

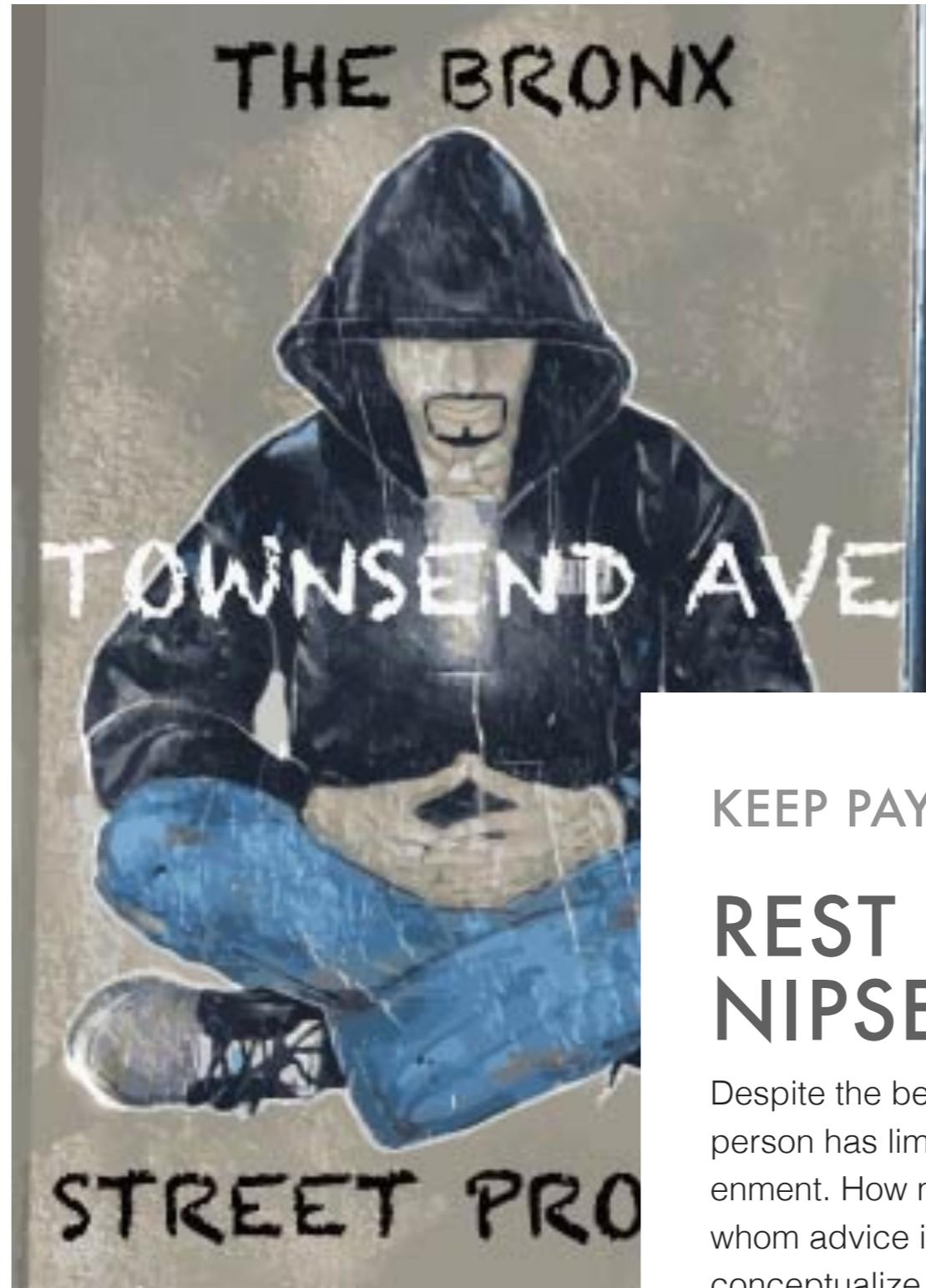




THOUGHT PROVOKING ARTICLES

## BY JOSE FRANCO OF STOOP JUICE

[Jose Franco](#) is an American entrepreneur, baseball coach and the founder of Stoop Juice. Franco's article titled "Self Motivated" details how in April 2011, Jose did a juice cleanse (66 days) which helped him return to his natural weight of 180 pounds. He lost 52 pounds during cleanse (70 pounds total). Jose's new book titled "[The Stories I Tell Myself](#)" is available as a free pdf file for easy download.



KEEP PAYING IT FORWARD

## REST IN PEACE NIPSEY HUSSLE

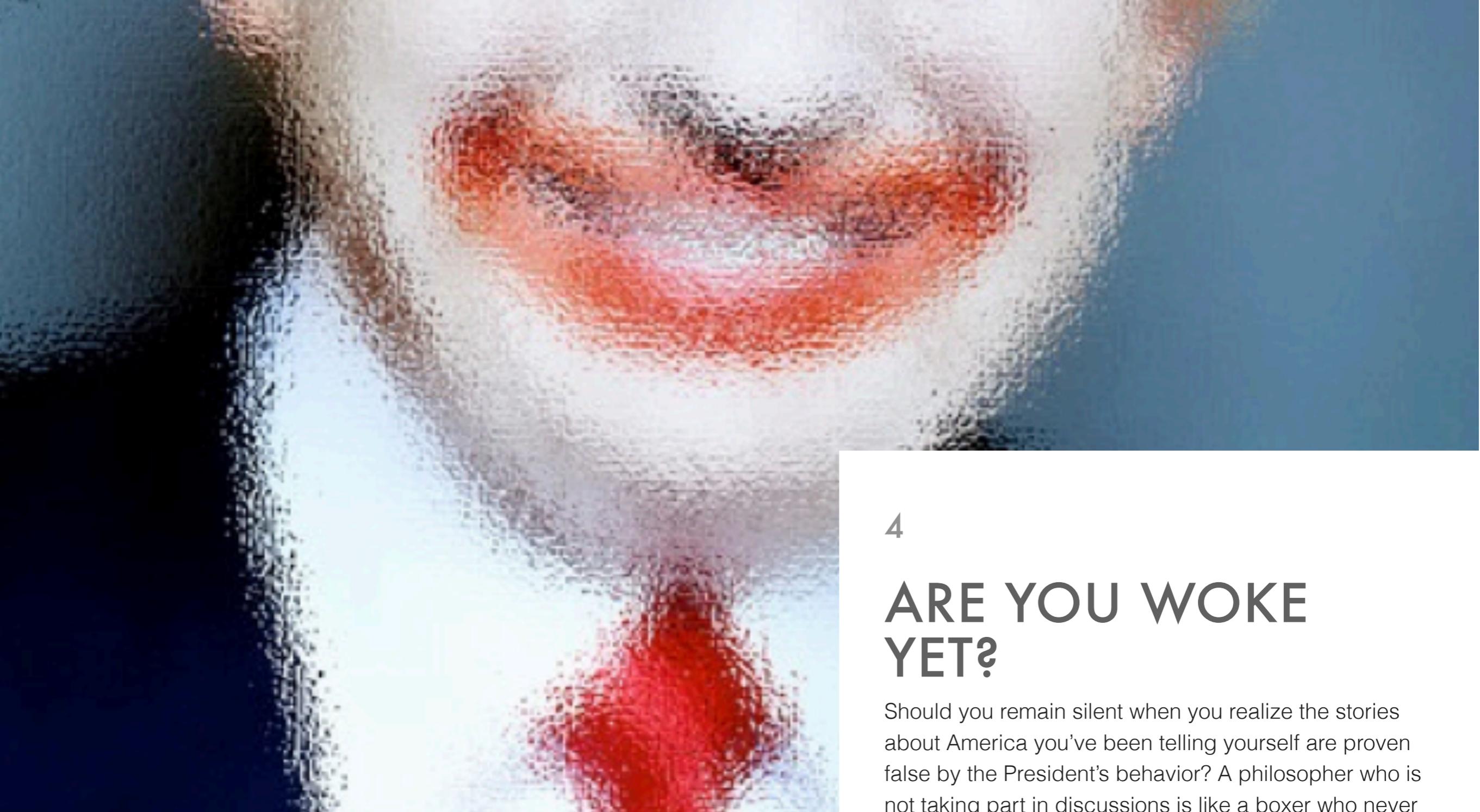
Despite the best of intentions, any advice given to a person has limitations regarding perception and enlightenment. How much you reveal to the person from whom advice is sought and the advisor's capacity to conceptualize the best course/s of action/s has a vital bearing on the usefulness of the advice. [Continue reading](#)

**StoopJUICE**  
**THE KEY TO SUCCESS**  
**IS TO PUSH YOURSELF**

3

## WEB TRAFFIC UP 3,178%

The major difference between mass media and social media is this; the mass media puts the audience in a passive position. Social media puts the audience at the center and with work, could do a better job at reaching your business's market niche. Through social media, [Continue reading](#)



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## ARE YOU WOKE YET?

