



## **E13 - Ryan Shares, This Is The Playbook To Go To \$1 Million In 12 Months**

### **Transcript**

Ryan Moran [00:00:02]

This is The Road to \$1 Million and I'm Ryan Daniel Moran. Welcome back to the podcast, everybody. Hey, this show is starting to grow and I really want to say thank you to all of you who have subscribed and shared the podcast and have been participants on the podcast as guests. It really is a joy to document the journeys of the businesses that are coming from our community at Capitalism.com

Ryan Moran [00:00:27]

But for those of you who have found this podcast without knowing a bit of the backstory, this podcast, it was the result of a book that I wrote called 12 Months to \$1 Million but the book itself was the result of a keynote talk that I gave at a conference back in 2014 that was seen almost 2 million times on Youtube and hundreds of people have told me that that was the talk that totally changed their lives.

Ryan Moran [00:00:54]

Well, I gave an updated version of that presentation to accommodate for all the changes in the marketplace, all of the growth that has happened on Amazon and ecommerce over the last several years. And so I updated it for today's times and for those of you who have never heard that original keynote that paves the way for everything that you've seen happen in these businesses and in this podcast, I think that this will catch you up to speed and show you the clear straightforward path to building a 7-figure business and that's what I want to share with you today. Whenever you're ready to start your road to \$1 million, feel free to join us over at Capitalism.com/1.

Matt [00:01:40]

Our next speaker, I don't even want to read this but I will anyway, but he's backstage jumping up and down. He's super excited to be here. This is actually his 7th time speaking on our stage. He's an ASM1 student. He's got over 8 figures in profit from his Amazon businesses. Right now, he's the founder of Capitalism.com. He ranks himself as always the best looking speaker on stage. Put your hands together for our dear friend, Ryan Moran.

Ryan Moran [00:02:10]



Matt. Good to see you, dude. Hey buddy, thanks for having me back. What's going on, Seller Con? It is great to see you. Thank you for having me back. Just out of curiosity, is there anybody here who has no idea who the hell I am? Well that fucking hurts. Okay. Hey, it's such a privilege to be with you. I consider it an honor and a privilege to be in front of you.

Ryan Moran [00:02:45]

My company is called Capitalism.com. I kind of like entrepreneurs. And Matt said something that I just want to edify. That it drips down, your success affects other people. Contrary to what anybody tells you, there is no fixed amount. We are all making this pie as big as we want. I know what it can feel like to come to an event like this and to see someone on stage, the person next to you lying about how much they're making. I know what it's like to be in the audience and play that game where you are comparing yourself to somebody else.

Ryan Moran [00:03:24]

That comes from the false belief that someone else, them being successful, threatens yours. That's bullshit. We're all making this as big as we want. You can have as much as you want, and your success is not a threat to somebody else's, so you can go make as much as you want. Let me give you permission. Go make as much as you want. You in?

Ryan Moran [00:03:54]

I'm also humbled and honored because I'm one of you. I was an entrepreneur at age 5, knocking on doors trying to sell hand drawn pictures with colored pencils and computer paper for a penny each. I made \$0.05 cents that night. My dad bought 2 of them. He also supplied all of the paper and the color pencils. 100% profit margin. Great business to be in.

Ryan Moran [00:04:30]

And we all start at the ground floor. And over the next couple of days you're going to hear from people who are running literally billion dollar companies. Your path is not theirs. In fact, is there anyone here who can proudly say I'm doing under a million dollars a year, I haven't hit my first million yet, I'm doing under a million. Give it up for these pioneers.

Ryan Moran [00:04:57]

I bet on the person doing under a million. I bet on that person because the game changes so quickly that the person who is at the ground floor, or at least the person who is willing to be nimble enough to follow the trend, I bet on that person. So, I want to honor you and congratulate you for being here. There's one more thing, one more thing I have to say. Do you have any idea how rare this is? Any idea how cool it is that this community has been so incredibly successful? Do you have any idea how rare that is?



Ryan Moran [00:05:39]

But beyond that, do you have any idea how rare it is to have the founders of an organization like this who are talking about money, talking about business, and not spending their time taking pictures in front of Lamborghinis and girls? Do you have any idea how rare it is to have founders who are better people off stage than they are on stage and they continue to pour into this community? Will you please give it up for Matt and Jason.

Ryan Moran [00:06:16]

So, this is my 7th time on the amazing stage and I started in 2013. I was an ASM1. I was an affiliate marketer before that. I actually got started because I was on a trip in Thailand with Matt and I was looking for a change in my career, and Matt is talking about all of the success that he and his community are having with Amazon.com. And I realize for the first time that if I took this much marketing ability, if I took this much attention, this much of what I was doing, working so hard to do, and I built what I call a real business, then the world really opened up.

Ryan Moran [00:07:04]

And I've been teaching this process of going from 0 to \$1 million dollars in about a year for the last several years. I first taught it here in 2014. And during that time, hundreds of people have come up to me unsolicited and said, I built a million dollar business because of that. I built a million dollar business because I followed that. So, I was still in the ramp up period of that business. I later ... I've had a couple acquisitions at this point.

