



E12 - Mark Asks, How Do I Launch My First Product Transcript

Ryan Moran [00:00:02]

This is The Road to \$1 Million and I'm Ryan Daniel Moran. Welcome back to the show everybody. Today we are checking in with our most regularly featured guest, Mark Cuda. He's building a company called Ancient Strength and we set the agreement from the beginning of his business that we're going to document his entire growth of his business all the way to 7 figures, maybe even beyond that. We'll see.

Ryan Moran [00:00:27]

Now, if you remember a couple weeks ago, Mark was on the show when he was still getting clear about his vision and what he should do, and then he came back on the 5 entrepreneurs episode where I checked in on him for his plan on executing what we went over in one of our private sessions.

Ryan Moran [00:00:44]

Now Mark is back to go over his launch plan. Now, this episode goes very detailed into his specific launch plan and how to leverage all of the relationships and the hard work that he has done in order to now pull the lever and take a damn sale. We're now at that beautiful point in the process where he has set up the foundation. We're now going to launch. We're going to launch hard and we are going to aggressively sprint towards a 7-figure run rate.

Ryan Moran [00:01:15]

Now, Mark gets into the weeds and the details on this, he asks about sales channels and growth strategies and employees and delegating and product formulation and influencers and sales funnels and ... It goes really deep and part of my job is to bring him back up into the visionary seat, into the owner's chair and allow him to cast the vision for that 7- and 8- figure business. That's so important, guys and girls, to stay in that visionary seat. It's easy to get pulled into the details but you've got to pop your head above water so that you can see the destination where you are going otherwise you're just lost in the sauce.

Ryan Moran [00:01:53]

So, I really believe in what Mark is doing and he's doing all of the hard things very well, so I'm really excited and I'm proud of Mark, and really enthusiastic to bring you the entire documentation of his business on the podcast because it's been a lot of fun building the



foundation of this and now it's time to launch it and take some sales. Let's dive in with Mark. So, Mark, why don't you give me the latest? What's been going on since we last chatted?

Mark Cuda [00:02:24]

Yeah, so, I feel like a lot and nothing at the same time.

Ryan Moran [00:02:28]

Yeah, I understand.

Mark Cuda [00:02:30]

Been a lot of internal work, just trying to clarify my vision and also sales channels and early growth strategies. And as you know, I have a tendency to be someone that overthinks everything especially with my background in marketing, so it's really easy for me to think about all the strategies that I can work on.

Mark Cuda [00:02:48]

So, it's been distilling that and continuing to clarify the vision, moving forward on some of the more core influencer relationships that we've been working on. I don't think the last time we did a call, a specific call, I don't think we had really any influencer relationships and obviously we have one major one that's locked in with an equity agreement and I'm really excited about that and another major one that's pretty much right there, just have to decide what exactly we're going to do together. And then a 3rd one that's kind of in the mix so that's all moving forward. And I think ...

Ryan Moran [00:03:24]

Who are the 2nd and 3rd?

Mark Cuda [00:03:27]

The 2nd and 3rd, that's going to be Jason Wittrock and then Elliot Hulse.

Ryan Moran [00:03:33]

Oh right, right, right. I forgot about Elliot. Okay, cool. And I would actually like to hear, did you have relationships with those 2 guys beforehand?

Mark Cuda [00:03:44]

Not with Elliot. I did with Jason. I mean, well, not before starting Ancient Strength but before kind of making a formal discussion with him. Him and I had connected maybe 4 or 5 months ago and just started talking. And then of course when we were in Austin together and I spent



time with Nick and talked about his relationship with Jason as well and realized oh, there's a lot of really cool synergy here. So, Nick and I talked and Jason and I talked, and Jason and Nick talked, so it'd been a lot of friendly conversation all around.

Mark Cuda [00:04:18]

And then it wasn't until last week actually that I finally was able to get a finalized product sample to Jason for his feedback so I was really, really excited to finally do that. And spoiler alert, he absolutely loved it which I was definitely on the edge of my seat because he told me a million times, let me tell you dude, I hate these beef proteins, they all taste terrible and I'm going to tell you the truth. If it sucks I'm going to tell you. And I was like please, just be totally honest with me. But I was really, really fortunate and thankful that we put in a lot of work in R&D which I'm finding is something I actually really, really enjoy, formulating. I'm having a ton of fun doing that and we nailed it. We absolutely nailed it and so far the feedback has been overwhelmingly positive.

Ryan Moran [00:05:04]

Catch me up on something, Mark, because last we chatted you were sort of struggling in the R&D process because manufacturers were taking a long time, you weren't sure what needed to be in what, so there was a gap that you closed there. Catch me up.

Mark Cuda [00:05:18]

Yeah, well, honestly Ryan, the conversation that you and I had was really, really helpful in that regard. It just gave me, I think, a better perspective and a healthier viewpoint when it came to how I should be dealing with them and how I should approach my questions and what I should be coming to the table with. And so all of my discussions and the back and forth and the R&D got a lot smoother after we had that conversation and I really sat down and thought about what you said and thought about what I was doing wrong in terms of how I was managing those relationships and then ...

Ryan Moran [00:05:48]

So, what did I tell you, what did you say that I told you to say that changed things?

Mark Cuda [00:05:51]

Yeah, well, basically the short version of it is that I was approaching things from the perspective thinking that they were like sales people, not that they were like product people and you kind of reminded me that I needed to be the salesperson of my product and I needed to get them excited about the project and I needed to be more transparent with them about my vision and where I want to take the business and what I want to do with the product, and I found that



once I did that everyone that I was talking to and working with, they started to get more excited about the product that I was developing because they saw my vision.

Mark Cuda [00:06:24]

And I just didn't make that connection early on. I thought that they were more like, oh, they're just a vendor, they should just do what I tell them and it was just from that perspective of thinking that they were like sales people. And I realized that they wanted to be excited about the product as much as I was. And when I did that, specifically with the R&D partner that I've been working on with the protein, they all bought in. And when they bought in, they started working really hard to make the product happen. They started getting more samples to me. They started being quicker with their feedback.

Mark Cuda [00:06:52]

I started to get even text messages and phone calls from my guy at the company even on the weekend. One time I called him by accident on Saturday. I butt-dialed him while I was in the car, and he called me right back and he even told me, oh yeah, I was with my fiance and I was like, why is a client calling me? It's a Saturday. And he was all upset. And he said, then I realized that it was you and I turn to my fiance and I go, oh, I'm going to call Mark back. I like Mark. And I was just like ...

Ryan Moran [00:07:20]

Dude, it's all relationships. It's all relationships. Which actually can make it easier for you because you're good at relationships. So I'm glad that you're going there and that you've had smoother sailing. So, it sounds like we've had a lot of progress since we last chatted. Even though there's no sales, we have some relationship dialed in for launch, and by the way, if you have your anchor influencer you don't need to be in a rush to close the other 2 because we have enough of an audience now that we have access to in order to launch successfully.

Ryan Moran [00:07:58]

So, you will have more leverage in those influencer relationships once you have sales and momentum and reviews and repeat customers and all of that, and that will happen very quickly. So, you've got enough to be able to launch and grow and get the ball rolling which will make it easier and also more attractive from a valuation standpoint to those influencers. You hold more cards once there are sales. So, just so you know, you don't need to close that loop because you've already got ... I think your contract is done with your anchor influencer so you're in a very good position there.

