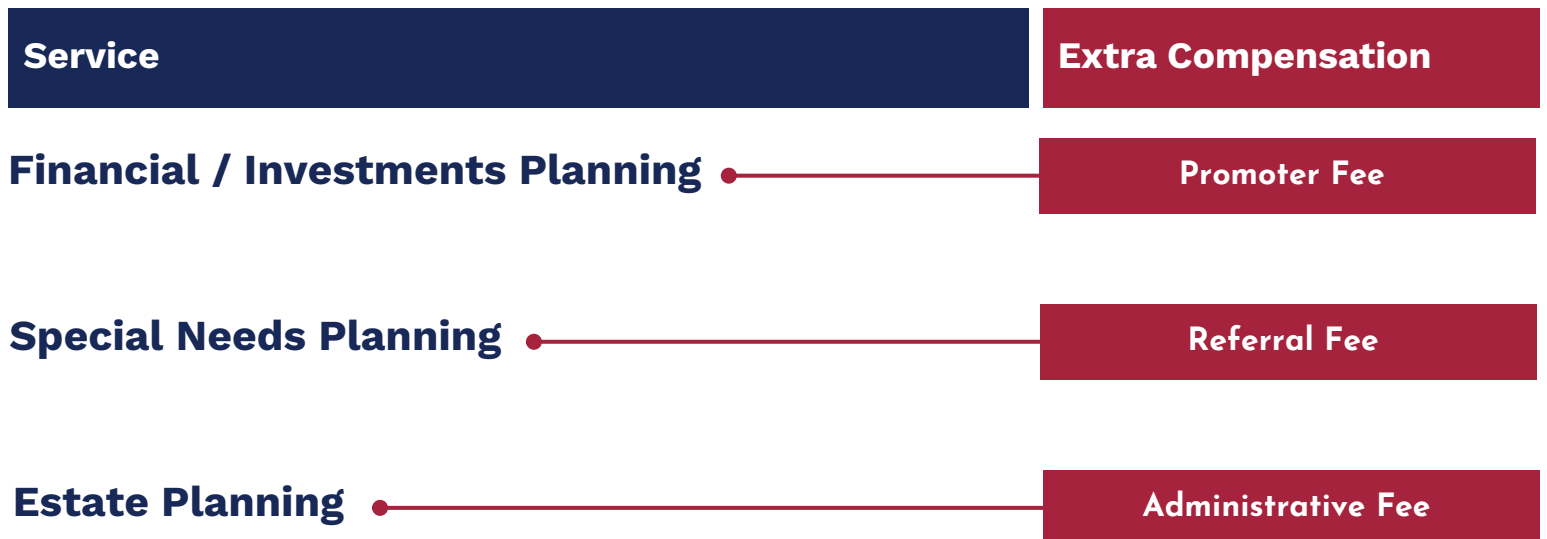
### Core Commissions (License Required\*)

- Life Insurance
- Annuities
- Medicare
- Health

\*Additional fees apply



### Extra Ways To Earn (No License Required)





# WHAT'S NEXT

**Trusts & insurance are the foundation of a strong financial plan**

## WHAT YOU NEED TO JOIN OUR JOURNEY

### **Step 1. Corazón Application Process**

To begin, there is a one-time \$125 **non-refundable** application fee, which covers your background check, credit check, character profile and personality assessment—an important step to ensure you're prepared and positioned for long-term success. Upon passing the necessary checks, this fee will be applied toward the \$2,400 program fee.

### **Step 2. Corazón Onboarding Process**

Financial Advocacy Training Program  
Financial Tools and Training Program  
Financial Marketing Training Program

### **Step 3. (Optional) Corazón Life Insurance License**

Assistance with state insurance licensing (extra fees apply), and contracting with Corazon Financial & Insurance Services, LLC. Get guidance from our insurance experts, Barry Cunningham and Daniel Guillen.





We can teach you the business. What we can't teach is heart.

# YOUR HEART, YOUR HUSTLE, YOUR LEGACY

Whether you're new to financial services or already helping families, Corazón gives you the platform, training, and support to grow a business rooted in culture, compassion, and community. We understand the unique challenges—and the powerful strengths—within our Latino communities. That's why we've created a space where you can build generational wealth, serve with purpose, and be proud of the impact you're making every day. Here, you're not just selling policies—you're changing lives, including your own.



## What You Get:

- ✔ Weekly training
- ✔ Client-ready tools & CRM
- ✔ Social media support
- ✔ Access to Corazón's trusted professional network
- ✔ Recognition, retreats, and leadership development

START TODAY

☎ 1 (877) 7Corazon

✉ [Info@corazonadvocates.com](mailto:Info@corazonadvocates.com)

