

THE UNRETIRED CEO ★

THE ENTREPRENEUR'S PERPETUAL FREEDOM WORKLIFE MANIFESTO

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Welcome to The Entrepreneur's Perpetual Freedom Worklife Manifesto

Welcome to a different way of thinking—and living.

If the 9-5 grind feels like a trap and waiting 40 years to “start living” feels wrong, you’re in the right place. This isn’t just a book—it’s an invitation to build your life on your terms.

We were sold a lie:

That freedom comes after decades of climbing ladders and waiting for permission.

That retirement is the finish line.

That trading hours for dollars is the only way to live.

I never bought that script. Since my teens, I’ve forged my own path—building businesses that fund the life I want, not the one society expects.

I’m here to tell you: retirement isn’t the goal—living is.

This manifesto is your invitation to join me on **The Unretired Life—powered by the Perpetual Freedom Worklife**, where entrepreneurship is the foundation, **freedom is the currency, and passion projects are the reward.**

This is for the builders, the dreamers, the creators who refuse to trade their time for a paycheck.

Because we don’t retire—we create.

We don’t clock in—we decide.

We don’t wait for freedom—we build it into everyday life.

This is your blueprint. Your movement. Let’s build.



Introduction: The Entrepreneur's Perpetual Freedom Worklife Manifesto



We were sold a lie:

That freedom comes after decades of clocking in, climbing ladders, and waiting for permission to live.

That retirement is the finish line—and until then, your time belongs to someone else.
That the 9-5 grind is the only way to make a life.

I never bought that script. I didn't chase freedom—I built it.

Since my teenage years, I've lived outside the lines, creating my own path and owning my time. I've built businesses that fund the life I choose, not the one society expected.
And I'm here to tell you: retirement is not the goal—living is.

- We don't retire—we create.
- We don't clock in—we decide.
- We don't wait for freedom—we build it into everyday.

This is the Entrepreneur's Perpetual Freedom Worklife.

And this is your invitation to break the mold, claim your time, and own the worklife you design.



The Problem

The illusion of job security and the myth of traditional retirement.

They told us a safe job was the key to security.

A steady paycheck, good benefits, and a retirement plan at 65.

That was supposed to be the dream.

But here's the truth we all saw—brutally—during the pandemic:

Job security is an illusion.

Companies folded overnight. Whole industries disappeared. Millions lost their livelihoods in a single headline.

Even the most loyal employees discovered that in a crisis, your time—and your freedom—are always at someone else's mercy.

And the promise of retirement? It's built on even shakier ground.

Work for 40 years, save what you can, and maybe you'll have enough to finally live the life you wanted all along.

It's a system that steals the best years of your life and sells them back to you at the end.

Why should freedom have a waiting period?

Why should you sacrifice your time, your creativity, and your soul for a promise that might never come?

The old script is broken. It's time to question it—and write your own.

Trading Time For Money With No Control Or Ownership

For most people, work means trading time for money.

An hourly wage, a salary, or a commission check.

Every hour of your life is accounted for—tracked, measured, and approved by someone else.

You give up the most precious thing you have—your time—and in return, you get a paycheck that someone else decides is “enough.”

And what do you get to own?

Nothing.

No stake in the company. No share of the value you help create.

You build someone else’s dream while yours collects dust.

Even the hardest workers—those who pour their sweat and soul into their jobs—often leave with nothing but a gold watch and a pension that may not even last.

When you trade time for money without ownership, you’re not building freedom.

You’re building a cage.

And every time you clock in, the walls close in tighter.

There’s a better way—a way to own your time, your work, and your future.

And it starts with breaking free from the time-for-money trap.



Society's Script

Go to school, get a job, save 10%, retire when you're too tired to live.

We've all been handed the same script:

Go to school. Get good grades. Land a "safe" job. Save 10% of your paycheck.

If you do all of that right—and nothing goes wrong—you might get to retire at 65.

Then, finally, you can start living.

But let's be honest:

That script was written for a different time—an economy that doesn't exist anymore. Pensions are a memory. Jobs come and go with market swings. And 10% saved from a paycheck that barely covers the bills? That won't buy you the life you dream of, much less the freedom to live it.

