

THE JORDAN HARBINGER SHOW

Worksheet for Coss Marte | Staying out of Prison with Muscle and Conviction (Episode 103)

Recidivism -- the likelihood that a criminal released from prison will return (typically within five years) -- is 76.6 percent on a state level and 44.7 percent at the federal level. It's a self-perpetuating cycle that's hard to break thanks to the modern United States prison system's focus on punishment and profit over rehabilitation -- a system that many point out is in dire need of drastic reform.

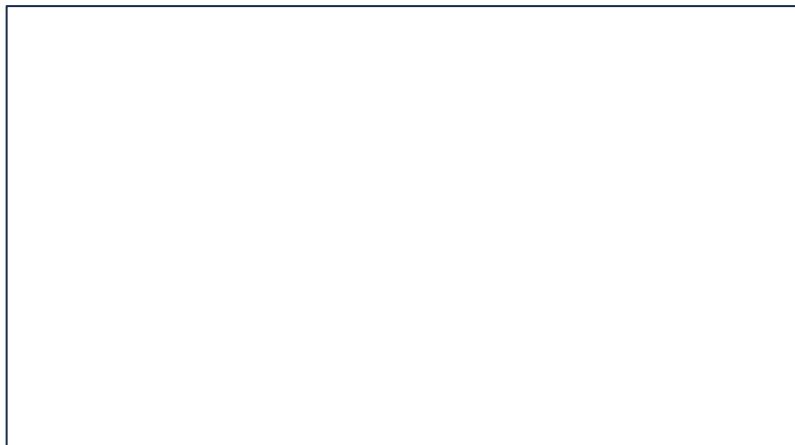
Joining us for [episode 103](#) is Coss Marte, a man who intimately understands the need for such reform from spending six years in the system himself for crimes he committed as a teenager. He's one of the lucky few who turned his life around by founding NYC-based fitness studio ConBody -- which gives the formerly incarcerated a second chance by hiring them to teach -- and he's the author of [*ConBody: The Revolutionary Bodyweight Prison Boot Camp, Born from an Extraordinary Story of Hope*](#).

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Unlikely Innovation

I think we can all agree there's nothing good about selling crack, though one thing about Coss' earlier *career* jumped out at me: he was an innovator. His beginnings were predictable: a young guy in baggy clothes selling drugs who drew regular attention from law enforcement. Then he put on a suit and tie, printed business cards, and had drivers delivering his product. These upgrades meant less NYPD attention (that is, until it didn't) and Coss became one rich kingpin.

Think about your [hopefully] *non-crack-selling* business. Have you seen where you could try something different and shake things up like Coss did? Or did not not want to take the risk? Is there an innovation you want to make but haven't yet? Why not?

A large, empty rectangular box with a thin black border, intended for the user to write their response to the prompt above.

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Taking The Bus

Coss told me about a man he met while incarcerated. He was 5'6" and 320 pounds -- not exactly a picture of health. Despite being an intimidating inmate of size, Coss took "Bus" under his wing and they began working out together. Society wasn't ready to give Bus a second chance, but Coss certainly was. Though he didn't know it, this friendship was the first step to Coss building the successful fitness business he runs today.

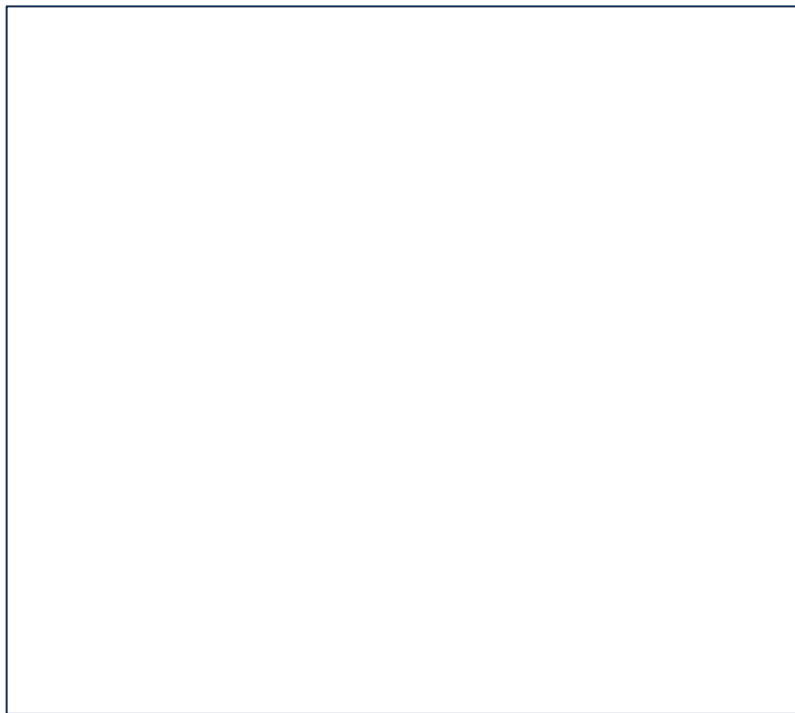
Have you ever given someone a second chance? What motivated you to do so? How did it help *both* of you?

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Eating Right

Prison food is famous for being barely edible and of little nutritional value. Instead of mystery meat and secret sauce, Coss had 35 pounds of fruits and vegetables mailed to him every month by his family. He turned a Maxwell House coffee can into a frying pan. He eliminated pasta, bread, and rice. He also thrived on canned tuna.

Coss turned around his diet despite not having his freedom. If he can do that on the inside, what's in the way of you eating better on the outside?



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Giving Back

After becoming a free man and being released back into public, Coss set out to make an honest living. The problem was that no one wanted to hire him. That's when necessity re-activated his entrepreneurial spirit (legal entrepreneurship this time) and ConBody was born.

When it came time to bring on employees, Coss hired those who were just like him: former inmates. It's actually worked out well too -- for the business and himself. For his employees, the results have been staggering: not a single one of them has gone back to jail -- an unheard of 0% recidivism rate.

Coss has done wonders to help others transform their bodies and ex-cons transform their lives. He was the man for the job. Where in life are you uniquely able to use your life experience to give back and help others?



Full show notes and resources for this episode [can be found here](#).

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About



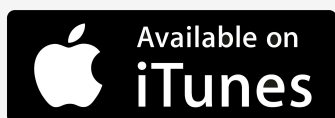
Join Jordan Harbinger (critically acclaimed host, formerly of The Art of Charm) as we get deep into the untapped wisdom of the world's top performers -- from legendary musicians to intelligence operatives, iconoclastic writers to visionary change-makers.

We deconstruct the playbooks of the most successful people on earth -- and learn new strategies, perspectives, and insights you can't find anywhere else. Then, take these insights into your own life and live what you listen.

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