Should you remain silent when you realize the stories about America you've been telling yourself are proven false by the President's behavior? A philosopher who is not taking part in discussions is like a boxer who never goes into the ring. Once awakened, the worst case scenario may prompt you to think "life sucks". If this sounds like you, recognizing other people lead productive lives while your life continues to [Continue reading](#)



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## THE DILEMMA

In an attempt to lose 15 pounds, I've started going for longer walks in my Park Slope neighborhood. As I walked by the Brooklyn Museum, I noticed a sign which states the opposite of what my wife wants me to do. ("Do Not Disappear Into Silence"). My biggest [Continue reading](#)



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## THE GOVERNMENT & THE PEOPLE ARE 1

At the moment, if you go by the majority of reader's comments in a New York Times article titled "Wall Street, Seeking Big Tax Breaks, Sets Sights on Distressed Main Streets" most Americans are in full anti-Trump mode which I find thoughtless and counterproductive. I'm aware [Continue reading](#)



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## SCHULTZ HAS TO BE FOR REAL IN 2020

The biggest challenges one faces trying to become an Independently thinking President are: most people don't know who you are, followed by being flawed and ignoring your biases. Most candidate's life story aren't part of the national narrative made up of [Continue reading](#)

 Howard Schultz Jan 30  
**InMail** • Running as an Independent

 Matthew Fried Jan 30  
Matthew Fried is now a connection.

 Kate at LinkedIn Jan 28  
**LinkedIn Offer** • Find the right person for your role

 James Lane Jan 25  
James: Thank you

 **Zendesk** Jan 24  
**Sponsored** • Take your customer service to the... 1

 Christine Caltabiano Jan 22  
Christine Caltabiano is now a connection. 1

 Edward Boyd Jan 14

Running as an Independent

On January 2018 I wrote an article on LinkedIn stating "I started collecting signatures to run for President as an Independent out of frustration from the 1st Government shutdown of the same year". In a flawed country full of flawed people, the egoist part of me is flawed enough to be President of the United States. The altruist in me is rooting for Michael Bloomberg or yourself to run as a Democrat in 2020 with the other as Vice President. Neither of the 3 of us should allow our egos to get in the way. In my opinion, good managers don't have to continually put out fires; our focus should be to anticipate problems and come up with egoless solutions through planning.

I'm inspired by the words of Algernon Sidney, "Our inquiry is not after that which is perfect, well knowing that no such thing is found among men; but we seek that human constitution which is attended with the least, or the most pardonable inconveniences". Mr Schultz, I appreciate your servant leader approach. I'm hoping whatever you decide encourages all voters to think and hopefully unite despite our differences for the good of the country. Suppose all Americans, Mr Bloomberg and yourself realize my perspective has people? We all social construct focusing on the need for validat

Respectfully yo  
Jose Franco  
<https://www.lin>

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## SCHULTZ VS THE UNDEMOCRAT

The Democrats' argument that an Independent candidate could split the vote and help Trump get re-elected is valid, backed by research but not absolute. We should question all things and avoid being passive since democracy calls for free and open elections with citizen involvement [Continue reading](#)

# Donald Trump & Alexandria Ocasio Cortez

## Similarities



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## TWO PEAS IN A POD

Many of Alexandria Ocasio-Cortez and Donald Trump's supporters reasons for mobilizing stems from two linked fears, A.O.C.'s base's fear of being taken advantage of and Donald Trump's supporter's fear of under producing for lack of opportunities. Creating a way, a path, for [Continue reading](#)



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## FASTEST WAY TO BUILD THE WALL

The fastest way to build the wall and promote my bleak outlook for 2019 is to seek-out factual information that confirms my biases. I'd encourage people to read Upton Sinclair's *The Jungle* that shows an earlier iteration of the news media that promoted mercantilism through [Continue reading](#)



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## BUSINESS, PHILOSOPHY ETC

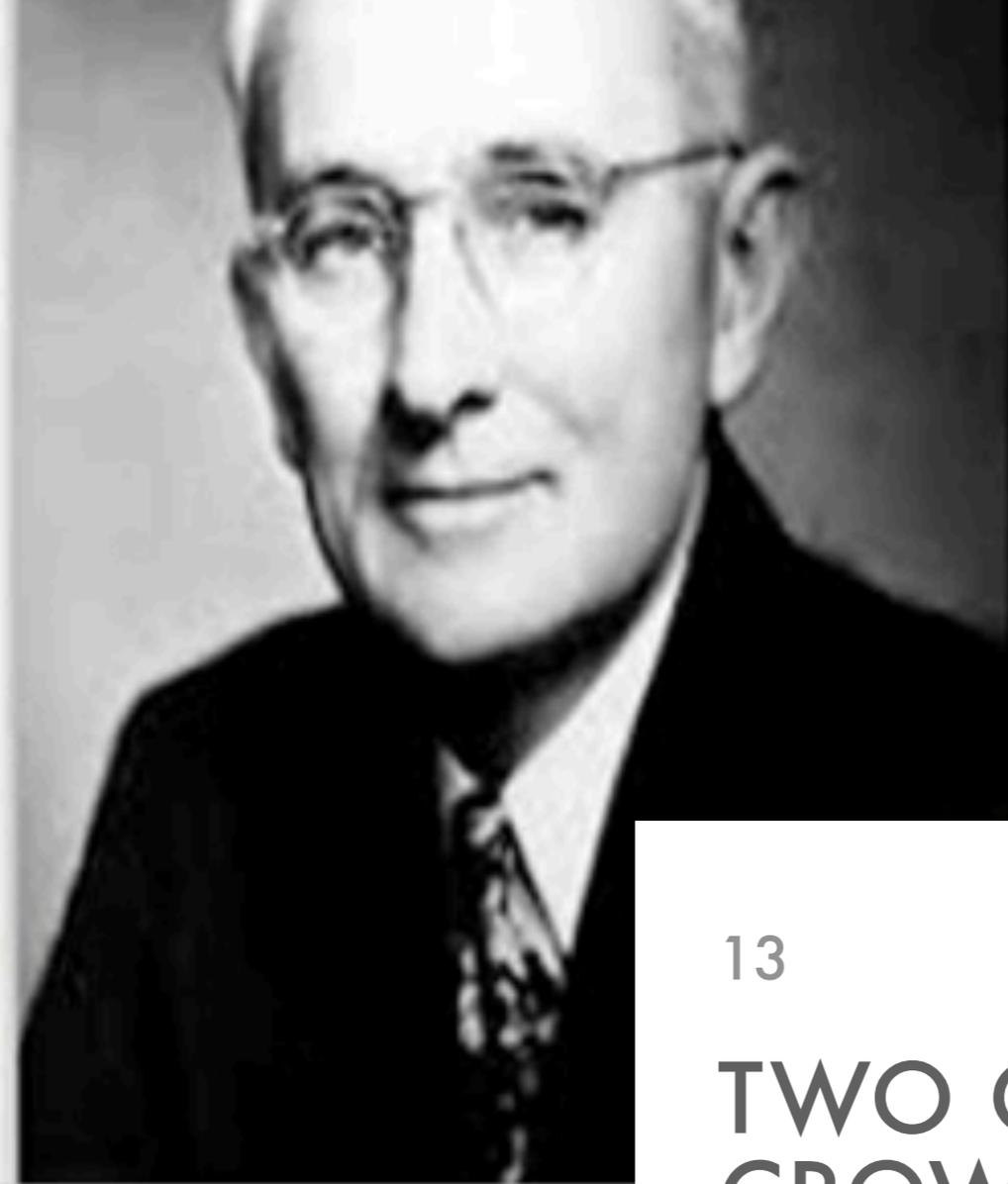
[Read multimedia version](#) (video and news articles included)



