



Why You Make Less Than \$1M Per Year with Brooke Castillo Transcript

Ryan Moran [00:00:04]

What's up, good people? Welcome back to Capitalism.com. I'm going to be joined again today by my friend Brooke Castillo. We've had Brooke on the podcast 2 other times and they have both been the best interviews ever. This one is a little bit different because this one actually is the best interview ever. I seriously ... We stopped recording this and I went, Brooke, that was the best one ever.

Ryan Moran [00:00:31]

I'm so excited to bring this to you because Brooke and I go into it deep by bringing in some of our personal challenges to the table, and we allow each other to battle it out and see where we're lying to ourselves, where we're holding ourselves back, and as a result of listening to this you're going to see how you're doing it in your own life too. Brooke's a master at identifying the thoughts that we're practicing in our brain that are perpetuating our lives over and over again.

Ryan Moran [00:01:02]

We're creating our lives with our thoughts and our feelings and our actions, and Brooke is the best coach in the whole world at holding up the mirror to you and allowing you to see how you are thinking and feeling and acting in a way that is perpetuating the life that you either want or don't want. And after a deep conversation with her, it's almost impossible for you to not feel like you can do anything.

Ryan Moran [00:01:29]

And it's easy for you to see how you've been holding yourself back this entire time. So, Brooke and I get into it real deep every time. She's one of my best friends in the whole world. I love her to absolute pieces. I cherish every moment that I get to spend with her. And I feel so proud to be able to bring this interview with her. It's my favorite one that we've ever done.

Ryan Moran [00:01:52]

We talk about money. We talk about money a lot, and we talk about wealth, and we talk about our relationships and our struggles financially and in relationships and how we see each other, and how we see ourselves is not necessarily how other people see us, and what that does to our brains and our actions and our behaviors and how what we think we're creating is not



Capitalism.com
— B E T H E C H A N G E —

necessarily what other people perceive, and how we could be completely missing the opportunities and the stories and the experiences that are right in front of us.

Ryan Moran [00:02:24]

So, as a result of this, you're going to experience a sense of freedom that you may not have experienced before because you're going to realize how close you are to everything that you want and how you're just a few thoughts, emotions, or behaviors away from having the life that you desire. Enjoy this conversation with my favorite person in the world, Brooke Castillo.

Ryan Moran [00:02:47]

I believe very strongly that the role of the entrepreneur is to stay in vision mode. It's not to get into the weeds and the details of every piece of the business. The job of the founder is to cast the overall vision and then to bring in the right people to be able to execute upon that vision and make sure that the company has enough money to be able to ensure that you can continue to operate.

Ryan Moran [00:03:12]

This is what we call the owner's model. The owner's model is our process for keeping the entrepreneur in the owner's seat. You cast a vision, you recruit the right people, and you ensure that the company has enough money to execute. And this is what we help people do inside of the Capitalism Incubator. We help them get clear on their vision, help them launch profitably, connect them with the people that they need to know, and we have an investment fund to invest in the businesses that are coming from our little Incubator.

Ryan Moran [00:03:43]

So, if you're an entrepreneur that wants to build something great, wants to build something that you can scale and even sell, you can find out more about what we do and who we've helped at [Capitalism.com/inc](https://capitalism.com/inc). That's [Capitalism.com/inc](https://capitalism.com/inc). Brooke, say hello as if we're doing a podcast right now.

Brooke Castillo [00:04:01]

Hello as if we were doing a podcast.

Ryan Moran [00:04:04]

Woah. I see what you did there. Brooke, hey.

Brooke Castillo [00:04:07]

Ryan, hey.



Ryan Moran [00:04:08]

What up? You realize it's been a year. It's been a year since we did this.

Brooke Castillo [00:04:13]

It's a disgrace.

Ryan Moran [00:04:13]

It is. I have requests for people to do it ... For us to do this quarterly, just so you know.

Brooke Castillo [00:04:19]

Does everyone know who we are?

Ryan Moran [00:04:20]

No one knows who we are. I don't even know why they're listening.

Brooke Castillo [00:04:22]

Who are you? Can I ask you a personal question?

Ryan Moran [00:04:25]

No. Did you hear how my soda burst when you said that? It was like a sound of shock.

Brooke Castillo [00:04:31]

Absolutely not. I want to know what it's like for you to be rich.

Ryan Moran [00:04:36]

One more time, please?

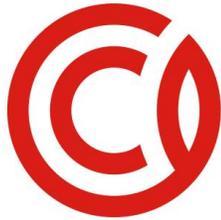
Brooke Castillo [00:04:37]

I want to know what it's like for you to be rich. What's it like being rich?

Ryan Moran [00:04:42]

What it is like being rich feels like ... Dammit Brooke. Why did you have to mind me like that? I came up with 3 questions for you to start. What is it like for me to be rich? It feels like calm. It feels like ease. It feels like excitement. It feels like choice. It feels like movement toward what I want. It feels like unencumbered process.

Brooke Castillo [00:05:11]



Wow. Okay.

Ryan Moran [00:05:13]

Yeah. That's what it feels like.

Brooke Castillo [00:05:14]

Yeah. That's what it feels like for me, too.

Ryan Moran [00:05:15]

Okay. Great. Good podcast, everybody.

Brooke Castillo [00:05:19]

I think you have to know what it feels like to be rich in your mind before you can get rich. So, I asked you, what does it feel like to be rich? Where did you go to find the answer?

Ryan Moran [00:05:30]

I went to how it feels when I feel rich.

Brooke Castillo [00:05:34]

Yeah. So, did you think about how much money you have?

Ryan Moran [00:05:36]

No. No. I feel like how I want to feel and I went to what I think wealth means to me.

Brooke Castillo [00:05:45]

Oh. What?

Ryan Moran [00:05:47]

What it empowers me to do.

Brooke Castillo [00:05:48]

So, I was asking you what it feels like to be you today.

Ryan Moran [00:05:52]

Oh. Okay, I need you to reframe.

Brooke Castillo

Okay, wait. This is fantastic. I asked you ...



Ryan Moran [00:05:59]
I'm very afraid right now.

Brooke Castillo [00:05:59]
What does it feel like for you to be rich, because you are rich, and I think a lot of your listeners who aren't rich are probably curious what it's like to be you. Right? But when I asked you what it feels like to be rich, it's almost like you didn't identify yourself as rich now.

Ryan Moran [00:06:13]
Well, I sometimes do and I sometimes don't.

Brooke Castillo [00:06:15]
What?

Ryan Moran [00:06:15]
Yeah.

Brooke Castillo [00:06:16]
Interesting.

Ryan Moran [00:06:17]
Well, I mean, I wrote an email to my list about this this week. Sometimes when I hang out with you, some of my internal judgment comes up and that little voice that's like, oh, I'm not "there" yet, or I haven't accomplished what I want yet, and I see the absence of what I want versus ... No, no, the reframe is, oh, great, this is awesome. This means I'm actually moving towards what I want faster because I'm around somebody who is ahead of me in one area of life. But depending on what perspective I'm taking on that will change how I feel.

Brooke Castillo [00:06:51]
Interesting. Because, we're all hanging out, it's me and you and the Hormozis, and I just think of us all as rich. We're different ... What's the right word? Layers of rich? Different dimensions of rich?

Ryan Moran [00:07:02]
Just like we're different types of hot. All 4 of us.

Brooke Castillo [00:07:06]



I mean, I'm hotter and richer. How does that feel, actually?

Ryan Moran [00:07:09]

Depending on what perspective.

Brooke Castillo [00:07:13]

Depending on if you're male or female.

Ryan Moran [00:07:15]

You know what, Brooke, if anyone, I have no problems if anyone thinks you're hotter than me. That's not my target demographic.

Brooke Castillo [00:07:20]

You're okay with that?

Ryan Moran [00:07:20]

Yeah. That won't intrude upon what I'm after anyway.