Ryan Moran [00:08:39]



One of Mark's strengths is building relationships. He knows this. That's really the strength that he brings to the table as the founder. But it can be difficult to turn relationships into business partnerships. That can be tricky sometimes. And it also is difficult when you're an early stage founder to be able to structure those relationships in a way that works for both parties, especially when you're at the very beginning. So, it's really important for Mark to get some momentum, some revenue, some sales in the door and that gives him more leverage to be able to have confident conversations with the partners that he wants to work with.

Ryan Moran [00:09:20]

So, Mark has been doing the things that we talk about on this show and in my book 12 Months to \$1 Million, doing things like getting people on an email list or posting on social media and making connections and getting people to raise their hand and say, hey, I really like what you're up to, I want to be first in line. By the way, that's one of the big secrets. If you can get people first in line ready to buy on launch day and you come out of the gate with a really strong launch, that completely changes the momentum of your business.

Ryan Moran [00:09:50]

I was just talking with a founder last week that they partnered with an influencer from the very beginning and they used that person's audience and they launched and that took them to their first \$2 million dollars in sales and they were able to leverage that relationship and that momentum and that capital to invest in the business and build an 8-figure business within a couple of years.

Ryan Moran [00:10:10]

That launch is so important, and Mark has done a good job of at least building a seed audience at the very beginning that will move at least 100 units or so, at least. Well, once he does that he'll have more momentum and he'll have more confidence to be able to go to those influencers and say, hey, these are my terms and this is the momentum and this is how your audience and your participation is going to help this grow faster. When you can show up like that with momentum, you'll have people beating down your door to partner with you.

Mark Cuda [00:10:44]

I'm really glad that you said that because I've been sort of thinking that this past week because, I don't know, as you know I tend to overthink everything and so in my head it was a battle ...

Ryan Moran [00:10:53]

You and everyone else.



Mark Cuda [00:10:56]

Sure. It was this battle of how hard should I be pushing on this? Should I be relaxed about this? Especially because we're in a pre launch phase and there's not a lot of things to do at every moment so I'm sometimes looking for things to do and that causes me more trouble than it does benefit because when I spend too much time thinking about things I should be doing that I don't actually need to be doing, and that's actually one of them.

Mark Cuda [00:11:19]

So, I'm glad that you said that because it definitely relieves a little pressure off of me mentally just to realize that with the guy that we have and the relationship that I've built with him and how interactive the relationship has been and how invested he is in the project. He's not just an influencer. I think of him as a creative partner and he thinks of himself that way. And he's open with feedback and collaborative and quick to get back to me and proactive getting me feedback and he's begging me for more samples.

Mark Cuda [00:11:48]

And so these are all really, really good things and I think you're right that especially with some money put into ads using him, it will be really easy for us to built momentum even if we don't have anyone else. And honestly the ...

Ryan Moran [00:12:02]

Mark, I mean, if all that happens is you sell a few hundred units, you've got enough ... I can't stress this enough how few sales you need at the beginning. You need so few sales at the beginning in order to have enough to start to grow. Of course you want thousands and tens of thousands and millions. Of course you do. But you need so few at the beginning, and thankfully because of the relationship that I had that was just a perfect fit for what you're doing, and for anybody who is listening we're just talking around the person's name because we kind of want it to be a surprise come launch time but it's a big influencer that's in our network.

Ryan Moran [00:12:50]

And because of the size of that person's audience, we have way more than we need, way more than we need. So again, you need so few, so few sales because we need ... But we need them to be raving fans, we need to treat them well. And actually, less sales at the beginning allows us to be a little bit more intentional at the beginning of spoiling those customers, turning them into reviews, getting them behind the message and the direction of the business. It gives us a more predictable foundation for the snowball to grow. So, keep that in mind.

Mark Cuda [00:13:24]



Yeah. I feel very, very thankful to hear you say that because it really is helping me just continue to reframe all of this in my head on what I really want to focus on. And that was one of the questions that I had for you today, and now I'm not even so sure it's a question anymore and that's ... I thought about, I listened to the recent episode that you did with Nick and you talking to him about we need to get you out of doing the things that you don't want to do. And I tried to think a lot about that and tried to visualize for myself, okay, what are those things that I don't really want to do?

Mark Cuda [00:14:01]

And what I realized is I have spent so much of my actual career, the things that pay the bills, doing things that I'm good at but don't necessarily enjoy. I know you're familiar with, because Justus has been talking about it, the idea of visionaries and integrators and I have been, in my career, an integrator ...

Ryan Moran [00:14:28]

But you're a visionary naturally.

Mark Cuda [00:14:29]

But I'm a visionary, yeah. [INAUDIBLE 00:14:31]

Ryan Moran [00:14:31]

So, Mark, let me ... I love that you're asking this question because I'm going through this transition too, and the beauty of this is I'm only 2 steps ahead of you on what you're asking and I had this conversation with both Ines who runs so much of our business and my therapist within a 2 week period. And the conversation is this. I'm in a period of my life right now where I'm transitioning and letting go of a lot of things so that I have room to grow, room to add new projects that I really like, and I'm noticing within myself that what I need to do is not focus on what I need to not do or drop, it's I need to prioritize the things that I actually enjoy.

Ryan Moran [00:15:22]

I need to prioritize the things that matter, that move the needle. And thus, I drown out the other things that I naturally am pulled to compulsively, and that to me feels like I'm digging holes. When I'm in the stuff that I don't want to do, I find problems to keep myself busy. It's the worst feeling, and you feel depressed at the end of the day. And what I am realizing is that if I prioritize ... Right now, I am on vacation. I prioritized this vacation. I'm in Colorado seeing friends. I prioritized this because I actually need, right now, time away to prevent me from digging more holes.



Ryan Moran [00:16:08]

And as a result of clearing that room by prioritizing something else, I now get more perspective on what actually matters, which is things like creating more content, finalizing more deals, reading books for goodness sake, investing in my team. Those are the things that are important for me to focus on, but I have to first prioritize them until they are a muscle so that I am ... So that I focus on those without having time or energy to focus on the things that I need to naturally drop. Does that make sense?

Mark Cuda [00:16:42]

Yes. Makes a lot of sense and yeah, it's so true because the more time I spend thinking about all of the things that I don't want to do, the harder it is for me to be clear on what it is I do want to do because I'm just, oh god, and if I do run the ads myself I'm going to have to worry about pixels and I'm going to have to worry about iOS 14.5 and I'm going to have to worry about this, and recycling creative. It's like things I've done in my career have really filled up my brain and have not left room for the things that I realize that my heart really wants to do and that's really tough.

Ryan Moran [00:17:13]

Right. And Mark, you mentioned the conversation with Nick. With Nick, what we did was Nick loves to formulate and he's an amazing formulator. He makes freaking great products. Anybody who tries his stuff loves it. So, we told him, go formulate. And in his mind, he's like, but we don't ...

Mark Cuda [00:17:32]

Who will run the business?

Ryan Moran [00:17:34]

Well, we don't have the revenue yet to be able to afford that inventory order. Formulate anyway. Well, we don't have the ... And I'm putting words in Nick's mind for example, but he would naturally get pulled into the weeds of things. It's like no, we need you to prioritize formulation. And now he's coming up with these other products that he never allowed himself to pursue, and some things are dropped. And guess what? Only 2 of the 10 things that get dropped actually need to be picked up and managed, and Nick either picks them up at the end of the day or we bring in that agency that is now managing that piece.