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## HUMAN ACTION

Every time you find yourself complaining about the current political situation in the world while watching reality tv, take action instead of feeling somber. Envision yourself pioneering folkways sharing an ideology that combines the approach and lessons of Marcus Aurelius and Ludwig Von Mises to enable individuals a [Continue reading](#)



# WIN FRIENDS & INFLUENCE PEOPLE

*The Only Book You Need  
to Lead You to Success*

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## TWO GUN CROWLEY

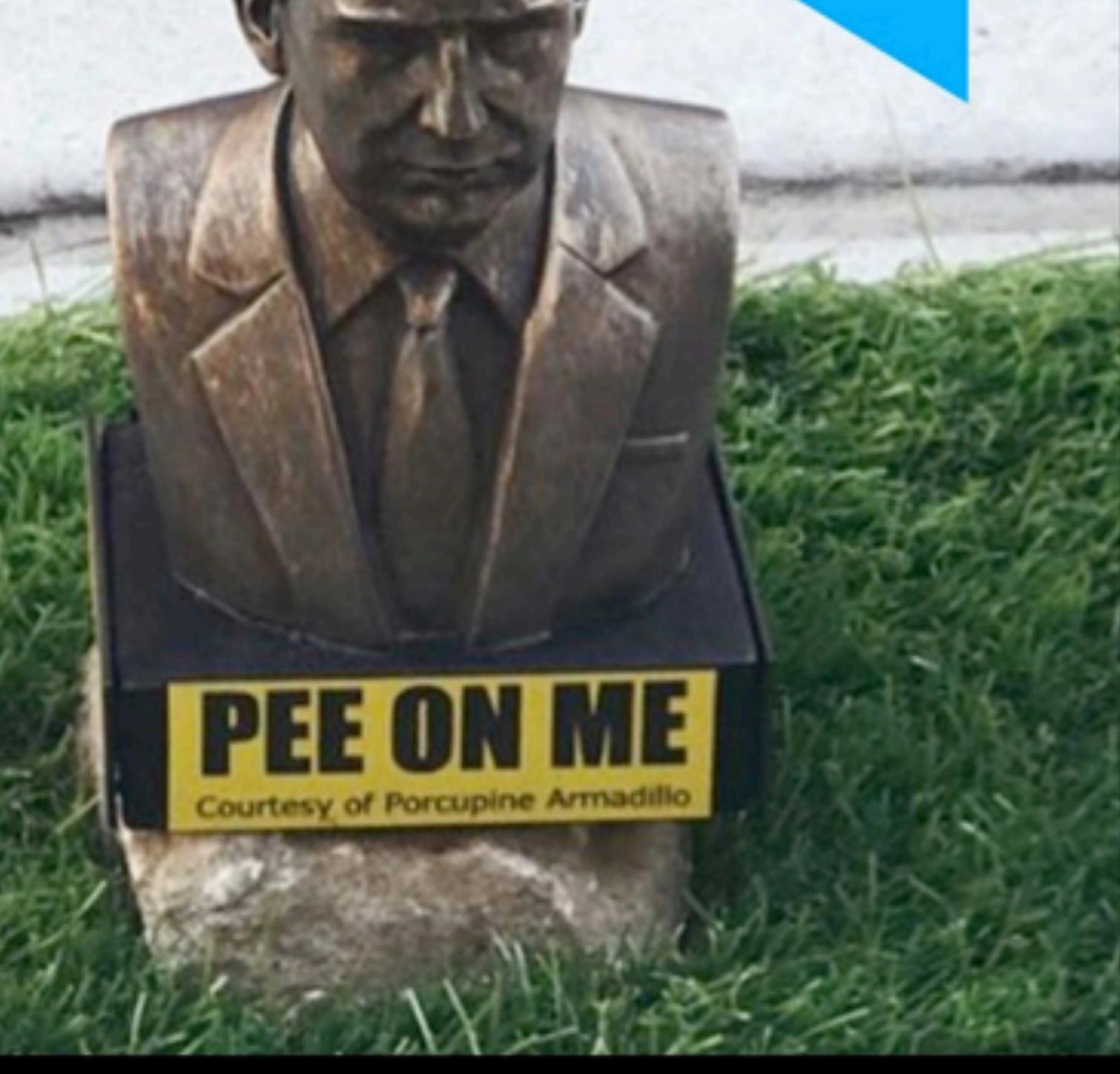
Donald Trump is one of the most unapologetic public figures of our times. despite often bragging of how seldom he reads, he knows exactly what he's doing. I think during a lucid moment, Donald Trump read Dale Carnegie's "How to win friends and influence people". The first chapter of the book [Continue reading](#)



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## COMPREHENSIVE BACKGROUND CHK

According to the Gun Violence Archive, the Borderline Bar & Grill shooting is the 307th mass shooting in 2018. What will it take for us to realize the current flawed approach isn't working. We must be receptive to new ideas; I believe that a thing does not therefore cease to be true because it is not accepted by many of our US Congress members and Senators. I also think the difficulty lies [Continue reading](#)



# Vs Freedom Of Tho In The United States Of America

15

## THOUGHT VS SPEECH

American citizens and US residents who illustrate disagreement with Trump's policies by posting offensive pictures like (above: bust of the President with a "pee on me" sticker on a patch of grass), have to avoid being reluctant to work or be unreliable. If you're undependable, it doesn't matter what your values are, no serious person is going to trust you. Exercising [Continue reading](#)



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## WORLD'S BEST STORYTELLERS

The world's best storytellers and the Brooklyn juice man (Jose Franco) were walking around Prospect Park this morning. Each explained to Jose why their religion, political party, beliefs and cultures were desirable. Each one highlighted what they perceived as their strengths while Jose questioned inconsistencies [Continue reading](#)

# Why I'm Running For US President In 2020



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## WHY I'M RUNNING

I have made ceaseless efforts not to ridicule or scorn the US President's actions, but to understand them. Underwhelmed, on January 2018 I started collecting signatures to run for US President in 2020. I'm moved to action because I fear self-complacency is no longer an option. Despite having doubts, [Continue reading](#)



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## UNIVERSAL HEALTH CARE

Should "It won't happen to us" be our campaign slogan for the 2020 presidential election? I believe in universal care since consumer choice is nonsense when it comes to health care. And you can't just trust insurance companies either — they're [Continue reading](#)



