



What Does It Take to Be Rich?

Transcript

Ryan [00:00:00]:

I want to paint a picture for all of you that is going to give you a renewed vision for where you are going and where we are all going together. Alright, so, I'm going to ask you a very simple question. I want you to put in the chat box your best guess. If you live in the United States of America, what do you think your net worth needs to be for you to be in the top 1% richest people in the country? And net worth, remember, is 401K, house value, saved money, investment value. What does your net worth need to be in order to be the top 1% in the country?

Ryan [00:00:45]:

The number to be in the top 1% of the country and thus the world is \$2.6 million dollars. \$2.6 million dollars. Now, how do you feel when that number is said? \$2.6 million dollars. Does that seem high? Does that seem low? Does that seem right on point? Justus, what was your take when you heard that number?

Justus [00:01:15]:

It felt ... I was like, gosh, that's high but doable. I was like, man, how do I get there? That's the first thing that went through my mind. I was like, how? What does that look like?

Ryan [00:01:28]:

It's like a super reasonable number.

Justus [00:01:30]:

Yeah.

Ryan [00:01:31]:

If you have a net worth, a net worth, of \$2.6 million dollars, you are one of the richest ... you are richer than 99% of the world. What do you think you need to earn income wise in order to be one of the top 1% income earners? Not net worth, just income earners. The top 1% earns \$455,000 dollars a year. Now, something stands out to me about this.

Ryan [00:02:12]:

If you earn \$455,000 dollars a year, you should totally have a net worth of \$2.5, \$2.6 million dollars, like, fast. So, why is the first number so low? That was my question. Why is it only \$2.6



million dollars if the top 1% earn \$500,000 dollars a year? You should be able to get a net worth of \$2.5 million dollars real fast with that type of income. Well, why do you think that is?

Ryan [00:02:44]:

CJ asked the magic question. He's like, where's all the money going? What this means is that most people spend all of their money because people know how to make it, they don't know how to keep it. Friends, if you make money but you don't know how to keep it, is that freedom? Do you have freedom if you can't keep it? Or are you always enslaved to the fear that it's going to go away, that you are one step away from it all crumbling?

CJ [00:03:27]:

Wow.

Ryan [00:03:29]:

That ain't freedom. That is not freedom. When I shared this with Justus, we had a really great realization that talking about wealth generation is something we need to talk about way more here because if you can make money and not keep it, you are just as broke as before.

CJ [00:03:56]:

That's so good. That's true.

Ryan [00:03:58]:

It sucks, but let's get it on the table and deal with it, and do something about it. Now, check this out. If you ... Let's say the goal, the goal is being in the 1% top, \$2.5ish million dollars. \$2.5 million dollars. How much do you need to save and invest? And let's go super conservative here. All you did was you put your money into S & P 500 index funds which on average get about 9.6%. Over the last 60 years, it's averaged about 9.6. Over the last 10 years, it's been like 18%.

Ryan [00:04:41]:

But let's go over the last 60 years, average return 9.6, 7%, what do you need to invest every year for 30 years in order to be worth \$2.6 million dollars? And I'm going to fact check myself. And I'm assuming we're starting with zero. Starting with zero dollars. You just start today. You need, every year, about \$15,000 dollars. \$15,000 dollars invested incredibly conservatively every year into index funds. That's about \$1,300 dollars a month.

Ryan [00:05:40]:



If all you did was start a business that only profited you \$15,000 dollars a year and all you did was invest it into the index fund of S & P 500 and you closed your eyes and went away for 30 years, you'd be richer than 99% of the richest places in the world. Who the hell wants to wait 30 years? Nobody wants to wait 30 years. That's who.

Ryan [00:06:22]:

So, you have 2 options. You can cut out \$1,300 dollars a month in expenses, you can go for a raise at your job, you can start a little side, you can take on a client who pays you \$1,300 dollars a month, you could do any random thing to make an extra ... Anybody on this call can make an extra \$1,300 dollars a month. Or, you can do what we talk about, which you can build a business and you can invest the profits.

Ryan [00:06:56]:

So, let's take The One Percent way where you start a million dollar business. You go through our 3 stages, the grind, the growth, the gold. You set out to launch 4 products that do 25 sales a day at a \$30 dollar price point. You build a million dollar business. You sell it and you get a super low valuation. You get \$1 million dollars sent to you. Or maybe you got \$1.5 for taxes. \$1 million dollars is what you pocketed over the next 3 to 5 years after doing this together, and you followed The One Percent way of how we invest where we're shooting for 20% per year.

