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Josh Asks, "How Do I Turn My \$5k Investment Into A \$5m Business?" Transcript Road To \$1 Million - Josh Martin

Ryan 00:00:00

This is the Road To \$1 Million and I'm Ryan Daniel Moran. A year ago I did a scholarship challenge inside of our members area. There's a training in there called Million Dollar Brands and it helps our members get clear on what 4 products they're going to choose to sell. 25 sales a day at a \$30 price point, which is \$1,000,000 business. That's kind of my formula for building \$1,000,000 businesses. 4 Products, 25 sales a day, \$30 price point. That's a \$1,000,000 business.

Ryan 00:00:29

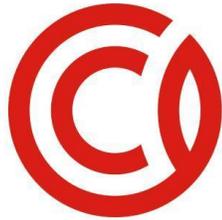
And I did a scholarship challenge where 5 people would win \$5000 for having the best plan. And we took submissions from all over the place and we ended up giving out \$5000 to 5 different individuals. But then I went one step further and said, OK. I'll invest another \$20,000 into your business if you decide to do the work and make this a thing, and Josh Martin was one of those people who said, alright, I'll go all in on this and he's doing all the right things, like he's got a really clear audience. His first product is starting to get some momentum and where he needs some help is accelerating those sales. And ensuring that he's on a clear path to the million and beyond. He's got a target exit of \$5 million in a couple of years and so my job on this call is as a partner and as an investor to make sure that he's got clarity in his process that he knows who this person is and who he's serving.

Ryan 00:01:36

So at the end of this, he leaves with a crystal clear idea of where he's going next and how to go from a product that is selling reasonably well. And use that as leverage to build his \$1,000,000 business. When you're ready to start your road to \$1 million, come join us inside of our mentorship. It's called The One Percent and inside you can go through our trainings to help you craft your \$1,000,000 business and start building your road to \$1 million. Join us over at capitalism.com/1. Well, Josh, why don't we start? Why don't you tell me a little bit about where you are in the journey and where you need help and we'll take it from there.

Josh 00:02:19

OK yeah, so in the journey you know I started like October 2019 and that's kind of where I found you through your podcast. Which by the way, I'm extremely excited to be on right now



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because I've been looking forward. This has been one of my goals for the past, like year, a little over here so.

Ryan 00:02:40

Well, I mean. Oh hey, you won the \$1,000,000 brand scholarship and you've tackled everything that we've thrown at you and now the option that we had to invest in is vesting. So we're about to be partners. Now you're on the podcast you've had a heck of a year.

Josh 00:02:45

Yeah. Yeah, yeah. It's been an amazing year, a super fun, great journey so far. But yeah, now to kind of catch everyone up to where I am now so you know, going through I guess your 3 steps I'd say I'm getting to the end of the growth. Getting into the gold so you know, have that first product live and it's the wireless thermometer and that, well, I guess that wasn't my first product.

Josh 00:03:26

The first product as you know was kind of a... my grill brush. I had a little bit of issues with that, but learned a crazy amount along the way and then instead of going that was kind of where I bought product 1st and was like I gotta get something up quick. That's all problem boom there we go and then kind of the second time when I did the wireless thermometer I had a little bit of an audience.

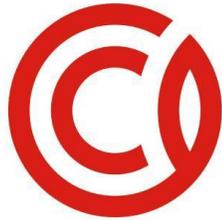
Josh 00:03:50

Built up with the Facebook Group, a little bit of Instagram followers and I just started asking questions like what has helped you the most in you know what has helped you become a better, better smoker and griller and just over and over again. I kind of saw that, you know, everyone said, well, this is right. When I bought this it just changed and that was the wireless thermometer.

Josh 00:04:13

So it's like, alright, there's something to this, and you know kind of went in and figured out what would be the best for, you know my group and then ran with that with the help of the tribe. A little bit of guidance. And yeah, that kind of brings me to where I am now. And you know, really just built the, you know some of the systems enabled, you know, in order for me to run the business, which has really been the best part is you know trial and error. Finding the right things and then going all in on you know what's going to be best for the person.

Ryan 00:04:45



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You were quiet for a little bit and then like came out of nowhere and we're like we're doing 10s of thousands of dollars a month in sales like you, you didn't even tell me much about the ramp up process. He's doing it. So what did you do that got you that momentum quickly and also mentioned where sales are right now? 'Cause I'd love to hear it.

Josh 00:05:11

Yeah, so I mean in the beginning, for probably the first 6 months of doing it, you know I had the idea of you know, launch the product and you know, repeat the process and all that. But I really didn't have a process from the first launch. It just kind of did it and saw we know what happened. And then I definitely got a good old case of shiny object syndrome and you know, for a couple months I was trying to build a funnel.

Josh 00:05:42

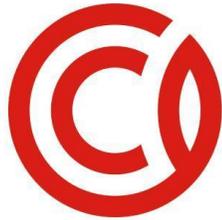
You know, run Facebook ads, you know, get into all of these different aspects and do a little bit here a little bit there a little bit there. Then I was just spread way too thin. So kind of coming back. They looked at like everything was doing and what's making the... you know, really driving the needle and you know focus on the 80/20 and go all in on that. And definitely with the help of the Tribe you know kind of helped me talk through some of those things and I ended up choosing to go all in on email and then all in on Amazon Pay Per Click.

Ryan 00:06:17

Ok, so you launched the wireless thermometer and then you were doing all these fancy marketing things that you thought you needed to have in order to be successful. And then you kind of went back to the script, which is... We put everything through an email sequence. And you did it through Amazon PPC and that's when momentum started to grow. How did you build the email list though?