Ryan Moran [00:18:15]

So, it's important that we get him to focus on what he does want as much as we focus on freeing him up from the things that he doesn't want to do. They're equally important.



Mark Cuda [00:18:25]

Love that. I love that. And it really got my thinking about what are the things that I'm most excited about, that I'm most passionate about, and right off the bat I realized in formulating the protein, which was a lot of work to get right, I realized especially as I started to get feedback from people that were trying it that I really, really like making amazing products. The feeling of someone going ... The feeling of having Jason tell me over the phone, dude, I'm not bullshitting you, this is the best beef based protein I've ever had, it's like velvet, there's no head, it's not chalky, it's super smooth, it tastes amazing, I'm blown away right now and you're telling me that there's only 6 total ingredients and that's including 3 different proteins? I'm blown away.

Mark Cuda [00:19:12]

And that feedback, and from our first major influencer, he gave me the same feedback of, oh my god, I love this, and everybody who's tried it loves it. I literally don't even want to drink any other protein anymore because this protein has ruined the other proteins.

Ryan Moran [00:19:24]

Good. Well, I will try to not take it personally that you haven't sent me any samples yet. I'll try not to take that personally, but in the meantime, where are you in the timeline for launch? When do you expect to have product? Let's talk about that.

Mark Cuda [00:19:41]

Yes. And before we do that, I apologize. I actually wasn't sure that you wanted some, but I think that would probably be a ...

Ryan Moran [00:19:46]

What the French toast, Mark? I'm your biggest investor.

Mark Cuda [00:19:50]

Yeah, I know. I know. I know. This is what I'm going to do. When we're done today, I'm going to ... How long are you in Colorado?

Ryan Moran [00:19:56]

I get back on Monday.

Mark Cuda [00:19:58]



Okay. I'm going to overnight you ... Send me wherever you're staying. I'm going to overnight you a sample today. I have 3 left and I'll send you one.

Ryan Moran [00:20:05]

Okay. Phew. Okay, good. Carry on.

Mark Cuda [00:20:09]

Yeah, so you asked about how close are we. Well, obviously we're just kind of getting to the end of our round and taking care of all the capital raise and all of that stuff. So really at this point I'm ready to put in our purchase order as soon as we have our capital ready to deploy on the product. We're done with R&D.

Ryan Moran [00:20:30]

Okay. Alright. So, since Sam and I are your biggest investors, I should know that feedback before this conversation because if what's holding you back from a PO is our capital, we never, ever, ever, ever, ever want to be the bottleneck, and we never ever, ever, ever, ever, ever, ever, ever, ever, want money to be the bottleneck. So, you should have texted me, homie, need money for PO ASAP. I should have gotten that text a week ago. So, bark louder on that stuff. Why did you not tell me that?

Mark Cuda [00:21:08]

Well, I have been going back and forth with Sam about it, and I sent revisions of the last versions of the docs that we had ...

Ryan Moran [00:21:19]

Okay. So, our docs aren't signed yet?

Mark Cuda [00:21:21]

Yeah.

Ryan Moran [00:21:22]

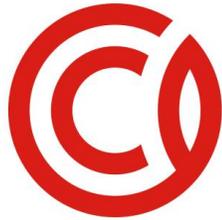
Okay. We need to bark louder about that.

Mark Cuda [00:21:27]

I'll be honest ...

Ryan Moran [00:21:27]

When we're the holdup, when we're the holdup, you need to bark louder.



Mark Cuda [00:21:31]

Okay. Alright. That's fair. I'll take the advice. I've been barking once every week and a half and feeling a little bit like I was being kind of an asshole so I haven't been barking any more than that, but if you want me to bark, I'll bark.

Ryan Moran [00:21:44]

No, you need to bark more than that, and you need to say this to Sam and myself. Again, my role is to work with you in the Fund. Sam is numbers guy and he makes deals work, but I can say neither Sam nor I knew that this was the final holdup. We thought there was a longer runway. So, the language you say in something like that next time you talk to Sam is hey, I've got feedback from all these people. We have a launch plan ready. I now am ready to place a PO. Money is the thing that is holding us back. What can we do to make this happen faster?

Mark Cuda [00:22:17]

Okay. Understood. Understood. I'll send an email today.

Ryan Moran [00:22:23]

I would suggest a phone call and say I just got off the phone with ... I just had a consulting call with Ryan and he was unaware that I was as ready to go as I am. We're ready to place a PO. Can we expedite the legal process?

Mark Cuda [00:22:36]

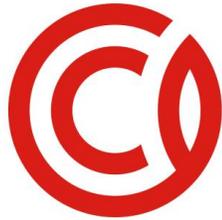
Understood. Okay.

Ryan Moran [00:22:37]

Obviously, I'm being a little bit direct with Mark here because these kind of communication breakdowns can destroy businesses and eat away at partnerships. It's so often that we've got these stories in our head about how other people are supposed to be acting, or how they might be thinking or feeling, and those are just assumptions in our head. Sometimes we just don't want to be a bother, and we don't follow up with people when we should and it's easy to form mental blocks around things like needing capital from somebody else. That can cause some tension internally.

Ryan Moran [00:23:11]

I've got a really good book recommendation for you on this topic. It's a book called Straight Line Leadership. There's a chapter in that book called Expectations Versus Agreements, and it spells this distinction out very clearly. Mark and I have an agreement. We're in this together as



business partners. But when we have unstated expectations and we make assumptions, especially in business, we're often setting ourselves up for problems down the road and the best thing that we can do is identify the miscommunication, nip it in the bud, and move forward.

Mark Cuda [00:23:46]

Yeah, it's been, I think, maybe that's feedback that someone who's listening to this who's in my shoes could probably take. I've been a little bit timid. It's the first time that I've raised for myself and my own ideas so I tend to be not as pushy because I'm just thankful for the opportunity to do it at all. And we could have ... You're going to probably have a heart attack when I say this, but we could have probably put in our purchase order 4 weeks ago.

Ryan Moran [00:24:13]

Oh my goodness, Mark.

Mark Cuda [00:24:15]

And if I had sent more than one email a week half complaining about it we probably ... I mean, the product was done 4 weeks ago.

Ryan Moran [00:24:25]

I am so mad at you right now.

Mark Cuda [00:24:26]

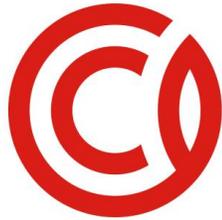
I know, me too.

Ryan Moran [00:24:29]

So, this is what you and a lot of people might not understand. I'm thankful for the opportunity too. You just made me wait 4 weeks to invest in the thing I want to invest in. Alright, so we need to take care of that today. What else do you want to talk about? We just solved all the world's problems. Where do you want to go now?

Mark Cuda [00:24:52]

Well, product. I told my wife last night, if my customers are all telling me, we want the sleep supplement next, that's what we're most excited about, the thought of me buying 10 more books on sleep study and printing out 2 dozen research papers and learning everything that I can to develop the greatest product possible working with an amazing R&D team ... Just the thought of that is so much more exciting to me than maybe anything else I've ever done in my



career that it was this lightbulb moment where I realized I may not be as amazing of a product creator as Nick, but I would love to try to be.