**To live is to  
suffer, to sur-  
vive is to find  
some meaning**

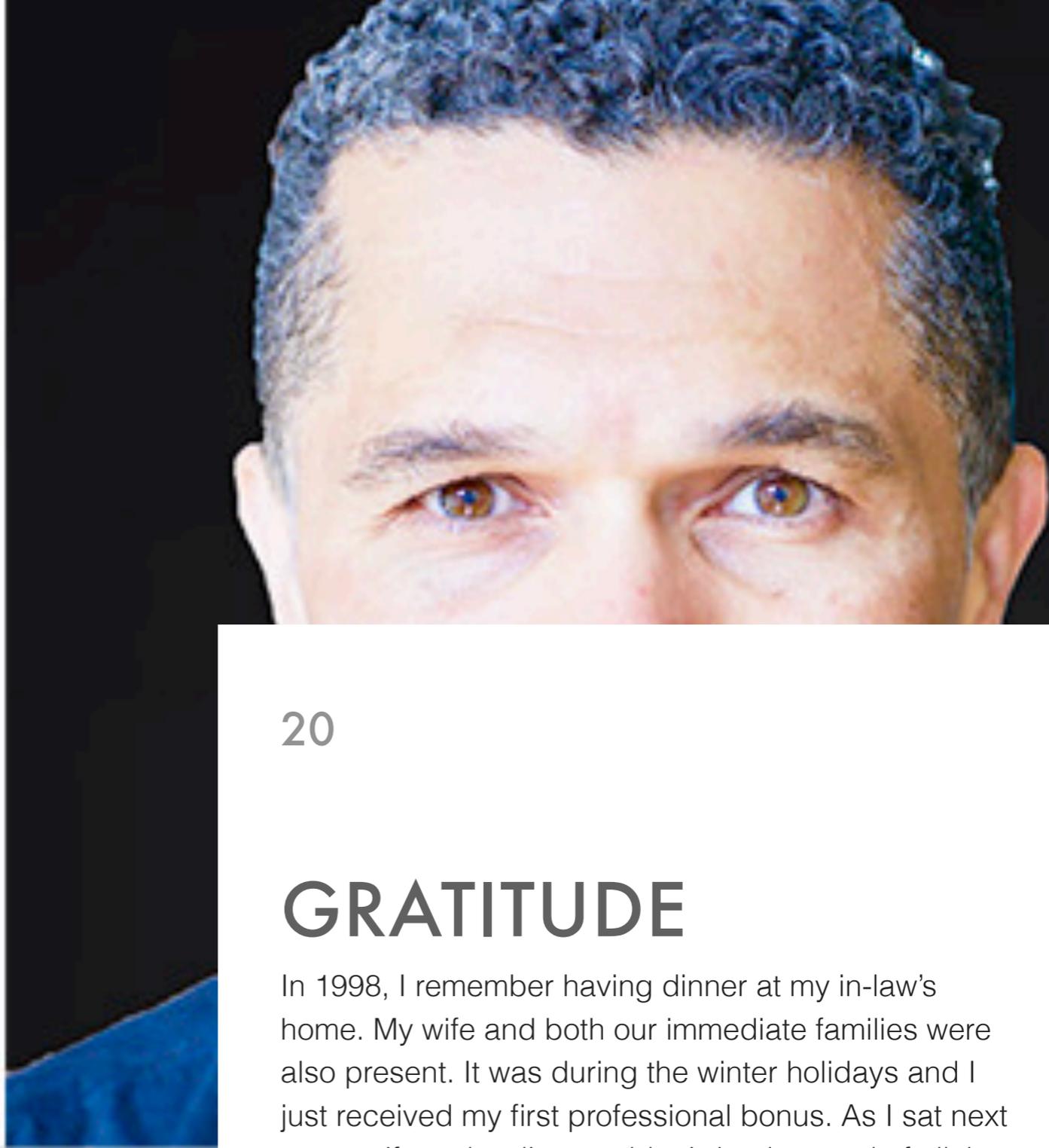
**i]**

19

## **NIHILISM: GOD IS DEAD**

The most unfortunate thing regarding nihilism is not the loss of the ability to believe, but the inability to see the beauty, opportunities and possibilities of things and events occurring around us daily. How can not believing in anything affect group norms and habits? [Continue reading](#)

thankful  
grateful  
blessed



20

## GRATITUDE

In 1998, I remember having dinner at my in-law's home. My wife and both our immediate families were also present. It was during the winter holidays and I just received my first professional bonus. As I sat next to my wife at the dinner table, I daydreamed of all the additional [Continue reading](#)

# self-awareness ]

*'The ability to take an honest look  
at your life without  
to it being right*

21

## SELF-AWARENESS

In the past, fear of public reaction to published materials considered unfavorable to those in power had little to no circulation because openly publishing controversial ideas led to reciprocity or death to both reader and author. Prior to the printing press, teaching [Continue reading](#)

# FEDERALIST PAPERS

A COLLECTION OF  
E S S A Y S

WRITTEN IN FAVOUR OF THE

NEW CONSTITUTION

AS AGREED UPON BY THE

FEDERAL CONVENTION

SEPTEMBER

HAMILTON, MA

PRESENTED  
COVENTRY HOUSE

22

## THE FEDERALIST PAPERS

DURATION in office has been mentioned as the second requisite to the energy of the Executive authority. This has relation to two objects: to the personal firmness of the executive magistrate, in the employment of his constitutional powers; and to the stability of the system [Continue reading](#)

# Introducing

# Stoop Juice



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**INDEPENDENT  
CANDIDATE 2020**

[Listen to podcast](#)

The New York Times

The Opinion

Submitted

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## OPINION: SELF REFLECTION

This summer, I've been collecting signatures at Brooklyn's Prospect park in a bid to be the Independent candidate for President of the United States in 2020. My name is not important but my story is. I think the current President is anti enlightenment and regularly contradicts himself with [Continue reading](#)

F YOU DON'T  
**VOTE**

YOU L  
THE RIG  
COMPL

25

## VOTE

What's an easy way to show eligible voters the importance of registering to vote? A visualization exercise, that's how! Close your eyes and see yourself living in a cave in which prisoners are kept. These prisoners have been in this cave all their lives. All the prisoners in the cave read, listen and are surrounded by [Continue reading](#)



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## WRITING MISSION STATEMENT

Despite growing up in a pragmatic family with fiscally conservative values, I've become more spiritual over the last eight years. Since opening Stoop Juice in 2012, I've met scores of customers who you wouldn't expect to use the label of spirituality open to concepts such as finding their life's purpose and trusting of their own intuition. I believe [Continue reading](#)

# STRENGTHS FINDER

27

## GALLUP'S STRENGTHFINDERS

If you want to keep growing both personally and professionally, seek out messages that highlight your strengths more than obsessing about your weaknesses. Self-talk can have a great impact on your confidence. The effect can be good or bad, depending on whether your self-talk is [Continue reading](#)

# OTHER

# PEOPLE

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## TRIGGER 5: OTHER PEOPLE

People you surround yourself with can play a role on your habits and behaviors. What may be a surprise is just how big of an impact these people can make. One study in the *New England Journal of Medicine* found that if your friend becomes obese, then your risk of obesity increases by 57 percent — [Continue reading](#)



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## TRIGGER 1: TIME

Time is perhaps the most common way to trigger a new habit. Common morning habits are just one example. Waking up in the morning usually triggers a number of habits: go to the bathroom, take a shower, brush your teeth, get dressed, make a [Continue reading](#)



30

## BENEFITS OF SELF TALK

You did it! You've reached your ideal weight through the latest diet craze, let's call it "the Park Slope Diet" and what have you realized? Regardless of a person's social status or affluence, it's tough to be constantly at your ideal weight and at times [Continue reading](#)



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# the Healthy 3

## THE HEALTHY 3%

Brooklynites, prior to getting a free juice cleanse consultation at Park Slope's Stoop Juice, patrons are asked to list the foods and drinks they regularly eat. Most of these customers opt to return with the completed food list the following [Continue reading](#)

# Secrets to Keeping Pounds Off Since 2010



32

## KEEPING THE WEIGHT OFF

Back in 2010, I lost 75 pounds in 120 days through juice cleansing and exercise. I went from being inactive to going for 2 one hour walks daily. I've been able to keep the weight off through [Continue reading](#)



# Know Your Circle Of Competence

**It's  
“ I D**

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## CIRCLE OF COMPETENCE

When I decided to make a career change in 2011 you could have given me \$100 million worth of stock in an IPO and I wouldn't of felt financially secure since I don't understand stocks. [Continue reading](#)



ecture 1



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## CONSCIOUSNESS

The brain is designed with blind spots, optical and psychological, and one of its cleverest tricks is to confer on us the comforting delusion that we, personally, do not have any. In a

[Continue reading](#)



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## INTERMITTENT FASTING

Back in 2011, I lost 70 pounds in 120 days by juice cleansing after experiencing a paradigm shift in how I saw myself in relationship to external things. The realization I'll always be both [Continue reading](#)