Josh 00:06:44

So the email list was, I mean back then it was I created 2. So one was ... well, there's a main problem with ... not problem, but you know, kind of like the hallmark of like, you know, good backyard smokers like brisket. That's kind of like the key thing like can you smoke a good brisket? So I kind of you know, figured that out and I figured out that you know, a lot of people get nervous about that process because you know it's 60 to \$100 for a piece of meat and you know, that it takes 12 plus hours to smoke. So it's like you mess it up like it's a big time investment. You know, cost is paramount and then you know you have a dried lump of brisket, but no one wants to eat. So I kind of went into that. And you know, did as much research as possible and kind of figured out.



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Josh 00:07:39

Try to solve that pain point, put it into an ebook. And that I was kind of like my lead magnet and then I ran a little bit of Facebook traffic to it and had some email sequences to kind of help people through that process of like not so it wasn't just the information, but it's also helping people. Hey you can use this product that would help you know like for example butcher paper.

Josh 00:08:01

I don't sell butcher paper products, only in the future. But hey, if you use this and you wrap it, you know it won't dry out and then you know with a thermometer. Hey, if you have a thermometer you can check the temps of the meat and ambient temperature and all that so it's kind of like product and then also information about you know how to solve a pain point and then that was kind of the first way that I brought people in.

Ryan 00:08:24

How big is that email list now?

Josh 00:08:27

About 5000 now.

Ryan 00:08:30

Ok, that's great.

Josh 00:08:32

And then I got the other kind of ones. You know, once I launched the product then I had, you know I had to insert in good. So I have a warranty insert and then I also have a... like I guess we could say like it's a donation insert so we donate a portion of our profits to K9s for Warriors, which is essentially a nonprofit that connects dogs, rescue dogs, to injured vets.

Ryan 00:09:07

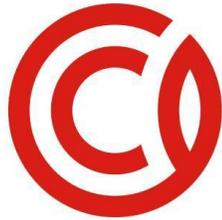
Dude, you're doing all the right things. I love this. You are a great student. So what are sales? What's that?

Josh 00:09:16

It's easier when you're a great teacher itself.

Ryan 00:09:18

Well, thank you, I appreciate that. So what are sales right now?



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Josh 00:09:24

So sales right now you know I had my big month in November carried that momentum into midway December.

Ryan 00:09:33

Give me some numbers, man. November was your big month. Give me all the details.

Josh 00:09:38

20K just under... 19K about 19900. And then was on pace to do more than that. In December. I had a week where I did like 9 grand like that first week in December. And then I stopped it. OK, so I had an order in but you know, a bunch of people placed an order so it took till about mid January to really get yeah mid January to get that back in stock and I decided to you know going through the relaunch process I decided to shift my PPC.

Josh 00:10:21

Advertising a little bit of a new platform or new strategy. So I'm working with Travis Ziegler and using some of his strategies, some with some. Artificial intelligence technology that helps with bidding and all that.

Ryan 00:10:38

Yeah yeah, fancy fancy fancy. But what I want to know from here is like you've got your relaunch. Now we're recording this in March. Are you at like a, you know, relaunch process now? Like are you? Are you grinding again or are you back at? Like 20k a month?

Josh 00:10:59

No. Well, I was grinding. I've been grinding and in this week I actually 5K this week so I'm starting to see that momentum and velocity come back.

Ryan 00:11:09

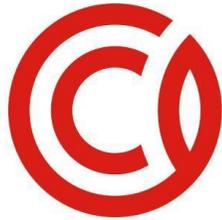
And when, when did you actually take the first sale of the relaunch?

Josh 00:11:13

Of the relaunch. Like last week in January.

Ryan 00:11:18

OK, unless we get January right? So you were out of stock for like a month.



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Josh 00:11:23

Yeah oh approaching, 2 months it was like a month and a half.

Ryan 00:11:27

What were February sales?

Josh 00:11:31

February sales were. I don't have the exact number, but.

Ryan 00:11:36

It's fine you can ballpark, it's OK.

Josh 00:11:38

Around around 5000.

Ryan 00:11:40

OK, so we had a little bit of a slower relaunch. We didn't have the Christmas rush anymore.

Josh 00:11:46

Yeah, and now that was coupled with the new strategy, which needs like a... they usually say it's like a 2-3 month learning system or learning process and then that 3-4 to really see the spike. So I'm starting to see that velocity now.

Ryan 00:12:00

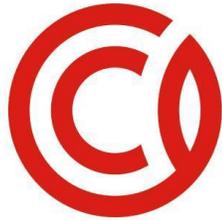
So right now, like you, you did about 5K in the last week, which means you're kind of on pace for being back at about 20K a month. OK, good good good. Now as I am, I don't know if we have the paper signed yet, but at least about to become your business partner. Because I'm investing, what is the target exit that you want to have?

Josh 00:12:24

Target exit I would say. So I would say \$5 million.

Ryan 00:12:31

It's \$5 million, so we're going to sell this business for \$5 million. So right now we've got one solid product that has proof of concept. Awesome, this is great. This is basic math at this point you know we need 4 products doing this and we've got a \$1,000,000 business right in line with the formula. Perfect. Teed-up here we go. So what's missing right now that I haven't haven't heard you talk about is the vision for the brand.



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Ryan 00:13:03

Beyond this product, I have an idea of who you are, who is, but give me a little bit of high level vision for what this business is going to be.

Josh 00:13:19

I kind of have it and a little bit of like 2 parts, so I mean the primary focus is to help smokers and grillers. Enjoy the process of becoming a pitmaster and become a pitmaster during that time. And kind of the overarching structure is I want to facilitate memories and time spent with family and friends. And I think that smoking grilling is, you know, the one of the perfect ways to do that, especially right now everyone is looking for that.

Josh 00:13:58

People are looking for smaller groups. You know, you cook. It's a long process and you know you have a bunch of food. You have a great dinner. And then. You know, that's really the overarching goal is to just kind of bring the community together.

