



Darren Woodson Asks, How Do I Monetize My NFL Following Transcript

Ryan Moran [00:00:02]

This is The Road to \$1 Million and I am Ryan Daniel Moran. Hey everybody. Welcome back to the podcast. This week I'm going to be joined by Darren Woodson. He runs a very popular podcast called The Darren Woodson Show, but he also has 3 Super Bowl rings and he's in the Dallas Cowboys' hall of fame. No big deal. You've probably played him when you've been playing Madden.

Ryan Moran [00:00:25]

Alright, so, Darren joins me because he has this audience and he has these partners and he has these opportunities and he has these deals, and he's trying to figure out, how do I monetize my following? How do I take the opportunities and the audience that I've built on the back of me being a very successful and well known NFL superstar and how do I turn that into a business, or how do I leverage this to bring me better opportunities?

Ryan Moran [00:00:54]

Usually on this show, you're hearing from entrepreneurs who are trying to wrap their head around how they're going to partner with their dream influencer one day, or how they're going to partner with an investor, or how they come up with their best product idea. Well, today, we flipped the script because we have a very well connected and successful influencer saying, what the heck do I do with this following that I've built? Should I do a product line? Should I launch supplements? Should I launch shoes? Should I just use my network to find more real estate deals? What should I do with the brand authority that I've got?

Ryan Moran [00:01:28]

What you'll see is that influencers and well known people are just as hungry for quality partnerships as you are, and by the end of this episode you'll have a much better understanding of what people like Darren are looking for, so when you reach out to that dream influencer, it will be a give. You'll have an offer for them rather than just being another ask in their inbox. Enjoy this episode with Darren Woodson.

Ryan Moran [00:01:59]

Cool. Are you guys cool if I just go ahead and jump in?

Ben [00:02:01]

Please.



Darren Woodson [00:02:01]

Let's do it.

Ryan Moran [00:02:03]

Great, so, I don't even know how this is going to go doing 4 people on podcast. This is new for me. So, what I want to know is I'd love to hear from ... Let's start with Ben. Ben, tell me what's gone on since we last chatted in regards to the brand you want to start or if you've gone in a different direction, and I can kind of fill in the gaps from there because I have 1000 ideas for you guys and I've loved our brainstorm sessions, but I want to guide this to where it's most valuable for you.

Ben [00:02:36]

Yeah. Last time we spoke, we mentioned the idea that it's a podcast today, obviously, but we foresee it growing into much more than that. We foresee different business lines, different service lines, so not necessarily only revenue generating. Maybe it's a ministry that we start or a service that we start for people. It's physical products like supplements that are improving people's wellness. Maybe it's a convention and we bring in speakers and travel across the country and just help people and gather people together.

Ben [00:03:07]

Ultimately, we foresee this as a community. So, since the last time we spoke, we've honestly, if we're being transparent, we've kind of taken a step back from any of that future planning and just really focused on making the podcast as great as possible, really focusing on our guests, really focusing on our content, really making sure we're not looking past what's important today, which is building this thing and making it as great as possible.

Tyler [00:03:35]

Yeah. And that's exactly right. And one of the things that we did early on just for my podcast is I think our 3 personalities ... Or I would say Darren and my personality is very much spontaneous and hey, look, we're just going to be off the cuff and we want to be very natural and very flowing. Ben is too but he also, he really loves preparation. He loves all that. So, I think in the last, I don't know, Ben and I, the last 4 months now, 4 months or so, so we're actually doing strategic calls once a week, we're getting everything laid out, we're planning the month ahead. We're working on actual action items, so there's more preparation like Ben said.

Tyler [00:04:17]



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The focus has been, yes, we want this brand, this overarching brand, what it is, but also we can't lose sight of what the 3 of us love doing, number 1, and then 2, really is going to be the foundation for us to launch these other things, and so ...

Ryan Moran [00:04:36]

So, I've got a question for anyone here who might be in the Dallas Cowboys' hall of fame. Just anyone here ...

Ben [00:04:44]

Tyler, that would be you. Also, I'll take this Darren.

Ryan Moran [00:04:47]

Tell me, tell me about the business that exists right now because that's actually where I know the least. I think you have an investment side of it and maybe a sponsorship side of it. Fill me in on all the infrastructure that currently exists.

Darren Woodson [00:05:03]

Okay, so as a whole, the structure is, look, we have a couple of sponsors that we've brought on and that has been [INAUDIBLE 00:05:13] came on what, 6 ...

Ryan Moran [00:05:16]

This is for the podcast specifically, right?

Darren Woodson [00:05:18]

Podcast specific, correct.

Ryan Moran [00:05:20]

What about outside of the podcast? Because I know right now, that's what you guys are doing because you enjoy it, because there's an audience, you want it to go somewhere. And part of this conversation is how do we make that lead to a business. But what are the other pieces behind what all of you do together?

Darren Woodson [00:05:39]

So, man, love that. That's a good question. So, what we want to do, and this is ... It's kind of personal but I'm going to give it out, I'll put it out there, we want to have the ability to invest outside of this, whether it be in commercial real estate, whether it be in multi family, specific private equity deals that are out there, we have one right now that we just invested in as a



group. And that's how I foresee it. I foresee us growing what we're doing within the podcast and then having opportunities to invest in different opportunities that come our way.

