EXCLUSIVE INTERVIEW

Try That Hail Mary

Former Dallas Cowboys lineman Cory Procter went from an undrafted free agent to a starting left guard, then bet everything on a wealth firm that paid him $27,000 its first year. The author of the Amazon bestseller Built Not Broke talks about getting back to neutral, the room you put yourself in, recalling your resume, and why Hail Marys fail constantly.

Interview by Paul Salfen · AMFM Magazine

Cory Procter has a simple test for whether you are aiming high enough. "If you can't swing above your head, or whatever that big thing is that you think you're going after that scares the living crap out of you, you're not doing it right," he says. The former Dallas Cowboys offensive lineman has taken that swing more than once: on a practice field in Texas, in a filing for a new LLC, and in the pages of his book, *Built, Not Broke: The Pursuit of Resilient Wealth*.

Procter's road to the NFL started in Gig Harbor, Washington, and ran through the University of Montana, where he was a four-year starter, a member of the Grizzlies' 2001 Division I-AA national championship team, and a 2004 Division I-AA All-American. He went undrafted in 2005, signed with the Detroit Lions, and was picked up by the Cowboys from Detroit's practice squad that November. Over the next seasons in Dallas he played center and guard, including 11 starts at left guard in 2008, before finishing his career with the Miami Dolphins in 2010. In all, he played 54 NFL games with 14 starts.

Today he is founder and CEO of Pro Capital Wealth Management in Southlake, Texas, a speaker, and an author. *Built, Not Broke*, published May 1, 2026, lays out what he calls the VAULT Method: Vision, Asset protection, Unshakeable systems, Legacy, and Taxes and time. Paul Salfen, who has shared the mic with Procter on the Drew Pearson show, caught up with him over Zoom. After a few minutes of fighting frozen video on both ends, the two finally settled in, and Procter summed up his life in one line: "Just making things happen and trying to work, you know?"

Salfen ran down the list: a great company, speeches, a book. "Dude, I'm trying," Procter said. "This is like most entrepreneurs out there. You have a win, then you have a loss. You get ebbs and flows, but you start hitting little hockey stick moments, and they get a little bigger, a little bigger. And then you get humbled more and more along the way. But it's been awesome."

GET BACK TO NEUTRAL

Salfen couldn't resist noting that Procter is at least doing better than the Cowboys right now. "It's tough, man," Procter said. "You don't ever want to see them do bad, because there's a lot of good people in the facility that are still there from when I was there." He thinks of Jason Garrett talking about "stopping the bleeding," and of UCLA women's basketball coach Cori Close, who talks about getting back to neutral. "You want to jump back

to that professional level, that gamer level. Well, in reality, you just need to get back to neutral," he said. "Man, just get back to doing your job. That's it." Could he still suit up? "I'll give you one drive, coach. That's what I got."

> *"In reality, you just need to get back to neutral. Get back to just doing your job, and then eventually you tick back up to doing that high level." — Cory Procter*

BUILT, NOT BROKE

Procter had the book within reach. "It's basically half my testimony, my story, and the other half is our methodology," he said. "Putting all that in an acronym is a bigger chore than you'd realize." It hit Amazon bestseller status on its release, he said, and the speaking requests that followed matter most to him. "My goal is to plant seeds with those, and get people moving in their financial lives, because so many people are struggling in that."

WHAT'S INSIDE THE VAULT

Self-published under his own name, the 250-page paperback came out May 1, 2026, and lists for $17.95 on Amazon, where it holds a five-star average from its first 18 ratings. The publisher's description frames it plainly: true wealth isn't just about making money, it's about building structures that last. Procter, it says, challenges readers to move beyond reactive decision-making and build financial systems designed to endure market cycles, legal risks and generational transitions.

The VAULT Method sits at the center. His author page calls it a five-pillar system designed to shield wealth from lawsuits, bad tax planning and the unexpected while building a legacy that lasts for generations. Around it, the book promises lessons on shifting from emotional money decisions to disciplined strategy, building a strong money mindset and managing risk, and practical systems to safeguard assets, grow income streams and strengthen legacy. It is pitched at high achievers, entrepreneurs and professional athletes, with the aim of teaching them to think like an investor and act like a builder.

The endorsement list reads like Procter's network. Stephen Jones, co-owner and chief operating officer of the Dallas Cowboys, calls him "a steady voice for entrepreneurs navigating complex decisions," with an approach that "blends strategic thinking with genuine care." Meat Church CEO Matt Pittman writes that Procter's "experience performing under pressure in the NFL informs his philosophy on big time financial decisions." Country musician Casey Donahew says the book "reframes wealth as something to protect, grow, and steward with intention," and SmartSites co-founder Alex Melen sums it up: "This is not about chasing returns. It is about building something durable."