Ryan 00:14:10

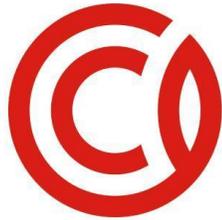
Yeah makes total sense to me, and that's awesome. What about the product line that helps people create these memories as they become pitmasters? What else comes after the wireless thermometer? That helps people create these memories.

Josh 00:14:30

Yeah, definitely so I kind of originally when I first thought about it I was like, oh, I just want to focus on, you know, the smoking process and just have you know I could, there's specialist aprons there's knives and tools specific for trimming large cuts of meat. There's butcher paper. There's I mean, I could... There's specific barbecue gloves I could go on and on explaining all the products.

Josh 00:15:04

Where I've been thinking that I also want it to go is, you know, focus on that enjoyment of the process. So when I, I've talked to a lot of people in the community and you know a lot of people enjoy having a beer, having wine, having whiskey as they're doing the process. Usually they're hanging out you know, in their backyard with you know some family over, so I would think I was thinking possibly going into maybe a little bit more outdoor space. Or, having some possible products such as a whiskey ice ball. I know it's not directly connected to it, but you know it kind of ties in the whole process together.



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Ryan 00:15:49

So what I like about what you're saying is that all of those product ideas around that like creating memories or creating fine experiences, which feels which feels right for you. It feels a lot more right for you than doing butcher paper and all this other stuff. All that other stuff has like been done like they're commodities at this point. There's something missing for me with you just you just hit like a solid double with your first product. And to go into whiskey balls is a big switch.

Ryan 00:16:35

But at the same time, it's kind of the same market, which is exciting. So, but there's something missing for me, that is, that is like the next teed-up product for this person who's becoming the pitmaster? And there's. There's something else there that is in between this total deviation of, you know, going to outdoor gear and the boring answer of like another spatula. Yeah, you know what I'm saying.

Josh 00:17:08

So, the next one in the next product that I've teed-up and done, so I went back to the group, went back to making the list, and said I'll list out 15ish different products. I did a poll, asked a bunch of different questions and it took all that in and I asked people for feedback. You know if you have any ideas and the 2 products that definitely stood out, they got by far the most engagement people say yes I want that was rubs.

Ryan 00:17:42

Ok.

Josh 00:17:44

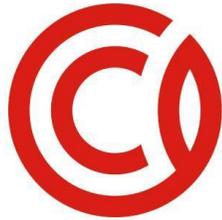
It's a trimming kit.

Ryan 00:17:47

A trimming kit?

Josh 00:17:48

Yes, I'm very excited about this because there's no other product on the market that is specific for smokers at home. So there's like a trimming kit, essentially like special sheers. Like scissors, like scissors that trim fat and then like a boning knife that you know it's like a curved knife that allows you to slice through you know big cuts of meat and trim up briskets, pork butts, ribs all that stuff.



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Ryan 00:18:22

These 2 products are exactly what you should do.

Josh 00:18:28

Yeah, and the rubs. I'm pretty much ready to go. I sent out samples to beta testers and they're comparing the ones that I narrowed it down to. So I'm planning on the free pack of rubs. Began talking to everyone and they said we want beef. We want pork and we want all-purpose so... Made that, sent those out everyone kind of... I'm still waiting on the final feedback, and then I'm ready to place the order and then the trimming kit.

Josh 00:19:02

I've reached out to some manufacturers, but that one is going to take a little bit more time because the development of a high quality knife... It's a little bit easier to, you know, create rubs, but high quality things there's going to be a lot of manufacturing that goes into that.

Ryan 00:19:16

Great that that's cool. I really like both of these products. For you, is there anything else in the line that you're thinking might come after these or that is right in this zone? Like, you're right, you're right in the zone of where I think you need to be for the next at least 6 months. So is there anything else in that kind of pipeline?

Josh 00:19:38

Yeah, I mean, there's, I haven't really gone past those 2. I mean like I said, I have 15 ideas of what there is, but once I kind of got the feedback from those 2 and everyone is really excited about it. I was kind of like alright, let me get at least one if not both. Well probably 1 down for sure and then I can start thinking about the one after. Yeah, so right now I'm kind of focused in on these 2, but I mean down the line, I would love to do a smoker.

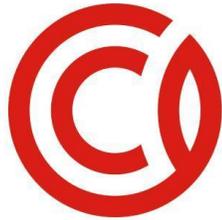
Ryan 00:20:11

Awesome good. I think that if you can pull that off, I think it's a really good move. That's like the hey, we're here to play, and it makes you the brand that everybody goes to.

Josh 00:20:31

Definitely that's good. That's kind of. Yeah, that's the long term that I have set, but. Need a couple more products under my belt you know? Need to get that revenue and cash flow going 'cause you know that developing a smoker is definitely one process of really dialing and then.

Ryan 00:20:48



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So I'm jiving with you so far so we've got some sales, some some sales momentum. We've got our next road map of what our products are going to be. We're starting to dial in on kind of the mission and the vision of the brand. Where do you need help right now?

Josh 00:21:11

I'd like to say this is the clearest I've felt on what I need to do to get where I want to go since I've started this you know, in October of last year.

Ryan 00:21:29

It's a good feeling.

Josh 00:21:31

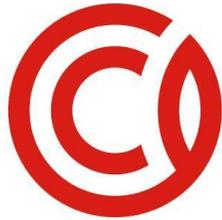
It's really good and in complete transparency. When you send over where you're stuck what do you need help with? There's a few things I need help with, but I was thinking about the stuck question is like I don't really feel stuck anywhere, I just have like I just I know what I need to do, but I just need the time to, you know, put the resources together so I don't necessarily feel stuck in any way but I guess one question that I have is kind of like... so we always talk about going from, you know, solopreneur to owner and you know really owning the business. And I definitely have made strides that way of trying to like get stuff out that I don't need to be doing or want to be doing. But I guess my question is, when is it the right time to do some of those things? For example, hiring on an agency, like I would love to hire on TurnKey right now, but it's kind of like the opportunity cost of, like you know, a couple thousand a month. Going straight to ABS and growing the product or the you know the opposite of it going to an agency. But then I have more free time to go into other parts so it's like when is that time right?

