

# Alex Hernandez's Biography



***Like you my life has been full of adversities, obstacles and endless challenges!***

In this biography I will go into many things that are very personal, most of which I have held deep inside and never shared with anyone. Most of my family and best friends don't even really know these parts of me. In my life I've overcome obesity, growing up in a working poverty family, lack of self esteem, being surrounded by negative influences, near business bankruptcy and even taking on single parenthood.

I am telling this in depth story to show everyone that I am just like them and that I didn't have some Disney movie fairy tale life either, but in spite of all the challenges was able to overcome my obstacles and move into a High Power Lifestyle!

I was born on December 13, 1977 and raised in San Jose, CA. I came from a family of not much education and little money because our family was old fashioned. Mom stayed home with the 5 kids (myself plus 4 sisters) and dad went to work. Not having much money meant not having much of a choice in the area we lived in. Although I grew up in a good family, I was constantly surrounded by drug and gang influences in my neighborhood.

As a kid I can remember the house next door being a crack house for about 5 years or so. There were actually two drug houses (that I was aware of) on the block. I remember seeing the druggies hanging around outside the house next door, and I even remember the house being shot at a few times at night as well as a few drug raids.

**To me this was all part of a "normal" upbringing because I didn't know any better.**

Most of my friends would always come over to my house. I remember my mom making sandwiches and giving them juice drinks all the time, especially during the summer. I knew these kids were my friends but I didn't learn the real stories of their lives until I was in my late teens and early 20's. I didn't know these kids would come over because they were almost always home alone and their families were either doing drugs or leaving them all over the place. I had no clue, to me we were all just having fun and being kids.

As I entered elementary school I started to realize I was different from everyone because I was grossly overweight. My friends from the neighborhood didn't really tease me until we entered school, I'm assuming it was because they had always known me to be that way and considered it normal for me. I put up with the teasing year after year, it bothered me but I just kind of shrugged it off. That is until about fourth grade.

At this age (about 10) I really began to feel when kids teased me. One specific incident I remember was an older neighbor on my street telling me I looked like I was going to need a bra soon, that really tipped off my sensitivity.

By the age of 12 I was severely wounded from all the teasing and extremely self conscious, I skipped science camp that year with my school and didn't go swimming when my class went on the annual trip to the pool. I was feeling small inside. Looking back I think I created a smaller "inner me" mentally to try and compensate for my physical size. I didn't know it at the time but it was dramatically destroying my self esteem.

I remember always being self conscious of my "rolls" that people always seemed to point out. At that time I had over 40% body fat. I remember going to the doctor one day and over hearing the doctor tell my mom that if I gained any more weight it would put serious stress on my heart and I would be at an even higher risk for heart disease or heart attacks. She explained to us how the heart would get surrounded by fat and overtime possibly become suffocated.

Even with my great weight problem, at this time in my life I did have two really good friends out a whole group that I hung out with, they weren't concerned with what others thought about me. I could see that in spite of what others may have said to them, they really supported me for who I was. Socially speaking they "supported" my weight for me and always stuck up for me or told me not to listen to someone that was putting me down.

Next came middle school, things began to change in my life very fast. I was still very overweight and my self image was badly bruised from all the years of teasing. At this point I had gotten used to all the limitations of my weight and had fatefully accepted them.

I could see changes in many of my friends and noticed the gaps between us were become larger and wider. The influences of the neighborhood were taking hold of many them and they began doing drugs, drinking, and joining gangs. I myself never did the drugs or drinking they did, nor did I get into the gangs.

It wasn't until my eighth grade year on my 14th birthday that I hit beyond rock bottom. I hit the final drop where I could go down no further. Although I had a great supporting family, and a few good friends I remember not caring whether I lived or died. It had come to a point that life didn't mean much to me because of how I felt inside - *I felt I was worthless.*

Most of my childhood friends were gone (as far as I was concerned) and I was sick & tired of being sick & tired of being overweight. I decided to go on a quest to figure out how to get rid of my body fat.

**Besides, what did I have to lose I already felt like I had nothing.**

That day I made a decision, I said to myself that I would do whatever it took to get rid of all the weight that had plagued me for so long and I was committed to doing it. I went through all the phases, I tried steam baths, not eating, diet pills (without my parents knowing), and only drinking water to name a few.

I was so determined that it consumed me night and day. I tried just about everything and as crazy as it sounds I slept with a neoprene waist belt on and 20 pound ankle weights to burn calories in my sleep when I turned.

**I was downright obsessed!**

I had seen all the before and after pictures of people that had "lost" weight in the magazines and wondered what they knew that I didn't. One day I "accidentally" stumbled on a book that talked about how the human mind controls every function of the body and could be programmed much like a computer to do whatever I wanted it to.

At 14 I didn't know anything about credentials or much about research so I took what I read at

face value. I had this "knowing" inside that I had found exactly what I needed. I studied the book and read it over and over until it was imprinted in my mind and I could almost recite it. In doing this I was able to convince myself that I could get rid of my excess weight.