Besides, why should the best years of your life be spent waiting to start living?

Why should your dreams sit on a shelf while you trade hours for dollars, hoping someday you'll have enough time and money to enjoy them?

By the time most people reach retirement age, they're too tired, too burned out, or too set in their ways to actually live the life they spent decades waiting for.

That's the cost of following a script that was never written for dreamers, builders, or freedom-seekers.

It's time to tear it up—and write a new one.

The Burnout — The Boredom

The loss of self that comes from living someone else's timeline.

When you follow someone else's script, you trade your time, your energy, and eventually—your identity.

Every day you do work that doesn't light you up, you lose a little bit of yourself. Every time you follow orders without question, you bury your own dreams a little deeper.

Burnout isn't just about exhaustion—it's about living life on someone else's timeline.

It's about waiting for weekends to feel alive, waiting for vacation days to escape, waiting for 65 to finally start living.

Boredom sets in because you're not creating, not growing, not building something that's yours.

You become a cog in someone else's machine, defined by a job title and a pay grade instead of by your passions, your ideas, and your impact.

That's the real tragedy of the traditional path:

You wake up one day, and you can't remember who you were before you started following someone else's rules.

But it doesn't have to be that way.

There's a better path—a worklife that's yours to design, one where burnout and boredom are replaced by purpose and passion.

One where you own your time, your creativity, and your future.

And it starts right now.



The Alternative

Define it: A lifestyle where entrepreneurship is the foundation, freedom is the currency, and passion projects are the reward.

This is **the Perpetual Freedom Worklife**.

Imagine a life where work isn't a trap, but a gateway to freedom.

Where your business—whether big or small—isn't just a job, but the vehicle that funds your dreams.

Where you're not waiting to live someday—you're living now, on your terms.

That's **the Perpetual Freedom Worklife**.

It's not about clocking out—it's about clocking in on your own time.

It's about waking up every day to projects that excite you, challenge you, and make you feel alive.

It's about having the time, money, and energy to chase your passions—whether that's traveling the world, building a legacy, or simply spending more time with the people who matter.

It's **entrepreneurship as a lifestyle**, not just a hustle.

Freedom as the ultimate currency, not just a dream.

And **passion projects as the reward** for living a life you own.

This is **The Unretired Life, powered by the Perpetual Freedom Worklife**.

And it's yours to design.



It's not about escaping work —it's about owning it.

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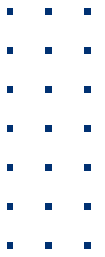
And **passion projects as the reward** for living a life you own.

This is **The Unretired Life, powered by the Perpetual Freedom Worklife.**

And it's yours to design.



You work forever, not because you have to, but because you want to.



Some people think freedom means quitting your job, sitting on a beach, and sipping piña coladas for the rest of your life.

But that's just another trap—a different kind of cage, because even a life without work can feel empty if you're not building something that matters.

PFW

Perpetual Freedom Worklife

The **Perpetual Freedom Worklife** isn't about avoiding work.

It's about transforming it—into something you own.

It's about choosing work that aligns with your values, your passions, and your skills.

It's about creating projects that make you excited to wake up in the morning—and giving yourself the flexibility to shift gears when something new calls to you.

You're not working for a boss, a company, or a paycheck.

You're working for you.

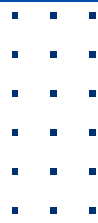
You're building equity, impact, and a lifestyle you actually want to live.

In this life, work isn't a burden—it's your greatest tool for building freedom, fulfillment, and purpose.

And the best part?

You get to decide what it looks like, every single day.

The Work You Never Want to Retire From



In the **Perpetual Freedom Worklife**, the concept of retirement fades into the background—because the work you do is **meaningful, fulfilling, and energizing**.

You're not counting down the days until you can stop; you're counting the projects, the ideas, the opportunities that make you feel alive.

This isn't about burnout or working 24/7.

It's about choosing to work on the things that matter most to you.