Ryan 00:22:53

The short answer to that question is when you can comfortably do it without distracting from the momentum that you've already built. So like if you had \$60,000 in reserves, and you wouldn't mind putting some of that to risk in order to allow you to keep focusing on where there's other momentum, it's a good time for that. Another answer to that question is when there's something else that is giving you so much momentum that it's not worth your time to go over to something else.

Ryan 00:23:35

And the third answer is when you just want to build the team and you have the other resources in place like capital investors like me, an influencer and you need to stay in that mode. I'll say this. The opposite is if making that decision stresses you out. It's not the right time we as entrepreneurs often undervalue the feeling of relief and ease because from that place we're



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creative and we make good decisions, but the minute you turn on stress you are now on the hamster wheel. So if you feel stressed about spending that money, it's not the right time right now.

Josh 00:24:20

That helps a lot because I definitely feel that like I know that's where I want to go with it eventually, but right now that it does kind of stress me out and I'm like well how many months will I have to test that forward? And then you know, how do I launch a product that catches fire up in there and then.

Ryan 00:24:46

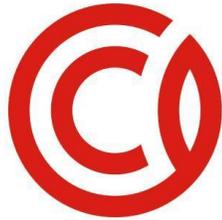
First of all, like we are partners in this. You can reach out anytime when you want to talk through this stuff and we'll be working like whenever we signed the paper. I don't even know if they're signed yet. This at Sam's World but like you'll be checking in with us quarterly and even coming here to Austin occasionally to work through this stuff. You really only need to think quarter to quarter. Like you know, like your job right now is think like 2 to 3 months ahead now.

Ryan 00:25:15

If you can think about vision and long term and how much you want to sell it for and all that while also thinking quarter to quarter, you're in the perfect zone where you'll drive yourself crazy is thinking like 6 months out when it's just far enough for like you don't know how much money is going to be in the bank? Yeah, and you're trying to plan for that. You'll drive yourself absolutely crazy. So, and there's also a benefit. I hope I can communicate this well, Josh. There's a benefit to letting that desire build. Like you, you are still in the mode of... You're just getting clear around what you're building, and you've got this momentum and this excitement and this energy and this desire and this hunger. There is a lot to be said about letting that continue to grow, like don't be in a hurry to go eat a big meal and get fat and lazy like stay a little hungry knowing that 6 months from now, this could be completely different business. You could have product #2 come out and go right to 50 sales a day. And all of a sudden you've got a \$1,000,000 business. Now this is a different conversation now. Now we're like OK Josh has a \$1,000,000 business. We might want to hire that agency so that Josh can continue to go think about this smoker he wants to make. We just don't know how those chips are going to fall yet. So I think no, like the best thing for you to do right now is have your bench of people that you're going to go to when you're going to go to them.

Ryan 00:26:53

So the fact that you already know what Amazon agency you're going to work with, awesome. Is there an influencer now that you can go talk to that you can have on the bench for when it's



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time? Is there a Facebook ad agency that you might want to bring on that you have on the bench for when it's time? Like are there other assets that you might want to bring to the table that you just need to have conversations with to see if they're the right fit for when it's time, and then when it's time? You don't have to delay 3 months, you just go.

Josh 00:27:27

I definitely have, you know, have the Amazon agency that has been I've been in talks with and that's pretty much set up ready to go. I said when I'm ready it's you guys I have that with the ad agency for Facebook content marketing. And then I'm in talks with it. I guess I don't... I'm kind of like you or I don't like the term influencer. It's overused, but I have a potential partner.

Ryan 00:27:57

Yeah, yeah me too.

Josh 00:28:05

They had mentioned in the tribe call. Not sure if you heard about it, but uhm. He's a friend of a friend who has a 400,000 emails targeted at smokers and grillers.

Ryan 00:28:18

So well, OK.

Josh 00:28:21

So. I'm sure in that relationship right now and...

Ryan 00:28:26

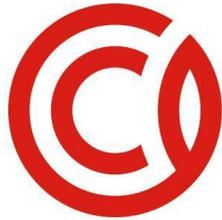
That is, the status of that relationship.

Josh 00:28:33

We met through a friend and we're actually going wine tasting and he lives in Texas. And you know, we're wine tasting and chatting was like Oh yeah, little barbecue and started talking and he dropped that. The conversation, he's, you know, varying clickfunnels email list, building all that and he said that I was like trying to play it cool 'cause I was like. Y'all is like on the ground. But yeah, so. We've been, we've been talking a little bit.

Josh 00:29:05

He's open to running a, you know, kind of a test you know where I pay him a commission and then you know kind of see where that goes and yeah we just need to put together the. Put together the emails and kind of the structure of the hammering that out exactly.



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Ryan 00:29:22

Still, let's let's talk about that because first of all, who is this person?

Josh 00:29:27

His name? Yeah Warren.

Ryan 00:29:28

Yeah, his name is Warren and is he a Blogger? Is he like... how did he build this list?

Josh 00:29:38

So he did it through giveaways of smokers and grills, and pretty much smokers and grills through Facebook advertising.

Ryan 00:29:50

Ok, and what's he doing with the list?