Brooke Castillo [00:07:27]

No, but I think it's interesting because we were talking about ... Right before we started recording and then we were like, go get the recording, we were talking about most people who are in our industry who are just getting started are probably about at the 6 figure mark. And at what point do you decide, now I'm rich, I think is an interesting question because I think when you don't have 6 figures, then you think, oh, when I have 6 figures, then I'll feel like I'm rich.

Ryan Moran [00:07:56]

Yeah. But we were even talking about this a couple nights ago. Alex was sharing how the richest he ever felt was when he had \$100,000 dollars in the bank. And now he makes \$4 million dollars a month or something. But that was the richest he ever felt. So, is rich a condition or is rich a feeling?

Brooke Castillo [00:08:16]

Well, it's obviously not a condition because I asked you what it felt like to be rich, and ...

Ryan Moran [00:08:19]

Because, I think of it as a feeling. What I want out of that. And there are moments that I feel it more than others.



Brooke Castillo [00:08:27]

It's so cool.

Ryan Moran [00:08:27]

But I also suspect and believe that the more that I am in that mode, the richer I will get because when I'm in that mode, I just tend to create naturally. I tend to not do things out of scarcity. When we recorded last year, we were right in the middle of the economic meltdown and everything was ... I think Texas was just opening up. It was like ... And I mean, you could leave your house, or something like that.

Brooke Castillo [00:08:54]

Yeah, yeah, yeah, yeah, yeah. It was still pretty scary.

Ryan Moran [00:08:55]

And you said something. You said, I believe that it's all going to come back. It's just going to be like, boom. You actually did this with your hand. You went, boom. I know it's hard for you to believe that you would do something like that, but you're like, I think the economy is just going to come right back. And a year later, we could look at it and say, oh, it came back and went boom. But I suspect that there are people who went through a very fearful time during that time and said the economy is never going to recover and now a year later is like, it's not really recovered, it's all inflationary, we're actually still in a recession.

Ryan Moran [00:09:29]

And as a result, I think that you were ... You felt empowered to move forward. Let's go harder. The economy is going to come back. Let's go. Become a life coach. Sell some stuff. People need me more than ever. But the people who were like, it's all going to be a meltdown, got fear and are still in inaction.

Brooke Castillo [00:09:47]

Well, and now what they're saying, because I talk to many of them, they're saying, well, you know, COVID, that slowed me down. That prevented me from winning. When that all happened, then I didn't get to win. And I decided at the very beginning, it's easy to be successful. For me, I believe this, it's easy to be successful when everything is just perfect, when the conditions are wonderful. That's not when you're being asked of yourself really.

Brooke Castillo [00:10:13]



It's when the things are hard and challenging and stressful, that's when you really get to see what you're made of. And for me, that's what it's about. It's not about the money anymore. It's about, I want to show myself what I'm capable of. And so, the harder things are, the more opportunity there is to step into that and see. And to have gone through this whole last year and have it be our biggest year is delightful to me. And I think I grew more this year than I have in any other year of my life as well.

Ryan Moran [00:10:43]

And was that intentional? When things got hard, did you lean into that?

Brooke Castillo [00:10:48]

Oh yeah, 100%. 100%. I'm like, let's go. Let's double down, is what I said.

Ryan Moran [00:10:50]

Because you never seemed to have any doubt during that time.

Brooke Castillo [00:10:54]

Oh, yeah, I had lots of doubt.

Ryan Moran [00:10:56]

Uncertainty, but I never saw doubt. So tell me about that.

Brooke Castillo [00:10:58]

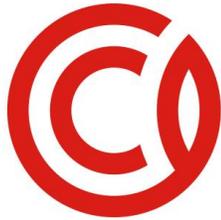
Well, what happens is the doubt comes up and then I'm like, whoop, better get to work. We've got to overcome this. And that's what doubling down is, right? As soon as that emotion comes up ... I think everybody did. Everyone, go get in your home and don't come out. I think everyone was freaked out. But it's like, okay, what are we going to do about this? I'm not going to stay here, this isn't productive. What can I do to overcome this and create ... And the truth is, I knew if I was experiencing it, all my students were, too. So, I took it, as their leader and teacher, my responsibility to, here, this is how we overcome this.

Ryan Moran [00:11:27]

So, in that mode, the doubt comes up and that ... What do you do to work through that? Or to ... When you say double down on that.

Brooke Castillo [00:11:36]

Yeah.



Ryan Moran [00:11:37]
How do you manage that?

Brooke Castillo [00:11:38]
So, we figure out, what is the thought causing this doubt, which is oh my gosh, we're all going to lose all our money, we're all going to lose our health, life is never going to be the same again, this is the beginning of the end, all of those thoughts that I think many people had and it created a lot of fear and doubt in us, we just need to look at and say okay, wait, those are just thoughts.

Brooke Castillo [00:11:58]
There's so many other options of what we could think. Oh, this is an opportunity. This is my chance. So many people need life coaching right now. Everything is going virtual. Wait a minute, this is everything I already do. This is perfect. This time was made for me. And it was just a choice of how I was going to choose to think about it that created a completely different trajectory.

Ryan Moran [00:12:20]
And that allows you to find evidence to support that thought ...

Brooke Castillo [00:12:23]
Of course.

Ryan Moran [00:12:24]
Just like 2 people can look at the economy and say oh, it came back, boom. Or no, we're actually still underwater. You can find that evidence. So, for somebody who is not rich, for somebody who is stuck at \$100K, how would you coach somebody through that? Because, I think most people get into this rut and then look at evidence outside of themselves, like nobody makes more than me so it's ... Or, I don't know any rich people. Or, so ... According to what you're saying now it sounds like you would just adjust the thought and look for evidence of it.

Brooke Castillo [00:13:02]
Yeah. So, if right ... Let's say you're making \$100K right now. First of all, congratulations. You're not making \$50K, which really ... I think giving yourself that perspective ... What's the difference between you making \$100K and you making \$50K? Understand that difference if you're at \$100K. It's important for you. It's like, I did this with weight loss. I'm like, yeah, you weigh 200 lbs, but you don't weigh 300. Why? Why don't you weigh 300 lbs?



Brooke Castillo [00:13:27]

Understanding why you're not "worse off" than you are right now will really help you understand the difference between you at \$50K and \$100K. What's the difference ... Understand that first. And then, what's the difference between you, \$100K and a million? And really answer that question. And it has to be an internal difference. What's the difference in you? When I asked that question, I think I was making \$300K, and I said what's the difference between me and someone ... And a woman that makes \$5 million? And I was like, yeah, she probably doesn't get drunk on chardonnay every night. It was the first thing that came into my head.

Brooke Castillo [00:13:59]

And there were so many things after that. She probably doesn't do this. She probably doesn't make this decision. She probably doesn't worry about this thing. And I started becoming that woman that made \$5 million, and then before I knew it, I was that woman.

Ryan Moran [00:14:11]

So, it was more of a ... I'm sure there are people who make \$5 million dollars and drink chardonnay every night.

Brooke Castillo [00:14:18]

Right. But who am I as a woman that makes \$5 million? There's no way I could be productive at that way, level.

Ryan Moran [00:14:23]

How do you know?

Brooke Castillo [00:14:25]

Well, I was barely being productive at \$300K.

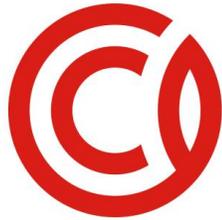
Ryan Moran [00:14:29]

Okay.

Brooke Castillo [00:14:29]

Yeah.

Ryan Moran [00:14:30]



Okay. So, that's interesting because that means that the blueprint is different for you than for somebody else. That's interesting to me as somebody who has formerly been obsessed with the how, of figuring out how other people did it and then ...

Brooke Castillo [00:14:43]

Trying to copy them. Yeah.

