



OFFICIAL MEDIA KIT 2026

STOP SURVIVING. START BUILDING.

Spirit • Body • Mind • Business • Impact



ROCK DID IT GLOBAL™

Built for media, podcasts, partnerships, sponsors, leaders and entrepreneurs ready to build legacy.

JUAN COELLO

Founder • Chief Visionary Officer

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Founder • Chief Visionary Officer • Ecosystem Architect

FROM STRUGGLE TO STRUCTURE

Juan Coello is the founder and Chief Visionary Officer of ROCK DID IT GLOBAL™, a transformation ecosystem helping people build Spirit, strengthen Body, and expand Mind through leadership, wellness, business education, publishing, sales systems and mentorship.

Founder Role

Vision, direction, ecosystem architecture, brand strategy, leadership development and media positioning.

Core Message

Your time is now. Stop surviving. Start building your legacy, your impact and your life.

PROFILE

Entrepreneur. Wellness educator. Leadership builder. Publishing systems creator. Business strategist. Mentor. Juan's work blends personal transformation with business education so that entrepreneurs can grow spiritually, physically and financially.



5,000

Leaders mission

1M

Families vision

3

Core pillars

1

Connected ecosystem

THE ROCK DID IT STORY

A media-ready founder narrative built from real transformation.

MIAMI ROOTS

A foundation of hustle, service, image, skill and entrepreneurship.

ENTREPRENEURSHIP

Barbering, sales, marketing, consulting and brand building became practical training grounds.

ADVERSITY

Homelessness, rebuilding and personal loss shaped the message: transformation must be lived, not performed.

SOUTH AMERICA MISSION

Years of service refined the mission to help families rise through spiritual, physical and business education.

RETURN TO AMERICA

Juan came back with a vision to identify, train and multiply leaders who can impact families globally.

“STOP SURVIVING. START BUILDING.”

The founder story is the doorway into the full ROCK DID IT GLOBAL™ movement.

MISSION + VISION

The strategic reason the ecosystem exists.

MISSION

Develop leaders who transform families spiritually, physically and financially through practical systems for purpose, discipline, wellness, business, sales, technology and execution.

SPIRIT

Identity, values, principles, purpose, leadership and publishing.

BODY

Fitness, detox, wellness, nutrition, self-defense and accountability.

MIND

Business, sales, marketing, software, procurement and entrepreneurship.

MEDIA POSITIONING

ROCK DID IT GLOBAL™ is not only a brand. It is a movement structured as a leadership, wellness and entrepreneurship ecosystem. The press angle is simple: one founder story, one clear framework and multiple divisions designed to help everyday people become builders, leaders and impact-makers.

MEDIA

Podcasts + press

SPEAKING PARTNERS

Events + panels

IMPACT

Families + leaders

SPIRIT • BODY • MIND

The order of transformation is the differentiator.

ROCK DID IT GLOBAL™ organizes every message, program, offer and opportunity through the Spirit • Body • Mind framework. The order matters because lasting success starts with identity, is sustained by discipline and becomes visible through execution.

SPIRIT

Purpose before performance. Identity, principles, leadership, faith-centered values, story, publishing and direction. The Spirit pillar answers: Who am I becoming and what am I called to build?

BODY

Discipline in the body creates energy and confidence. This pillar includes wellness, detox, fitness, nutrition, self-defense and accountability through I DID IT Fitness, NHM, VHealthy and Tru Native.

MIND

Skill turns transformation into marketplace value. This pillar includes business education, sales, marketing, software, procurement, CRM systems, publishing and entrepreneurship.

WHY THIS WORKS

Most brands sell one product. ROCK DID IT builds a pathway: awareness, challenge, mentorship, transformation, execution, leadership and scale. Every division feeds the same mission.

9 DAY

Activation pathway

90 DAY

Transformation pathway

7

Streams Games

ROCK DID IT UNIVERSITY™

Business education, mentorship and entrepreneur training.

LEARN. LAUNCH. GROW. OPERATE. SCALE.

The education hub for leaders, entrepreneurs, creators, consultants and future intra-entrepreneurs inside the ROCK DID IT GLOBAL™ ecosystem.

Leadership

Funnels

Sales

Offers

Automation

Training Focus

Practical business education, mentorship, implementation frameworks, leadership habits and execution systems.

Who It Serves

Entrepreneurs, coaches, setters, closers, barbers, wellness leaders, creators and service providers.

Outcome

A student moves from confusion into clear pathways, offers, skills, systems and leadership development.

PRESS ANGLE

ROCK DID IT University™ is positioned as the internal learning engine of the movement - the place where people gain the skills, mindset and structure to participate in the larger ecosystem.

24/7

Digital learning

LIVE

Mentorship

CRM

Execution systems

AI

Modern tools

CUTTING IMAGE™

Sales systems. Setters. Closers. Funnels. Consulting. Software.

THE BUSINESS GROWTH ENGINE

Cutting Image™ is the business execution division inside ROCK DID IT GLOBAL™. It trains and supports setters, closers, consultants, agencies, developers and procurement teams so clients and internal brands can move from attention to revenue.