Ryan Moran [00:07:36]

One of them was an 8-figure exit. I now spend most of my time as an investor. That's primarily what I am now. I now invest in companies that are exciting, companies that are doing cool things in the world, companies that are growing really quickly, companies that I'm personally excited by. I put out pretty much everything I know for free on a podcast, it's called Capitalism.com with Ryan Daniel Moran. We'll have the slides and the link that's on the screen at some point. That's how I spend my time, investing in entrepreneurs who are creating change in the world.

Ryan Moran [00:08:11]

I now am an investor in On It, an investor in Outstanding Foods, an investor in Flex Foods. This is how I spend my time. I bet on entrepreneurs quite literally. I bet on them. I bet on you. I have a little group where we open up opportunities. I sometimes invest in this group and it's done a few hundred million dollars in sales and acquisitions. The numbers don't matter. What I want



you to know is that I'm all in on this. I'm so all in on this sector on where this is going and I'm really, really pumped for you.

Ryan Moran [00:08:48]

I'm putting together a fund called the Capitalism.com fund which just exists to invest in businesses that are making a change in the world. Some of them are already in this world, in this room. In 2014, I gave this talk for the first time. It's been seen on Youtube 1.6, 1.7 million times. The biggest question that I get from this talk is what the hell was I wearing? Who let me leave the house wearing that? And this was before I was a dad. I didn't even have the I'm an out of touch dad excuse. What am I wearing? The struggle is real, ladies and gentlemen.

Ryan Moran [00:09:34]

So, this has been seen a few million times, and today what I'm going to give you is the updated path, the updated plan to \$1 million. For those of you who raised your hand and said I'm doing under a million right now, we're going to fix that. This has only been tested and proven a few hundred times that I know of. I'm sure there's a lot more than that.

Ryan Moran [00:09:57]

But question before we dive in, does anybody wonder, is the game getting harder? Does anybody think the game is harder than it was a few years ago? Let me tell you a quick story. I actually started ... I took my first sale on the internet in 2006. I was 18 years old. I was working on a dial-up computer on my shared desktop in the summer between when I graduated high school and when I went to college. I made \$44 dollars. I was stoked, like poop my pants kind of stoked.

Ryan Moran [00:10:37]

I was hand-coding websites in something called Dream Weaver, which if you know what that is, you're old. I was hand-coding HTML websites in my 56K modem in 2006. We couldn't afford fast internet. I went to college. I almost didn't go to college because I was so excited about the internet. I go to college because I'm pumped about fast internet. I built my 2nd website on something called iWeb which was Apple's really, really janky website designer.

Ryan Moran [00:11:29]

There was no WordPress. There was no Amazon Prime. I was hand-building links to rank in Google. None of this existed. This is why I bet on the person who's just starting because we tend to romanticize how things used to be. We tend to romanticize how we got into the game. And if you're under the illusion that things just get to a point where they maintain for the rest of your life, that does not exist.



Ryan Moran [00:12:06]

There are more opportunities now, there are more opportunities open for entrepreneurs across the board than there's ever been. There was no crowdfunding. There was no FBA. There was nothing 7, 8, 10 years ago. So, we can piss and moan about the fact that certain strategies change but that only happens if you are building a business that is dependent on tactics.

Ryan Moran [00:12:40]

If you're building a business that is dependent on anything except creating real value in the world, you will always be vulnerable to when the puck moves. But if you are building something that goes beyond that, then all of the tactics that you learn just become ways to amplify good work. That's the purpose of money, to let us vote on good work.

Ryan Moran [00:13:06]

So, over the next 40 minutes I'm going to give you the updated plan to get to a million in \$12 months. It works faster than it ever has. It's more effective than it's ever been because there are more opportunities than ever. And as you grow, you get better and you get to take advantage of those new opportunities. For those of you who are on the fence, let me tell you, this gets real easy when you just commit.

Ryan Moran [00:13:43]

It's like weight loss. For those of you who struggle from diet to diet, the only thing you struggle with is commitment. Life gets real good and real simple and real easy when you just commit. It just opens because it's binary at that point. You are either going all in or you're hedging. When you just commit, it just happens. That's how life works.

Ryan Moran [00:14:15]

Now, for me, life had to give me that. Life had to shake me up and punch me around a little bit in order to get me to commit. It came in the form of this beautiful little girl right here. When I found out I was going to be a dad, that was when it was like, okay, I don't have time to learn new shit. I don't have time to have this side project. I don't have time for side hustles. I don't have time for anything that does not amplify what is my primary focus right now. I don't have time.

Ryan Moran [00:15:06]

Hit a million right after. Hit \$5 million shortly after that. Hit \$10 million after that because we were all in. It's funny, 2 months after ... The first person that I called when I found out I was going to be a dad was my business partner. I was like, I think we should go all in and get health



insurance. And 2 months after, he calls me and he says, Ryan, is there anything, is there any such thing as a false positive pregnancy test? We were both in it. We were both all in.