Ryan Moran [00:14:45]

Trying to model them. But in your thought process it is more about your own internal makeup. So, in that case, you imagine yourself at \$5 million and the traits that that person has, and now you were trying to model yourself. Is that right?

Brooke Castillo [00:15:06]

Yeah. And I spent a lot of time thinking about it, the level of discipline, how I showed up, how I communicated business-wise, who I had around me, the kind of things I was spending my time doing. I immediately hired a full time assistant and had them start handling all of the things that a woman making \$5 million dollars wouldn't be doing. I started thinking in a way that was much bigger, much higher quality thoughts, much bigger opportunities. It really changed everything to think about it that way.

Brooke Castillo [00:15:37]

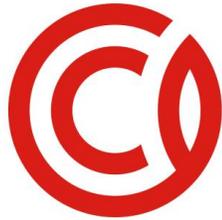
But I think a lot of people have a hard time with that imagining. I don't know the difference. And so, it does help sometimes to go backwards, to say, okay, think of a time when you were making less money. Think of a time when you were in college and maybe you were making \$20 bucks an hour. What's the difference between ... Or \$10 bucks an hour depending on how old you are.

Brooke Castillo [00:15:53]

So, if you're making \$10 bucks an hour working in college, what's the difference between you then and you now? Every difference, how you party at night, how you show up, what you ask your boss for, how you show up to work, how much you care about what you do. You could be a million dollar employee making \$10 dollars an hour. There are people that you see in certain jobs and you're like, they're not going to be here long. You can feel the energy. They are beyond this job already.

Ryan Moran [00:16:22]

That's right.



Brooke Castillo [00:16:24]

And so, I think that's ... So, when you understand that difference, then I think it's easier to understand the next leap. And then for me now at \$50 million, what's the difference between me at \$50 million and \$100 million? And what's crazy is as you get more successful, as you make more money, the difference becomes ...

Ryan Moran [00:16:40]

Smaller.

Brooke Castillo [00:16:40]

Less. Yeah.

Ryan Moran [00:16:42]

I love that.

Brooke Castillo [00:16:43]

Which is crazy. The difference between me when I was working at Nordstrom selling fashion jewelry and now is so much bigger than the difference ... Which is, what was that? I was probably getting paid \$30,000 dollars a year to \$50, and then the same amount, \$50 to \$100 million is very subtle I think.

Ryan Moran [00:17:00]

Yeah. I like that perspective on it because that always makes it an internal game.

Brooke Castillo [00:17:06]

Always.

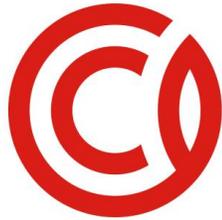
Ryan Moran [00:17:06]

And an internal game is one that I can always control to some extent. I'm always in control of how I show up, of how disciplined I am, of what my focus is and what my beliefs are of how I treat people. Those are always things that are within my control, and I can't control the outside world. And I think it's really tempting for people to look at the outside world for evidence of what's possible for themselves or evidence in the outside world to justify where they are ...

Brooke Castillo [00:17:35]

As an explanation for why they can't get there.

Ryan Moran [00:17:37]



Yes, exactly.

Brooke Castillo [00:17:38]

Please don't do that. Please don't do that. It's just as easy to find an explanation as to why you can.

Ryan Moran [00:17:42]

That's right.

Brooke Castillo [00:17:45]

It's like when people say to me, well, I tried to be a life coach and I wasn't successful. I'm like, keep going. What are you talking about? You're not ... Well, you still have the rest of your life. The opportunity is still there. It's still so huge. Why are you making a claim? Why are you quitting now? That makes no sense to me.

Ryan Moran [00:18:00]

Yeah. I get that. And I think the trap that people can run into there is the longer that they have gone without what they perceive to be success, that is evidence now for why they won't continue to be successful.

Brooke Castillo [00:18:15]

And I think it's the opposite. I think the longer you've gone without success, you're probably pretty close.

Ryan Moran [00:18:21]

That's right.

Brooke Castillo [00:18:21]

You're probably just ... It's probably just around the corner if you've been working hard.

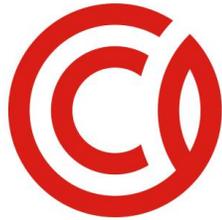
Ryan Moran [00:18:23]

But the strange thing about that is, whatever perspective you choose on that, you're right.

Brooke Castillo [00:18:29]

100%.

Ryan Moran [00:18:29]



If this is more evidence of why I'm not going to be successful, you will continue to perpetuate that. But if you're like, must be almost there, you will now show up in a way that makes it inevitable that you will be successful.

Brooke Castillo [00:18:38]

If you talk to people who aren't as successful as they want to be and you ask them why, their reason is it's so clear. Whatever their reason is for not making \$10 million, \$50 million, \$100 million, \$1 billion, whatever, whatever their reason is for that is their religion that they're going to continue to perpetuate if they're not aware of it, and most people aren't aware of it. It's unrealistic is what so many people say to me. I mean, we need to be realistic with how much money we can make. I'm like, do we?

Ryan Moran [00:19:08]

You glossed over something that I want to poke into. So, the reason why somebody isn't right where they are is the thing that's keeping them stuck.

Brooke Castillo [00:19:17]

The reason why they say.

Ryan Moran [00:19:19]

The reason why they say they aren't where they are is what is keeping them where they are. So, somebody is at \$100,000, they want to be at a million and you ask them, why are you not at a million? And they answer, they say I just don't have the skill set for it yet. That is what's keeping them from ...

Brooke Castillo [00:19:40]

They rarely say that, by the way.

Ryan Moran [00:19:41]

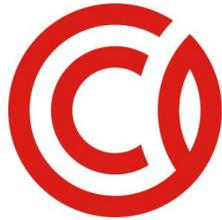
Sure, okay. Alright.

Brooke Castillo [00:19:43]

They usually say oh, it's the economy and I don't have the opportunity, and it takes money to make money, and I just haven't had the time, and I have other responsibilities.

Ryan Moran [00:19:51]

Okay. I got it. So, I answered it with an internal answer.



Brooke Castillo [00:19:56]

Most people don't.

Ryan Moran [00:19:56]

Most ... Okay. I understand now. I can see why ... If I were to choose any external reason, it would be a bullshit thought. I said, well, skill set yet. That actually gives me something to work on.

Brooke Castillo [00:20:07]

You know what? It's not even a bullshit thought. It actually could be true. It's just not useful.

Ryan Moran [00:20:14]

It's not helping.

Brooke Castillo [00:20:15]

That's what you need to be aware of. Is this what I want to be thinking about my own success? You have to be the guardian of what you think about your own success. It needs to be always I'm just not there yet, I'm on my way.

Ryan Moran [00:20:25]

Right.

Brooke Castillo [00:20:26]

Always something like that versus oh, well, it's my mother's fault, or my boss's fault ...

Ryan Moran [00:20:32]

Yeah, got it, because when you posed the question originally, my internal answer was I'm just not there yet. I was kind of taken aback by it because internally I'm like, not yet. I don't have a justification for it.

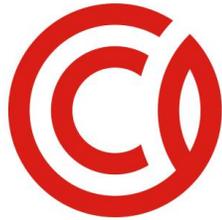
Brooke Castillo [00:20:44]

That's so interesting.

Ryan Moran [00:20:45]

I'm just not there yet. I'm working on it.

Brooke Castillo [00:20:49]



It's so fascinating to me, because the way I asked you the question was like, isn't it great being rich? I love being rich, don't you? But you didn't go there. You associated being rich with some amount of money that's beyond where you already are, when in all ... When in all evidence when you look at your net worth, you're very rich.

Ryan Moran [00:21:09]

Yeah, yeah. But when I answered the question it was more of what does it feel like and there are times that I feel it and times that I don't feel it.