Academy

High-ticket sales academy for setters and closers with scripts, role-play, qualification and objection handling.

Agency

Marketing, funnels, copywriting, content, ads governance and launch strategy for ecosystem brands.

Software

CRM, automation, dashboards, lead routing, affiliate tracking and business operating systems.

MEDIA HOOK

The story is not simply “sales training.” The stronger story is a full-stack business growth system: people, scripts, funnels, automation, analytics and leadership training working together.

I DID IT FITNESS™ + WELLNESS

Health, detox, fitness, self-defense and native nutrition.

STRENGTHEN THE BODY.

ROCK DID IT treats the body as the vessel for purpose. The wellness division connects fitness, detox, herbal education, nutrition, self-defense and accountability through I DID IT Fitness™, Natural Herb Minerals™, VHealthy™ and Tru Native Nutrition™.

I DID IT Fitness™

Body transformation, movement, self-defense, boxing, fitness accountability and discipline-based lifestyle systems.

Natural Herb Minerals™

Detox education, revitalization protocols, herbal wellness, client diagnostic reports and lifestyle recommendations.

VHealthy + Tru Native

Recipes, native foods, sea moss wellness, pantry detox, meal planning and family longevity education.

WHY IT MATTERS

The wellness story is deeply human: energy, discipline, health, family and longevity. It gives ROCK DID IT a practical way to help people change their daily lives while connecting them to a bigger leadership path.

DETOX

Education

FITNESS

Discipline

NATIVE

Nutrition

ROCK DID IT PUBLISHING™

Writing, publishing, book marketing and authority building.

STORIES BECOME ASSETS

ROCK DID IT Publishing™ helps turn personal stories, expertise, testimonies and frameworks into books, guides, audiobooks, media assets and author platforms. The goal is to help leaders become visible, credible and useful.

Writing

Ghostwriting, framework development, founder stories, memoirs, educational guides and authority books.

Publishing

Formatting, editing, cover direction, book launch support, author pages and distribution preparation.

Marketing

Book funnels, social content, launch campaigns, podcast positioning, video trailers and reader journeys.

MEDIA STUDIO DIRECTION

This division can evolve into a content and media studio for real transformation stories: entrepreneurs, families, wellness journeys, student wins, founders, authors, business builders and mission-driven leaders.

BOOKS

Authority

AUDIO

Reach

VIDEO

Story

PRESS

Visibility

EVENTS + EXPERIENCES

Challenges, games, conferences, masterminds and leadership retreats.

THE MOVEMENT COMES ALIVE THROUGH EXPERIENCES

Events move people from content into community. ROCK DID IT uses challenges, games, masterminds and future conferences to create momentum, proof and leadership multiplication.

9 DAY

Awareness + activation

90 DAY

Spirit • Body • Mind transformation

7 STREAMS

Business execution game

MASTERMIND CONFERENCE

Quarterly leader rooms

Global movement stage

PARTNERSHIP VALUE

The events platform creates media moments, sponsorship opportunities, community activation, content capture, testimonials, leaderboards and future regional expansion. It turns ROCK DID IT from an idea into a visible movement.

LIVE

Experiences

GLOBAL

Community

MEDIA

Content

PURPOSE + LEGACY

The mission side of the movement.

HELP FAMILIES RISE

The heart of ROCK DID IT GLOBAL™ is family transformation. The movement exists to develop leaders who carry principles, health, business skills, courage and responsibility into their homes and communities.

Mission Work

Years of service in South America helped shape the conviction that education must be practical, spiritual and family-centered.

Youth + Mentorship

The student stories show early skill development, barber education, family support and leadership formation.

Future Foundation

Scholarships, leader development, educational resources and community transformation programs can become a formal impact arm.

LEGACY MESSAGE

ROCK DID IT is not only asking people to join a program. It is inviting people to become leaders with a responsibility to build something that outlives them: stronger families, healthier communities and better prepared entrepreneurs.

FAMILY

Impact

YOUTH

Mentorship

SERVICE

Mission

LEGACY

Future

BUSINESS COACH + CONSULTING PATHWAY

A structured growth pathway for founders, professionals and internal leaders.

FROM POTENTIAL TO PERFORMANCE.

ROCK DID IT consulting helps entrepreneurs identify gaps, build offers, create funnels, develop content, train sales teams, implement CRM systems and design growth strategies grounded in unit economics and execution.

Assess

Business gap assessment, offer clarity, audience, pricing and market positioning.

Build

Funnels, pages, scripts, content systems, assets, automations and CRM pipelines.

Train

Setters, closers, affiliates, leaders, account managers and operators.

Scale

Paid ads governance, dashboards, partnerships, launches and operational systems.

CONSULTING POSITIONING

The consulting offer gives ROCK DID IT credibility with business owners and partners because it connects inspiration to execution: strategy, software, marketing, sales, reporting and leadership.

BRANDS + BUSINESSES

A visual snapshot of the current ecosystem.