Ryan Moran [00:06:18]

So, I love that you said that because that's very much my plan and strategy. That's what I do.

So, that is great. What are the other parts of the business right now that you currently do?

Where do y'all make your money?

Tyler [00:06:34]

Yeah, so that's a good question. So, really how the 3 of us all got connected is we are commercial real estate brokers together for the same firm. Darren's a partner at ESRP and then Ben and I are both brokers there. So, that is our day job. That is what we do all day every day and night.

Ryan Moran [00:06:53]

Got it. And Darren, what would you describe your role in the business is?

Darren Woodson [00:06:57]

In the business is, as it pertains to outside of the podcast?

Tyler [00:07:00]

In ESRP.

Ryan Moran [00:07:01]

Outside of the podcast.

Darren Woodson [00:07:02]

Yeah, so, I'm a partner at ESRP. That's one, and we're a ... Like Tyler mentioned, we're a commercial real estate firm. Also ...

Tyler [00:07:13]

I would say though, really, before you go out in probably a business development role, nobody in our company has the ability, one, to set meetings and open doors like Darren. So, role within ESRP as a partner is he's like nobody I've ever seen opening doors, getting people in, and then getting people to trust the company because they trust him.

Darren Woodson [00:07:34]

And similar to that, I'm a partner, I'm a founder in a software company called CounterFind, and through that same process, I do a lot of BD, lot of connections, lot of networking whether it be



on LinkedIn or personal relationships or the fact that I've played in the NFL and worked at ESPN, I have a lot of connections on the entertainment side of things both collegiately and in Los Angeles. So, I'm very well connected on that side.

Ryan Moran [00:08:03]

Alright, so, I'm so glad you said this. This is such a layup for me, and when we talk about it, this is going to be so obvious all 3 of you are going to be like, why didn't we think of this? So, let me summarize what I understand up to this point. It sounds like, now, Ben, Tyler, your background is real estate, commercial real estate, that's what you know. Darren comes on as a partner either in the whole thing or as a part of it. He opens up doors with other investors, with other ...

Ben [00:08:36]

Banks.

Ryan Moran [00:08:38]

With opportunities. And the 3 of you have this podcast that is a way for exposure, but also just a way for you guys to have fun and build all this. Is that a fair summary so far?

Darren Woodson [00:08:50]

Yes.

Ryan Moran [00:08:51]

Okay, and where you want to go from here is you have these opportunities to invest in real estate because that's your background, and now you kind of want to widen the net a bit into other opportunities that might be private equity or private placements, or other ways that you can leverage both the relationships that Darren brings in and the team manages and the exposure that you've got from this podcast that allows you to do more deals. Is that fair?

Tyler [00:09:17]

Absolutely. Right on.

Ryan Moran [00:09:20]

Now, question, do you want to bring in other investors into this, or do you want to use the pipeline and the cash flow that you have for these opportunities? And it's okay if you don't know. I'm just trying to narrow in my focus.

Darren Woodson [00:09:34]



You want me to answer that one?

Tyler [00:09:35]

Yeah, he's going to give ... Yeah.

Darren Woodson [00:09:38]

Yes. I would say early on, we would like to grow the foundation of being able to get into certain investments. But I do foresee us, later on, with the connections that we have whether it be in commercial real estate investments or any type of investments that we're going to have to bring on, or we're going to want to bring on some ride alongs as far as investing.

Ryan Moran [00:10:01]

Okay. Awesome.

Tyler [00:10:03]

Yeah, and I would say this. I don't think the core goal is to create this to find more investments because there's a service line that we want to create underneath this. And like Ben said, whether it's products, whether it's ... But that is where the partnerships, I think, really can pay off because obviously, we're not going to execute in creating just a supplement line. We want someone that has experience in that, partner on that front. Partner on, like Ben said, on a nonprofit side, partner on these.

Tyler [00:10:36]

But again, the platform that that is and the reach that that is, it allows us to maybe go do things because of the podcast that we couldn't just go do off the street because there's a credibility associated with, I mean, unfortunately, and popularity is not the right word, but the exposure that the podcast gives.

Ryan Moran [00:10:57]

Yeah. Okay. So, you just said not necessarily investments but new opportunities.

Tyler [00:11:02]

Correct.

Ryan Moran [00:11:03]

So, it's not necessarily new private placements as much as it is new opportunities that could open up for the next stage of the business.



Tyler [00:11:12]

That's correct, yes.

Ryan Moran [00:11:13]

Okay, so, Ben, does that mean that you want to control whatever opportunities come your way? Do you want to do them in-house?

Ben [00:11:22]

I think that's the preference, yes.

Ryan Moran [00:11:24]

Okay. So, let me word vomit some things that are coming to mind because it sure seems to me that there is an opportunity to go bring in other influencers, athletes, semi famous people into a role that can seed the launch of some new project. So, Darren calls up ... And this is my model, this is what we teach in our Incubator. You go find one anchor influencer and hopefully 2 to 4 others that can support them and you have a network of people that can put any product line in front of millions and millions of people.