Brooke Castillo [00:21:20]

That's actually interesting. The times that you don't feel it are times you're just choosing not to feel it, right?

Ryan Moran [00:21:27]

Right.

Brooke Castillo [00:21:29]

And you don't ever want to do that.

Ryan Moran [00:21:29]

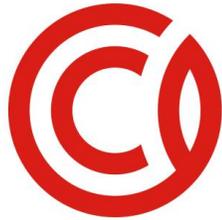
There's something in my perspective that is disempowering. Because, the richest I ever felt, I was probably 23 or 24 and I'd just graduated college and I just put myself on payroll at my own company because through college, I'd pay myself \$500 dollars a month of spending money. I was living in a dorm. So, I put myself on salary of I think \$90,000 a year and I went to the grocery store and just put everything in my cart. And it was like, yes, all of the Honey Nut Cheerios.

Brooke Castillo [00:22:02]

All of them.

Ryan Moran [00:22:02]

Give it to me. And it was just like, get whatever you want, everybody. Get more granola bars. And it was just an absolute blast. And that, to me, I was feeling rich. I felt rich. And I had no doubt that it was going to continue. I had no doubt of my growth. I had no doubt that I would be a millionaire. I had no doubt that ... So, I think that that feeling of being rich actually made it and makes it possible for you to do rich people things and think rich people thoughts, and thus become a rich person.



Brooke Castillo [00:22:40]

And it just ... And I've talked about this so many times before. You have to be that person before you actually cash that check. And so it's like, you have to be the millionaire before you actually see it in your bank account. And if you aren't, you will sabotage that money or that money will freak you out and depress you.

Ryan Moran [00:22:58]

Yeah, if you aren't that person.

Brooke Castillo [00:23:00]

If you haven't already created that identity for yourself.

Ryan Moran [00:23:03]

Well, that's not a muscle that people have practiced, so when you say that, do you mean imagining it and modeling it as much as possible?

Brooke Castillo [00:23:13]

Yes. So, I have these memories where I was ... I had little kids in the car and I would go to the grocery store, and I would get in the car, and on the front of the grocery store there was ... It was Ralph's grocery store. On the front was these big lottery signs about what the current spin amount was. It was \$100 million or \$120 million. And I used to sit there and imagine the person winning that money and how they would feel to have that money and what it would be like to be told you now have \$100 million dollars. You just won the \$100 million dollar lottery. And that's not as easy as it sounds.

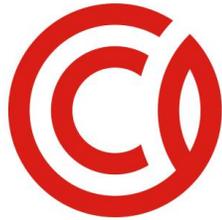
Ryan Moran [00:23:50]

What, imagining that person?

Brooke Castillo [00:23:51]

Imagining what that person is feeling and what must be going through their head and what they would be thinking and what they would be doing. And so I spent a lot of time practicing receiving money virtually in my mind, in my imagination. And so, I got very used to it. At first it would kind of freak me out and make me nervous thinking about that, being that person that would win that. And then as I got kind of used to it, yeah, I have \$100 million dollars, this is what I would do and this is how I would handle it, and this is what I would buy, and this is the reality of it in terms of taxes and I'd start thinking about it.

Brooke Castillo [00:24:23]



People think that when you win the lottery ... I know a lot about winning the lottery now because I've done it virtually in my mind so many times. But people think that when you win the lottery that you're just like, yeah, let's go buy everything. It's kind of a freakout feeling if it's anything like I imagined. It's like, oh my gosh, I have all this money. What am I going to do with it? How do I pay the taxes? Do I tell people? Do I not tell people? Do I buy a big house, then everyone is going to know?

Brooke Castillo [00:24:47]

And so, kind of playing around with what it's like to have a lot of money and then being in that space. I did a lot of that, and I did it very specific to business as well. So, when I made my first million dollars, that was the richest I ever felt. I was like, I made a million dollars in one year as a woman, as a life coach. What in the actual? That was such an amazing feeling, and it had so many other feelings associated with it that I hadn't anticipated that were concerning, and oh my gosh, am I going to be able to do this again or was this a fluke? So, I think even imagining all the piece parts of it and owning all of that before you ...

Ryan Moran [00:25:29]

The bad stuff, too.

Brooke Castillo [00:25:30]

Yeah, before you even get there is part of the process of claiming that identity.

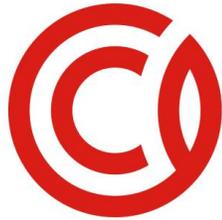
Ryan Moran [00:25:34]

You know what I like about that is I have practiced visualizing myself in the end and modeling that persona but when I get punched in the face when I'm there or when I'm on the way there, I haven't practiced that. I have not practiced what it feels like to be close to a goal and not hit it, or to have a setback along the way. And so, I think I have taken those punches a little personally, or I used that as a reason to doubt that I will get to the goal in the first place.

Brooke Castillo [00:26:10]

This is such a good point. I think most people fantasize about making money, they don't actually imagine it. Huge difference. Fantasizing about it means, I'm going to be happy, and I'm going to be good looking, and I'm going to have everything I've ever wanted in the world, and my health will be perfect. It's like we fantasize in a way that doesn't bring the thought to activation where we're actually feeling it. It's almost like we're daydreaming about it, so we're not experiencing it viscerally and that's a huge difference.

Brooke Castillo [00:26:40]



So, thinking about the reality of having \$100 million dollars makes it so much more real and then you feel ... You can feel the dimension of that. If you think that when you're going to make a million, whatever your goal is, a million, \$10 million, \$20 million, \$100 million, that you're going to be happy all the time, you're doing it wrong. Or that it's going to make you happy. I think a lot of people say I want to make money because then I'll be free, then I'll be happy, and those things are available to you now.

Ryan Moran [00:27:07]

Yeah. They imagine it as relief from their existing problems, but as we've talked about, problems just change. You can have what might be perceived as higher quality problems, but you are never free of problems until you're dead.

Brooke Castillo [00:27:22]

You have very different problems. I think you have better problems. If you're going to choose between rich or poor, rich.

Ryan Moran [00:27:28]

Sure. But as you perceive them in the moment, they are just as painful in the moment as lower quality problems. You'd still not trade them for lower quality problems, but they feel the exact same.

Brooke Castillo [00:27:41]

Of course they are. Yes. The stress is real. The pain is real. Yeah.

Ryan Moran [00:27:44]

That's right. And so, what I'm hearing you say is that if that is not part of your reality, meaning if you aren't ready for that, if you aren't ready to manage that, then in some way you'll sabotage as soon as there is a setback.

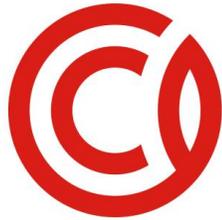
Brooke Castillo [00:28:00]

I've seen it happen so many times.

Ryan Moran [00:28:02]

Because, you only practiced that things are going to be great and there's going to be streets of gold and chocolate and bunnies everywhere.

Brooke Castillo [00:28:07]



Exactly. Exactly. And that's not the reality, but that doesn't mean that you don't go after it. I think you should. But the reason why I think you should go after more money, and everybody listening should make triple what they're making now, is because of what it will require you to do cognitively and emotionally. And I think the evolvment of yourself and the growth of yourself is what makes it totally worth it because money is fun but it's also hard. The work to get there is hard. But it's worth it because of who you get to become in the process.

Ryan Moran [00:28:33]

Right. So, Brooke, do you struggle to believe anything about money or business now?

Brooke Castillo [00:28:41]

I mean, I don't fully believe in the \$100 million yet because if I did, I'd already have it. So, there's still definitely doubt that I work through and negotiate with myself, but it feels different. I feel like I've accumulated enough of my own belief systems that have stabilized me that I have so much evidence in my mind that it's possible and that it's easy, and that I can do it 3 days a week, and that my staff can handle it. And so, I'm enjoying believing the \$100 million much more than I was enjoying believing the million.