A VAULT AROUND THE FAMILY

Pro Capital, Procter explained, does financial planning and wealth management for entrepreneurs, and the firm grew directly out of the story he tells in the book. "I got sued in high school from a car accident I got into. I

rear-ended a lady," he said. "A year later, my mom and my stepdad filed for bankruptcy and lost the house and the vehicles. This is up in Washington state. I came back to them in an apartment sophomore year of college, to them starting over, and I carried this experience with me into the league."

That second part is central to how he thinks. "I'm very much a believer, it's kind of a biblical principle, that wisdom is far more valuable than rubies, or silver and gold," he said. "If I can go get the wisdom, like, I can see how you built your business, that's going to influence my decision-making, and I make better choices for myself and my family. So that's what led to that, and I studied up everything that I could. I put a vault, is what I use in the book, I put a vault around my life and my family, so we weren't subject to any potential problems. Or at least that's the goal."

Off the page, Procter serves on the board of Majesty Outdoors, a nonprofit that mentors fatherless youth and single mothers, and hosts a podcast. He lives in Trophy Club, Texas, with his wife Megan, an estate planning attorney, and their three children, Grace, Hank and Faith. According to his author bio, Pro Capital works with growth-minded clients holding $1 million or more in investable assets, combining tax-smart planning, asset protection, exit strategy design and multi-generational legacy planning, with a mission "to protect the castles their clients have built."

That approach turned out to be a strong pitch for business owners, most of them first-generation wealth builders. "They're building wealth for the first time in their life. They've never had this," he said. "So they need to learn it, or at least they need a strong partner who understands their lifestyle and how to build it. And so we essentially come in, and we're like, hey, where can the enemy come in the back door of the castle and wreck this thing? Or how can we make it better? We come in with that attitude, and because of that, we have an amazing business that's continuing to grow and flourish, and we don't want to stop that train."

> *"Where can the enemy come in the back door of the castle and wreck this thing? Or how can we make it better?" — Cory Procter*

THE ROOM YOU PUT YOURSELF IN

Plenty of people look up to Procter for football, business or both, so Salfen asked what he would tell someone who wants to follow in his footsteps. "To me, it starts with vision," Procter said. "Without vision, my people will perish. We're in the most prosperous country in the world, in the United States, and we still have a giant chunk of our population that thinks way down here. And I don't want to belittle or think less of anybody who thinks $100 is a lot of money, okay? But if you want to follow my footsteps, or somebody else's footsteps, Jeff Bezos or Elon Musk or something like that, your mindset has to go so much bigger than your dollar and your bank account."

The biggest factor, he said, is environment. "I made the minimum five out of my six years playing," he said, "but I had guys that were making way more than me when I was playing ball, and blowing it all." What changed him was asking the people he admired how they did it.

"Basically, if I'm making 100 grand and I want to make more, I need to hang around somebody who's making a lot more than me," he said. "Those are the environments I started placing myself in. I was the lowest income

guy in some of these groups, purposely, and all of a sudden my income would creep up. What happens is I'm influenced by the behaviors. I'd start making better investments. I'd have better partnerships. I'd be investing in services that I didn't invest in before, because before I was afraid of the price tag."

> *"If I'm making 100 grand and I want to make more, I need to hang around somebody who's making a lot more than me." — Cory Procter*

"TRY THAT HAIL MARY"

Salfen's co-host, Cowboys legend Drew Pearson, caught the original Hail Mary, and Salfen realized they had never gotten Procter's: the moment he had to go for it and it worked out. "Dude, there's so many of those," Procter said. Everybody has had one, he argued, even if it was just asking someone on a date in high school. "Come on, man, you didn't feel how nervous you were to do that? We've all had one of those times somewhere, where you were entering into an area that scared the crap out of you."

His most famous one came in Dallas. "We had an injury, and they weren't thinking about me at all," he said. "And I went and talked to Hudson Houck, the O-line coach, to say, hey, I think that left guard spot's mine. Well, as it strings out in the next week, I end up being the starting left guard against the Cleveland Browns for the Dallas Cowboys in our season opener that year." The starts that followed, he said, "put a whole lot more coin in my pocket, and a whole lot more film for the rest of the world to see," and suddenly he was someone the league knew. "That changed a trajectory in my life. That was a Hail Mary moment. Try going to ask to start for the Dallas Cowboys. Try that Hail Mary."

The part he makes sure to share is the one that didn't work. "I'd already done it with the Detroit Lions and got rejected," he said. "Hail Marys fail constantly. So don't let this one stop you from doing the next one."