Mark Cuda [00:25:30]

I love that I understand why he loves doing it so much because I have loved this process. And making a protein that's got everything that I want in it and nothing that I don't want in it that tastes better than anything I've ever had has been such an amazing experience that I realize that that's one of the things that I want to spend my time doing, is developing incredible products that people are really excited to use and that I'm really proud to bring to people. The idea of them having it and enjoying it and benefiting from it is the most exciting thing that I've probably ever experienced. So that's something that I'm really excited about.

Ryan Moran [00:26:01]

That's great. That's a big ah-hah for you. That's awesome.

Mark Cuda [00:26:04]

Yeah, a huge ah-hah because I did not realize going into this how much I was going to love that process. And then one of the other things is experience, customer experience. I didn't think I was going to love this either but as I started to think more and more about it, I realized that the idea of making a customer happy and providing them with an incredible experience whether it's throwing a random hat or a t-shirt into a package, or a handwritten note, or putting a 2nd supplement in the box without telling them, or calling a random customer and thanking them for their business, all these things are extremely exciting to me, the idea of doing.

Mark Cuda [00:26:39]

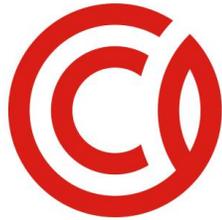
And so, that's something that I want to spend ... Doing. And then the last thing ... Or the last 2 things is pushing forward this mission which is I want to help people eat, breathe, sleep, and live more like our ancestors and to never stop evolving forward by leaning on the wisdom of our past. Pushing that mission forward is really important to me. And then the last one is team.

Ryan Moran [00:27:02]

Those are things you should be focused on.

Mark Cuda [00:27:06]

Yeah. And then the last one is team. I want people who work for Ancient Strength to tell ... I want them to tell everyone that they know, this is the best job that I've ever had. This is the best team I've ever worked with. This is the best mission I've ever had in my career. I'm learning



more than I ever have. I'm growing more. They take care of me. They respect me. Those are ... That's something that's incredibly important to me also.

Mark Cuda [00:27:26]

And so it's like, those 4 things, I want to spend all my time doing and really everything else, I just don't want to do anymore which is weird for me because all of the other stuff is all the stuff I've done my entire career. And so, it's kind of like a real major shift for me to be thinking like, I won't be the person writing copy, or I won't be the person doing the email marketing, or managing the SEO strategy. That's really scary to me but it feels ... If I could have my way, it's what feels right.

Ryan Moran [00:27:57]

Your job is to do the things that only you can do. And the things that you just listed off are the things that only you can do.

Mark Cuda [00:28:07]

Yeah. That's such great advice.

Ryan Moran [00:28:09]

So, where do you need help in this part of the process, Mark?

Mark Cuda [00:28:13]

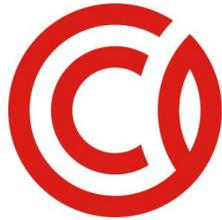
One thing that's really been ... I've been struggling with, I think, is thinking about what sales channel and initial growth strategy we should employ. And I think from this conversation, I've gotten more clarity on just not worrying about doing too much, but I'm still a little bit foggy on should we be Shopify-focused versus Amazon-focused? Should we be doing a funnel with an offer versus just sending people to a product page? How soon should we run ads? And probably the last major question there is should we do a formal launch or should we just, as soon as we put in our purchase order, start taking preorders and just start building it organically from there and saying hey, go order it, go order it. Start running a handful of ads, [INAUDIBLE 00:29:05] etcetera.

Ryan Moran [00:29:07]

I got you. I got you. So ...

Mark Cuda [00:29:08]

Just kind of working through where we should start and what should I focus on in terms of channel and strategy?



Ryan Moran [00:29:13]

So, let me start with the 2nd question. As soon as you're able, meaning you have enough samples and you know when your product will be available even if it's 6 weeks out. I would start working with your influencers to get them to talk about it so that you can take that traffic and build a list.

Ryan Moran [00:29:34]

So, get them to do swipe-ups or shoutouts, do videos of them using the products, saying why they like it and just have them say, this isn't available yet but this is a business that I'm a part of and I'm excited to bring to the table. Go on their podcasts if you're ready to go for that ask and get them onto a list. Get them onto a beta tester list or an early access list and that way you have ... You've got people ready and lined up ready to buy. You can start emailing them. When you start the Ancient Strength podcast that you've talked about doing, you now have a list that you can promote it to. We're not developing a hot core group of people ready to buy from you on launch day. Make sense so far?

Mark Cuda [00:30:20]

Yes.

Ryan Moran [00:30:21]

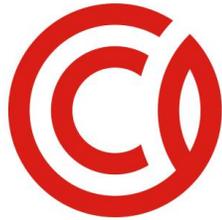
Okay. That is step 1. You do that regardless of what sales channel you go after. Now, that's of course if they're willing. If you feel uncomfortable with that ask because there's not momentum, I get it. My guess is that they're going to be willing.

Mark Cuda [00:30:42]

I would think so, too.

Ryan Moran [00:30:43]

I think so. But if you don't want to go for that ask, you still need to be documenting this process publicly, even on your personal Facebook, your personal Instagram, start that podcast if you're ready. It's time to start building the prelaunch list even now. Step 2, you have 3 options for sales channels. It is Amazon, Shopify, and Kickstarter. Those are your 3 options. Any one of them will be fine. Kickstarter allows you to take sales the fastest because you could literally hop on a video call with your influencers and do a selfie video and edit that up with some music and have a really good video talking about why this is important to you and do a Kickstarter promotion.



Mark Cuda [00:31:37]

Have them promote it and right there we'll already get some people.

Ryan Moran [00:31:42]

That's exactly right. The 2nd fastest option ... Actually I give Amazon and Shopify a tie because they each have their benefits and their weaknesses. Does either of those give you a greater sense of ease?

Mark Cuda [00:32:08]

No. If anything, I would say I'm least passionate about Amazon. The idea of ... I'm really big on this idea of I want to control the systems or the processes in place that my customers use to acquire our products. I want us to have a warehouse with our products. I want to be in more control of what we're doing as a business with our supplements, with our customers.

Ryan Moran [00:32:37]

Why?

Mark Cuda [00:32:37]

So the idea of using ... It's just always been my vision. I don't know. I can't ...

Ryan Moran [00:32:44]

It's been your vision, or it's been your habit?

Mark Cuda [00:32:47]

My vision.

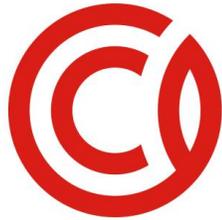
Ryan Moran [00:32:50]

Tell me more.

Mark Cuda [00:32:50]

I won't say that that's ... Yeah. In my mind, I want Ancient Strength to be a formidable company. I foresee us with a beautiful warehouse and a staff that cares about every package that they put together, and the products are taken care of in where we can see them, where we can manage them, where we can receive them and send them. The idea of being in control of the different stages of our sourcing process, it's just something that excites me.

Mark Cuda [00:33:20]



The idea of leasing our own warehouse is something that I've always wanted to do ever since I was young is have a warehouse and an office. That's always just been something that's been on my vision board.