Ryan Moran [00:29:14]

I get that. I get that a lot. So, when you ... As you get closer and closer to the \$100 million, do your goals become more specific or less?

Brooke Castillo [00:29:26]

Less.

Ryan Moran [00:29:26]

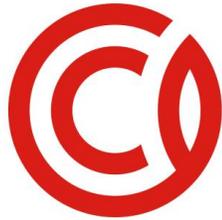
Less. That's what I kind of figured because a specific goal is kind of attachment to something but I think you've proven that you'll accomplish whatever you set your mind to enough that you just hold yourself in the end rather than trying to think about specific goals along the way.

Brooke Castillo [00:29:44]

Yeah. I do lots of specific things, try a lot of specific things out, but I'm not like, oh, okay, in order to make \$100 million I need to make \$10 million this month, and then I need to do this specific thing to create that. I don't think that way. I think bigger.

Ryan Moran [00:29:57]

Well, this is an interesting recurring theme. Specifics, you don't feel setbacks by the specifics.



Brooke Castillo [00:30:04]

No.

Ryan Moran [00:30:05]

Meaning, you don't not make \$10 million dollars this month and see that as evidence for the goal not happening.

Brooke Castillo [00:30:11]

I'm not going to make \$100. Yeah.

Ryan Moran [00:30:12]

Yeah. You just live in believing in the goal and you're watching it unfold. You do lots of specific things, but you don't use those specific things as evidence against your goal.

Brooke Castillo [00:30:23]

Never. And don't ever do that, any of you. Oh, this means I'm going to fail. This means I'm not smart enough. This means this isn't going to work. This means I'm not going to hit my goal. I just can't see any reason to believe that. And even if you don't hit the goal, even up to right to the minute where you don't hit it, don't be like, oh, I knew that was going to happen. Just pick a new goal, or give yourself a longer timeframe.

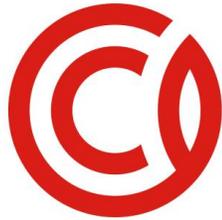
Ryan Moran [00:30:42]

Yeah. That is, I think, so freeing and it makes life so fun because ... I told you, I felt really glad and grateful that some of my junk came up as we were talking business earlier this week because it was like, I didn't know that was in there and I need to work through that. And those are subconscious things that you don't know they're there until they're brought up, and it is really freeing to see those and to work through those and be rid of it and now keep marching towards the goal. And that makes it so fun to just consciously choose whatever you want to believe and work towards.

Ryan Moran [00:31:26]

And then you get opportunities like I had this week to have the junk come up and to clear through it. I think most people set their ... They don't ... They are not willing to say, I want to make more money, or I want to make a million dollars, because they're afraid of the junk that will come up in the process.

Brooke Castillo [00:31:43]



100%. And so, they tell themselves, that doesn't matter to me. I don't need that money. But yeah, exactly.

Ryan Moran [00:31:47]

So, they say, I want to make a million dollars, and the first time they have one of those setbacks, it's like oh, I guess that's evidence I'm just going to be at \$100K for the rest of my life.

Brooke Castillo [00:31:57]

Or, this is too hard, or this isn't worth it, or I don't have time for this. And really, that's the opportunity for you to take a deep breath and open up to it because when you open up to that junk that comes up, that's in the way of not just you making money but in every other area of your life. This is what I love about ... When I first started coaching, all I did was weight loss.

Brooke Castillo [00:32:17]

And I loved working with people on weight loss because it requires them to climb into their body and experience the vibration of emotion. And when you learn how to do that through weight loss, it applies to everything, every other thing in your life because the only thing holding you back from anything, from trying anything, from working towards anything, is a feeling you're afraid to have. That's it.

Brooke Castillo [00:32:36]

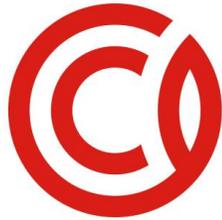
So, when all that junk, what you mean by that is all those feelings come up. If you're afraid to feel them, you're just going to quit. You're just going to make excuses as to why you can't do that. But if you're like, these are feelings. I am adept at handling feelings. I know how to feel feelings. I know how to go through shame, humiliation, frustration, and doubt. This is my skill set. If you have the skill set of being able to manage emotions, then you just keep making your goals bigger.

Brooke Castillo [00:32:59]

And the better you get at emotion, the better you get at emotion. And if you're good at emotion with money, you're good at emotion with love, you're good at emotion with your health, you're good at emotion with anything that you want to do in your life. You're always going to be confronting your own emotional life.

Ryan Moran [00:33:15]

So, what I interpret from that is if somebody is stuck at an income goal or not getting the results that they want, they're actually afraid of an emotion that they don't want to have.



Brooke Castillo [00:33:25]

If they're not continuing to move forward because what people don't understand is you fail, that moves you forward. Unless you stop. And a lot of people fail, and instead of learning from that and using that as an opportunity to take another step, they use it as an excuse not to keep going because they feel sad or they feel bad or they feel icky.

Ryan Moran [00:33:43]

Yeah. So, someone fails, they feel shame. They don't want to feel shame anymore. So they stop. And that's why they fail.

Brooke Castillo [00:33:50]

They miss the opportunity, when you can feel shame and be like, how do I get better at feeling shame? Because I'll tell you what, the better you are at feeling shame, the less shame you're going to feel because the better you are at feeling shame, the more you're going to bring it out in the open and shame can't survive with an audience.

Ryan Moran [00:34:04]

And the more you are free of shame the more likely you are to take action.

Brooke Castillo [00:34:10]

The less afraid you are.

Ryan Moran [00:34:11]

I'm trying to play this out in an extreme scenario. Someone fails and loses money and they feel shame and they work through it. And then they try again and they fail and they lose more money and they feel shame and they work through it. Now, they don't feel shame anymore, but the next time they fail and they go bankrupt. But they don't feel shame over going bankrupt, so they just keep going.

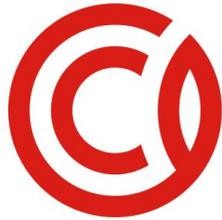
Brooke Castillo [00:34:29]

Yeah, because they're like, okay, now I really know what not to do.

Ryan Moran [00:34:31]

Yeah.

Brooke Castillo [00:34:32]



I've done it 3 times. I'm not doing any of that again. And they survived it and they're on the other side of it, and now they filed for bankruptcy so now they got a clean slate. Now let's go.

Ryan Moran [00:34:41]

Yeah. Now they're back to zero.

Brooke Castillo [00:34:43]

And you look at so many people who are incredibly successful, there's a pile of failures. Pile of them. And so many people that aren't have 2 or 3 and they're just like, oh, that was so hard, I can't do that, I give up. I mean, I look at my son who's playing golf right now. He has way more failures than he has successes, but his success is huge. He's going to be a pro golfer now. No one's going to say to him, so, how many 82s did you shoot? Nobody ever will care about that. But that's what got him to where he is. So cool.

Ryan Moran [00:35:15]

Yeah. What is so beautiful about that is I now see why people get into perpetual ruts because again, if somebody goes bankrupt and feels shame about that and is afraid to deal with the shame, they're likely next decision is to increase their lifestyle in order to project whatever will make them not feel shame. So, they buy a fancier car or a nice ... In order for other people to validate how they want to feel, which is just not shame. But they haven't dealt with their own, so they're likely to continue to expand until it bursts and they have to file bankruptcy again.

Brooke Castillo [00:35:53]

100%. And criticize other people who are doing the very thing that they really want to be doing. I watch that happen a lot too. Yeah.

Ryan Moran [00:35:59]

Just like, look down upon or judge people who are ahead of them and make up stories about them doing something wrong.

Brooke Castillo [00:36:06]

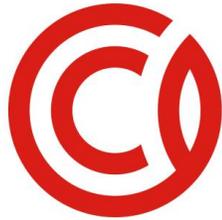
They don't care about their family, they're not balanced.