The kind of work that feels like play—where every day brings a new chance to learn, grow, and contribute.

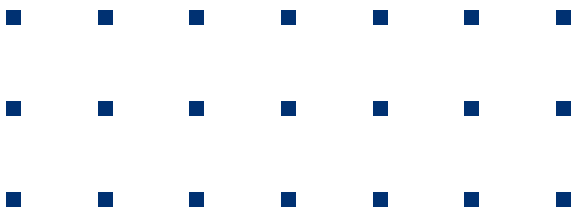
You work forever not because you have to—but because you want to.

Because your work is an expression of who you are, not just a means to an end.

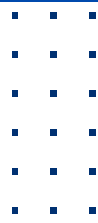
And because every project, every challenge, every creation adds to the freedom and fulfillment you've designed into your life.

This is the life you build when you refuse to wait for someday—when you make freedom part of the journey, not just the destination.

This is **the Unretired Life**.



Retirement isn't the destination—life is.



The old system teaches us to grind now and live later.

To sacrifice the best years of our lives in the hope of buying freedom at the end.

But the Perpetual Freedom Worklife flips that script.

Because what if you could live free today?

What if your work didn't hold you back—but lifted you up?

What if you didn't need to retire to feel alive?

In this life, retirement isn't the destination—life itself is.

Every day is a chance to build, to create, to experience the freedom you've designed for yourself.

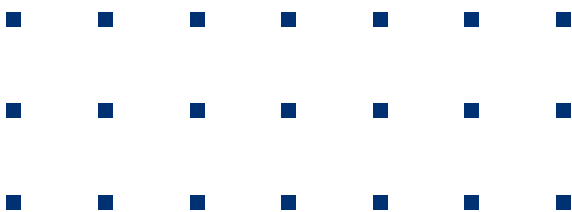
It's not about waiting—it's about living.

And it's about making sure that the work you do, the people you do it with, and the life you build are all aligned with who you are and what you want.

This is the **Perpetual Freedom Worklife**.

This is the **Unretired Life**.

And it's available to you—right now.



Core Values & Beliefs

We believe time is the real wealth.

- Money comes and goes, but time only goes. That's why we treat our time as our most valuable resource—investing it intentionally, spending it wisely, and never trading it for something that doesn't align with who we are.

We believe freedom is built, not granted.

- No one hands you freedom on a silver platter. You have to design it, build it, and protect it. That's why we choose entrepreneurship as our vehicle—because it lets us create the life we want, on our own terms.

We believe in building income that doesn't stop when we do.

- Trading time for money is a trap. That's why we build businesses, assets, and systems that continue to pay us—so we can choose how we spend our days, whether we're working or not.

We believe work should be fun, fulfilling, and flexible.

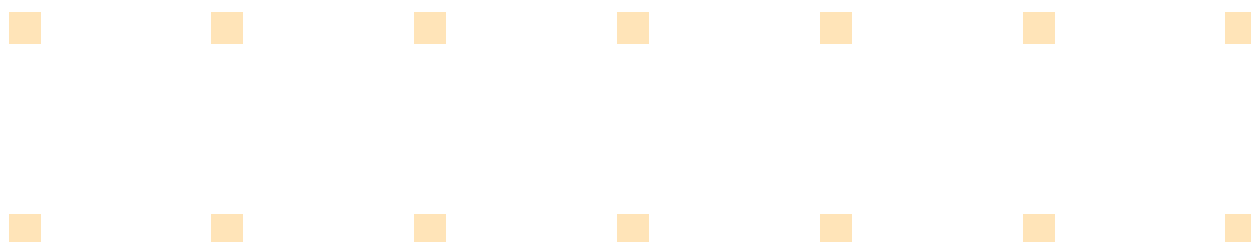
- Work doesn't have to feel like a grind. It should energize you, challenge you, and make you proud of what you create. We believe in designing work that fits our lives, not the other way around.

We believe in living like we're retired—without ever stopping.

- Retirement isn't a finish line; it's a mindset. We choose to live now, to design every day with the freedom, purpose, and passion most people wait a lifetime to find.