Ryan Moran [00:12:06]

You have this great advantage being who you are that you have connections to a bunch of those people, and as sad as it is, a lot of those athletes need other opportunities after their careers because they either got hurt early or they had bad financial advice or they just don't know what to do next. And so, they're hungry for those opportunities.

Ryan Moran [00:12:28]

So, you have that connection with all of that distribution and because of that, your opportunities exist to start a supplement line that none of you run, you just cast the vision for it, say who would be the absolute perfect person in our network to partner with on this, and then you hire the brand manager who executes the vision or you hire the CEO away from another supplement company, and you can raise that money from investors if you want to.

Ryan Moran [00:13:00]

It's very easy to say hey, here's our infrastructure, here's what we have, here's the 4 agreements that we have with influencers, and we're raising half a million bucks at a \$3 million dollar valuation or a \$2.5 million dollar valuation to seed that, and you just hire the person who's then going to run it. That is one way for you to do this.

Tyler [00:13:24]



And all the while, still allowing us to do what we do, which is the podcast.

Ryan Moran [00:13:29]

Yes. And that's the important distinction here is coming into this, I know that a lot of your mindset was around how do we monetize the podcast as a business? But the podcast, I think, needs to be where you share the vision of what you are doing because opportunities will come out of that. If you want to go in this direction, I would strongly recommend against trying to monetize the podcast in the short term with sponsorships or offers, and I would instead cast the vision for what you're doing and who you're looking to partner with.

Ryan Moran [00:14:07]

So, that is, by the way, if you've got a great idea, or if you're an investor looking for new opportunities, here's what we're doing. And that's who will reach out to you, and you only need a few of those in order to have momentum towards that. Does that all make sense so far?

Darren Woodson [00:14:21]

Yes. Absolutely.

Tyler [00:14:24]

Yeah. Yeah, the only thing that I would say is that I think from a, I say, purpose of the podcast is really we want to be in encouragement to those that are struggling through things. I don't think that the podcast is something that we want to push like hey, this is an investment and we're doing this if you're interested in that because in reality, in reality, I mean, Darren has the most investment experience. I mean, I've done half a dozen myself, but the experience is limited and so I still think the branding of the podcast very much aligns with hey, look, we want to be in encouragement to people that are in a really tough time through the stories of others and then through our experiences.

Tyler [00:15:13]

We have a round table and then we have a guest. And letting the guest come in and be the experts on content, and then we are just real and transparent. I think that the magic is having Cowboys' ring of honor member talk about, hey man, sometimes I struggle with self confidence and I'm struggling with this, or hey, I've got this. But the transparency and relatability there ... So, and you guys jump in, I don't know if we're saying podcast, we want it to be a platform to raise it, to raise opportunities directly ...

Ryan Moran [00:15:48]



Let me say this differently. So, you hire or you partner with somebody who is a young founder who comes from nothing and you mentor this person and you invest in this person, and you partner them with a few influencers. What more encouraging story is there than somebody who didn't have a shot, now has a shot, and you share their story?

Ryan Moran [00:16:18]

And then, this is your call to action, Tyler. It's not, hey everybody, you should invest in this. It's everybody, we decided to back this kid because he shows this character trait and this character trait and this character trait. If you want to be a part of this, we don't have a super fancy pitch deck, we don't have a webinar for you to watch, we have no system for this. Just write an email to partners@blank.com and we'll just see if it's a fit. Hope you guys enjoyed today's episode. We'll see you next week.

Tyler [00:16:48]

I love that because there's that mentorship aspect that we talk about all the time. So, I love that.

Ryan Moran [00:16:54]

And by the way, this is not an offer, this is an idea. I have 9 people right now that meet that criteria that I've mentored to a certain point. They would foam at the mouth for something like this, and there's definitely something for us to explore around the idea of I have this pipeline of young entrepreneurs who are hungry, you have access to all of these influencers and semi famous people, and we both know people who like to invest in deals. I document it, you document it, and it's just fun.

Darren Woodson [00:17:29]

So, it's almost like a semi Incubator.

Ryan Moran [00:17:34]

Right. It's very similar to what I do. That's why we call it the Capitalism Incubator.

Darren Woodson [00:17:37]

Yeah. Okay.

Ryan Moran [00:17:38]

Throughout this podcast, you'll hear me reference the Capitalism Incubator, or Cap Inc. This is our accelerator for entrepreneurs to help them get clear on their vision and to launch profitably. It's perfect for 2 types of entrepreneurs. One, it's the entrepreneur who's starting a



new journey, you're ready to build something that you can scale and/or sell. And it's also built for audience leaders who have a little bit of a following and can get in front of some eyeballs and they need a cool way to monetize their audience.

Ryan Moran [00:18:09]

The cool thing that we do inside of the Incubator is we bring those 2 types of people together, and we also have an investment fund that helps support the good businesses that come from this experience. So, over the next year, we help them get clear on their vision, launch profitably, build the foundation of an 8 figure exit, and we also have the investors and the influencers there in the group to help stack the deck for your success. If this sounds like what you're looking for, you can be notified when we're open over at Capitalism.com/inc. That's Capitalism.com/inc.