Ryan Moran [00:36:10]

They're the reason I'm not successful.

Brooke Castillo [00:36:10]

They're scammers.



Ryan Moran [00:36:13]

Right. But if that person were to just deal with the shame on the first failure, even if it went to the point of them having bankruptcy, they would deal with it and keep going and ...

Brooke Castillo [00:36:22]

Yeah, and what that looks like is yo, I just filed for bankruptcy. That has nothing to do with me as a person. That has nothing to do with my worth. It has nothing to do with my intelligence or my ability to succeed. It's just I did this thing and this is what that caused. I'm not going to do that thing again, but I'm still amazing and I'm still capable and I'm still going to use this as an opportunity to create more in my life.

Ryan Moran [00:36:46]

Yeah, and a lot of people will, if they say I just filed for bankruptcy, what they are really expecting is for that other person to judge them but what they're really doing is just judging themselves because when you say, I just filed for bankruptcy, there was no negative emotion. You're just saying it as a fact. Oh, I just filed for bankruptcy.

Brooke Castillo [00:37:05]

Oh, that happens. Yeah.

Ryan Moran [00:37:06]

And now I'm going to do this and this. Isn't that cool? Want to go to dinner?

Brooke Castillo [00:37:08]

I'm still amazing. Yeah.

Ryan Moran [00:37:09]

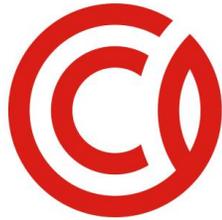
Yeah.

Brooke Castillo [00:37:10]

I'm not bankrupt. That's another difference. It's not a character trait. It's not who I am. It's not like, oh, well, you know, I'm not successful because I filed for bankruptcy. It's like, no, I am successful. This is where we're at right now. This is step 4 in that process.

Ryan Moran [00:37:24]

So, Brooke, there's a temptation that I fall into which is to set the goal and to not feel happy until I hit the goal. Even ... There's a quote from Naval Ravikant who says desire is a contract



you make with yourself to not be happy until you get it. And I don't like that quote. I don't like that thought. I like the thought that I can enjoy the goal now. So, I just wanted you to comment on that.

Brooke Castillo [00:37:56]

Yeah. I mean, I heard the same quote. Our friend Alex said it to us. And I was like, I don't know if I agree with that, because I think desire feels good to me.

Ryan Moran [00:38:02]

I think it can feel good. I don't think it feels good to everyone.

Brooke Castillo [00:38:06]

So, here's the difference. This is when it feels good. When I have desire and I know that I'm going to get the thing I desire, then it feels good. When I have desire and I doubt that I'm going to get the thing that I desire ...

Ryan Moran [00:38:18]

You feel bad.

Brooke Castillo [00:38:19]

I feel bad. So, I think desire isn't necessarily a contract to being happy until you get it. It may be a contract to feel desire, and amazing knowing you will get it. And that's how I feel about my \$100 million. I'm already so stoked about making \$100 million dollars. But we were talking about this earlier, I'm single right now and I'm dating and I'm thinking about a guy that I want to date, this perfect guy that I eventually am going to date, and I have desire for that but I don't have my belief system there yet, which is fascinating.

Brooke Castillo [00:38:49]

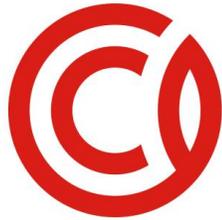
We were talking about this. I know without a doubt I'll make \$100 million. I don't know without a doubt that this guy exists and that I'm going to meet him. And because I haven't done my work on believing in that, my desire hurts.

Ryan Moran [00:39:04]

So, can we dive into this a little bit more?

Brooke Castillo [00:39:06]

Totally. Let's talk about my love life.



Ryan Moran [00:39:07]

Okay. Yes because the fact that you don't believe that he exists makes you go shopping. And you go shopping on the apps and looking around.

Brooke Castillo [00:39:19]

All of them.

Ryan Moran [00:39:20]

And being around you during that time, I've noticed that you see evidence of a lot of dudes you don't want to be around.

Brooke Castillo [00:39:28]

There's a lot of unfortunate looking men. Which further proves that my man does not exist.

Ryan Moran [00:39:36]

That's evidence for the belief that he doesn't exist. So, now I want to ask, who would you be if you believed that that man was there and was on his way to you?

Brooke Castillo [00:39:46]

Right? I wouldn't be as worried about unfortunate looking men on the apps. I would only be worried about the good looking ones because maybe that's my guy. So interesting.

Ryan Moran [00:39:55]

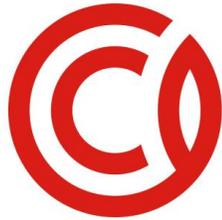
And what if you believed that he was making his way to you? You wouldn't worry about it at all. If you were on apps at all it would just be for pure entertainment.

Brooke Castillo [00:40:04]

Exactly. That's so true. And the way that you know whether you believe in your goal is truly how you feel, and I'm so not there yet. I'm so not in that place of contented patient expectation which is how I feel about the \$100 million. I'm just like, shit, where is this guy? We've got to find him. Anyone? Anyone? Anyone? Where is he? We need a guy. He's 6'5 and he makes a lot of money. In fact, if you're listening and you're 6'5 ...

Brooke Castillo [00:40:32]

But that's so fascinating. The energy, and I feel like the quickening of the anxiety and that doubt and that frustration and taking action from that place is always fruitless. And so, it's the same with business.



Ryan Moran [00:40:44]

It's a position of lack.

Brooke Castillo [00:40:44]

Yeah, it's a position of lack and it's never going to ... Needy, desperate women, not hot. But it's the same with business though, too, with your customers. If you're needy and desperate to make money in your business, your customers will be totally turned off by you.

Ryan Moran [00:41:02]

I just love that.

Brooke Castillo [00:41:03]

So good.

Ryan Moran [00:41:04]

It's like life is constantly bringing you what your ... Reinforcements of your beliefs.

Brooke Castillo [00:41:11]

And this is kind of fun for us because I can ... We talked about this earlier. I can see in you the amount of money that you want to make and the success you want to have is so obvious to me. I'm just like, why would you worry about it for a minute? And you're like, I just can't see it, and how does it all go together?

Ryan Moran [00:41:25]

I didn't know the how yet. Yeah.

Brooke Castillo [00:41:26]

Yeah, I don't know the how. Where is this all going to come together? And I'm not worried about that at all for you, and you feel the same way about me and my love life. You're like ... I was just talking about it and you were just so calm and cool ...

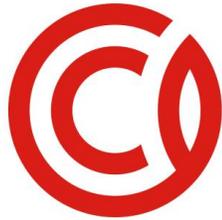
Ryan Moran [00:41:37]

I was completely baffled that this was a belief of yours.

Brooke Castillo [00:41:39]

Yeah, you were like, what are you even talking about?

Ryan Moran [00:41:42]



There's tons of good dudes out there.

Brooke Castillo [00:41:43]

Yeah, yeah. I see them all the time. I'm like, you do? Where? So, but that's, for you all that are listening, it's like you can test that and how you feel. Do you feel like you're in a hurry? That's always ... Do you need to make money now?

Ryan Moran [00:41:58]

That's scarcity.

Brooke Castillo [00:41:59]

Do you need to make money really fast? Do you want to do a launch tomorrow to try and catch up to someone who's ahead of you? All of that energy versus I have plenty of time, I know exactly how to believe in myself, I know exactly how to believe in my goal, I know how to show up as that person, and I know that the wisdom I need will appear to me and then I'll just execute on it. It's very different than this needy freaking out hustle energy that I'm experiencing right now. It's so interesting.

Ryan Moran [00:42:28]

Yeah. And when you're in that hustle energy, or I just call it the scarce energy, you do scarce things.