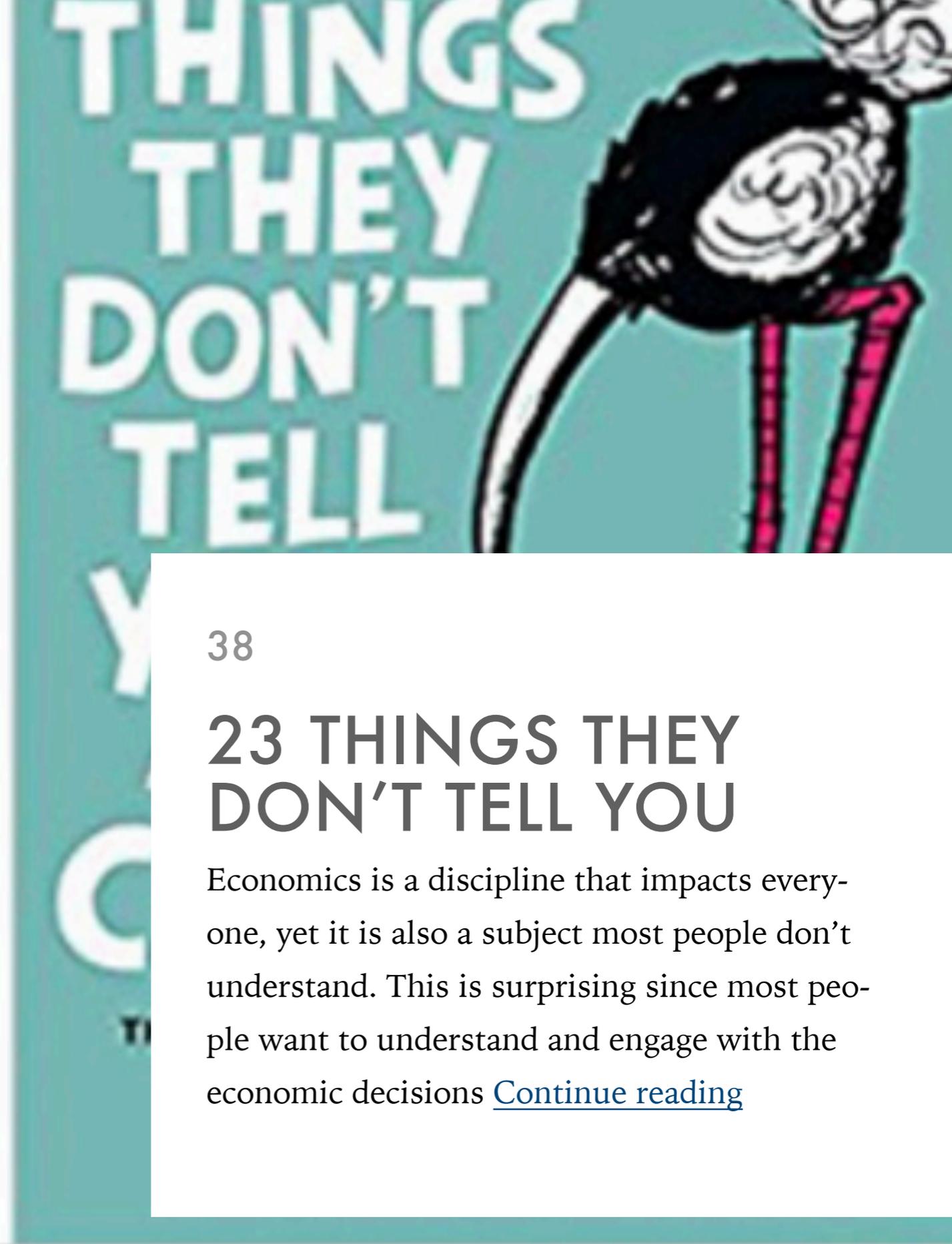


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## INTERVIEW: JOSE FRANCO

Written By Susan Wilder: It's said that we overlook extraordinary people around us everyday. To unearth this brilliance, all you need is curious eyes and close observation. In that spirit, let me start today [Continue reading](#)

# For Jose Franco In 2020? If Yes, You Must Read



38

## 23 THINGS THEY DON'T TELL YOU

Economics is a discipline that impacts everyone, yet it is also a subject most people don't understand. This is surprising since most people want to understand and engage with the economic decisions [Continue reading](#)

# Open Letter To Mark Cuban & Oprah Winfrey



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## OPEN LETTER TO MARK CUBAN

Dear Oprah Winfrey and Mark Cuban,

I'd like to help both of you obtain clarity regarding 2020, (Yes! This is the sign you've been waiting for) despite me also running for President of The United [Continue reading](#)

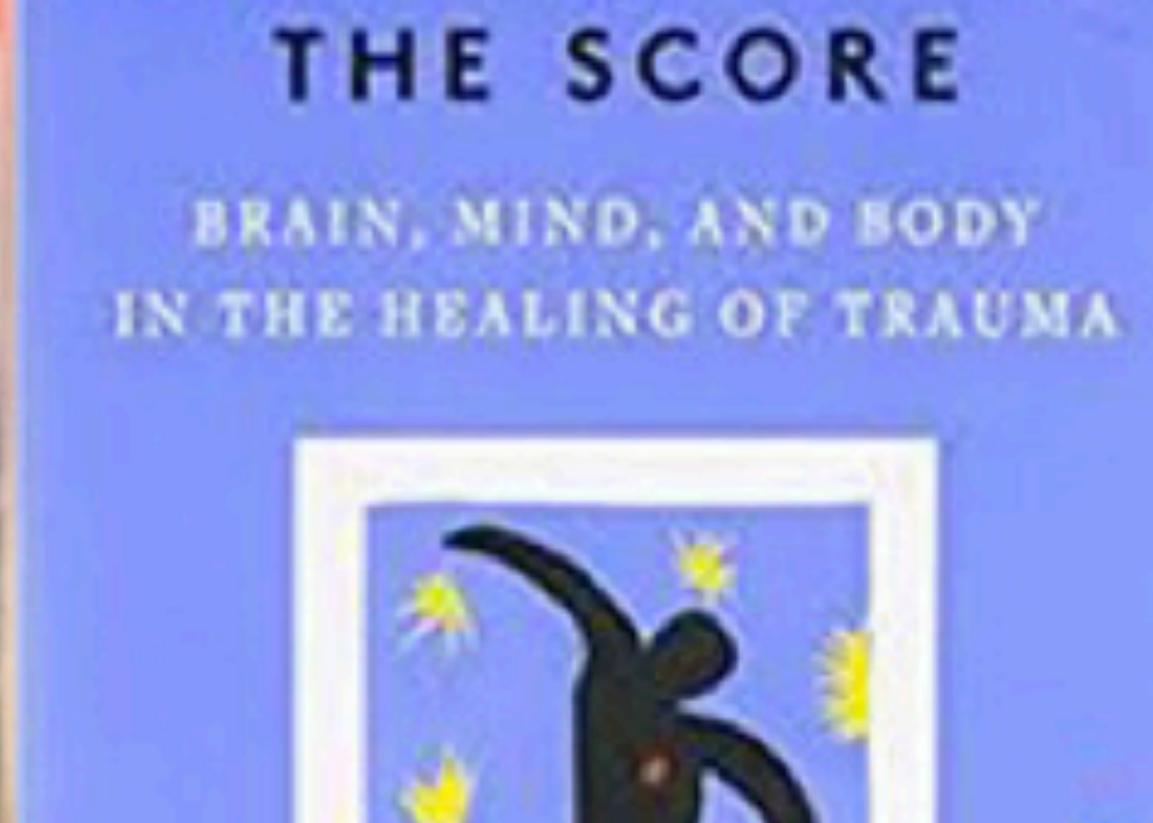
How Do You  
Know Your Body?

How Aware  
Are You Of  
Your Inner  
Feelings?

What Can  
Help?