We believe legacy > ladder.

- Climbing someone else's corporate ladder might pay the bills, but it doesn't leave a mark. We build legacies that last—businesses, ideas, and impact that outlive us. Because we believe that what you leave behind is more important than the titles you collect.



The Lifestyle Principles

Start young—or start now.

- The best time to design your freedom was yesterday. The second-best time is today. Whether you're 18 or 58, there's no age limit on building the life you want. Just start.

Own your business, your brand, or your path.

- Ownership is the key to freedom. When you control your work, your ideas, and your income, you control your future. Build something that's yours—so no one can take it away.

Design for time freedom, not just money.

- Money is a tool, but time is the real wealth. We prioritize schedules that give us room to breathe, to think, and to enjoy life—not just paychecks that keep us chained to a desk.

Never stop learning, growing, creating.

- The journey doesn't end when you reach a certain number. Stay curious. Stay humble. Keep building new skills, new businesses, new ideas—because growth is the real game.

Work with passion, not pressure.

- The best work doesn't feel like work at all. It energizes you, excites you, and makes you want to keep going. We build businesses and projects around what we love—so we never need to take a vacation from our own lives.

Projects, not jobs. Impact, not titles.

- A job is a box. A project is an opportunity. We focus on creating impact—solving problems, serving people, leaving a legacy. Because titles come and go, but the difference you make lasts.

My Story

I didn't follow the script.

From the time I was a teenager, I was forging my own path—hosting parties, producing concerts, managing nightclubs, launching clothing brands, and turning side hustles into real businesses. I started my first venture at sixteen, promoting high school parties in my dad's paint & body shop. By the time I was in my twenties, I was packing ballrooms and booking big-name bands and DJs.

When others were waiting for permission, I was taking risks—sometimes failing, sometimes succeeding, but always learning. I didn't go to a four-year college. I didn't want a boss. I didn't want to be boxed in by a 9-5. So I built my own ladder—one rung at a time.

I've navigated everything from nightclubs in San Diego to lead generation in the dot-com boom, and I've lived the highs and lows of entrepreneurship. I've felt the sting of setbacks and the thrill of wins. At 55, I'm still at it—still building, still learning, still choosing projects that bring me joy.

The **Perpetual Freedom Worklife** isn't a theory for me. It's how I've lived my entire adult life.

And I wouldn't have it any other way.

My business life from my teens to early twenties. <https://social.rainr.net/cb>

Business history from my late twenties on... <https://www.chiefraintmaker.com/about>

Start Your Unretired Life Today

I'm not here to sell you a dream—I'm here to show you a path.

One that doesn't just rewrite the script, but tears it up completely.

Because this isn't just my story—**it can be yours too.**

If you've ever felt stuck in a job that doesn't excite you, or waited for retirement to finally start living, this is your invitation to break free.

To build, create, and own your life—right now.

Freedom isn't something you wait for—it's something you design.

A business that fuels your passions.

A schedule that honors your time.

A life that's built around what matters to you, not what society expects.

You don't have to wait for permission.

You don't need to hit a magic number.

You just need to decide that your time—and your life—are worth owning.

Join me. Join us.

Join the movement of entrepreneurs who refuse to trade their lives for a paycheck and who choose to work forever—but only on what they love.

This is the **Unretired Life**, driven by the **Perpetual Freedom Worklife**.

And it's waiting for you.

No Conclusion — It's The Start

Here's the thing:

Freedom isn't some destination you reach at the end of the line. It's a lifestyle—a way you live every single day. And the work you do? That should serve your life, not the other way around.

You don't need permission to live free. You just need the guts to start. Stop chasing some retirement dream and start building a life that's worth living right now.

Time is priceless. Use it like you own it—because you do. This is your life. Live it on your terms. Forever.

And let's be real: legacy always beats climbing the ladder. Every time. Freedom isn't something you earn at the end of your career. It's something you design into every day you live.

No more waiting. No more wishing. Just building. That's the Unretired Life. And it's yours if you want it. **Let's make it happen.**

**THE
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