Ryan Moran [00:15:44]

Now, I, thankfully, cannot give this to you. I cannot give you that shift. I don't know what it takes for you to say alright, I'm all in. I don't have time for all of this other stuff. I'm all in on this. But the minute you have that, everything opens. Is there anyone here who is just willing to say fuck it, I'm all in? Is there no one else? Is there anybody else? That's when shit gets real good. So, for those of you who are all in, let's make you a millionaire in 12 months. Let's go.

Ryan Moran [00:16:35]

Here's why \$1 million dollars matters. It's proof of concept. When you're at a million dollars, when you're at 7 figures, that's when you have enough profit margin to go full time. Leave all the chips on the table until you're at that point. That's when you can go full time. It's when you can be at the position, do I scale this thing? Am I not passionate about this? Have I just learned my skill set and now I'm going to apply it to something that I'm really excited about? Or do I want to sell this thing? Do I want to scale it? Do I want to sell it? Do I want to go full time?

Ryan Moran [00:17:06]

That's when you've got choice. When you've crossed 7 figures, now you're in a position where you can scale it, you can sell it, you can get out, you can automate it, you're at choice when you're at 7 figures. That's why this matters. It's the only reason why \$1 million dollars matters. \$1 million dollars is very simply 100 sales a day at \$30 bucks. That's about \$1 million dollars. 100 sales a day.

Ryan Moran [00:17:33]

So, that's all we have to solve for. That's all we've got to figure out. We do not have to learn 1000 different things. We do not have to stay up to date on what everybody is doing. We do not have to stay up to date on what someone who is doing \$10 million is doing differently than you. We don't have to do any of that. All we have to do is solve for X, X being 100 sales a day. In most cases, 100 sales a day is 3-5 products doing 25-ish sales a day. That is a million dollar business.

Ryan Moran [00:18:11]

If you're beyond this, tune in for a second. I have sold companies and advised companies that have grown beyond this level and they collapse because they forget this. They hire executives. They bring in advisors. They spend money on bullshit forms of advertising. They try new things. They get away from basics and it is only a matter of months that they start to decline. And



guess what fixes it every time? Coming back to this. Coming back to what are your core 3-5 products, what are they selling right now, what are their price points right now, and we go all in on those and you rebuild from there.

Ryan Moran [00:19:00]

I have seen it ... It actually kind of breaks my heart. I've seen really good companies start to scale and break because they move away from this idea that you have a core group of products that are selling really, really well consistently to the same person, to the same demographic. Please do not follow their lead.

Ryan Moran [00:19:26]

Now, confession for you. This is humbling, also freeing for me to say. I am not an Amazon guy, guys. I'm not. I didn't get into this game because I wanted to be an Amazon expert. I got into this game because I wanted to be an entrepreneur. There are people in this room, some of whom will be on stage, some of them will be very quiet in the corner of the room, who would know way more about the ins and outs of Amazon than I do. I still, to this day, don't know how to print a damn shipping label. No idea.

Ryan Moran [00:20:01]

Now, the temptation is often to get obsessed about fine-tuning the little pieces of the sales platform and optimizing that. The danger in that is that you start to make your decisions based on the platform and the algorithm rather than building a business. I don't want to be an Amazon guy. I don't want to be an Amazon expert. I need to know just enough to be able to deploy resources to help me hit the \$1 million, the \$10 million, the \$100 million. That's how you get real good. That's how you become an entrepreneur.

Ryan Moran [00:20:47]

This is why I cringe when I hear the term Amazon business because that means that if Amazon goes away, you don't have a business. No one says I have a Walmart business. No one says I have a Kickstarter business. No one says I have a Facebook business. You have a business. You take your sales on Amazon because it's the best opportunity that's ever existed for entrepreneurs ever. That's what you are if you're an entrepreneur.

Ryan Moran [00:21:19]

If you're an Amazon person, you have a really nice Amazon consultancy business. You want to be an entrepreneur, you know enough to be able to give Amazon what it wants while giving your customers what they want even more. That's the game. I look at it like 80/20. I swear by the 80/20 principle because I need to know enough to be able to perform well on the platform.



Again, I got into this game while I was in Thailand with Matt and I heard what he was doing and I realized that everything that I'd known up to that point, it was like a firehose. I could point it at Amazon.

Ryan Moran [00:22:08]

It was like all of the skill set of being a marketer, of being a business person, of being an entrepreneur now applied to the greatest platform that has ever existed. Here's the 80/20 for performing well on Amazon. 80% of your sales will come from where you rank for keywords. That's 80%. That's all we have to solve for. 80% of keyword positioning is from sales through keyword, and I see you in the forums and the comments and the blogs debating over what tactic is going to get you this.