**I had built up so much certainty in what I had read that I knew I not only could do it, but that I would do it and nothing was going to stop me because I was determined and tired of being a prisoner inside!**

From December of 1991 to April of 1992 I dropped 40 pounds. I was so convinced I could do it I [literally] mentally and physically forced the fat out of my body. I ate lightly, played basketball and worked out with weights at night for four months. It was actually a funny sight because although I had dropped a lot of weight I was still a skinny fat, or I guess a better word is flabby as it takes time for the skin to catch up and adjust.

As I entered high school I still had about another 15 pounds to go. A lot of the weight I had burned up in my weight loss spree was muscle, so now I was focused more on weight lifting. At this point my ego was excessively large because I was trying to make up for "lost time" and wanted nothing more than to be like the incredible hulk. I would bulk up and slim down, then I would bulk up and slim down again.

As time passed I continued to struggle with my weight going up and down, gaining it and losing it. This is what is commonly known as the yo-yo effect. I could figure out how to lose it, but not how to keep it off for too long. I would do so well, then something would happen and I would regress back to the old patterns. This continued on into my early 20's through a relationship that was not working out, the birth of my daughter and an eventual separation in which I ended up taking on single parenthood.

Going back to the age of 19 I had started my first business because I had gotten recruited into a network marketing company. I was instantly drawn to the concept of business, marketing and sales and decided to give it a try. Although the network marketing didn't actually workout it had pointed me in the right direction and I was just getting started in business.

My next business was a stereo installation business over the Internet. I was able to grow that business and replace the money I was making working in a warehouse but soon found myself becoming tired of the knuckle scraping work.

I progressed from there into moving antiques coast to coast, a partnership in a moving company and finally into trucking and freight transportation. I liked freight transportation because it was local, easy to operate and very profitable - especially with the dot com boom that was going on in the late 90's and early 2000's.

Around the age of 23 I had a striking realization, it had seemed that so much of my life had happened for a reason, as if I had a purpose and that certain pieces were falling into place although I didn't really know what that purpose was. I looked back over my years at all the obstacles I had overcome. (which I hadn't really thought of until I looked back) I began to ask myself questions. I went into the "why me" phase, but not in a victim way. It was more of a "there has to be more to this".

By this age I was searching for meaning and truth in life. I had also finally gotten to the point that I was at a decent balance. I was at about 15% body fat and I was ok with it, I still desired to have the 6 pack, but had put it on the back burner for the time being.

Twenty four brought many new surprises, single parenthood being one of them. At first I didn't know how to deal with being a single parent of a little girl. Never having actually been a little girl I didn't know what she wanted or what she liked. It took some getting used to for both of us.

At that time I was sharing an apartment with a good friend of mine. I remember him making us both laugh with his "having a baby girl" comment. He said, "If I ever had a baby girl I wouldn't

know whether to wipe up or down" (referring to diaper changing). I still laugh about that today. Two months later I decided to get my own place for us. As much as I enjoyed having a place with my good friend, I now had a little girl and a new chapter in my life ahead of me to think about.

Shortly after that business took a turn for the worst when the dot com bubble burst and I was moving to a smaller building, cutting my staff to stay in business, and ready to throw the towel in due to frustration. I went from a growing and thriving CEO to near bankruptcy almost overnight due to a few bad decisions and market conditions I wasn't prepared for. I was burnt out!

As things grew worse I decided to take a leave of absence for a few months. I was in debt up to my neck because of the drop in business, had one person working for me and only stopped by the office twice a month to make sure nothing was dying. Other than that I was out of the picture.

I would meditate, go to the beach, journal and write all day. I had more come out of me in those few months than I had ever had come out of me in my entire life. I wrote things I didn't even know I knew. To make a long story short a new part of me was coming to life, one that I didn't know even existed.

During all my time in business I traveled all over the country, rubbed shoulders with lots of wealthy & well know people and had the opportunity to experience living the "good life".

Although I hadn't realized it at the time, all this experience had taught me how to live a High Power Lifestyle.

That brings us to where we are now, I'm sharing all these secrets with you because I believe everyone deserves to live a High Power Lifestyle!

***It's time for you to be a superstar!***

Visit my High Power Lifestyle website here <http://www.highpowerlifestyle.com>

**Blessings,  
Alex Hernandez**

### **My current businesses / projects are:**

<http://www.highpowerlifestyle.com> – Personal Development Products & Workshops

<http://www.BAstartup.com> – Business Startup / Growth Products & Workshops

<http://www.expediteexpress.com> – Regional Trucking / Freight

<http://www.virtualfleet.net> – Truck and Driver Rental / Lease Programs

<http://www.herculeshomeservices.com> – Residential Moving / Relocating

<http://www.freemarketingsupport.com> – Free Marketing support for all small businesses in the U.S.

I also have a project going on within the BAstartup.com website called the "Bay Area Initiative". It is geared toward offering small businesses free marketing and sales support in an effort to strengthen local and regional commerce. I am looking to duplicate this program in other regions of the U.S. with my other website <http://www.freemarketingsupport.com>.

See the informational page here <http://bastartup.com/grow> for the Bay Area Initiative program to get an idea of what will be offered.