Ryan Moran [00:33:30]

And you can't do any of that if you sell on Amazon, right?

Mark Cuda [00:33:34]

Well, yeah, you can. You can. But I guess you're also sending to Amazon as well so it's not either/or. I guess it's both in that case.

Ryan Moran [00:33:47]

So, let's imagine you're having a conversation with your customer and they know that you're putting intent behind every packaging and controlling the whole process and your customer says, yeah, that's great, Mark, but I want to buy on Amazon. What do you say?

Mark Cuda [00:34:04]

Right away, sir. Give us a week, I guess.

Ryan Moran [00:34:15]

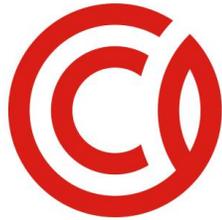
Because the customer cares more about how quick can I try it than you lovingly putting the tape on the box. I'm reminded of a saying by Gary Vaynerchuk where he likes to say, don't get romantic about how you make your money. You can hear Mark get excited and prideful when he's talking about taking ownership over the quality of the customer experience and the full end-to-end oversight of the formulation and the shipping and all of that stuff. And I'm here telling him, that's not going to serve you.

Ryan Moran [00:34:50]

That's kind of your control issues coming out a little bit. As entrepreneurs, we have to remind ourselves that this isn't about us. This isn't about our own glory. We're in business to be in service to a group of people that we're creating products for. We're providing value for their lives, and in this case I'm telling Mark they want to try the product, they care about the product much more than they care about how lovingly you put on the tape.

Ryan Moran [00:35:20]

Of course, we like to romanticize stories like Tom Bilyeu from Quest Nutrition who was hand-making Quest bars in the early days. But that doesn't move the needle when it comes to a customer's happiness. If there are any people in the world who don't buy Quest bars



anymore because Tom isn't hand-making them, well, it's clearly not holding the company back. He had a billion dollar exit, for goodness sake. So don't over-romanticize this. Use the tools we have now. We've got Amazon FBA now. We have things like click funnels now. We have Shopify now. Use the tools at your disposal and get your product out to market, get feedback, and grow from there.

Ryan Moran [00:36:04]

So, again, there are plenty of companies who do well on both or one or the other. What's important is that you can quickly get to market, test things, adjust, and you can do that on either platform. It's been my experience that Amazon has the shortest learning curve. Oh, Sam is calling me. Hey, will you mute yourself so that he doesn't know that I'm on?

Mark Cuda [00:36:32]

Yeah, of course.

Ryan Moran [00:36:33]

Okay. Sam, what's up, dude?

Sam Prentice [00:36:37]

Hey, nothing much, man. Finding a [INAUDIBLE 00:36:37] sounds good to me.

Ryan Moran [00:36:38]

Yeah. Yeah, yeah. So, I was on a consulting call with Mark Cuda. When was the last time you chatted with him?

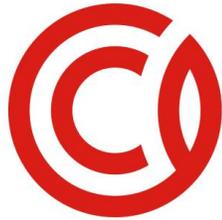
Sam Prentice [00:36:50]

Oh, maybe 3 weeks ago, 2 weeks ago.

Ryan Moran [00:36:54]

Oh my goodness. Okay, so Mark is ready to go, has 2 or 3 core influencers lined up, has product ready to go, formulation is ready, we're working on a launch plan. They're ready to go and he told me he has just been a little bit shy to go for the ask on the money but I didn't know we were the bottleneck because I don't think he was ... He felt confident saying, ready to go, I'm waiting on you guys, come on. But that business is ready. Can we expedite finalizing that contract and that money?

Sam Prentice [00:37:37]



Yeah, we got his docs inside. I have viewed his legal docs. Those documents took forever. Honestly I was super peeved with the legal team there. But we got that done, so we actually reviewed them, put them together, so we're actually ready on that front. So, we can literally have them done ... We can have them done by the middle of next week.

Ryan Moran [00:37:56]

Okay. Awesome.

Sam Prentice [00:37:57]

He already approved all the legal docs. All of it is very straight forward, they just took forever.

Ryan Moran [00:38:01]

Okay, okay. Got it, cool. So, yeah, knowing that allows us to line up getting launch lists ready, influencers on board, placing PO. So, again, I didn't realize that ...

Sam Prentice [00:38:16]

I'd be comfortable funding his PO if he's ready. I didn't think he was ready to put stuff like this together just yet.

Ryan Moran [00:38:21]

Yeah, he's ready to go. And I'm pumped about this. Mark's ready to go. Again, we have the influencers lined up. So, this is really good.

Sam Prentice [00:38:33]

Honestly, of all the entrepreneurs I feel like he's in one of the best head spaces.

Ryan Moran [00:38:38]

He is.

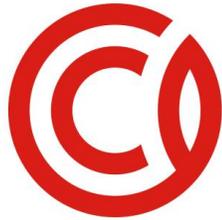
Sam Prentice [00:38:39]

He just, every time I talk to him, he's firing on all cylinders.

Ryan Moran [00:38:42]

He is. And he's opened up really good relationships with his suppliers and is now getting priority access. So this is really exciting. Let's get this deal done.

Sam Prentice [00:38:56]



Cool. Well, I will go ... Right now, I will go push to get started [INAUDIBLE 00:38:58] about this back here next week because we, red line, once he needed to have that on his side, then he's good.

Ryan Moran [00:39:03]

Okay, cool. Thanks Sam. Appreciate you.

Sam Prentice [00:39:07]

Alright then. I'll see you.

Ryan Moran [00:39:07]

Okay, bye. How did that feel Mark?

Mark Cuda [00:39:09]

Hello Sam. That was so nice to hear. I love Sam. He's such a great guy.

Ryan Moran [00:39:17]

Ready to go. Alright, we'll get this done. We'll get it done.

Mark Cuda [00:39:18]

Yeah. To be fair, I just got all the documents last week so it had taken a while but then last week I finally got 10 documents to review. I reviewed them, I sent a bunch of feedback to Sam about any changes that I needed and clarifications, and he emailed me back. So, we went back and forth and that was last week. So I was expecting to hear something this week. So I think the timing of the call was perfect and I'm even more excited now.

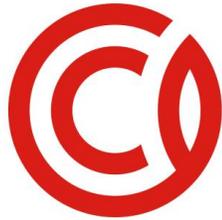
Ryan Moran [00:39:43]

Yeah, me too. Okay, this is good. I really thought coming into this conversation you were going to tell me you were still weeks away from ordering so I'm fired up and ready. I'm ready.

Mark Cuda [00:39:52]

No, the product is done. It's done and it's at a point now where I can't even think of anything to change about it. To me, I think it's perfect. I emailed ... Maybe not everyone's going to like it obviously but I think flavor, texture, and also performance-wise. I typically, especially with whey proteins, dairy-based proteins, I have digestive issues with them. They make me just feel kind of bloated and a little bit sluggish. I digest them slower.

Mark Cuda [00:40:17]



I literally took one of our shakes before I went to go see my trainer last week. I took it right before I went to the gym which is usually a huge no-no for me, so I did that on purpose to see what would happen and I had totally smooth power, I felt great, I had no sluggishness, I wasn't feeling clammy. So the performance of the supplement has been really, really good as well and that's been something that I've struggled with and I have never found a product that combined the digestive ease with the quality with the taste and texture, and we locked it in so I'm really, really stoked about that.