Ryan Moran [00:22:46]

But the truth of the matter is, 80% of it is sales through keyword. You can solve for that however you would like. There's a myriad of different ways that you can do that. I'll show you mine. 80% of sales through keyword comes from audience. Who pays attention to you? Who shows up when you speak or when your brand speaks? 80% comes from the audience that you control.

Ryan Moran [00:23:20]

So, let's put this into a nice little mathematical theorem here. This is my entire thesis. This is it in 30 seconds. If I control an audience, even a small one and they do what we or I tell them, then I can get sales on any platform. If I can get sales on any platform and I do this across 3-5 products selling an average of \$30 bucks, that's a million dollar business. So, that's all I have to solve for. That's a business that can be scaled or sold. That's all that I am figuring out at the beginning of a business. This is all that I am figuring out when I'm advising someone. This is all you need to figure out in order to get to the million.

Ryan Moran [00:24:12]

We break this process into 3 stages. Stage 1 is about 3 months from getting started. I call this the grind. Your entire job in this stage is to perform a product launch through an audience that you control. You are grinding your way to every sale, every follower, every eyeball so that they pay attention to you and the next 3-5 products that you will release. That will take you about 3 months.

Ryan Moran [00:24:45]

Your 2nd 3 months, I call it the growth. This is where things get good. This is where you're maintaining at least 25 sales a day across at least 2 products. And your last 6 months, the last



half of your year is when you cross the million. We call this the gold. This is ... Your only job is to release more products through the system.

Ryan Moran [00:25:11]

Stage 1 is proving the system. 2, optimizing the system. 3, deploying the system over as many products as you can comfortably handle at decent profit margins. That's all we have to do to get to the million. That's it. You could do other stuff if you want and there's going to be other people who talk about how they killed it with this and how they're smashing it with this and how they're crushing it with that.

Ryan Moran [00:25:41]

If that helps you go through this process, great. If not, ignore it. It doesn't matter to you right now. Stage 1 is getting to 25 sales a day through an audience that you control. Now, 2014, the strategy was to give away product, beg for reviews, manipulate the algorithm however you could in order to get it to give you what you want. Today, I would submit to you that it's actually easier and faster when you do this, getting in front of where the audience already is, giving them the product they already want, and send them to Amazon.

Ryan Moran [00:26:27]

We can get through that initial stage real fast if we do only that. I was inspired, and I call it, I had a braingasm on stage. I do an event called the Capitalism Conference. That's Brian Lee. He's the most underrated entrepreneur I've ever met. Keeps a super low profile. Very humble. He has 3 billion dollar companies on his resume, 3. Legal Zoom, The Honest Company, and a company that he was the principal investor as far as I know, behind Honey the app, the discount app. 3 billion dollar companies on his resume.

Ryan Moran [00:27:08]

I asked him on a podcast recently, Brian, do you feel successful? And he said, oh, I'm not Zucks. Oh, we've all got it. We've all got the comparison trap, even Brian Lee. And I was on stage with Brian. His new company is called Art of Sport. He partnered with Kobe Bryant, Odell Beckham Jr., a bunch of athletes. And I said to him backstage, I was like Brian, so, on The Honest Company you partnered with Jessica Alba, with ShoeDazzle you partnered with Kim Kardashian, with Art of Sport you partnered with Kobe Bryant. It sounds like your entire thesis is to go where the audience is and then launch products to the audience.

Ryan Moran [00:27:51]

And he goes, yeah, what other way is there? I was like, that's interesting. Because I remember at the first ever Seller Con, Matt Clark saying, I know a company that every time they do a



product launch they just mail their previous customers. And he said oh. He kind of shrugged and he was like, I mean, I guess that's not feasible for all of us to just launch your product to millions of people. And I went, what if I just solved for that? What if I just had the list and I could control that and launch to that?

Ryan Moran [00:28:33]

So, I started testing this very early. One of my companies, it was maybe our 4th or 5th product, we had a tiny little email list. I mean, 3000 people. Sold 1000 units of a brand new product with no reviews. There was no internal data on Amazon saying this was a good idea. Our customers wanted it. Just recently, we did a promotion through a tiny little mini chat audience. Went from position 200 something to position number 1 for a pretty competitive keyword.

Ryan Moran [00:29:12]

I have equity and I advise a company that ... They manage their audience on Instagram. They launch a product on Amazon not because there was search traffic for it, because their customers wanted it. It sold 10,000 units in 10 days, no reviews. That's a really, really nice start for us to build from there.

Ryan Moran [00:29:44]

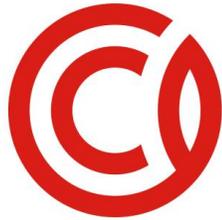
I built an 8-figure company with 10,000 followers. So, this is not to say you have to be in front of millions of people. You need to be in front of hundreds. Hundreds, not millions, not hundreds of thousands, not even thousands. Your minimum viable audience is about 100 people on a hot list. 100 people who are like oh, I want that. You want 100 ... Oh, what's the character from Napoleon Dynamite that's trying to break the nylon polymer going I want that. You want 100 of those. That's all.