> *"Hail Marys fail constantly. So don't let this one stop you from doing the next one." — Cory Procter*

His second came in business. He was in a sales role when he filed the LLC for his company in December 2018. "Right after that, I got a job offer for 100,000 base, with the potential to go up to $400,000 in commission," he said. "And I remember my wife, who I scared the crap out of by starting the business, she was like, will you take that job, please? And I was already all in."

"That first year, I made $27,000," he said. "It was a loss on paper. The next year, made 130, and 332 after that, and I was able to jump and jump and jump. Those are Hail Mary moments where it's not like I catch the ball and win the game. I'm throwing it up, and I've got to wait for years before this Hail Mary pays off."

> *"I'm throwing it up, and I've got to wait for years before this Hail Mary pays off." — Cory Procter*

RECALL YOUR RESUME

Faith is a big part of Procter's life, Salfen noted, but was there something he tells himself to stay on the right path? "Faith is huge," Procter said, "but the vision, like I shared earlier: without vision, my people will perish. If you can't see it, you'll never get it. If you can't comprehend making a million bucks, the possibility won't enter your mind, or action mode after that. So the vision has to be there. And when fear or doubt or any sort of thing creeps up past that, that's when you've got to recall your resume."

He reached for David and Goliath. "David, when he recounted that, he was like, are you kidding me? I killed a lion and a bear protecting sheep, that you thought was something weak, by the way. I killed a lion and a bear in preparation to kill this Philistine, who means nothing to me right now."

THE STAR STAYS WITH YOU

Drew Pearson likes to say the Cowboys stamp is something you carry for life around North Texas, Salfen said, and Procter must have great memories. "Amazing," he said. "And I'll tell you what, I appreciate it now more than I did when I was playing. I can go back to the facility, and I can see the Joneses, and they remember me and take care of me, and they take an interest in how I'm doing." It goes past ownership, he said, to the player development staff and people in the media department. "I don't just have good memories in the locker room and on the field. I have them with the relationships, the friendships that I built with people who weren't players. Those people had my back, or appreciated me just as much as I appreciated them. It was a very reciprocal thing. I look back on that time, I'm super thankful for it, and I see how God kind of used that."

He did exactly that with his old head coach. "I did this with Garrett one time," he said. "I was just like, man, hey, I appreciate the messages you used to bring to the team. I didn't appreciate them as much right then, but I appreciate them now more than ever, as I live my life with more intentionality. He just kind of nodded and said thank you. It was just for a brief moment. But I think back on those stories that he shared, those lessons, all those coaching moments. They were important, because I use those in relationships and moments that I have in my business, and with my children today. So it's huge."

> *"I didn't appreciate them as much right then, but I appreciate them now more than ever, as I live my life with more intentionality." — Cory Procter, on Jason Garrett's messages to the team*

A $20 BOOK THAT PAYS $20,000

To find him, Procter pointed to social media, where he is active on LinkedIn, Facebook and Instagram, and to his personal site, CoryProcter.com, for his speaking, his book and his business, Pro Capital Wealth Management, at ProCapitalTX.com. There's a free Chapter 1 on the site for anyone who wants a taste, but he would rather you buy the book on Amazon, and he had a pitch for why.

"So few people are willing to invest 20 or 30 bucks in a book that could pay them 20 or 30 grand," he said. "When somebody recommends a book to me, I buy it within two seconds. It's already on its way. Whether I read it in the next week or in the next year, it's on my docket to get done, because I'll gain so much out of the wisdom in that book, and it will pay me tenfold."

Salfen thanked him for keeping the positivity and the faith out there. "Dude, you're the man, Paul," Procter said. "Thanks, brother."

FIND CORY PROCTER

Book: *Built, Not Broke: The Pursuit of Resilient Wealth* by Cory Procter (paperback, May 1, 2026, 250 pages, ISBN 979-8993918617, $17.95). Available on Amazon: amazon.com/Built-Not-Broke-Pursuit-Resilient/dp/B0GTYWJCHP. Free Chapter 1 at CoryProcter.com.

Business: Pro Capital Wealth Management, Southlake, Texas · ProCapitalTX.com

Speaking and more: CoryProcter.com · LinkedIn, Facebook and Instagram

NFL career: Guard and center, Detroit Lions (2005, practice squad), Dallas Cowboys (2005 to 2009), Miami Dolphins (2010). 54 games, 14 starts.

College: University of Montana, 2001 Division I-AA national champions; 2004 Division I-AA All-American

Interview conducted by Paul Salfen for AMFM Magazine over Zoom, 2026.

Paul Salfen is Managing Editor of AMFM Magazine and a veteran interviewer of film, television, music, and sports figures. He is the author of Going For It!, a collection of Hail Mary moments from the artists and athletes he has spent two decades putting on the record.