Jose Franco

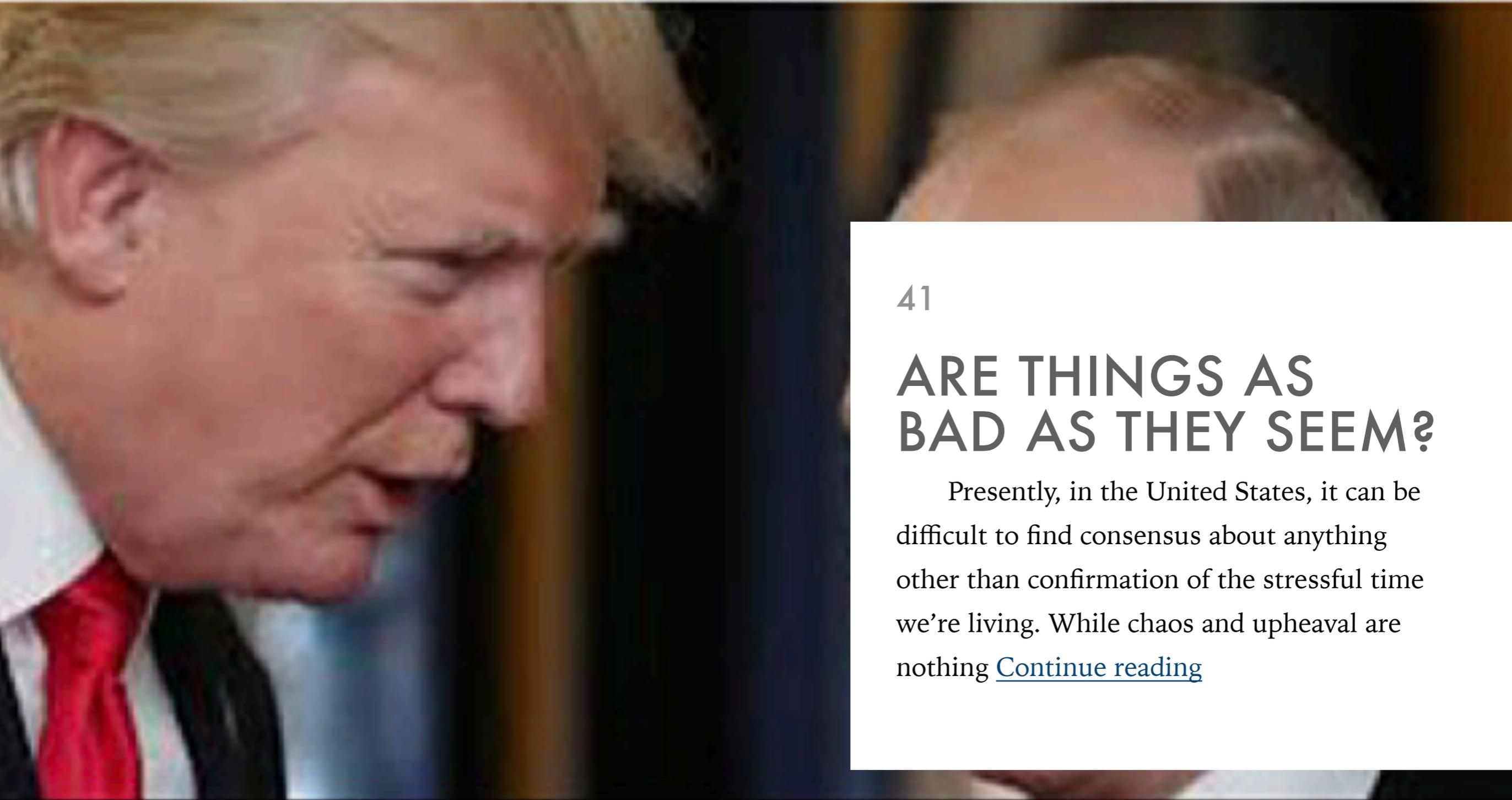


40

## DOES THE BODY KEEPS THE SCORE?

One of the perks of working at Stoop Juice is meeting and talking to people like Claire, a mental health professional who lives in the neighborhood. I [Continue reading](#)

**TO AVOID IF THINGS ARE AS BAD AS THEY SEE**

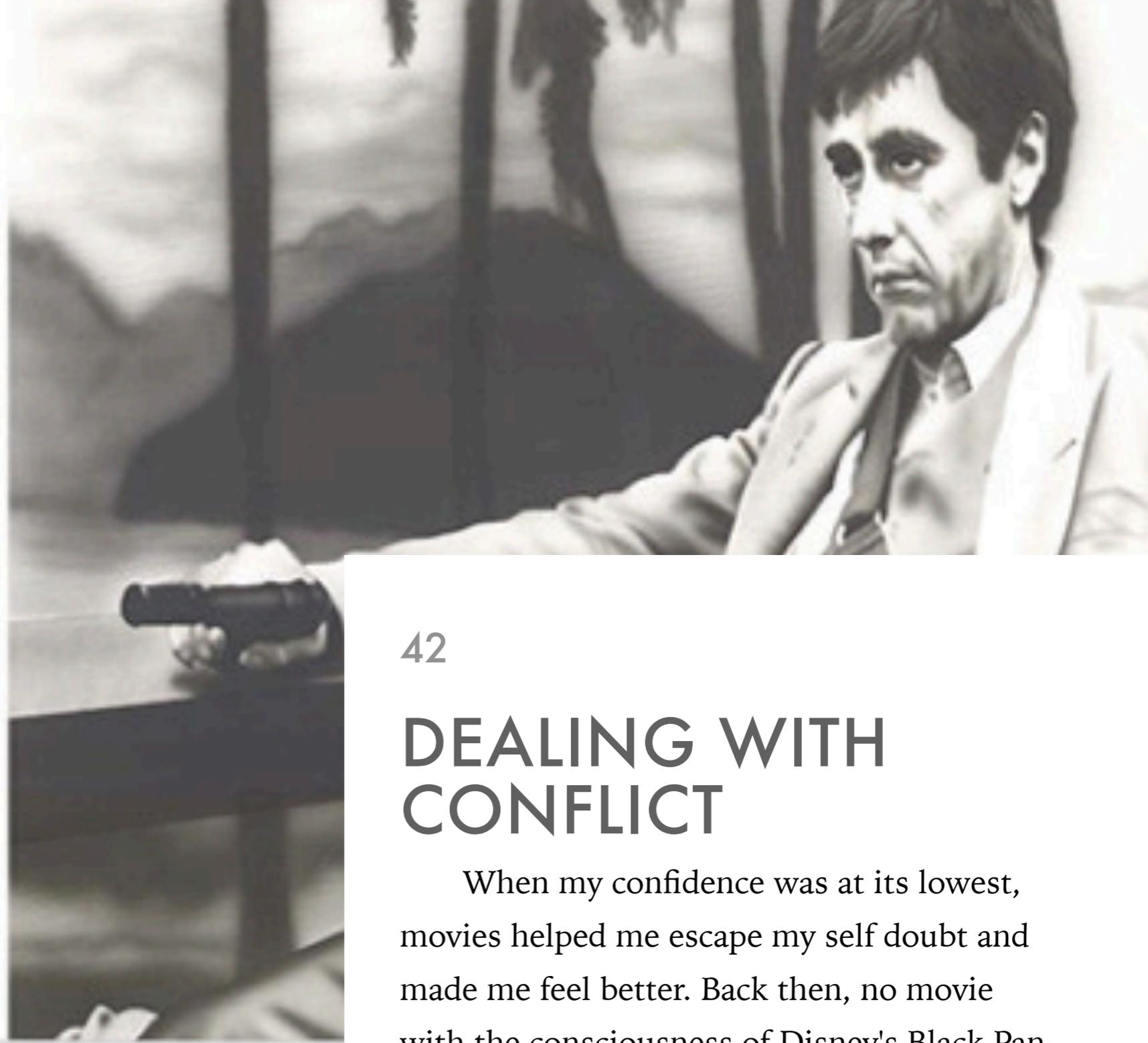


41

## ARE THINGS AS BAD AS THEY SEEM?

Presently, in the United States, it can be difficult to find consensus about anything other than confirmation of the stressful time we're living. While chaos and upheaval are nothing [Continue reading](#)

How do you  
deal with  
internal and  
external  
conflicts?



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## DEALING WITH CONFLICT

When my confidence was at its lowest, movies helped me escape my self doubt and made me feel better. Back then, no movie with the consciousness of Disney's Black Panther were [Continue reading](#)

# Be Organic



# Stoop

43

## VEGETABLES THAT MUST BE ORGANIC

Apples are a popular fruit, but unfortunately, they usually rank among the 12 top fruits and vegetables contaminated by pesticides in tests run by the nonprofit Environmental Working [Continue reading](#)



# Unsolicited Advice From The Brood Juice IV

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## UNSOLICITED ADVICE

Have you ever gone shopping only to find a shopkeeper full of unsolicited advice? To escape this scenario it may be wise to remain quiet after you order. But [Continue reading](#)