Ryan Moran [00:30:27]

And I add into that 10 personal friends who will post about you on social media, who represent your demographic, who are excited to be a part of your journey, and if you want to be ... If you want to be perfect, one influencer. And an influencer does not mean a celebrity. An influencer doesn't even mean a person. It just means one other source of media, one other place where you can drop a promotion in front of a group of people.

Ryan Moran [00:30:54]

This is all you need. You don't need to create a bunch of content. You don't need to partner with a bunch of people. You don't need to sponsor a bunch of posts. You need about 100 people on a hot list ready to buy in order to give you the lift that you need in order to start



creating the machine that gives you 3-5 products selling 25 sales a day at a \$30 dollar price point. That's what we need to do.

Ryan Moran [00:31:21]

This is one of my favorite case studies. I use it all the time because it eliminates all excuses. This is a ... I don't think she's even ever bought a training on anything. She was at one of our events. Her name is Sophie, and she started this company called Seed & Sprout. And Seed & Sprout sold zero waste type of products, so reusable lunch boxes and bags and stuff like that.

Ryan Moran [00:31:47]

Well, she's based in Australia so she couldn't use Amazon at the time, so she does a Kickstarter launch. Her Kickstarter ... She doesn't have an audience. She's got 1000 fans on her Facebook page at a time when fans don't really mean much and she recruits 10 of her friends who believe in what she believes, and she has one Facebook group that she's a part of where she shares a little bit about what she's doing. She does a Kickstarter to raise the money that she needs to build out the business. \$34,807 dollars from launch, Australian. Australian dollars. Not real money. No such thing as real money.

Ryan Moran [00:32:33]

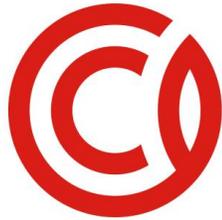
Sophie had every excuse in the world and she launches this company on Kickstarter and a little tiny following and this video of her holding up her product talking about it because she had a little itty bitty audience. Now, today, if you look at her Instagram page, she's got hundreds of thousands of followers, she has a bunch of products, she sells millions and millions of dollars worth of products, she's in retail stores, and it started with this tiny, tiny, tiny little push.

Ryan Moran [00:33:07]

That's where it starts. So often, we want to skip to the end. No, it starts here. And the more you get good at the really little stuff, the faster you grow. These beautiful people over here are going to cringe that I'm calling them out, Jenna and Travis, I fucking love them. They make me feel like less of a person because they have the perfect life and perfect family and perfect marriage and perfect business and perfect everything. On social media.

Ryan Moran [00:33:41]

I told them this wouldn't work. They did it anyway. Started a Facebook group, started doing Facebook lives just to give to their audience. Started with, what, 800 people or so? A few hundred people listening, started doing product launches at higher prices than their competitors with zero reviews. We did a podcast about it and now the community has



continued to grow, continued to flourish because they started with a little itty bitty tiny audience serving one specific person with one specific pain point.

Ryan Moran [00:34:19]

Now, I know a lot of you are going, I don't know how to build an audience. So, let's go through it real quick. Number 1, document the growth of your business. Right now, and for the next 18-24 months or so, the organic reach is on Instagram. So, there's your window right there. At some point, that will change. Document your business. Say these are the 2 prototypes I'm considering. This is why I went with this one versus this one. I'm really nervous to place my first order. Document everything on social media.

Ryan Moran [00:34:54]

Spend \$10 dollars a day on ads to get followers. That's it. Reach out to every single person who follows you, every single person who comments on your stuff, and say thank you, I'm really pumped about this journey. I really appreciate you being a part of it. Then when you're starting to get ready for launch, send your following to a first in line group. An email list, a Facebook group, mini chat. Because the reality is, you're probably only going to order 1000 units or so, maybe less. So you've got real built-in scarcity.

Ryan Moran [00:35:34]

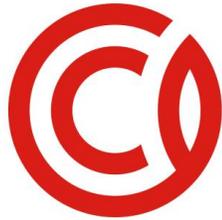
So, the audience of a few hundred people who are following you, make them get first in line. Post every review, every piece of good love, every picture someone takes with your product back to where you are documenting your journey. If you do this for 60 days, you will have an audience. That's it. You don't need to sponsor any posts. You just need to document the journey to the point where you have fans on your business who want to be a part of your business. Put them on a first in line list, launch the products to them.

Ryan Moran [00:36:13]

That will give you the starter fuel to be able to launch products real quickly out of the gate. Here's how to do a launch. Announce when your product is going to be live. Give an incentive for why they need to buy quickly. It could be a discount, it could be a bonus, it could be a buy one get one, it can be a Q and A with you. Give them a reason to buy early.