Ryan Moran [00:18:44]

When you first brought it up, I saw it more as I didn't know you wanted to control ... Have the whole thing in-house. I was viewing it more as if you're looking for investment opportunities, that means that you could buy and get shares as advisors and have 25% of something and just mentor and bring in relationships and funding and all of that and it be the same thing. So, it's the same process, it's just how much you want to control.

Tyler [00:19:15]

That's right. And I think Ben, your answer was more, we're not necessarily ... We're trying to keep DWS, the Darren Woodson Show, we're trying to make sure we control that aspect of it. I don't think we have any issues going in and being an LP in a project. If we connect the dots, put people together, that's I think the strength of all of us. I mean, there's 2 or 3 opportunities that we're working on right now. It's just connecting people, and then because of his network, because of my much smaller network, and because of Ben's ...

Ben [00:19:50]

No network.

Tyler [00:19:50]

Grind and because of everything that he does on a day to day basis, that is ... I think that plays into our strengths. And so no, we're not trying to say hey look, we're going to bring in this one person and we're going to control everything and it's all going to be in-house and we're going ... It's more hey look, let's connect people. There's these opportunities here, and then let's throw some capital here. But I mean, there's things that we're not super experienced on, like



going through due diligence, really understanding, okay, hey, what are the things, the checklist that we need to understand as far as ... Because everybody reaches out to Darren.

Tyler [00:20:29]

So, for him, he's just kind of, I mean, correct me if I'm wrong, just naturally kind of a ... Do I get a good sense from this person, not? Do I think this is going to be it? Does it check out? But I don't think we want to control the whole process, at least yet.

Darren Woodson [00:20:42]

And Ryan, I don't think our mentality ... I think we're really young in this mentality of where we are right now with the podcast. We've been so focused on driving the numbers on the podcast, growing the show, and just taking care of home. I always say let's keep our heads down, let's keep on producing content, let's keep continuing to grow our following, let's keep on bringing on great guests like yourself and we will grow this and it will become a community in itself.

Darren Woodson [00:21:11]

We haven't looked outside of this, and I think this is the first time that we've ... And it's going to be different if we're not taking on sponsorships. That's something that we haven't really thought about. We've thought, okay, we'll continue to add onto the growth of this podcast by bringing on sponsorships, so for us to turn that dial down and think about it in a different aspect of let's bring it all as an incubator, figure out which direction we want to go, what vertical we want to go, bring someone in as an influencer, and then support that. We haven't thought about that. That has not been a part of our thinking.

Ryan Moran [00:21:46]

Yeah. And even if we were to soften the language, because incubators are work, if we were to just see it as the idea lab or the opportunity lab where now the question is, who in our network would we love to explore opportunities with? And you call up Emmett and a couple other people and you're like, okay, what businesses could we blow up together with capital and exposure and relationships? And then that becomes what you look for, and it's either something you develop internally or it's something that you're like, oh, let's see if Ryan has any of these people in his Incubator, or it's a brand that comes from your network.

Ryan Moran [00:22:29]

But your leverage point is the network and the infrastructure that you have and there's no shortage of opportunities if you bring those to the table. So, that allows you to put your heads down and grow the podcast without monetizing it in the short term, just looking for those relationships which I think is what you're saying you actually desire out of this.



Tyler[00:22:54]

Yeah, yeah, that's right.

Ryan Moran [00:22:56]

Cool. So, as we're talking through this, how does that process feel and sound compared to some of the other routes that you've been thinking about?

Darren Woodson [00:23:06]

I think it's new. I think it's very new. And it's something similar ... Outside of this as an individual, it's something that I've experienced and I've done outside of the podcast and us 3. Look, I think the one thing, and I'm not saying this is a huge problem, but the one thing is that we have to change our mindset and our focus a little bit, and time has not been ...

Tyler [00:23:30]

Plentiful.

Darren Woodson [00:23:31]

Plentiful on our end because of our day jobs. But I do think that we're not taking ... I think that's brilliant because we're not taking advantage of the network that we have, which is a huge network that's out there. But I think it would be ... Here's our issue is having the guidance to figure out who that person is that could lead an entity or whatever, and having the trust of taking our hands off. Finding that person or that group that can lead a business that we can support. I mean, that's a gift in finding that and I don't think we ... We have not played in that water. That's not ...

Ryan Moran [00:24:17]

So, I mean, again, these are just ideas, but the day might come when my Fund or my Incubator has something that's exciting and I call up the 3 of you and say hey, this brand, I'm really bullish on, here's why. We put \$100K in. They need that anchor influencer and just don't know who that could be. Do you know any athletes that rep shoes? I'm just making stuff up. But do you have any athletes that would like equity shares in this, and we'll bring you into that. And so now you're just bringing people together. That person's on your show and you're documenting their entrepreneurial story, and now this person is like, oh my goodness, I'm partnering with this person and this person and this person.

Ryan Moran [00:25:03]



The crazy thing about that, guys, is as soon as that happens and they get the exposure from that athlete or that influencer, your podcast, my podcast, their sales go up, they can now do a real raise. They can now go raise money at a \$6-8 million dollar valuation which you just created your own ... The value of your own equity. You see that? By you coming in and doing that, you just took a 1% that was with \$100,000 and you made it worth \$500,000. And your investors are happy because now we throw a party together and all these people show up and they're networking together, and you do it again. And people are like, how do we give you more money?