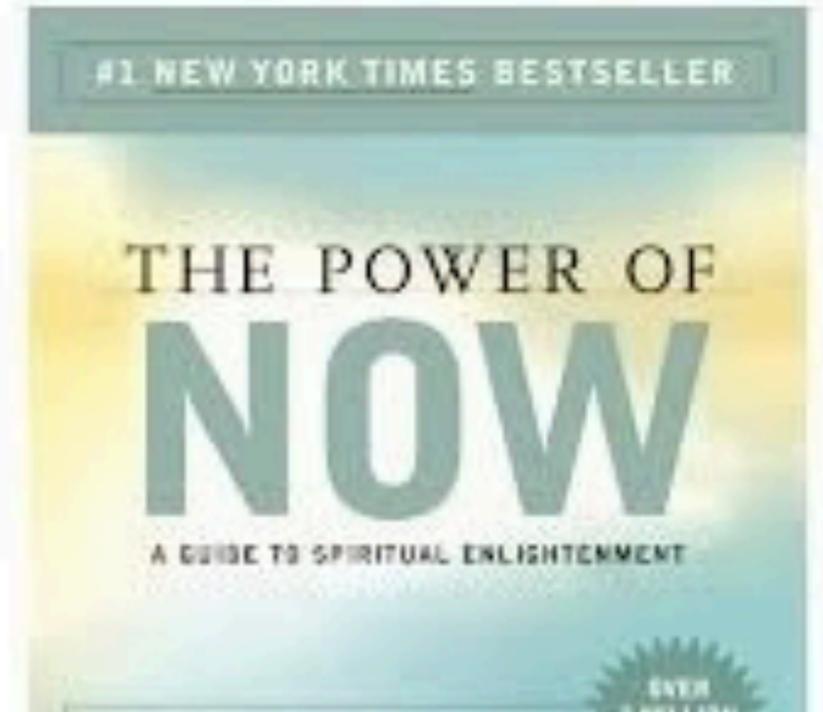
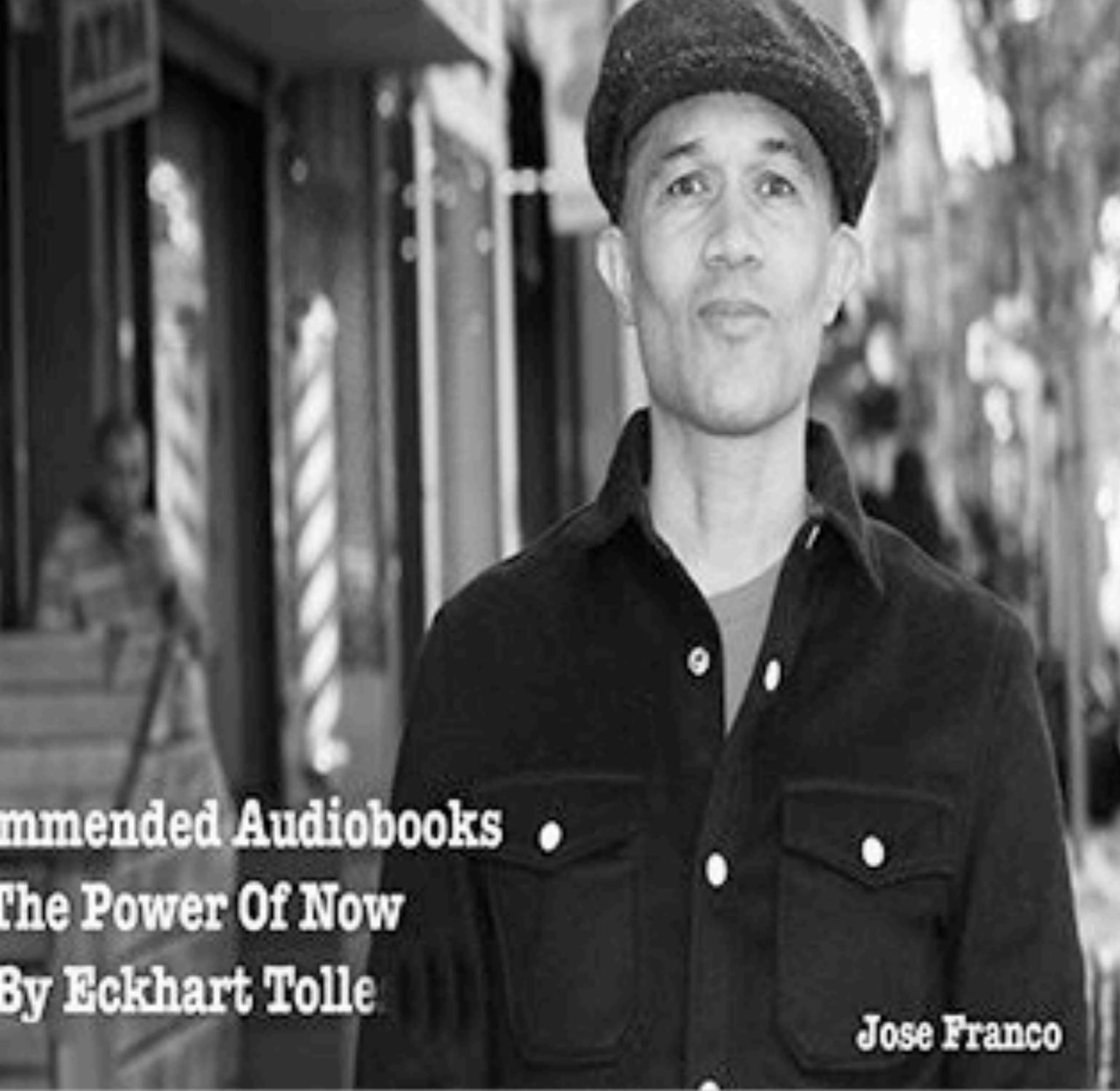
# Intellectuals, Business & Economics



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## INTELLECTUALS, BUSINESS, ....

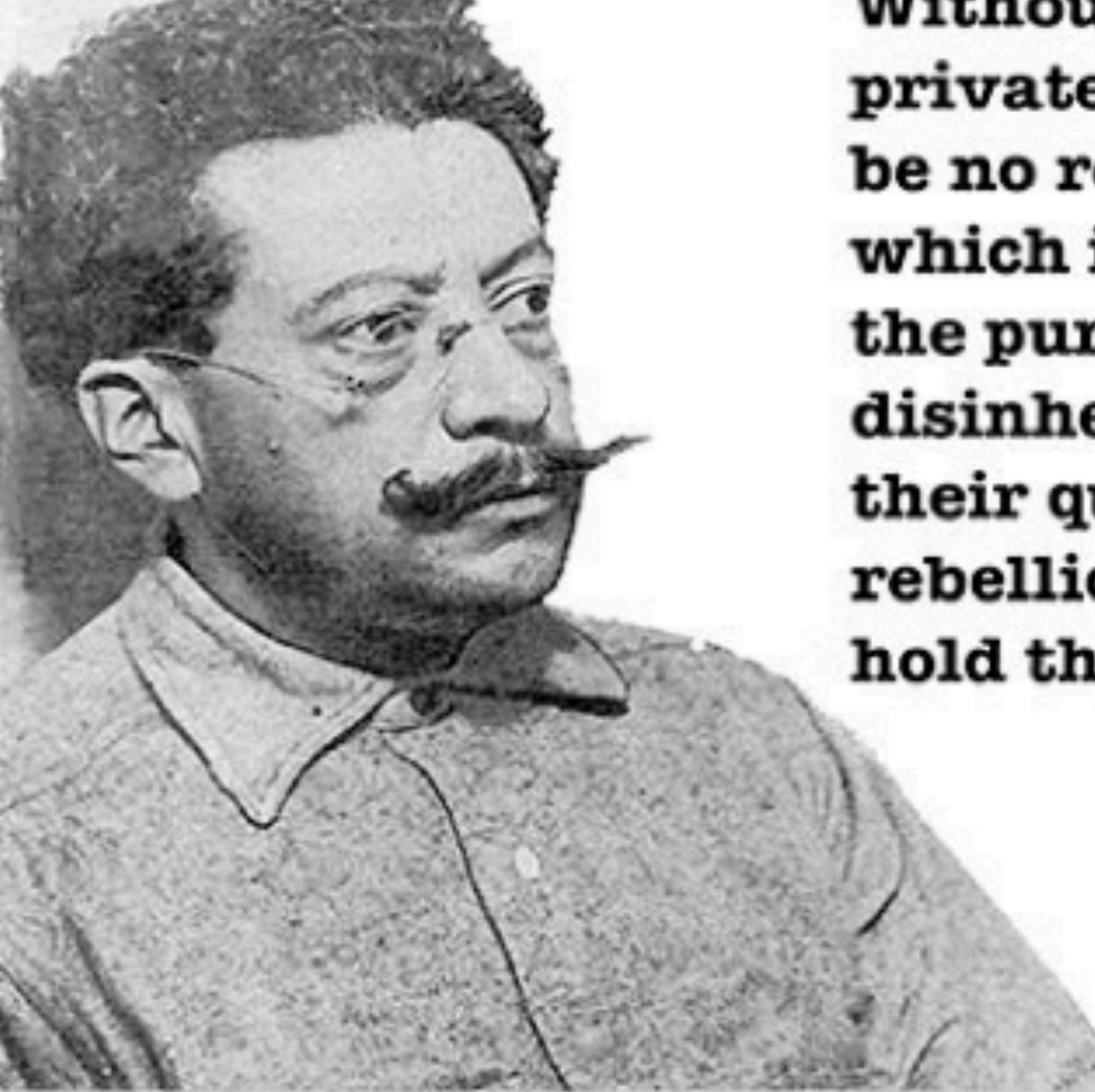
Ludwig Wittgenstein said, “The limits of my language mean the limits of my world.” which led me to wonder, what is it that intellectuals know about business and economics that most [Continue reading](#)