Ryan Moran [00:36:43]

Close the incentives so that you've got a date when the launch ends because everybody waits until the last minute, probably how most of you are here. We all procrastinate, especially entrepreneurs. Put a date at the end. Celebrate every action. Joe just bought a ... So and so



just left a review. Look at this message we just got. Document all of it. You get a negative review, post about it. Say what you're doing about it. Don't hide it.

Ryan Moran [00:37:22]

This will get people to rally around you, and then you can simply ask for reviews. Do that until you're at 25 sales a day. You can do other stuff too if you want, but don't skip this because this is the 80/20. This is what will get you there. Your challenge in this phase of the process is that you are going to be tempted to think about products, not people. The thing that will keep you stuck during this grind phase is that you will want to think about what do I sell, not who do I serve.

Ryan Moran [00:38:02]

You will make excuses like I don't have an audience, I don't know who my person is. You will think, who buys this? Rather than, who do I serve? You solve this immediately when you address these questions. Who's the person I'm targeting? Where are they trying to go? And what challenges do they face on the way? That's your business. That's why your business exists.

Ryan Moran [00:38:26]

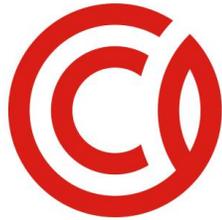
You think and you started it because you want to make money. Everybody else is on their own journey. Your job, the way you get paid, is to look at who that person is, where they're going, and give them the products that they need to go on that journey. Yeah, but I sell knee sleeves. No you don't. You help people get out of pain. Who's in pain? That's where you start. What else do they buy on their journey to be pain-free, to be a pain-free runner, or whoever it is that you're targeting?

Ryan Moran [00:39:03]

That's how you build a business. That's how you build an audience. That is how you build a company that's scalable and sellable. You graduate from this stage when you've got an audience that buys from you and they're buying 25 times a day, 25 sales a day. You get to move on. We move onto stage 2.

Ryan Moran [00:39:26]

Your next 3 months, when you're doing under 25 sales a day across 2 products, you're in the growth. Here's how we get through this. Number 1, your primary goal, maintain sales on product number 1. You do that by going all in on your audience and getting reviews. Notice I did not say anything about incentivizing reviews. I did not say anything about discounts. It's going all in on the people that want your brand. That's how you scale. That's how you build.



Ryan Moran [00:40:04]

No one here follows a brand because they got cheap shit. Nobody. If you get people to buy into your business and how you're showing up for them, you get reviews just by asking. You can continue to stoke the fire by running Amazon pay-per-click, and if you drop in rank, repeat. Repeat the process. Go back to the grind. Go back to your audience. Go back to serving them. That's how you maintain 25 a day. Then you launch product number 2.

Ryan Moran [00:40:43]

Here's an important question. What does your person need next? Not, what's a good product to sell? Not, what does the Amazon algorithm tell me? What does your person want next? I've seen way too many good businesses and good entrepreneurs have a really successful first product and then they say, but I don't know if this next one is going to sell on Amazon. Punt that. What does your person want? That's how you grow a real business and Amazon supports it. What does the person need next on their journey? Not, what's a good product to sell?

Ryan Moran [00:41:37]

Think about, what can I sell to make money? You're thinking about what you can pull out of the system. That only gets you so far. You think about what people need and serve them on their journey, you build 7- and 8- figure businesses. So, a quick story. Our first product violated all of the Amazon search criteria. It was something we were excited about.

Ryan Moran [00:42:03]

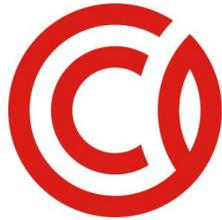
We hit bestseller status at about 25 sales a day. We were like, awesome. We need 4 of these and we have a million dollar business. Except when we released product number 2, same thing, did not have data to suggest that it was going to be a big winner. We released product number 2, sales on product number 1 doubled. But I thought the market tapped out at 25 sales a day.

Ryan Moran [00:42:29]

3 years later as we continue to roll out new products, product number 1 which was a bestseller at 25 sales a day was doing 300 units a day, 300 sales a day. Did the market grow that much? Or did we get referral business? Did we get repeat buyers? Did our conversion rate go up? That's what happened. That's what happened.

Ryan Moran [00:42:51]

So, if you're just looking at what the data tells you right now rather than what people actually want, you're always going to be playing for the system rather than building a business. You fix that by going back to the person and saying, what do they need? Let's go all in on people. People are scalable. There's a lot of us.



Ryan Moran [00:43:12]

There are a lot of human beings and we keep making more. That's scalable. Thinking about what's in the system and how can I get mine has diminishing returns. Your job during this process, your 2nd 3 months is to maintain 25 sales a day while launching product number 2. And if you do that, your audience will be bigger, they're more responsive, and hopefully you've put deposits into the relationship bank account so you have more goodwill.

Ryan Moran [00:43:45]

And so, product launches get easier and easier every time rather than harder and harder. If it's something that they actually want, then it continues to compound rather than running into these walls and looking for a new product to sell. How many of you are familiar with Bulletproof? He's speaking later. Dave had an audience. He's a blogger and a podcaster. There was no demand for mold-free coffee. None.

