

THE LION NEVER QUIT

A Memoir of Second Chances and the Comeback They Make Possible

By Junior Sanchez

FREE CHAPTER — Chapter 1: Before the Lion Roared

This is the first chapter of Junior's memoir. The full book is coming soon.

This is my story. The story of the underdog. And the reason the lion never quit.

CHAPTER 1

BEFORE THE LION ROARED

What makes one person rise after being knocked down — while another decides they're finished?

That question has followed me my whole life. It followed me before the titles, before the businesses, before anyone knew my name. Back when there was simply Junior.

The answer I kept landing on became the foundation of everything I built:

People are often capable of much more than they believe.

I became fascinated with how people connect — business, communication, networking. And I learned that opportunities rarely appear by accident. They travel through relationships. Someone introduces you to someone. Someone gives you a chance, believes in your idea, mentions the opening that changes your direction. And sometimes, you have to become that person for somebody else.

I wanted to be that person. The one who opened doors. The one who made the introduction. The one who said, "Let me see what I can do."

That mentality grew into something far bigger than I imagined. But first, I had to survive the journey myself.

It started with my grandfather — my mother's father.

A military man. Tall, strong, brilliant. His deep green eyes gave the impression that he knew something no one else did. Most people saw him as frightening because of his stature. I saw him as my grandpa.

He was kind, soft-spoken, eloquent, deliberate, and patient. He observed people. He knew what they needed before they asked.

Watching his interactions — the care he took to understand everyone he dealt with — made me want to understand how to do that. How to empathize with another human being without being taken advantage of.

That was my grandfather. And that is how I wanted to be when I got older.

The journey was just getting started — and the first thing it taught me was how to fight for my place in it.

Continue the journey — the full memoir "THE LION NEVER QUIT: A Memoir of Second Chances and the Comeback They Make Possible" is coming soon from Junior Sanchez.

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