Brooke Castillo [00:42:35]

You repel the very thing that you want. It's so good.

Ryan Moran [00:42:41]

I love this.

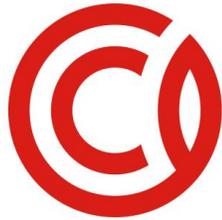
Brooke Castillo [00:42:43]

I hate it.

Ryan Moran [00:42:46]

What this makes me want to do is take inventory of everything in my life and explore whatever I am believing that is perpetuating that. That's my gut reaction right now, is I want to look at, oh, why is that happening? Why am I not there? And it's just like oh, because I believe this, and this, and this, and this.

Brooke Castillo [00:43:04]



Oh my god. So, I just had a ... In my brain because it ...

Ryan Moran [00:43:08]

Hit me. And that's the end of our time everybody.

Brooke Castillo [00:43:13]

Based on what we were talking about earlier when I asked people why aren't you making the amount of money that you want to be making, if you were to ask me the question, why haven't you met the man that you want to hang out with? It would be like, well, he's just not out there. I just can't ... He just doesn't exist. Which is ridiculous. It's such an external thing. And when I think about it logically, it's obviously not true, but that's the thought that is just spinning in my brain.

Brooke Castillo [00:43:39]

What if he's not out there? What if I don't find him? What if he doesn't exist? What if there's no man in the entire world that can handle this? That's what's going through my brain. And it's like, under the surface so I don't really ... Until you bring it up like that, I don't really see it as words. I just experience it as the truth.

Ryan Moran [00:44:00]

Yes. Yes. So, how do you expose that? How do you expose that stuff that you don't know is there that is ...

Brooke Castillo [00:44:07]

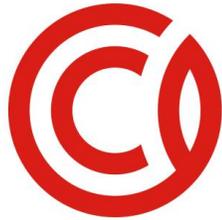
I mean, I think the way that we just did it is me having this conversation with you and being really vulnerable and honest about, hey, this sucks. This is how I feel about this. This is what I think is going on. And you just being like, what are you talking about? And you coming to me with money stuff and me being like, what are you talking about? What is it that you're thinking that's a lie, obviously, that's in the way between you and what you want? And then being willing to look at it, because it's ugly. I don't want to know that I think that about myself. You see what I'm saying?

Ryan Moran [00:44:40]

I do. Yes.

Brooke Castillo [00:44:39]

It's like, I don't want to know that I think that there's no man in the world that can handle me, that I'm just too much for any man. It's seriously ugly stuff to look at. But when you're willing to,



it's kind of like that shame thing we were talking about. When you're willing to pull that up and just lay it out and look at it and understand it, then that's how you get through it to the next ... Yeah.

Ryan Moran [00:44:58]
It's gone. It's totally gone.

Brooke Castillo [00:45:00]
And then you're just like, wait, are you him? Are you him? Are you him? Which is a very different thing.

Ryan Moran [00:45:03]
Is he in this restaurant? Is he at this grocery store?

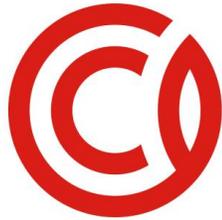
Brooke Castillo [00:45:06]
Yeah, exactly, versus nope, ew, gross.

Ryan Moran [00:45:10]
And when you're showing up with that amount of excitement, you're really attractive and people are like, who is that?

Brooke Castillo [00:45:15]
Exactly. It's so different. And that's true for me dating. It's also true for you to your customers when you believe that. To me, to my customers, I'm very attractive. It's kind of fascinating. To my target audience for the life coach school, I'm a very attractive eligible woman that they want to learn from. And when I'm not believing in myself, I'm not attractive to anyone who possibly doesn't want to date me which is how I'm thinking about it.

Brooke Castillo [00:45:45]
So, that's interesting. For anyone ... So, how would I apply that to ... Well, I'm not completely unattractive and there are people that are attracted to me, so how do I explain that if I'm way too much for anyone to handle? And then working from there and admitting that to yourself. I think that's the thing.

Ryan Moran [00:46:07]
And now that you've had that shift, you can find all the evidence in the world for why it's obvious that there's going to be a line of these really good 6'5 dudes that make a lot of money that want to date you.



Brooke Castillo [00:46:19]

Well, it's obvious to you but for me I'm just starting to believe it.

Ryan Moran [00:46:22]

Right. So, that's a good point. So, it's obvious to me. You're just having that realization. So, you don't believe it totally yet but you believe it a little bit more than before.

Brooke Castillo [00:46:33]

And I know the work I need to do.

Ryan Moran [00:46:37]

Okay. I need you to comment on that because my ... My first reaction is once I have an insight, I should believe it all right away. And when I don't, it's like ... Feel crappy ... Feel crappy. So, what do I do about that one, Brooke?

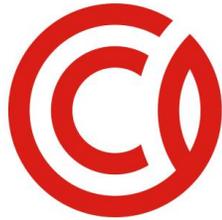
Brooke Castillo [00:46:51]

Yeah, no, it's like unveiling your own insecure thoughts, your own noise in your mind. You're just revealing it to yourself. And I do think for me right now, seeing all those thoughts that are present that are preventing me from being able to show up the way I want to is what I want to do is just tuck them back away. Oh, I don't think that. Oh, that's ridiculous, I don't want that. And you have to do the opposite. You have to open that up and be like, what's that about? And when I think that way, how do I feel? And why am I thinking that way? And do I choose to think that way, too?

Brooke Castillo [00:47:25]

And knowing that, I will make a choice not to think that way, and then I'll wake up in the morning, I'll be like, see, I knew it, everything sucks, and then I'll have to do it again, and again, and again, and again. And what happens, this is like our Abraham moment, what happens is once you make that shift from letting go of the noise to actually believing, then the dude will be there and I'll think the reason I feel better is because the dude is there, but the reason the dude is there is because I'll feel better. Boom. That's the opposite of what it is. And I'm like, oh, once I met him, then I felt better. It's like, no. I'm the one that created that for myself, and then he could be visible to me.

Ryan Moran [00:48:04]



Yeah, because given the same scenario, if you don't believe it, you will do something to repel that person away. You will believe ... You'll find a reason to cast him away. You will believe you're not worthy.

Brooke Castillo [00:48:16]

I won't even see him when he walks up and says hello. I won't even ... I'll be like ... Because, it's like the difference when you're swiping. If you haven't been on those apps, this is what happens. You swipe left if the guy is unattractive or you're not interested in him, and you could ... The whole time I'm swiping I could be like, see, see, there's nobody, there's nobody. Or I could be like, he must be here soon. He's coming up. He's coming any minute. I'm going to see him. So, it's all in the way you're thinking about it as you're ... It could be the exact same action.

Brooke Castillo [00:48:42]

Going on dates, meeting guys, swiping on apps, but it's the attitude you have. And it's the same with business. You may be doing the exact same action, running ads, running funnels, showing up on podcasts, but when your belief system changes the results change.

Ryan Moran [00:48:55]

Yeah. I mean, a good example of that is ... I don't write an email to my list every day, but it's one of my favorite things to do, have a cup of coffee and write an email to my list. And some emails have made \$100,000 dollars. Some emails have bombed. And I'm not always promoting ... I'm usually not promoting something, but you've had both experiences. And when it bombs I think it must be the copy. I must have had a crappy ...

Brooke Castillo [00:49:23]

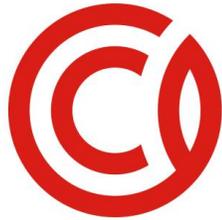
The audience must be in a bad mood.

Ryan Moran [00:49:25]

That's right. I must have had a crappy subject line. It must be a ... I need to pore into the copy and figure out what I said wrong. But the truth is, when I show up and just feel really confident in whatever it is that I have to sell, I don't have to have any copy.