Ryan Moran [00:40:50]

Good. So, I don't remember where we were when Sam called but let's just go here ...

Mark Cuda [00:40:53]

We were talking about Amazon.

Ryan Moran [00:40:55]

Oh, that's right, about Amazon. So, again, in my experience, Amazon has the lowest barrier to entry for the customer. I don't think it matters that much long term to you because you have audience and you're committed to building relationships with those customers, so I don't think it matters that much where you go. It's just important that we come up with the plan that makes it easy to collect the sale.

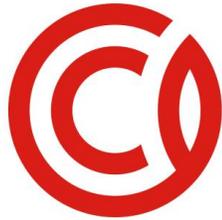
Mark Cuda [00:41:25]

Right. So, let me give you my thinking on this and you tell me if I'm thinking incorrectly because I really don't know. I've never sold on Amazon before personally. Well, when I was at Moment I did manage some Amazon listings for some of our products, but very surface level. It's just sort of been my understanding that if we do it on Shopify versus Amazon, I own that traffic, I own that list more than I own it on Amazon, plus I'm not giving Amazon a cut of our revenue, which I guess long term doesn't really matter because we're just trying to get to the market.

Mark Cuda [00:41:57]

But it's just kind of been my mindset that if I do things on Shopify, I can have my pop-ups to join my email list, I can give them content. There's different things that we can do to make is a better experience that we can control. But it's also a lot more work to build out a Shopify store and site that's going to be viable than it is to just put something on Amazon. So, I've been sort of between those 2 rocks and not really sure if one makes more sense than the other.

Ryan Moran [00:42:22]



This comes up a lot, this idea of wanting to control the customer experience but wanting to control the customer experience is about you, not the customer. The customer experience that the customer wants is to type in what they want and hit add to cart and have it show up 2 days later. That's the experience the customer wants. Now, you can do that on Shopify and it makes the most sense for things like clothing. You want to do that and control that customer experience because there's different sizes and colors and all that stuff. But for a product that they're wanting to try, the trust is on Amazon. They want to buy from Amazon. They know it's going to get to them.

Mark Cuda [00:43:09]

Yeah, we're a new company, never been to our website before, we have no other products.

Ryan Moran [00:43:13]

But the counter example, Mark, is we're still in the early stages of building Switch and that's not going to be on Amazon for a long time. That will be on our store. Why? Because the product tastes terrible.

Mark Cuda [00:43:34]

Yeah, you talked it down so much, when I had it I was pleasantly surprised that it didn't taste like total death.

Ryan Moran [00:43:40]

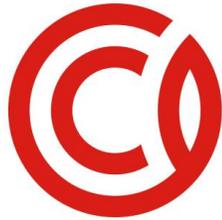
Good. Well, I mean, some people do think it tastes like total death, including myself the first time. It's a bit of an acquired taste. And I want to frame it that way before someone buys, which I don't get the opportunity to do on Amazon because people can find it organically. I don't want people finding it organically.

Mark Cuda [00:43:56]

Right, and they put a 1-star review because it tastes bad, but you know that it tastes bad and you're working through it, but you don't get that benefit. Instead you get a 1-star review.

Ryan Moran [00:44:06]

The product isn't done yet. It's not ready to go out to the masses. So, of course I want to control the experience and I know that I will sacrifice sales because I don't want those sales yet. I want a great product. I have a good product, I want a great product. So, that is the counter example, or the counterpoint. So, how does that strike you? When we talk this out, do you feel any differently? And it's okay if you don't.



Mark Cuda [00:44:41]

Well, honestly, I have been a little bit nervous about having to build the Shopify site, whether I do it or pay someone else to do it, and making sure that it's done right and that the product page is good, and designing that and making a strong offer. All of that, it's not overwhelming but it's just another thing that we have to do and I'm trying to think of ways to make things simpler.

Mark Cuda [00:45:07]

So, realizing ... And talking with you about it makes me realize that going with Amazon wouldn't be me giving up. It wouldn't be me, you know what I mean, giving up ground because I just want to do things the right way. I'm trying to build a really great business. I'm trying to make you a huge return on your investment. I'm trying to make myself a huge return on my time and the massive risk that I've taken to start this company. I'm just trying to do things the right way.

Ryan Moran [00:45:30]

So Mark, I've got to interject here because the best way that you can provide a return for me is by doing what's best for your customer. I'm always going to bring you back to that. I am never going to be the investor/advisor who is going to tell you to optimize for short term profit. I'm never going to be that guy. Just so you know, this is my dream for Ancient Strength and for a lot of companies that I invest in. I want to be early in the process. I want to work with you on this to bring in relationships, to get it launched, to get great reviews, and get us pacing a million dollars.

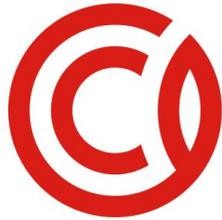
Ryan Moran [00:46:10]

And at that point, it's going to be time for ... It might be time for us to go do a raise at an \$8 million dollar valuation maybe. And so we decide to raise \$1.2 at an \$8 million dollar valuation. I'm just making up these numbers. And I take it to my investor list and it fills up and then we go build the infrastructure to go make this a giant business.

Ryan Moran [00:46:41]

So in my mind, I want to get to the million as fast as possible. So, I don't care if it's optimized. I don't care if everything is right. I care about blunt force attack to get to a million bucks. And it only takes 4 products making 25 sales a day to get to that million.

Mark Cuda [00:47:01]



And our product is going to be more than that \$30 dollar mark by double so we don't even need to get to 100 ... Even with this product, if we were at 50 sales a day with just the protein alone, we'd already be pacing a million.

Ryan Moran [00:47:14]

Yeah, and between my audience, anchor influencer's audience, and the other few and then repeat customers, cold traffic, and Amazon organic, we can ...

Mark Cuda [00:47:24]

And any ads.

Ryan Moran [00:47:25]

Yeah. We can get there really quickly. So that's my approach. So, I think, and I'm totally biased, I think the fastest blunt force attack for that is for you to say, what's the simplest way for me to take sales? And after this conversation, I think it's either Kickstarter in the short term or going straight to Amazon, and going straight on Amazon and ...

Mark Cuda [00:47:49]

I'm on Amazon, I'm on the Amazon train in that case because ... I mean, I buy from Amazon every day. We're about to have twins. Do you know how many things we buy on Amazon to prepare for them?

Ryan Moran [00:47:57]

More than 2.

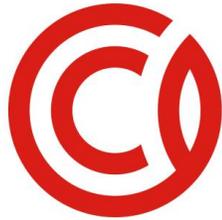
Mark Cuda [00:47:59]

Yeah. A lot. And yeah, I think you're right. And I'll be honest, I've never seriously considered launching on Amazon. It's always, in my head, been Shopify and I actually feel a lot of relief thinking of just launching on Amazon because I think you're right. I think you're 100% right. And I have zero interest in Kickstarter, not for any particular reason. I'm just not interested in that channel. Amazon sounds much more attractive to me than Kickstarter. So, in that case, our website, we wouldn't list the product on our website at all? Or we would just link to Amazon?

Ryan Moran [00:48:35]

You just have a link to ... That's exactly right, yeah.