Ryan Moran [00:44:22]

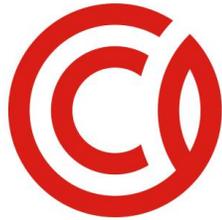
But he served a very specific person. And had Dave wanted to be a coffee company, his 2nd product would have been a dark roast. But he didn't want to be a coffee company, he wanted to be a performance company. And so he said, what's the next thing people buy on their journey? My person. At the time, there was no internal data to say there were a bunch of people buying MCT oil. There was no data saying that you needed caprylic acid in your coffee. There was none of that.

Ryan Moran [00:44:55]

He did it for his person. And he built what will probably end up being a billion dollar company. That gave him the ability to sell fat water, whatever that is. To sell unfair advantage, to sell supplements, to sell in retail stores across the world, to sell the Bulletproof vibe. Does that fit into a coffee company? I'll have my coffee on a vibrating plate. That's how I will spend my morning. No. He was building something much bigger and he could have only known that had he thought about serving people, not what is going to sell.

Ryan Moran [00:45:42]

And guess what? People buy on Amazon regardless of what the reviews are because it's for them. That's how you build a real business. Your biggest challenge in this stage is funding. Can you fund the business to sustain the growth? Now, I've talked about this on the podcast 100 different times but I'll give it to you in 15 seconds. If you're taking consistent sales, funding your own inventory is a waste of precious dollars.



Ryan Moran [00:46:16]

My opinion is if you're taking money off the table to buy more inventory, it's a misuse of dollars. My first order was like \$1000 bucks, like \$600 bucks and I built that into a \$16 million dollar company. It would be a really, really bad use of funds to take that ... If I know I can take \$1000 dollars and create a product that's going to end up selling 100 units a day, I need that money to be able to put into new products, to put into new advertising, to put into new strategies, to put into events and networking. That's a better use of dollars than buying new inventory.

Ryan Moran [00:46:55]

So, what do you do about that? There's a couple ways. Amazon lending is phenomenal, but you only get it when you've been selling consistently for a year and you put a personal guarantee on it. So, it's great. We use it. But it has its limitations if you're still ramping up. Getting a bank line of credit, phenomenal. Great interest rates, easy to deploy once you're approved, and a laborious process.

Ryan Moran [00:47:22]

I'm really interested in a company right now called SellersFunding. I think they come from this world, actually. Is anybody from this company here? Okay, so they specifically fund Amazon-based businesses and I think they just sold out Shopify. Really, really solving a cool need in the marketplace. I think you need 3-6 months history and then it could ramp up. So it's all customized to Amazon sellers.

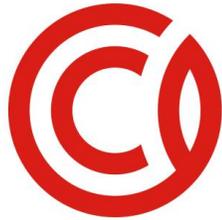
Ryan Moran [00:47:44]

If you're primarily an Amazon seller, that's a cool resource that I'm really fascinated with. So, Amazon lending is available. Coolest thing ever. Hit a button and it shows up. Line of credit is great. It has its limitations. SellersFunding is another option as well. So, you have access to be able to clear through this if you're using capital well.

Ryan Moran [00:48:06]

That is how you get through the growth. Let's move onto stage 3, the gold. This is where you finally get paid. This is where we cross the million. Your primary goal here? Release as many products as you can comfortably handle because we only need 3-5 in order to cross the million. So, we continue to roll products through the system, launching them, getting reviews, maintaining 25 sales a day.

Ryan Moran [00:48:33]



Here's your 2nd goal. And primarily, I want you to see where this fits into the system so you can say I'll save all of this for later. In stage 3 when you've got multiple products that are selling consistently, that's when you can turn on new forms of advertising. That's when you can distract yourself. That's when you can try new things. That's when you have the profit margin to be able to invest in new forms of advertising.

Ryan Moran [00:49:03]

Number 1 advertising source in the world, and this has been true as long as I've been selling things on the internet. The number 1 source of advertising is MySpace. I'm kidding. The number 1 source of advertising, other people's audiences. This takes many forms. It's podcast sponsorships.

Ryan Moran [00:49:33]

I have one team that I advised once. I just looked at them like, you just need to spend more money on podcast ads. 3 years later they came to me and said hey, that added \$4 million dollars to our revenue. Thank you. I'm like, should have charged more. Okay. Other people's audiences is a podcast, Youtube channels, blogs, influencers, anyone who controls eyeballs.

Ryan Moran [00:50:00]

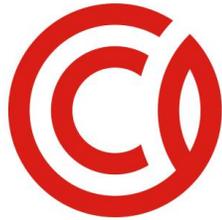
That is how you think of advertising. Other people have the distribution. You are paying to be in front of the distribution. I could spend a whole hour talking about this but this is the 80/20 of advertising. If you know your person, and you know what they buy, and you've got the solution for them, find out who's in front of those people. Pay them. Partner with them. Get them to be fans. Become BFFs with them. That's your job. That's what you do at this stage of the process.