Josh 00:29:53

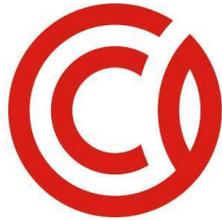
Not much. He originally started it because he just liked smoking and grilling and just kind of wanted to [inaudible] bones. So it's like we'll marry those together, build a list. Currently he's working. He's kind of doing the same thing with a CBD company with another list. So right now there's not much happening with the list.

Ryan 00:30:17

This is a red flag for me, and the reason this is a red flag? 2 things. One, it's giveaways, which are crappy lists. Right there, like they're like the lowest barrier to entry and the worst customers. So, that will require... I'm glad you're doing a test because that will be very telling about how it's doing, but I will be very disappointed if the offer to that list is like a big discount. Because then we won't have a real test of how responsive the audience is. The second is that it's just like a dead list. Like he hasn't mailed anything to it.

Ryan 00:31:11

So I'm telling you this one to set expectations that I would not be surprised if it bombed. The second is you're in the power position, not him. You have way more momentum in your business. You actually have sales and revenue. And he's starting a CBD company, which is what people who are trying to make money on the Internet and who don't have anything better to do. Do they start CBD companies? So, so you've got the leverage here. You, like, you've got



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the leverage. So I ... a lot and I'm telling this specifically because we often put the audience on a pedestal. 400,000 emails in my space. Oh my goodness.

Ryan 00:32:00

You're actually way ahead of him. You're what you're way ahead of him, so please do this test awesome. This is a great relationship with somebody who has some resources and has some talent. It sounds like 2, right? I'm you know, I'm here shitting on CBD companies, but like this is an entrepreneur who knows how to build lists and also knows how to source product and is building something with the skill set that he has of a funnel building like this is a great resource.

Ryan 00:32:31

A great relationship sounds like a really talented person. So continue to foster this relationship, but my expectations on what a 400,000 person email list that was built on. Giveaways is very low.

Josh 00:32:44

Yeah that makes sense. I know we've talked about giveaways before, so that was kind of my initial thinking, but I think it's always always get the test, you know.

Ryan 00:32:56

Yeah, is there anybody else that comes to mind for you is like? Being the model customer. For this I'm trying to think of like what other audiences we might be able to tap into.

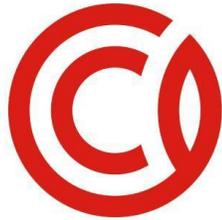
Josh 00:33:21

I'll tell you something that I did right when I was getting started, and this has definitely made me weary of the influencers. Oh in influencers yeah, and right when I was getting started right when I launched my. My first first product, the grill brush I you know, I was thinking about my target. What else do you know? It's predominantly male. Tend to be masculine, you know. I just thought like there was a page that was. I think it's something God I hate saying this 'cause it's kind of embarrassing, but I thought this is going to work, but it was called something like Babes for Trump and there's like...

Josh 00:34:19

He has like 3 accounts, all male focused to kind of like to, you know target... I see the demo you're going for OK? Did it and it was a... I paid 80 bucks. Like you know a couple sponsored posts and it just. Totally, totally, totally bombed.

Ryan 00:34:41



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Totally bombed, yeah?

Josh 00:34:42

And I was like, OK, this doesn't work because there's no... they weren't there for any reason. Besides, look at some hot girls, yeah? Back up. No connection whatsoever.

Ryan 00:34:58

I'm really glad you told this story because like genuinely is, does this mean that your market is not the Trump supporter but like the rural American.

Josh 00:35:013

I've had trouble narrowing down on this because it's like yet yes and no like I think that is a subgroup of, like, you know, rural Americans can enjoy.

Ryan 00:35:28

I'm going to cut you off here because what I can tell is you're not... You're not quite sure yet and that's OK. So the thing where you need a little bit of focus is who does Josh want it to be? Not who do you think the ideal is? But like who do you want it to be? And that might be the city smoker. You know a person who is learning to do this with a tiny tract of land, and they're like in urban America could be completely different than what most people think of when somebody who is becoming a pitmaster or it might not be.

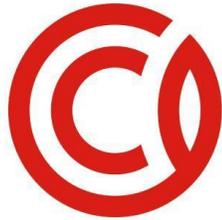
Ryan 00:36:05

You know my fellow Texans? But what's important for you is that you go after who you're excited to serve, because they'll bring everybody else with them. So it almost doesn't matter who you pick and if like if you wanted to pick the Babes for Trump crowd like I can tell you how to go all in on that right and. You don't but. Yeah, but if you did. I can help you serve that crowd and come up with the messaging for that.

Ryan 00:36:38

And they'll bring everybody else with. Yeah, what is what's important is that you're clear on it so that you know what the ad sounds like so that you know what the brand looks like and it will end up bringing all of the other pieces of the market with them. You just have to pick that person that is going to be the hero. So my guess is that what you're looking for is someone like a relative. A close friend that got you into this yourself.

Ryan 00:37:11



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Based on what you've told me it sounds like Josh has a lot of great memories outside with the family drinking whiskey and eating meat. It sounds like you're nodding. Is that the case?

Josh 00:37:27

I said I prefer wine.

Ryan 00:37:32

OK, OK, but so... So what you're so that's really close, like like and where are you located?

Josh 00:37:43

Uh California Northern California.

Ryan 00:37:46

OK, where did you grow up in Northern California?

Josh 00:37:48

Yeah, pretty much from Hawaii from like Sonoma County.

Ryan 00:37:53

OK, awesome, so like you don't, you don't match the Babes for Trump crowd. You're in California for goodness sake. So there's something really cool. About this in that and it. If you're the market, like if you are the actual avatar you are. Not, you're not the stereotypical person. You're like. You're not the country boy. Like you're just, you're just like every man who remembers these great outdoor events with his family. Around wine, whiskey and barbecue.