Mark Cuda [00:48:40]



So on the product page, instead of buy it now, it would just be buy on Amazon and you click it and go over to the Amazon listing.

Ryan Moran [00:48:45]

Yup.

Mark Cuda [00:48:46]

Okay. Okay. I think that's fair. I think that's super fair.

Ryan Moran [00:48:52]

And Mark, I want to remind you, if we had done a giant raise and built a team, the answer would be different. But that's not the case. So, in our case, we want to blunt force to a million as fast as possible and this keeps you in the owner's seat. This keeps you out of diving into every detail and gets you focused on what you need to be focused on, which is relationships and team and vision and product. It allows you to stay there by prioritizing those things and then later when we've either got the profit or the exposure to do a raise, we now can build those people who are filling in all of the other gaps. And you never have to get [INAUDIBLE 00:49:34] leads.

Mark Cuda [00:49:34]

We can now go get a warehouse, we can ... Right, yeah. So, I guess that answered my question on self-fulfillment versus using a 3PL because if we're going to just go through Amazon, then we're just going to send product to them. So, in that case, would we, I guess ... Because we can't do pack-ins with a protein bottle, we would do a ...

Ryan Moran [00:49:50]

What do you mean you can't do pack-ins?

Mark Cuda [00:49:53]

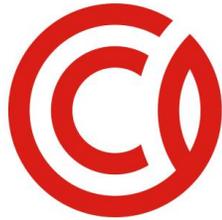
Well, how would we do a pack-in on a protein bottle to get people to ... That buy on Amazon to go back to our website and join our email list ...

Ryan Moran [00:50:01]

Put an insert in the packaging.

Mark Cuda [00:50:04]

How would we put it ... Inside the bottle?



Ryan Moran [00:50:08]

Inside the bottle or put the bottle in a box and put inserts in there.

Mark Cuda [00:50:12]

Put a bottle in a box. Okay. Because typically when I've bought protein on Amazon, it just comes in an Amazon box or even in a bag and there's no ... There's not usually a pack-in. It tends to be a sticker.

Ryan Moran [00:50:20]

There's a bunch of ways you can do this. There's a bunch of ways. You can have a peel-away.

Mark Cuda [00:50:26]

Yeah, I was thinking a sticker on the lid since I've seen that before.

Ryan Moran [00:50:29]

That works fine. Another is, what's the first thing that happens when you open up protein for the first time?

Mark Cuda [00:50:37]

You take out the scoop. Oh, you peel the safety label.

Ryan Moran [00:50:42]

Yeah. You peel the safety lid. So, you make a designed safety lid.

Mark Cuda [00:50:47]

Oh, that's a really good idea. Yeah, I like that.

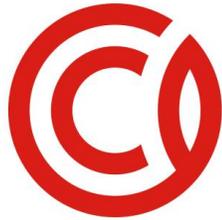
Ryan Moran [00:50:49]

Or you put a sticker underneath the lid so every time they open it they see it. So, there's a bunch of different options there and you might want to consider multiple.

Mark Cuda [00:50:58]

I've even seen bands. I've even seen rubber bands that go around the rim of the bottle with a card that's attached to it. I always thought those were cool because they're lumpy. They stick off of the shape of the bottle. So, maybe we can just do that.

Ryan Moran [00:51:11]



Yeah. Get creative with this. Get creative with how you can make these tweaks to your packaging so it stands out and gets their attention.

Mark Cuda [00:51:24]

Yeah. That's really good. I like that and that makes it easier for me to imagine bringing people back to the brand, back to our email list because obviously people ... Some people will be finding us through whether it's Amazon PPC or organic. And then last question on that, if we're running ads with our influencers, would we want to send them, once it's launched, do we want to send them directly to Amazon, or do we want to send them through the website first? Probably the Amazon directly, right?

Ryan Moran [00:51:47]

You want to send them to a lead capture. Any time you are running traffic from your influencer or with an ad, you want to send them to your email list and that email list ... The simplest thing you can do is just give them a coupon code. I mean, that's the simplest for conversions. But always, always to an email capture.

Ryan Moran [00:52:16]

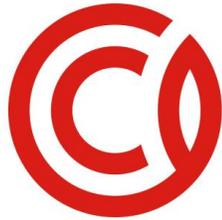
Okay, so I spent a good amount of time in this conversation convincing Mark that he should just start on Amazon to take sales because that's where customers are comfortable buying. But of course the conversation always comes up of, well, I don't control the customer experience if I take the sale on Amazon. Well, you kind of can. You can at least get started when you send your traffic or you have your influencers send their followers to an email capture page.

Ryan Moran [00:52:44]

When you do that, you're building up a launch audience and you're able to follow up with those customers directly. No, you don't have their shipping and phone number information on file, and no you can't control the up-sell funnel, but you can build loyal fans with just an email address. If you get their email address and you send them to Amazon and you give them a great experience and you follow up with them and you treat them well, they can become loyal fans which is worth all the money in the world.

Ryan Moran [00:53:14]

Loyal fans, especially if it's a big email list, a big email list of big loyal fans, is worth millions and millions and billions and billions of dollars. Alright, so when you're going through this process if that comes up for you of wanting to control the whole experience, you can have some control by getting their email address. Offer them something like a coupon code in order to get them on your email list and then follow up with them after they've bought on Amazon.



Ryan Moran [00:53:40]

If you do that, you're really creating the best customer experience that they want. You're giving them the ability to purchase on the place they want to purchase and you're able to follow up with them and ensure that it's a good experience. That is enough to get started. Is it perfect? No. In a perfect world, you'd control everything. You'd control the whole world, for goodness sake, you control freak.

Ryan Moran [00:54:00]

But the reality is when you're at the beginning of this process, you want to get flow first. You want to get sales momentum first and that comes to making the sales process as simple as possible. But when you're sending outside traffic, always send them through an email list. You'll get better conversions, you'll be able to do discounts and promotions, and you'll be able to follow up with the customers and turn them into raving fans.

Mark Cuda [00:54:24]

I have, well, one question but I think it's ... After having this conversation, it's way too early stage for us to be talking about B2B so I'm not even going to ask the question.

Ryan Moran [00:54:34]

Yeah, don't even worry about it.

Mark Cuda [00:54:36]

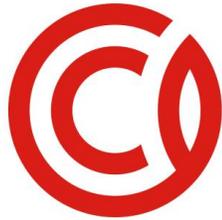
B2B is something that I'm thinking about only because I have such a background in B2B and I do like it so ...

Ryan Moran [00:54:41]

Don't worry about it. I have been talking people out of B2B before they're pacing a million dollars. Sprint to the million, then you have leverage on B2B.

Mark Cuda [00:54:50]

Right, okay, perfect. So, then, I think the only other thing, it's not even a question, I just wanted to tell you, the gut supplement because we've talked about that. Obviously we talked a lot about that in meeting in Austin. It's taken so much work to try to get anywhere with the gut supplement because I talked to a bunch of formulation companies and R&D firms and no one wanted to touch the project. They all felt like it was not going to be possible to integrate the ingredients that I wanted with probiotics because they have too high or a water content and so



the probiotics would start to eat the water content that's in the ingredients and they would lose their efficacy.