Brooke Castillo [00:49:46]

It's sexy to your customers. That's what it is. And they want to be a part of that. Listen, I know this is true for me and my business. My belief and my certainty develops an authority in my life that people want for their lives, and it can be contagious. It's so attractive. And so, what we



think ... The work we think we need to do is go out there and take a bunch of action, and we're right about that.

Brooke Castillo [00:50:11]

I'm going to have to go out there and introduce myself to people and actually get out of my house and do all of that, and that's important. But the most important work to do is the work you do ahead of time on your mind because I can go out there and go on a bunch of dates and if I have the thought the guy doesn't exist, I'm never going to meet him. And if you go out there and write all the emails and do all the podcasts and do all the funnels and you believe you're never going to make \$50 million dollars, you won't.

Ryan Moran [00:50:33]

That's right.

Brooke Castillo [00:50:33]

That is it, and it sounds so simplistic but it's the absolute truth.

Ryan Moran [00:50:37]

Yeah. I did not believe that when we met 4 years ago, which is why our first ever recorded conversation, I was just like ...

Brooke Castillo [00:50:45]

We were bantering.

Ryan Moran [00:50:46]

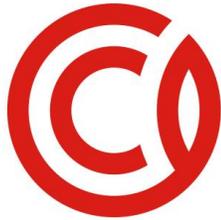
I was like, I just need you to keep talking. But I have come around because I've seen evidence for it in my life that my beliefs ... At the very minimum, beliefs drive my actions. At the very ... I don't know if there are woo-woo things that happen out there. I have my opinions. But at the very least, what I believe in and how I feel about it drives my actions and creates different results. And so, I now have come around to your original point that the belief is more important than the how.

Brooke Castillo [00:51:17]

I mean, there's no arguing it. The how still is there, but the difference between ... It's like the difference between going after one how versus having a belief and letting the hows be infinite.

Ryan Moran [00:51:29]

Yeah, because you only really know the how once you've done it.



Brooke Castillo [00:51:33]

It's so crazy to know that.

Ryan Moran [00:51:34]

And then everybody else, and then the younger versions of me are like, wait, tell me everything that you did there.

Brooke Castillo [00:51:39]

Yeah, and it's like, listen, how I actually did that, I couldn't have guessed how I was going to do that when I started. You look at most incredible things in your life, how you actually ended up achieving them, you couldn't have had a map for.

Ryan Moran [00:51:53]

No way.

Brooke Castillo [00:51:53]

And it doesn't mean that you don't study and you don't get direction and you don't learn and you don't develop skills, but you do it in a way that you allow for all the strategic byproducts to lead you in a new direction to get there ultimately.

Ryan Moran [00:52:05]

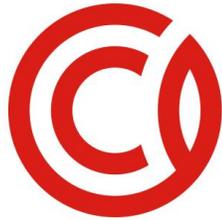
I'm thinking about ... I've been putting a lot of content on Youtube lately, and our friend Alex is putting a lot of content on Youtube. And I've been doing it longer than him, and he is starting to grow faster than me. And just spending the last few days and I've been analyzing this, and I realized that if I have a Youtube video that bombs, I use that as evidence to say oh, this audience isn't going to grow. Alex is just like, I'm going to create another great video.

Ryan Moran [00:52:34]

And I am getting there to that understanding, but I realize that he just embodies it and he's starting to have that exponential curve kick with all of this growth. And I realize now that that is another area, as I think all areas now after this conversation, are just models to reinforce the beliefs that I already have.

Brooke Castillo [00:52:56]

Well, and I love that example actually because one of the things that people will point out to me and notice about me is when there is someone who is making more money than me, who



has more subscribers than me, who does better than me, I'm really genuinely excited for them. I never use other people's success against myself and I'm super competitive, too.

Brooke Castillo [00:53:20]

So, it's kind of this very weird thing that ... People will say to me, how can you talk about how great you are and how much money you have all the time and how amazing you think you are and I don't hate you? How is that even possible? Why am I not disgusted by you? And I explain to them, I'm like, it's because I think I'm amazing, but I also think you're amazing. I don't think I'm amazing and you're not. And arrogant people think they're better than other people.

Brooke Castillo [00:53:46]

So, when I look at Alex and what he's doing on Youtube and he's totally killing it, I think a lot of people would be like, what is he doing? I want to do more of that so I can keep up or do that, but it's kind of like, Alex is in his lane doing Alex's thing and I'm in my lane doing my thing, and I may never have as many subscribers, and it doesn't matter at all because I believe in my goal. And I believe in his goal for him. And they have nothing to do with each other. Then you can just celebrate everyone.

Ryan Moran [00:54:11]

Yes. That's right.

Brooke Castillo [00:54:12]

And I think a lot of people use other people's success ... I don't see you doing this often, but I see a lot of people using other people's success as a way to defeat themselves.

Ryan Moran [00:54:20]

Yeah, they see it as reinforcement for them falling behind or them being a loser or them not being good enough.

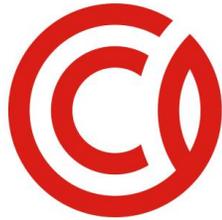
Brooke Castillo [00:54:26]

Or only one gets to win. Yeah. As if we're all in a race. But when I look at internet marketing, when I look at online business, I'm just like there is so much opportunity. We're just scratching the surface of this. Everyone can win. Everyone gets a million. Everyone gets \$10 million.

Ryan Moran [00:54:41]

You get a million.

Brooke Castillo [00:54:42]



Right. Really, when you look at all of the software companies in Silicon Valley and the number of those companies and how the ridiculous amount of money that's over there, we're just little babies. And so I think when we all make money we all win.

Ryan Moran [00:54:59]

Yeah. So, but that is you reinforcing your belief that there is abundance and everyone can win and it's always growing. And some people will look at it and say, see, they're growing, I'm not. This reinforces me just staying where I am, which is why I think most people never get rich or even close to get rich.

Brooke Castillo [00:55:17]

100%. 100%. Yeah. Say when someone says ... Even I think Lela was saying to Alex, the world doesn't need another weight loss book. There's so ... That's already been done. I'm like, that is the most ridiculous thing I've ever heard. It's like saying the world doesn't need another doctor. Well, of course. There's so many doctors and we need another one. And we need another one. We need everyone who wants to be a doctor to be a doctor, and we need everyone who wants to write a weight loss book to write a weight loss book. And there's enough success for everyone to have a little piece. All the doctors can be rich. It's not like, well, that doctor is a surgeon. Now what am I going to do?

Ryan Moran [00:55:52]

He won, so I can't win.

Brooke Castillo [00:55:54]

What am I going to do now? I guess I'll just go and do something else. It's like, no, we just ... Why do we think that way especially when it comes to people making lots of money or having lots of followers, subscribers, that sort of thing? Like, oh my gosh, you have 100,000 subscribers. This is what people will say to me. I'm like, I do? I don't even know what that means. That's not important to me at all. And there's so many more people that have so many more subscribers than I do that don't ... Aren't as successful as I am. And I guess it depends on how you define success and that's important to know.

Ryan Moran [00:56:26]

I think just like everything we're talking about, you can choose which perspective you're going to have on someone else's results. If someone is successful you can see it as evidence that success is going to happen, or to the opposite. And our friends are back. So, Brooke, this was the best podcast ever.



Brooke Castillo [00:56:44]
Ever.

Ryan Moran [00:56:45]
Ever.

Brooke Castillo [00:56:46]
Pay me later. In men.

Ryan Moran [00:56:51]
I will send you all the DMs I can.

Brooke Castillo [00:56:53]
Thank you, Ryan Moran.

Ryan Moran [00:56:53]
You're the best. I love you.

Brooke Castillo [00:56:54]
I love you, too.

Ryan Moran [00:56:56]
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 play book 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. You can get plugged in at Capitalism.com/1.

Ryan Moran [00:57:25]
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.