Ryan 00:38:29

And that story is relatable to Country boy to my fellow Texans too. Babes for Trump. Too liberal and NYC too like that. That is. That's a relatable story to everyone. And that's the story. You can tell through this brand. And then it begs the question like who represents something like that? And what you're really looking for is not a barbecue influencer, but a family influencer.

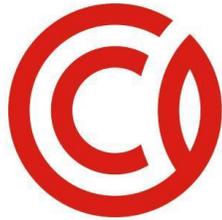
Ryan 00:39:06

Or or like an old America.

Josh 00:39:07

I know the person, right?

Ryan 00:39:09



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Alright, hit me.

Josh 00:39:13

It's grilling with Dad. I have reached out to him one time. It was a while ago. He did not get back to me. Doesn't mean I'm going to stop trying though.

Ryan 00:39:29

Is this a YouTube channel and Instagram account? What is this?

Josh 00:39:36

Primarily Instagram account. I know that's not like the best channel ever when you're thinking about like email and all that, but he is, you know, a family focused Dad who built a barbecue and smoking cooking account. Who does video, makes amazing food and you know, has his family in there, but in the videos with his young kids and all this and like that is. That's the perfect guy right there, yeah? How did you reach out to him?

Josh 00:40:03

Via DM, And this was this was a while ago. I think if I reached out to him again, it's just a completely different conversation now and very much different way.

Ryan 00:40:17

Definitely is. I mean I'm looking at this stuff right now. This is your man. Yeah, this is your dude. You might have to play with a couple different ways of getting his attention. And now I am not. I'm not a fan of trying to force something that's just not going, but you've only reached out to him one or 2 times. It sounds like.

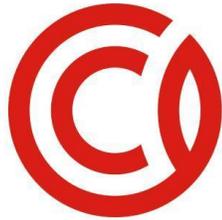
Josh 00:40:40

One time.

Ryan 00:40:42

OK, great, so there's plenty of opportunity here. Is somebody reached out to me today? And got my attention through a DM. He had messaged me like 2 years ago and I never got back to him right. Didn't even know he existed. I don't see half of them come so we could find his address and send him a custom personalized gift. We can go for the smallest yes possible which is hey, I'm developing some grilling products. Can I send you some for free? It could be an introduction.

Ryan 00:41:17



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Like whatever can be the smallest yes possible we can go for that. I mean I yeah it's it's time for you to start trying to build a relationship with this person or people like him.

Josh 00:41:36

I like that I I think I'll reach out to him again and I'll I'll go with the ask of you know sending product see if he'd be interested in some free product.

Josh 00:41:46

That way to open it up and then if he doesn't get back then maybe go to the special gift and. Try that next.

Ryan 00:41:55

Yeah and you can. You can name drop. Not quite name drop, but you can... You can tip your cap at that. You have an investor like you can say that you're backed like your investor backed your a new grilling company serving people like you and him, which is like creating memories with family around the pit and. You'd be interested in either sending him product or would he be open to an equity conversation like whatever?

Ryan 00:42:29

I know, going for like the equity ask is like is weird from the very beginning but equity isn't easy, yes too. So the way you might phrase that is something like. We're looking for a few partners that we can form equity relationships with that represent who we want to serve and what we want to create. Would you be open to us sending you some product to see if it excites you? Like that's that's an easy yes yeah, if he sees it right. So it's like tipping your cap to like, hey, we're here to play.

Ryan 00:43:02

We're backed with investors. We have a raving customer base and we're looking for equity partners. And can I send you some stuff to see if you like it?

Josh 00:43:12

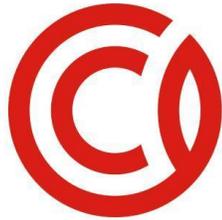
Yeah, I like that kind of combines everything into one.

Ryan 00:43:16

That would be my suggestion of how you do that.

Josh 00:43:21

And then there's one other one on his name's Jeff Cusco.



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Ryan 00:43:27
Jeff Cusco?

Josh 00:43:30

Yeah, and he has come... he's like actually went... I mean, he's decently sized on Instagram, but he has gone on Tik Tok. He's like probably the top guy and I. Indirectly have a connection to him that I tried to go through that route, but he's getting. I mean, I don't know how. Much I should say 'cause he hasn't told me this, but he's getting very big one of her. He's getting very big. Partnerships with like massive like yeah multinational brands right now so he didn't respond to me in there but I do have kind of like a back door. We know mutual people from college.

Ryan 00:44:14

That's great so that's one that you could foster over a little bit of a longer. I would so first of all, I think you're doing a great job man like I think you're really doing a great job. Your way clearer than I thought you were. Like something about getting clear on that person and us just riffing back and forth on that. Like let's me know that you're really close to this being a real brand. As because you've got a successful product. That is, selling consistently and in your position you run the risk of becoming a product company.

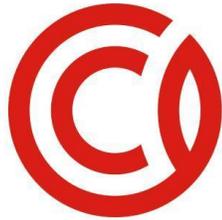
Ryan 00:45:02

I think you've heard me say the hardest people for me to deal with our Amazon sellers because they're so used to taking regular sales that they just cannot think in brand and it takes them 6 months to like, come back and think about that stuff. You've done a really nice job of starting to think about this early without going into. I'm now a product. Business like you have real seeds for a brand. And that's exciting to me. .

Josh 00:45:29

Yeah, I'm happy to hear that. And there's one other piece that I haven't fully flushed this out and I kind of have flushed out in division a little bit. And this is when I got... I'll just tell you what the information is, not what I did with it, so I was talking to people via email in my Facebook group. And you know, I've done probably like 5 or 6 polls in those areas of like or I guess on polls. Surveys with multiple questions on. And one thing that I didn't realize when I first started but it came up over and over again.