Mark Cuda [00:55:27]

And I kept remembering the story in Think and Grow Rich about Henry Ford and the V8 engine about how he insisted that his engineers figure it out and they kept coming to him every 6 months saying that they couldn't do it and he just kept telling them to do it. And I just kept that in my mind and eventually I found this doctor who has a very similar background to me with long-term chronic illness and works for a really, really well-rated R&D firm and they came up with the idea to actually send some of our ingredients to a 3rd party to dry them further to reduce the water content to be able to integrate them with the probiotic.

Mark Cuda [00:56:05]

And I actually have a call with them next week and we already have a preliminary formula that we're working on. So stage 1 formula is done. And so I think it's just a really cool example for me because you have taught me to push on what I really want to happen and not to compromise so quickly, and I could have compromised 6 weeks ago and made a totally different gut supplement that wasn't going to be what I really envisioned.

Mark Cuda [00:56:28]

But it was you who taught me to just keep pushing forward and I kept that in mind and now we found someone who's going to be able to make this supplement in a way that nobody else has ever made a gut supplement before so we'll be the only people that are formulating in this way and it will be a totally unique supplement. And I'm really, really excited for that and super thankful that we had that conversation about it.

Ryan Moran [00:56:49]

That's great. Good. I'm so glad, Mark. Did we talk about BPC last time?

Mark Cuda [00:56:56]

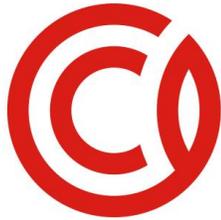
The BPC-157?

Ryan Moran [00:56:58]

Yes.

Mark Cuda [00:56:59]

Yes, we did briefly talk about it.



Ryan Moran [00:57:01]
Is that in your formulation?

Mark Cuda [00:57:04]
It's not currently. Do you think that it should be?

Ryan Moran [00:57:05]
Okay, so ... Well, I'm not a doctor and this isn't medical advice and I know nothing. But my experience ... So, I've had pooping problems my whole life.

Mark Cuda [00:57:16]
Welcome to the club.

Ryan Moran [00:57:17]
Yeah, and ...

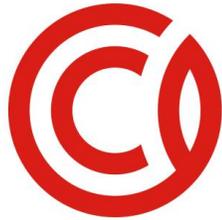
Mark Cuda [00:57:19]
We hold meetings 3 times a day on the toilet.

Ryan Moran [00:57:22]
Well, BPC-157 is a peptide that no one has a brand over. It's just sold as hard to get peptide. And my experience with it has been that within 30-60 days, all my problems are gone, and I mean gone, I mean gone. And everyone that I know that has taken it says the same thing. I told my doctor, who was the first person to tell me about it, I said, you should have a hashtag that's BPC-157 poops so that I can upload what this thing does for me 3 times a day. It's unbelievable what this thing does.

Ryan Moran [00:58:06]
So, I would encourage ... I don't know if it would mess with your existing formulation but that would ... Your formulation is already to heal and restore. Throwing this in there makes it the best gut product ever made in my opinion. Of course I know nothing about this. This is just my own anecdotal experience.

Mark Cuda [00:58:26]
Yeah. No, it actually was Alex who told me about BPC-157 for the first time.

Ryan Moran [00:58:30]
Yeah, well, his dad is my doctor, so.



Mark Cuda [00:58:32]

Oh, yeah, so there you go. And yeah, him and I talked about it and I started to do research on it. It's actually on my list of things to ask them about when I speak with them next week because I have a call with the doctor to go over the formulation and some of my thoughts and it was on my list of some of the other ingredients that I wanted to explore. So, they didn't put it on the initial formulation and I'm not exactly sure why, if it was intentional or otherwise but I have a call with them next week.

Ryan Moran [00:58:54]

It's very expensive. I mean, that's one. It's new.

Mark Cuda [00:58:58]

Yeah. It might have been that it's cost-prohibitive.

Ryan Moran [00:58:59]

Yeah. It is. I would see what it takes to add in there. And it might make your formulation a \$150 dollar formulation. But if it works ...

Mark Cuda [00:59:09]

But if it will heal your gut forever ...

Ryan Moran [00:59:12]

Yeah. So, just play with it. See what happens.

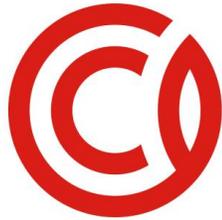
Mark Cuda [00:59:16]

Yeah. I will. One super quick question, this is not important and it's definitely silly but it was on my list, AncientStrength.com is owned by somebody who I can't get in contact with and I've tried in a million and one ways, even through the domain registrar and etcetera, etcetera, and he lives in Iceland or something and does nothing with the website. It's literally parked.

Mark Cuda [00:59:40]

So, we have Ancient-Strength.com which I don't love. I don't like dashes but that's probably just personal preference. And then the other option is to use AncientStrengthLabs.com. Do you have a favoring one over the other?

Ryan Moran [00:59:54]



Yes. I think it is easier to add a word at the beginning or the end, so get Ancient Strength, try Ancient Strength, go Ancient Strength. Any combinations of those would be my preference over the hyphen.

Mark Cuda [01:00:12]

Okay. What do you think about Ancient Strength Labs?

Ryan Moran [01:00:14]

It's fine.

Mark Cuda [01:00:16]

Fine. Okay. I'll go on the hunt then.

Ryan Moran [01:00:21]

Okay, sounds good.

Mark Cuda [01:00:22]

Okay. Yeah. I think that's it, man.

Ryan Moran [01:00:26]

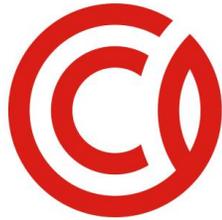
Good. Well, your progress is noticeable. We'll get this deal done and we'll put a launch date on the calendar, and the next time we chat we'll be talking about launch strategy or launch results.

Mark Cuda [01:00:41]

Yeah. Yeah. I think so. Thanks, man. It's been a major learning experience and I'm just excited to keep putting one foot in front of the other. And I'm most excited for people to try this product and to love it, because I really do think that it's the best protein on the market. And it took me a while to admit that or to say it out loud. I'm just generally shy about accomplishments. But it wasn't just me, it was the team also. But I feel really, really, really, really proud of the product and really, really excited for people to start using it and hopefully enjoying it. So I'm just really excited for that next step of it getting into the hands of people who don't know me.

Mark Cuda [01:01:22]

And you know what I mean? The idea of someone who's never heard of me before, who's not my friend, who isn't my aunt, or you, or my mother buying it because it looked awesome to



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them, opening up the package excitedly, and spinning open that lid and trying it for the first time. That's what I'm most excited about right now.

Ryan Moran [01:01:41]

Good. Well, good work my friend. Keep me in the loop and I'll talk to you soon.

Mark Cuda [01:01:46]

Yes. Yes. Oh, make sure as soon as we're off the call, text me your address. I'm going to overnight you the product.

Ryan Moran [01:01:52]

I will. Alright, my man. Good to see you.

Mark Cuda [01:01:53]

Alright, buddy. Alright, see you man. Bye.

Ryan Moran [01:01:55]

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 [01:02:20]

You can get plugged in at Capitalism.com/1. And 3rd, if you're looking to go deeper and build a 7-figure business that you can sell, you can work closely with us inside the Capitalism Incubator and you can get on the waiting list and find out what we do over at Capitalism.com/inc. That's Capitalism.com/inc.