Brands & Businesses



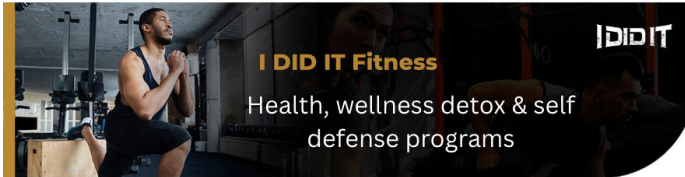
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High-ticket sales academy for
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I DID IT Fitness
Health, wellness detox & self
defense programs



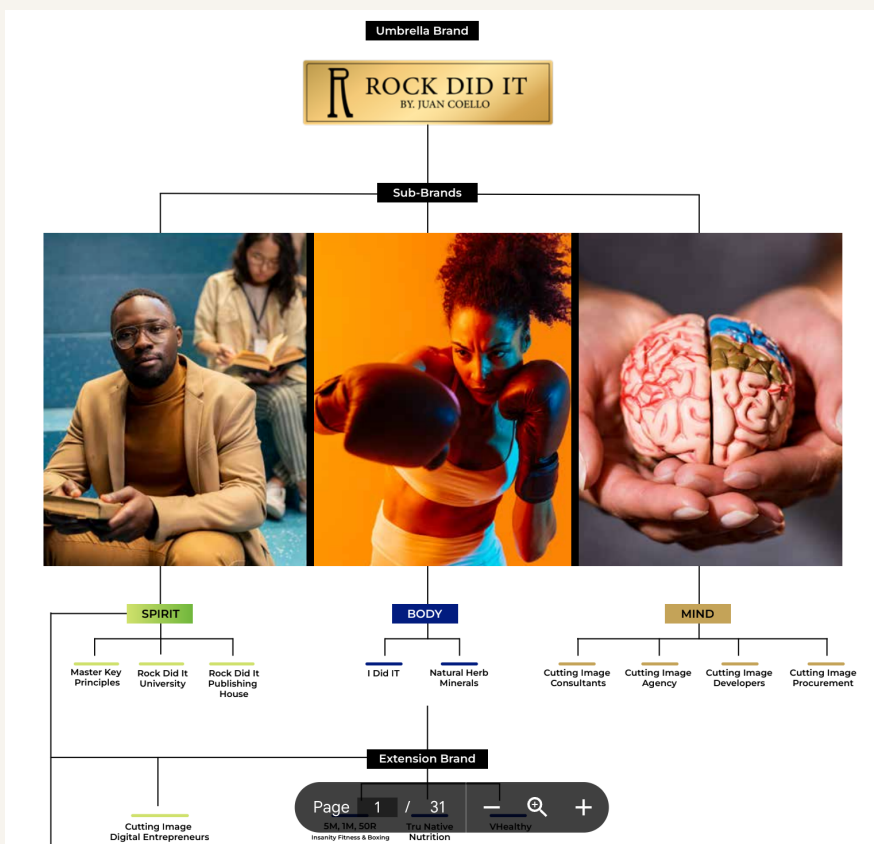
ROCK DID IT Publishing
Writing, publishing, and book
marketing services

ESPIRITU - CUERPO - MENTE

Preferred services, programs, systems, wellness brands, publishing and business growth divisions.

UMBRELLA BRAND ARCHITECTURE

How the ecosystem stays organized while scaling.



ARCHITECTURE MESSAGE

The umbrella model keeps ROCK DID IT clear: Spirit, Body and Mind hold the core divisions, while extension brands, endorsed brands and stand-alone partners allow growth without confusion.

STUDENT TRANSFORMATIONS

Mentorship stories from people developed by Juan Coello and ROCK DID IT.

Testimonials from Students Mentored by Juan Coello

MICHAEL MIRANDA
Thanks to ROCK DID IT, my barbering skills leveled up fast. Their guidance pushed me to the top of my game

Testimonials from Students Mentored by Juan Coello

BRYAN CHOEZ
ROCK DID IT taught me the craft at just 9 years old. Now, at 18, I'm able to support my family in Ecuador through my skills

ESPIRITU - CUERPO - MENTE

ELVIS SANCHEZ
ROCK DID IT gave me the tools to open my own barbershop in Ecuador. Now, I'm proud to be an educator with Cutting Image and inspire others.

PROOF THE MARKET CAN FEEL
The most powerful proof is human: skill, confidence, family support, education, leadership and transformation.

MEDIA + PARTNERSHIPS

For interviews, podcasts, sponsorships, strategic alliances and press opportunities.

ROCK DID IT GLOBAL™

A Spirit • Body • Mind transformation ecosystem founded by Juan Coello to develop leaders who build stronger lives, stronger families and stronger businesses.

Media

Podcast interviews, founder stories, press features, speaking requests and content collaborations.

Partnerships

Sponsors, strategic partners, schools, wellness partners, business partners and event collaborators.

Assets

Founder photos, logos, bio, brand architecture, testimonials, program descriptions and media-ready talking points.

APPROVED SHORT BIO

Juan Coello is the Founder and Chief Visionary Officer of ROCK DID IT GLOBAL™, a transformation ecosystem built around Spirit, Body and Mind. His work helps leaders, entrepreneurs and families move from survival into structure, discipline, business execution and legacy impact.

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