Ben [00:25:51]

Why haven't you two thought of that yet? I mean, dammit Tyler. And it's fine, I bring you on to do these things.

Tyler [00:26:01]

And you know what's crazy, Ryan, is that you're saying this, and I think all 3 of us are thinking the same things, like ...

Ben [00:26:06]

Where it is?

Tyler [00:26:09]

But that plays into our giftings, I really think, into our skills that all of us have developed over our entire life. That aligns with it and that strategy really does because it's like okay, because here's the deal is one of the greatest things about this show is if Darren writes somebody, they answer. And so, and then creating relationships even just from guests on the show. Pick a Nascar driver, pick a CEO somewhere. It's like, heck yeah, I'll talk to Darren Woodson. For sure. And then it's, hey, here's what we've got going on, man, we'd love to follow up and just, hey, come out to Dallas. We'll put you up at the Omni. We'll go grab lunch. We'd love to get to know you.

Tyler [00:26:54]

I mean, there's very ... There's endless opportunities for relationships that don't even exist just because somebody will answer a call or a message from Darren.

Ryan Moran [00:27:06]

It's big. And the more that you do that, the more that you get a reputation for doing that which means that more athletes and celebrities are coming to you and saying hey, what's all this deal



flow you guys are doing for these people and how do I get in on it? And now you're like, my goodness, you have the pick of the litter.

Darren Woodson [00:27:24]

Yeah. You know, it's crazy you say this, Ryan, because most of the time it's others that are coming to me in that aspect instead of me thinking about the network that's right in front of us. And the guests that we've had on this show, we just haven't utilized the assets that are right in front of us. I mean, it's been right in front of us and we haven't thought about that.

Ryan Moran [00:27:49]

Yeah. It's easy to see at this point that Darren has been hit up by a lot of people that want things from him. That's got to be exhausting. I mean, as a player, people want autographs, they want photos, they want selfies, people are probably sliding into his DMs all the time, his inbox is probably a nightmare. But in this phrase that you just heard Darren say, you heard him have a realization that instead of trying to sift through all of that noise he can go hunting for the right relationships to partner with, and he's probably one relationship away from anyone that he wants to connect with in the world.

Ryan Moran [00:28:26]

So, whatever opportunities excite him the most, he can bring that to pretty much anyone that he's connected to. I mean, you can just look at his most downloaded episodes in his podcast. He's had NFL hall of famer Troy Aikman on his podcast, CrossFit legend Mat Fraser, MLB player Drew Robinson. You see how he has the access to all of these celebrities and famous athletes where he could kind of bridge the world between the opportunities coming his way and the influencers and the investors that could make that thing a smashing success.

Ryan Moran [00:29:02]

This doesn't just apply to fancy famous people like Darren. I work with entrepreneurs all the time and I see over and over again that they already know pretty much every connection that they need in order to have an 8 figure exit or an exciting company or whatever it is that you're trying to accomplish. So, the next time you feel stuck, go through your rolodex and see who you can work with, partner with, or get help from. The answer to almost every problem is almost always who.

Ryan Moran [00:29:35]

So, you guys don't have to build a brand at all if you don't want to. You can just be the kingmaker for a brand and manage the relationships and the deal flow. And again, if you guys can bring those relationships, I want in on that. I want to bring my deal flow to that. And so,



there's other people like that too. There are people who will reach out to you independently, that will reach out to you privately. There will be athletes that are like hey, I actually own 2% of this and it needs more exposure and it needs more funding because it's doing really well, so who else do you got? And so, it requires you to just do 1 or 2, make some mistakes, fail a couple times.

Tyler [00:30:23]

See, now you're starting to say things that make our skin crawl. That's what we struggle with, Ryan, and that's what, I think, just the paralysis of the fear of failure. And I know you talk about it all the time and every good entrepreneur, every good business leader, they say those things. But it's then, it's ... Especially if we're connecting people and the relationships, I mean, the reason Darren has done so well connecting people is because he's built trust. And especially in the athletic space, that's a commodity that's really hard to come by. And so, I think that failure, okay, is that going to affect the trust that I have with those relationships?

Ryan Moran [00:31:10]

So, failure in your mind would be the loss of relationship capital. Is that right?

Tyler [00:31:15]

Yes, yes.

Ryan Moran [00:31:16]

Okay, Ben, do you share in that concern?

Ben [00:31:19]

Man, my mind is spinning so many ways to be honest with you.

Ryan Moran [00:31:22]

Alright, so I want to hear about your mind spinning, but first let me address this piece. The way you mitigate that, Tyler, is by setting expectations upfront which is very ... I just brokered a deal between someone that I invested in and a very prominent social media influencer. It's a perfect fit for these 2, and I have very deep relationships with both of these entrepreneurs, but they're different and they didn't know each other.