Ryan [00:07:41]:

That training is available to you. It's called investing for entrepreneurs. We did a live class about it. It's in your members area. It's how we shoot for, at minimum, about 20% per year being just a little bit active. Just a little bit active. And then I want to pretend that you just went away and never touched it. You didn't add anything in. You didn't put any additional money in. If you put your million bucks into the strategy we talk about, at average 20% per year, which I know some of you is going to think is high, but if you go through the training you're going to realize, not hard. Not hard. It's pretty darn simple.

Ryan [00:08:24]:

So, what is your million dollars at 20% and you came back to it in 30 years? What is that worth? \$1 million dollars. You took your million dollars, you put it into the strategy that we talked about, and got an average 20% per year, you closed your eyes and came back in 30 years. What do you think that is? This is the number. Are you ready? This is the number. \$1 million dollars invested for 30 years at 20% is \$237 million dollars. Almost a quarter billion dollars. A quarter billion dollars.

Ryan [00:09:11]:



That's if you got a million dollar exit. And you never put more money in. You never worked again. You never put more money in. I started playing with these numbers and I was like ... I've had 2 moments in my life where I realized that I'm going to be stupid rich. And by the way, I am super appreciative. I have done very well. I'm very thankful. I appreciate everything I have accomplished. But I was like, oh my goodness, I've been playing small.

Ryan [00:09:50]:

Those 2 moments were, 1, when I realized that Apple had just crossed a \$2 trillion dollar market cap and it was just 2 years prior that they had crossed \$1 trillion dollars, and I realized, oh my goodness, Tim Cook made a trillion dollars in 2 years. And when I was a kid, I used to pretend I was a trillionaire because I thought that was, like, making up a number.

Ryan [00:10:17]:

So, that was ... I was like, wait, if Tim Cook can make a trillion dollars in 2 years, I think I can make a billion dollars in 30 years. He is not 1,000X smarter than me. He can't work 1,000X more than me. He's not 1,000X more talented than me. He might be 100X. He might be 100X smarter than me. But he ain't 1,000X. He might work 100X harder than me but he doesn't work 1,000X. And a trillion is a thousand billion.

Ryan [00:10:56]:

So, alright, maybe he's 500X, but he ain't 1,000x. So, that was the first time that I was like, okay. 30 years, I could be a billionaire. And running these numbers was the second time, was the second time that I went, oh my goodness, my goodness. And CJ, no, I was assuming that you had a million dollars from an exit and you invested it the way that we talk about in investing for entrepreneurs which shoots for a 20% return per year. Which if you go through that training you'll realize is actually the low end of what we shoot for.

Ryan [00:11:38]:

But these 2 moments were when I was like, it's all possible. Like ...

Justus [00:11:44]:

It can happen.

Ryan [00:11:44]:

All of you, all of you with a simple game plan will be in the top 1% and not even just barely qualifying. I mean, you'll be fine. And that is not buying crypto, that is not having any major, major wins. That is like, singles and doubles and singles and doubles. You might have a home



run and a triple in there, and you might have some strikeouts. I did a video this week about how I lost \$2 million dollars on a project. I've had some strikeouts, too.

Ryan [00:12:25]:

And you know what's going to happen next? Because of the skill set I have now, I'm now back involved in that business, I'm very confident that that's going to be a multi million dollar exit. I'm going to swing all the way to the other side, going to come out net positive, and guess what? I'll have a couple extra million bucks that I can put back into the system that's going to compound over 30 years and be an extra quarter billion. And I have a mentor who likes to say every quarter billion dollars helps.

Ryan [00:13:06]:

So, I'm now thinking about this ... In my mind, I think about it in million dollar chunks now. It's like, every million bucks is a quarter of a billion dollars.

Justus [00:13:18]:

This is so good.

Ryan [00:13:20]:

Every million dollars is an extra quarter billion. Okay, so, how many million can I save, earn, launch, sell? There's lots of ways to make a million bucks. Lots of ways. So, that's ... My purpose in The One Percent is to help you guys crush that hurdle, be on that path, go through the grind, the growth, the gold while you are putting together your investment plan so you are on the road to being in the 1%. Even if you get it half right, remember, if all we ever did was put \$15 or \$16 grand into index funds for a long time, you're going to do just fine.

Ryan [00:14:05]:

So, as we're doing ... that's like your base ... I'm going to teach Esther that. She's 5. My 5 year old can do that one. So, if you can't, you've got no excuses. Well, my dad wasn't an entrepreneur. It's an analogy. She's 5 and a half, okay? So, that's what we're going to be focusing on. I'm going to be reminding you of this over, and over, and over, and over again. Most of you have no idea the potential you're sitting on. No idea.

Justus [00:14:51]:

No idea.

Ryan [00:14:52]:

So let's fucking go.