

# HOW TO MAKE A MILLION IN COMPTON

Jojo Vera Cobian

“The Mexican Money Magnet”



**Name:** Jojo Vera Cobian (28)

**The Hustle(s):** Real Estate/Taxes/Notary/Event Planning

**Archetype:** The Mexican Money Magnet

**IG:** [@jooooojoe](#)

**Superpower(s):** Spots a hustle and does what it takes to master it...in record time. Doesn't bother if it's not going to make her money and knows how to talk her way into getting what she wants. Connected to the Spanish community and called the “Mexican Queen of Compton.”

**Her Hustle:** Jojo recently opened her own tax service office with the guidance of Mieka. While waiting for the onslaught of tax season, she's been using the office as an event space and partnered with Armani from Trap Kitchen. Together they do a weekly event called Dine-N-Paint. Jojo also recently received her realtor's license and an official certificate to be a notary. If there's a penny on the ground she'll stop to pick it up. If there's a dime to be made she's first in line to get the bag. Her sights are always set on money and multiple revenue streams. Her parents moved to Compton from Mexico with only the shirts on their backs. She's determined to keep the family and the cash flow moving in the right direction. Her mission is to educate Compton residence on real estate and taxes. She wants to help them keep their homes and teach them how to build wealth by owning property.

**The Backstory:** Jojo was born and raised on the South Side of Compton, also known as “The Crip” side. She was a tomboy, hung out with boys only, played basketball and rode motorcycles in the streets. Her parents immigrated to the United States from Mexico when they were young. Her mom was 9 and her father was 12 years old. They came from nothing with nothing, but created a good life for themselves. Jojo's father worked hard and bought his first house at the age of 24. She is inspired by his stories of hard work and triumph. He worked tirelessly to provide for his family. Jojo followed in his footsteps and got her first job at the age of 15, working as an office assistant at an oil refinery. She was able to buy her own car for her 16<sup>th</sup> birthday, a C230 Mercedes Benz. Her hustle and will to succeed is fueled by the poverty she faces daily on the streets of Compton. She also wants to make millions so her father can finally slow down and enjoy life. She knows what it's like to make six figures, but decided to go back to school so she could set her sights on seven. Her family is redefining what it is to be Mexican in Los Angeles. They are wealth builders here to achieve the American dream.

**Connections:** Mieka helped her open her business, and she does weekly events with Armani.