Ryan Moran [00:31:52]

And so, I went to this influencer and we set up a meeting between the 3 of us, and I said, look, here's the opportunity. The opportunity is you're obviously earning equity because of your audience. If this grows to be a \$15-25 million dollar company, it will far out pace any influencer



sponsorships you are getting. Here's your risk. Your risk is that you have to give up a few influencer sponsorships in order ... Because that's your trade. You're giving up some cash flow on the short term. And the downside risk is this is a new business and it might fail.

Ryan Moran [00:32:29]

So, in your mind, it just needs to be a weigh of risk if you're willing to do this, and for the 2 of you to have a clear agreement about who expects what from each other. And now, if it fails, at the very least all that happens is that influencer has now set the expectation publicly that he's available for equity partnerships and businesses, which since our deal has happened he's started to see them and is now pursuing them. So he's grateful for it either way.

Tyler [00:33:04]

I love that.

Ryan Moran [00:33:06]

Ben, what's happening in your brain?

Ben [00:33:09]

If I'm being honest, I'm definitely not the business mind of the 3 of us so some of this talk, just being transparent with you, is a little over my ... I don't ... I guess I'm not quite catching this whole vision. That's why Tyler and Darren are here. So, I guess my mind has always been so hard focused on content and how do we build this, and how do we put out great episodes. It's never even spent any time on what you're talking about here.

Ryan Moran [00:33:35]

Yeah. But I think that's exactly where your head should be because the real asset here is the exposure and the relationships that you have and one thing that trips up a lot of people who are content creators is the thought of how do I monetize this? How does this lead to something? How do I make this worth the amount of effort that I'm putting in? And you guys have done a good job of holding off on that but if you stay in that mode, Ben, the inevitable result of that is opportunities, if you're looking for them, will start to show up and I don't think it has to be in brands you start. It can be in brands you partner with by bringing those relationships to the table. That's the 30 second version.

Tyler [00:34:22]

No, that makes sense.

Ben [00:34:24]



Yeah, I mean, I guess I always just assumed, hey, we get big enough, opportunities are going to come to us and there is some truth to that but what can we be doing along that journey to produce those opportunities [INAUDIBLE 00:34:39]

Ryan Moran [00:34:39]

Or what do you want those opportunities to look like? Do you want them to be cash flow opportunities? Do you want them to be equity opportunities? Do you want them to be just fun opportunities? And unless I'm reading you guys wrong, it sounds to me like your other businesses keep you paid and busy, so starting another business is not an option right now. And Ben, based on our last conversation, you said we had a cool idea for a brand but we couldn't pursue it because we've all got 1000 things going on. But you can leverage what you do have to plug into businesses that exist and make them instantly more valuable.

Ben [00:35:21]

Okay. No, that makes total sense, man, and that's ... Yeah. It's one of those things, you hear it, it's like, that's so obvious, why didn't I think of that? That's why you do what you do and that's why you're so good.

Ryan Moran [00:35:33]

That's right.

Tyler [00:35:35]

Well, in the ... I think this podcast was something, at least for I think Ben and I at least, it was something, the first time that we said, okay, we're just going to start it and we're going to figure it out because we had zero experience. And so, part of it is like, okay, looking at big brother, what do they do? What is this? Okay, they started a podcast and then they have a [INAUDIBLE 00:36:00] and then they do this, and then they've got this. You know what I mean? So, you see those things and so you kind of get on that same track of that, but this is, to me ...

Tyler [00:36:17]

To me, the thought of starting a supplement company ... Ben and I have had this conversation a lot. We've had a lot of conversations about it, what is it going to look like and what ... It's just big. It's so big. And the idea, the logistics of, okay, what products, how do we create them, how do we brand them, how do we market them, what's the team that's going to be associated with it, creating a whole new entity to start when there could be an opportunity really just to partner with someone.

Tyler [00:36:40]



I don't think any of us here need to have ... And again, the branding is going to change, the DWS supplement line. We don't care if it's our name on it. We just want to be a part in it and encourage success. And really, I think the point of the show is to encourage others to be successful. So, I think that ultimately ... And you said the fun opportunities, we're just as interested in those as well.

Ryan Moran [00:37:09]

Good. So, again, the more that you share these, even if there's not an opportunity for the audience to participate, if you do a podcast about the new opportunities you're pursuing and you're excited to back this company and there's this other entrepreneur that you met that you invested in, this is all new for you and you guys are figuring this out and you're trying to bring in opportunities. That alone will get heard by the 8% of people who listen who are entrepreneurs, and a few of them will reach out, and now the pipeline starts to build.

Tyler [00:37:42]

That makes sense.

Darren Woodson [00:37:42]

No, I love that. I love that.

Ryan Moran [00:37:46]

Tyler, what else is going on in your mind? And if this is the direction that you guys want to go, how can I help? And if you guys are just blowing smoke up my rear to make me feel good and you want to take this into another direction, we're happy to go there too.

Tyler [00:38:00]

No, like I said, I think you cut through a lot of the things that we were really just stuck on. And really, one of the things that we talk about is just kind of understanding your strengths and your gifts, and really just focusing on growing those. I think all 3 of us are service minded so we want to help people. Whatever we do, we want to continue to ... Like you're doing, we want to help people, build people up. But I will say this, and this might get me in trouble at my day job, but I just think that there's some things that really do play in well to some of our giftings, but I also think that many of our giftings are going unused in that.

