1. What is your name and profession, and how long have you been providing  
   your services?

Aaron Michael Sobo, aka Kino 5000. Providing professional coaching/public speaking services since 2010. Image and motivation expert

2. What makes you different from others in your profession?

My racial background – I am Jewish and Black. Grew up in a very racial and controversial time in Los Angeles (early 90’s). Was picked on a lot and overcame it. Being muscular, there aren’t too many martial artists that go into detail with the type of humility that I do.

My public speaking style is dynamic and very gospel-esque. Students enjoy it, and other motivational speakers often come up to me praising me and telling me how it moved them.

3. What are the most important things you teach as a coach?

I teach what’s called the 5 Maxims –

\*Philosophical Solidarity – Knowing how to speak about what one has learned in life, why it’s important, and why it should be important for society as a whole. Doing it in a passionate manner so others can understand and comprehend what they are.

\*Creating spontaneous fun in the moment – I teach people how to not have a boring date. I teach others how to make fun in any situation, no matter how boring or mundane it could possibly get.

\*Leadership – Everyone secretly wants to be led, and everyone can do nothing but show respect to someone who knows how to effectively lead a group.

\*Sexual Beings – I teach people not to be ashamed of being a sexual creature. When you are empowered by your own sexuality, you don’t just improve expressing sexuality for yourself, but you improve the sexual lives of those around us.

\*Posture – Not just standing up straight, but the mindset of YOU being the prize. YOU are the confident person that others are looking to be around or eventually become. You’ve paid the cost of redemption, and you’ve earned the privilege of being respected in every way possible.

4. To you, what is "Cost of Redemption," and what does it mean to you?

Cost of Redemption is a systematic process to improve life, namely through, self-confidence, finances, and social experiences. It is a team that specializes in the 4 pillars of hierarchy of needs. Spirituality, Health, Wealth, and Love.

5. What does "Cost of Redemption," do different from its competitors?

All three coaches are highly specialized and each of the lessons we teach can easily be applied to one another. We aren’t fragmented, we’re a full-stack, works out of the box system.  
6. Why should one choose CoRE over other business/health/social coaching  
companies?

We create relationships with our clients, face to face and you talk to the actual founders of the company. The coaching is not cookie cutter or out of the box. Each coach is specifically trained to investigate and find the core cause of each individual clients’ problems. The results of the student, are the results of the trainers. We are results oriented coaches, and we make sure to specifically tailor every single lesson to the client.

7. What achievements or accolades do you have within your industry?

Casanova Crew 3rd Place for Dating Coach of the year 2012

Casanova Crew Runner up for Dating Coach of the Year 2013

Nominated 2 years for Dating Coach of the year (2010, 2011)

1 in 10 of students have gotten married

100% of students in long-term programs have gotten into serious relationships

8. Why do you continue to coach and teach?

I change lives, and I know I’m good at it, and I love what I do. I’ve gotten great reviews when I started out charging $50, or $5,000. I’m great at changing lives, and for me, it doesn’t matter about the money. I’m more interested in seeing my clients succeed.

9. What is your favorite part of teaching and why?

I like seeing students get paradigm shifts, or get that “a ha!” Moment! Seeing students overcome their previous beliefs and find that what they wanted in the first place was not as difficult as they initially thought, that’s when I feel great about my job and that’s why I love teaching. Seeing students before and after my program has really given me a lot of motivation to continue what I do.

10. Do you have any student testimonials to share? If so, describe the  
student's experience in detail.

In E-mail format

CORE phrases – “Comfort is the enemy of Change,” “Pay the Cost to be the boss.” “Redemption is contagious.” “Glory and Change go Hand in Hand.”