Josh 00:46:07



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It was... the question was something along the lines of like why do you like... Why do you like smoking and what a lot of people said like over 50 people said it relieves stress. I'd never really thought about it that way, so then that's kind of why I wanted to pivot and brand a little bit from just being about smoking. That's fine at the beginning, but kind of. The whole enjoyment of the experience and that's one thing that when I was talking to people, it wasn't right.

Josh 00:46:39

You know I had to do some digging for it, but when I heard that I was like no, it makes perfect sense. And you know when you're around, friends and family usually you're not stressed about. How about you, know, we grind, or whatever. You know you're enjoying yourself and kind of go hand in hand. So that's something that I really want to include. Which I have done it through some copy on Amazon and through some of my emails I tend to go into. You know, enjoying the process, making it easier, stress free, cooking different things like that. So I think that's kind of like another anchor that I've been slowly tying in the brand but would like to do more.

Ryan 00:47:17

So I think your move on this is for Product 5. To be something that might not have anything to do with grilling or smoking. That's when it's time to go there. Like right now your nucleus is... You're creating family memories around the pit. Like a reason for everyone to get together, and it's like one of those rare things in today that, like somebody, is making their own barbecue. That is a really good reason for everyone to get together. You've got to nail that piece first. That nail nucleus that is the pitmaster.

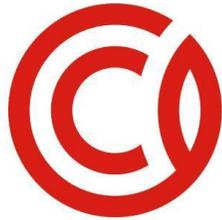
Ryan 00:47:59

From there, what else can we work in that makes the pitmaster the hero of the story? If that person is also doing a wine tasting that night, or a whisky tasting that night, what might he be using? During that experience, how do you help that person create the best experience possible? For his family and the people that are close to him, what makes it easy for him to say I'm having a party come on over? Like that then we can start going to those ancillary pieces and you might end up doing like outdoor patio stuff.

Ryan 00:48:39

For example, right now it's like now we're like a big deviation away from pitmaster, but that would be the time to start playing with that. You know what I'm saying?

Josh 00:48:53



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They'll build the core 1st and then you know having that be in the future, you know possibly we can expand out the whole experience, but really dilated, that core messaging and that core, those core products that help someone become.

Ryan 00:49:08

Yeah, because the message. The message is what will make this a real brand? And after like the product line is less important. And you're really there to empower one person, which is the person who is giving everyone else the excuse to get together. So like your ad, copy your video marketing and if I remember correctly, you make really good videos. I remember your scholarship submission and being really impressed with it. So like your video ad is all about...

Ryan 00:49:46

I remember growing up around the pit. I remember this. I remember this, and in today's world when we have been more disconnected than ever. We so need those moments around the pit. Right, it's like it is all about those memories and that feeling. But your hero in the story is the pit master, and you've got to give him everything he needs him or her everything he needs in that moment. And before you go onto those other things.

Ryan 00:50:25

Is there anything you need support wise or advice wise right now? I think you're on the right track.

Josh 00:50:33

This might be a little bit of a boring question, but one thing that's been that's been in my mind the past a couple weeks is taxes coming up. Started with the bookkeeper that is just, you know, cleaning up everything for the past year and getting that all dialed in. But I'm kind of looking forward to a little bit more support and actually filing taxes. And you know what the best way to go about with that would because this is the first year. That I had to do that for my business.

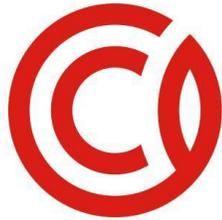
Ryan 00:51:09

So is there a particular question that's tripping you up, or is it just like, hey, I'm new to this what do I do?

Josh 00:51:16

A basic understanding, but I guess I'm looking for like some of the connection to a CPA that I could talk to. Who could you know? Hammer out the details for me.

Ryan 00:51:23



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You're not ready for them just yet, but Fully Accountable is who we send the majority of our business to like, like as you get a little bit bigger. And the Fund will probably send you over to Fully Accountable, like when you're passing, you know, \$60,000-80,000 a month. They'll be a good resource for you. Uh, I don't think I don't think you need him right now, because... like Josh, what you're going to show on paper is going to be is probably not going to end up getting taxed like you're going to.

Ryan 00:51:57

It's probably too low to get taxed, or if you do, tax is going to be at like 10%. So especially I don't know how you have your business structured, but your situation isn't very complicated right now, and a very basic CPA that your family knows or like is local or comes from a local referral is going to be fine for you right now until you want to pay somebody who's going to go a little bit deeper.

Josh 00:52:21

That's yeah, that's very helpful. 'cause I've been trying to decide. But you know, if it's time to get, you know someone serious, or if I can just go with you know the family connection so...

Ryan 00:52:33

You can get by with your \$75 an hour bookkeeper or CPA, whatever. For for, for the next 6 to 12 months. And then you can go play a little bit bigger when you've got a 7 figure business.

Josh 00:52:53

That makes sense, that's that's helpful. What else do I have here? So I guess one kind of like high level thing that I've struggled with in the past and I know that it's not the right thing to do, but I just. Have trouble not doing it. Setting external goals with a timeline, understand and then not reaching that goal and then getting upset about it.

Ryan 00:53:29

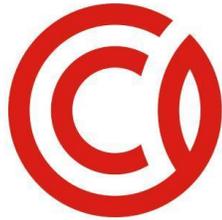
I understand. Would you like to know what the fix is?

Josh 00:53:33

Yes please.

Ryan 00:53:35

You set goals. Not a goal you say right? So this is all right. I'm going to nerd out on you for just a second. You're gonna have to go with me on this journey.



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Josh 00:53:49

Yeah, do it please.

Ryan 00:53:52

The brain has 2 neurotransmitters, dopamine and norepinephrine. Has more neurotransmitters, but these 2 work hand in hand. Dopamine is your more chemical. It unlocks like yeah more norepinephrine is the trying. They give the effort I'm going to give this an attempt. I'm gonna get up and go. Norepinephrine fires so that the brain will get dopamine. It tries so it gets a reward. You with me so far? If you put the goal too far away to where it is not reached or reachable, your brain says dopamine too far away.