Tyler [00:38:46]

And so, there's just that level, I think there's just that level of energy that is not there just because I think we're spending so much time not using the things that really kind of create joy and happiness.



Ryan Moran [00:39:05]

Boy, do I understand.

Tyler [00:39:07]

Purpose. But yeah, you know what I mean?

Ryan Moran [00:39:09]

Oh, boy do I understand. And I said this on the last podcast that I did on the show where I've found that in order for me to get through that period, I have to prioritize those things over all the things I think I'm supposed to do. It's the only way for me to make that transition, the only way. That's the only way I'll make that transition because those are the things I'm actually good at and I'm actually depriving my life and business of them by focusing on all of these other things.

Ryan Moran [00:39:41]

And every time I talk to you guys, you really like what you're doing with the podcast. You have a bunch of great relationships, and you're being kind of drawn into things that are below your pay grade at this point. This would be my assignment to you, this would be my recommendation of what to do. I would make a list of the people in your network that you'd love to work with on something, and it's okay if you have no idea what it would be but I mean the people that if one of you sends a text and says, can we hop on a call for 5 minutes, you're like yeah, what do you need? I mean people you know well that you'd be comfortable doing new things with, failing together, making some money together, you don't have a whole lot of ego together, those layup relationships.

Ryan Moran [00:40:36]

And look at what their following looks like, and I mean social, if they blog or do podcasts, just look at those followings. Then I would go one ring outside of that. That's people you had on the podcast once, people that Darren knows but he hasn't talked to in a year, those that you could connect with. People who have reached out and said let's collaborate and you never followed up. And do the same thing. What I bet you will discover is that if you add up the sum total of all of those people, it's more than 10 million people which is more influence than Dr. Oz.

Tyler [00:41:28]

900,999,000 of those come from that chair.



Ryan Moran [00:41:33]

Sure. So, what that will do is it will give you a lens, it will give you a filter through which to see what opportunities might be a fit. And so, you might say, we've got 19 athletes on this list and 11 of them are retired NFL athletes who have joint pain now. Oh, snap, we need to find a pain relief company. So, you might laser in on that. You guys are looking at each other smiling like you know of a pain relief company.

Ben [00:42:13]

I'm laughing because this is just brilliant, and I'm really not saying that just because you're ... Keep going.

Tyler [00:42:21]

You're on a roll. Yeah, this is great.

Ryan Moran [00:42:22]

Or you might find that there's 4 young female athletes that all rep Lululemon and you're like, we need to find a girls' athletic apparel company. And so, each one kind of brings out a story of what could we do here? What could we support if we brought those relationships to the table? And in doing so, you have a ton of leverage to get whatever deals you want, whatever access you want as long as you have the right filter for those opportunities.

Tyler [00:43:06]

So, what he just said, Darren, was really sit down, create a list of our network, close network and then maybe extended network, people that you maybe haven't spoken to in a year or so, people that you'd like to work with that you'd work well together, you could fail together, that whole deal. But then, figure out those people and then, okay, what does that network look like? And then go find the brand or the company that then we go find because they're the foundation, they could be the marketing, they could be the brand ambassadors, they could be all these things for that as opposed to just kind of waiting for different things and it's like, well, I'm not real interested in drilling. I could care less about that. I've got a drilling company that came. You know what I mean?

Darren Woodson [00:43:56]

So, just be proactive [INAUDIBLE 00:43:58]

Tyler [00:43:58]



Yeah, you say, okay, look, what's the opportunity with the people that we have that are of influence or we can work well on this, and then what's the alignment there? Okay, let's go find that.

Ryan Moran [00:44:09]

And that could be as simple as others, like a pain relief company would be great. Ryan, next time a pain relief company comes out of your Incubator, let us know. And I go, okay, I can actually think of 2 right now. Let me ... Who are you thinking of? Let me call the founder and see what flexibility he has in terms of his cap table. Boom. New opportunities.

Darren Woodson [00:44:34]

Yeah. Okay. I like that. I like that.

Tyler [00:44:38]

It seems so big to us, right, it's like, okay, where do you start?

Ryan Moran [00:44:42]

What seems so big to you?

Tyler [00:44:43]

Making that first move. What do we pursue and where do we, whereas I think this process and how you do it, like you said it's that 1st filter, 2nd filter, 3rd filter, and then now, okay, hey, look, let's focus on that.

Ryan Moran [00:44:58]

And where you start is where your gifts naturally lie, and your gifts naturally lie in relationships with hard to reach people and opportunities come if you can just assemble that.

Darren Woodson [00:45:15]

Yeah, so let me ask you this then, Ryan, how did you ... I mean, what's the messaging behind that as far as how you built your network? Evidently it wasn't opportunities first, it was like you're saying, build your network basically making those calls, letting everyone know what the opportunity, maybe not so much the opportunity, but what we're doing, what we're trying to accomplish. We may not have an investment that's right off the bat right now but just building the communication first, am I right here? Build the communication first, and then if an opportunity comes, then you can utilize that network. What was the messaging to that, to the group when you were building this team?