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## SURRENDER: THE POWER OF NOW

“Surrender is the simple but profound wisdom of yielding to rather than opposing the flow of life.” [Continue reading](#)



**Without the principle of private property there would be no reason for government, which is necessary solely for the purpose of keeping the disinherited within bounds in their quarrels or in their rebellions against those who hold th**

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## PRIVATE PROPERTY VS NEED

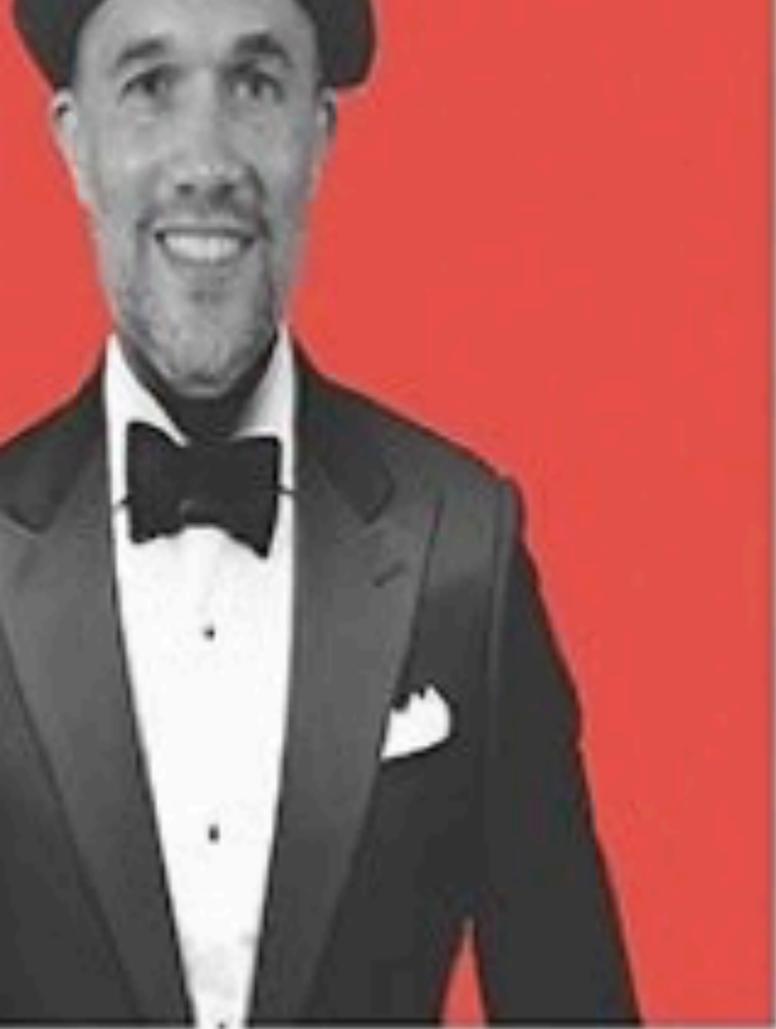
The heart of an economic system is its principle of distribution. Real wealth is goods and services. Its production takes place in the physical world under natural laws that are everywhere [Continue reading](#)



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## OPERATIONAL CONSTRAINTS

In 2009, I was asked to help coach a 15U travel baseball team in Parade Grounds (Brooklyn NY 10 minute walk from my Park Slope neighborhood) halfway through the season (with [Continue reading](#))



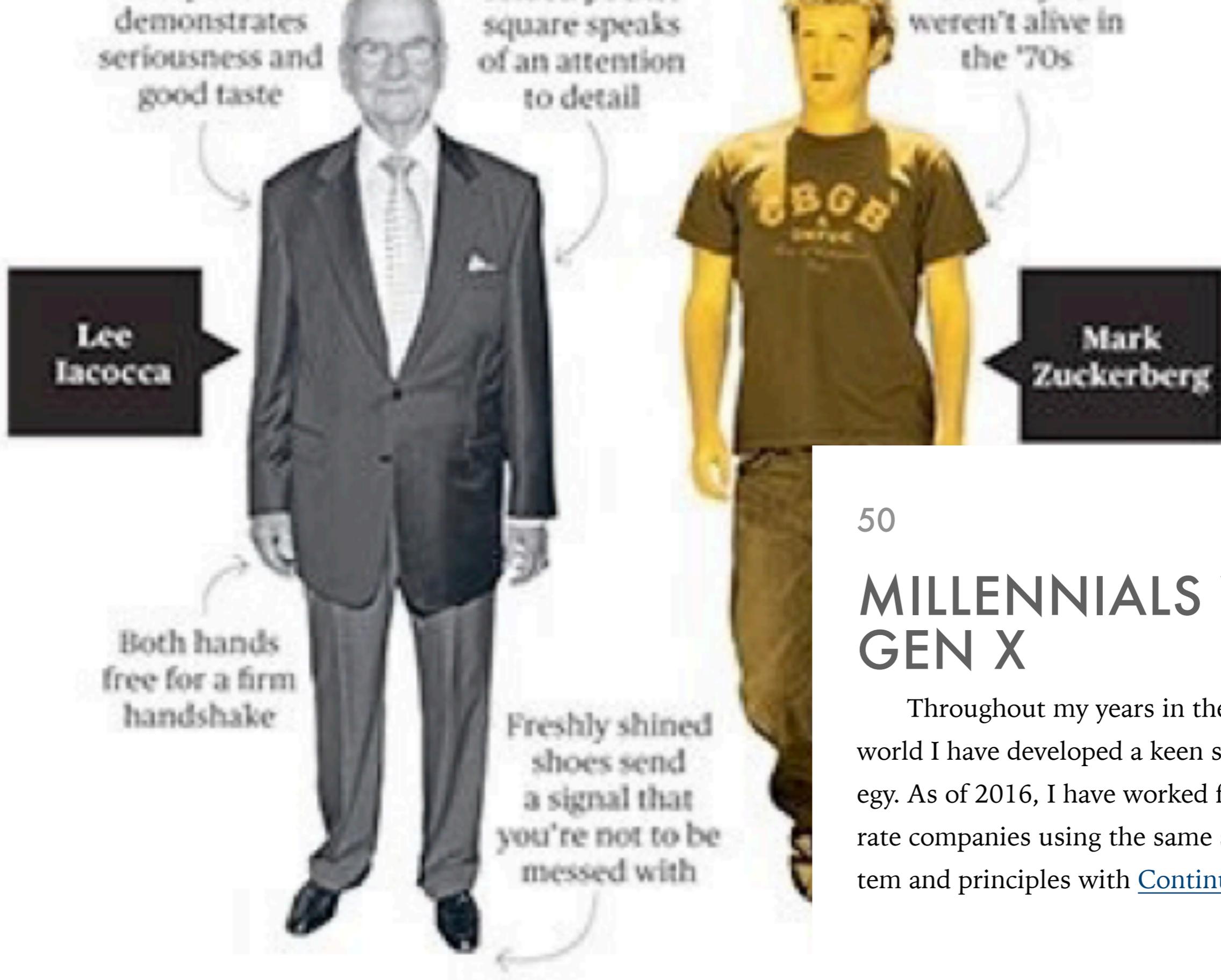
opJuice



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## FIRST BIG SOCIAL MEDIA RANT

Prior to protesting anything, I proactively seek out solutions solely dependent on my sphere of influence. The January 20, 2018 government shutdown prompted me to post the following on [Continue reading](#)



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## MILLENNIALS VS GEN X

Throughout my years in the business world I have developed a keen sense of strategy. As of 2016, I have worked for five separate companies using the same strategic system and principles with [Continue reading](#)

"Negative thoughts can be paralyzing and make you your own worst enemy. As I began to take notice of my thoughts and how I spoke, I realized how negative I was about most things. How I felt was influencing my food choices. I was very judgmental and opinionated about things I've yet to try or experience. I also had no structure or strategy of how to reach my goal. I had no vision, no ideal or idea what I had to do."



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## SELF MOTIVATED

Seeing yourself having a balanced healthy lifestyle will go a long way in determining how long it will take to for it to become a realization. The clearer the vision, the easier it will be [Continue reading](#)