Ryan 00:54:41

There's no dopamine, there's no food over here, so let's stop hunting. Let's stop firing norepinephrine. Let's stop trying. Let's give up. So it's actually a defense mechanism that the brain has that says if you're hunting in the wild and you're like that beast, way over there is not worth this effort. Let's save our norepinephrine to go hunt something else. So the trick is to have goals that are close enough in reach to where you know that if you try, you get the reward. And it actually builds momentum in the brain.

Ryan 00:55:21

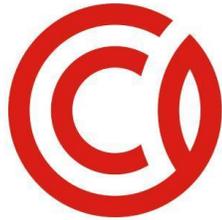
And that's where excitement and that feeling when you're like on the right track. And like Oh my goodness, like it's behind this door. It's almost there. Like one more step, that energy, that momentum is when your brain goes fire reward fire reward that's when you're in the zone and so you have this \$5 million exit in mind, which if you start setting goals for how am I going to get close to my \$5 million exit this quarter? The brain will go melting... don't know what to do. And then you have this like then you have...

Ryan 00:55:51

That's when you feel drained and discouraged. And like I'm never going to be there. I'm always going to be poor like in that story, that story comes into play. So the trick is more like OK, so I did \$20,000 a month in sales this month. OK, that's great. I wonder if I can get to 25 this month and I can lock down one key relationship that is going to make getting to 100 faster when it's time. Those are 2 like totally doable goals, right? Because if you get to 21 at the end of the month, you're like better. If it's better, send some emails.

Ryan 00:56:34

Like better send some emails, got it. Good. And they needed one relationship. So they seem boring when you set them. But your brain knows we're going to get this. So another way of



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saying this is you have to start setting the expectation in your brain that you're a winner. And that you consistently proved yourself that you win. And that when you go after something, you get it. And so a trick to do that is to start setting goals you know you can hit.

Josh 00:57:07

Yeah, that makes sense.

Ryan 00:57:09

You don't like this advice?

Josh 00:57:17

There's a fair amount of people that you know... you want to stretch goals you want to, because if I guess if you're only incrementally improving like I don't know, I, I guess I just have trouble accepting that, but I haven't tried it so.

Ryan 00:57:29

Is having a \$5 million exit a stretch goal for you?

Josh 00:57:33

No.

Ryan 00:57:35

Tell me more.

Josh 00:57:38

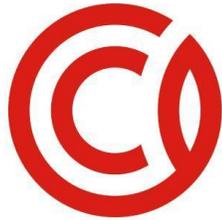
I don't think \$5 million is stressful. I think it's a great goal to have. Then I'm confident that I'm going to get there. It's just I guess, I, I think the piece where I get stressed from it is, I guess, the timeline. And that's kind of where the stress comes in is when I put the timeline... 'cause like I will. I like the idea of speed and going quick, you know. And it's fun. I like moving fast, but it's the when... I... when there's a time limit to it.

Ryan 00:58:12

I understand now, so this is the difference.

Ryan 00:58:17

This \$5 million goal is an intention not a goal? That is a dream, not a goal. You can't put a timeline on this yet 'cause you've never had a \$5 million exit. But you can put a goal on getting to \$100,000 a month in sales. Because you can put together a process for getting to a



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\$1,000,000 business. Or \$100,000 a month in sales. That's like when you've got a timeline to an intention. You're trying to take the knowledge that you have now and connect it to a goal that you've never done before, where the brain goes can't compute.

Ryan 00:59:08

But if you take the knowledge you have now and you're like, I know how to use this to get to \$50,000 a month in sales. That's a goal.

Ryan 00:59:17

A goal is something you can do in 90 days or sometimes a year. Or if you're or like in my case I set thousand day goals 'cause I want to be in the process. I'm all process. I don't care what the result is. I'm after the process. So goals are much more micro than I'm going to have a \$5 million exit. Goals are like what do you? What do you move in towards? What is like the thing you're unlocking? This one focused on right now. And that's where you need to get that momentum, and that speed, and that telling your brain that you can win and get enough of those and then all of a sudden then \$5 million exit is like, Oh yeah, it's just right there.

Josh 01:00:02

I like that, 'cause you know I have my \$20,000 month when I think of \$50,000. It doesn't seem up our way, I just have to.

Ryan 01:00:13

So that's your goal.

Josh 01:00:14

Could put a couple things in the place and you know have a couple months. And then I know how to get there so it's like that.

Ryan 01:00:18

And would you feel comfortable putting a timetable on that?

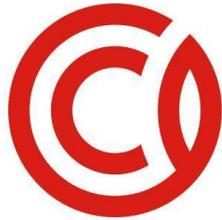
Josh 01:00:22

June.

Ryan 01:00:23

OK, I was going to suggest 6 months. You picked 3, so like...

Ryan 01:00:31



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Doesn't matter like whatever. Whatever feels comfortable for you, that doesn't stress you out, but you know you can work towards.

Josh 01:00:36

Yeah, 6 months would probably be... Yeah, 6 months is probably better than 3.

Ryan 01:00:42

Doesn't matter if it doesn't like... whatever gives you whatever is close enough for you to go like I can work towards us, let's go. Dude, I think you are right on track. I think you're doing great work and how old are you?

Josh 01:00:57

I just turned 24 like 2 weeks ago.

Ryan 01:00:59

Good for you man. Good for you. I think you're right on track. I think you're making great decisions and if there's anything I can do for you, please reach out.

Josh 01:01:06

Sounds good, thank you Ryan.

Ryan 01:01:08

Good to chat with you. Talk to you soon.

Josh 01:01:10

Thanks.