Ryan Moran [00:45:59]

Well, I mean, guys, I started from nothing. I have zero Super Bowl rings and no hall ... I got nothing. I'm a modestly successful entrepreneur who has just been podcasting and doing Youtube videos and blogging for 10 years and put on an event once a year where I pay the people that I want to hang out with to come speak because it's the only leverage that I have, until after 5 years of doing this event and 8 years of doing a podcast, I have a little bit of a network that I haven't tapped to my full potential. I left so much on the table with my book launch of not going out to my network and being like, yo, dude, put me on your podcast. I know we've only hung out twice but this book matters.

Ryan Moran [00:46:45]

I still have bullets in the chamber with a lot of those relationships, but you'd better believe that when I believe in a company that I think is an actual give to go to that person that I know, I'm like hey, I have a business that is really strong that is looking for equity relationships with people who can help bring exposure. Are you open to conversations with brands that want to give you shares? That is a pure give, and it almost always gets a yes.

Ryan Moran [00:47:16]

So, for you, we probably flip that model with a little bit that's like hey, I know we haven't chatted in a year but we're starting to put together some opportunities to get shares in companies based on our collective influence. Are you open to sponsorships in the form of shares from companies that we both agree are really cool, or do you want to keep selling out your audience with sponsorships?

Darren Woodson [00:47:44]

Got you, got you.

Ryan Moran [00:47:44]

And by the way, Darren, influencers and athletes hate taking sponsorships. They just think they have to do it.

Darren Woodson [00:47:54]

Yes, agreed. Absolutely, because you feel like you're holding ... You're taking fees. It's a fee and that's it. I mean, things have changed where equity is there and there's an opportunity for that. Look, I think we get our messaging down, and speaking to just us 3 having this conversation, we have not thought about this in this light, but this is not that hard just to tap into the network.



Ryan Moran [00:48:21]

Nope, because it's where you're already strong. Lean on that leverage, lean on that leverage. There are plenty of businesses out there that want to give up shares to people who can help give exposure. There's plenty of investors out there. Your unique advantage is who you know, so lean into that. And I'm selling myself on this. I'm like, great, if you guys have those relationships, I have the business owners, awesome. We both know investors, how fast can we move? Let's go. The more that you anchor into where you're really strong, more people like me will show up.

Darren Woodson [00:48:54]

Yeah. Love it. Love that.

Ryan Moran [00:48:57]

Cool. Well, I think that's enough.

Tyler [00:49:02]

Yeah, I think this is a great start. I mean, we've got, like you said, the action items that we've got, we need to put that list together, individually who we can call on, who we can just start having those conversations because like I mentioned, literally there's a couple right now that we're in the midst of that may be something, and I want to actually talk to you about because that could be a great opportunity.

Ryan Moran [00:49:25]

Beautiful.

Darren Woodson [00:49:27]

And that's the thing, that's the luxury we do have. We've run into so much. We've run into ...

Tyler [00:49:32]

It's almost like you become numb to it.

Darren Woodson [00:49:33]

Yeah, it does. Yes.

Tyler [00:49:35]

It's like, okay, okay, okay. But there's legit ... And I look back at a couple of these and I'm like, dang, that sucks. I wish I'd have listened, really paid attention to that conversation a little bit more or followed up with them.



Ryan Moran [00:49:49]

Yeah, and this is a long term strategy for you guys because companies take 5 years to mature, but when they mature they can be hundreds of millions of dollars and you can serve as the spark for a lot of those.

Darren Woodson [00:50:03]

Damn, thanks Ryan, because I'm not going to sleep tonight because all I'm going to be thinking about is the network. [INAUDIBLE 00:50:10] 9 times a night.

Ryan Moran [00:50:13]

Well, all of you have my cell phone number. I genuinely enjoy our interactions so feel free to reach out any time. I do accept payment in the form of Dallas Steakhouses.

Darren Woodson [00:50:23]

Yes, Ben's got that. Ben's got a great one.

Ben [00:50:27]

You talking about Outback Steakhouse?

Tyler [00:50:31]

Texas Roadhouse?

Ben [00:50:32]

Texas Roadhouse? I don't know.

Tyler [00:50:33]

No, but literally, I mean, if you want to come out in the fall, catch a game, something like that, go out to dinner, you let us know. Just ping us, tell us.

Darren Woodson [00:50:43]

We'll get you out there, bro.

Ryan Moran [00:50:45]

Alright, sounds good, guys. Well, reach out any time. Keep me posted.

Darren Woodson [00:50:48]

Hey, Ryan, I was going to tell you. My son's going to be out there in August. He will call you.



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Ryan Moran [00:50:52]

Okay, good. We'll set up a softball game.

Darren Woodson [00:50:55]

Alright. Sounds good.

Ryan Moran [00:50:57]

Alright, see you guys.

Darren Woodson [00:50:57]

Thanks Ryan.

Ryan Moran [00:50:59]

If you found value in this podcast and you're ready to go deeper, here are 3 resources where we can help you. 1, you can grab my book 12 Months to \$1 Million on Audible or Amazon. It has over 1000 reviews and it's the playbook to building a 7 figure business. 2nd, you can join our community of entrepreneurs who are following a plan to build a 1% net worth by building businesses and investing the profits.

Ryan Moran [00:51:24]

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