Ryan Moran [00:50:40]

So how many of you have ever eaten one of these? Quest bar, came out of nowhere, hit \$100 million dollars. You know how they scaled? Other people's audiences. They got good at a couple flavors. That gave them the audience to really start to scale. Do you know what the number 1, when it launched, what the number 1 selling flavor of Quest was? Blueberry muffin. Why? It's when their audience was biggest. It had nothing to do with anything except the audience was responsive at that time.

Ryan Moran [00:51:18]

Now, the reason I tell you this example is because at one time, Quest bars were the number 1 selling product on all of Amazon and I don't think they had anybody internally that was the Amazon manager. Now they can do things like chips and pizzas and they're in Targets and they



do cookies and all kinds of stuff because they built the audience that's quite literally on a quest, on a journey.

Ryan Moran [00:51:50]

Your challenge in this 3rd stage, your challenge in this phase is going to be managing Amazon. Many of you want to be Amazon experts. That's awesome. I have no interest in being an Amazon expert. The idea that I'm going to be the best in the world at a certain platform while I'm trying to build something big doesn't make sense to me, for me, where I want to spend my time. So, if you're an entrepreneur, you have to learn to let go. Amazon's a really, really good opportunity for you to learn to let go.

Ryan Moran [00:52:27]

Now, there's a couple things that we've done to be able to clear this hurdle. You can hire somebody in-house. That's what I started doing. Brought somebody in-house, told them go to all of the events, go to all the conferences, read all the books. You can hire a freelancer on Upwork. You're going to have to vet them, make sure they're good. There's also agencies now popping up. There's one in my backroom. They're called Turnkey. I think that's their website. They're called Turnkey. They've done a really good job for some of the people I know.

Ryan Moran [00:52:56]

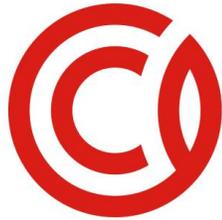
There's other ones out there too. But can you get it off your ... I shouldn't even say off your plate. Can you hire someone who is better than you at managing the sales channel so you can go launch new products, so you can go lead the vision of the company, so you can go build a real empire, so that you can start new sales channels or take half a second off. That's when you start to pivot from Amazon optimizer to being an entrepreneur, and that's going to be your challenge. Can you break through that \$100K, that \$100K a month at this stage of the process?

Ryan Moran [00:53:39]

So, this is what it looks like in 12 months. It's taking sales through an audience, knowing who your people are, serving people, releasing multiple products to that group, and having 3-5 products selling 25 sales a day at \$30 bucks. Then you do things like advertise to other audiences and scale and all of that. Beyond that, everything else is noise.

Ryan Moran [00:54:14]

So, here's your thesis. Here's the ... Here's what you build a business on. If you launch products to a small audience, you'll rank for keywords and get reviews. If you rank for keywords and get reviews, you'll have 25 sales a day across multiple products. That means you have a million dollar business. And if you have a million dollar business, you're a 7-figure entrepreneur. And



depending on what you do next determines if you're financially free for life. That's what it takes. That's the process in order.

Ryan Moran [00:54:46]

But here's the secret. Your life will change when you stop thinking about what I can get. Your life will change, everything will be easy, when you have the perspective that it is not about you. The minute you have the shift that it's not about what I can get and that all of these douchebags that are blackhatting and faking and trying to just maintain long enough to get acquired, knowing that somebody else is going to be held holding that bag, it's not a business. That's not even entrepreneurship. That is all about them and what they can extract from the system. You're better than that.

Ryan Moran [00:55:42]

You're an entrepreneur. You create change in your life and in other people's lives. Every time I have a lesson that life needs to give me, it gives me a wakeup call. I got mine recently. It looked like this. That's my little boy in there. Look at him. He's doing keyword research right now. I'm like, buddy, it's about people, not product.

Ryan Moran [00:56:19]

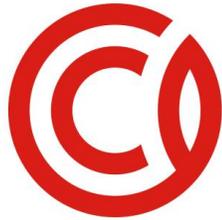
So, every time I have a lesson that life needs to give me, it just throws me a kid. And I know that little boy is going to grow up and watch everything I do and he'll model me. That's the legacy you leave on the world. How you do anything is how you do everything and life opens up, it gets real easy and real good when you stop thinking about yourself and you start thinking about the people you impact.

Ryan Moran [00:56:50]

You're an entrepreneur. You have the ability to change the fucking world. Even if it's not the world, it's your world. It's your family. It's your community. It's your customers. And what I wish someone had told me when I started out was how many people were impacted by the one product that would rank, by how many people would buy it, by the employees that you surrounded yourself with. It impacts everybody. And so, life gets real good, simple, and easy when you make the shift that it's not about you and it's about other people. That's when the world just runs to you.

Ryan Moran [00:57:30]

I put my slides here at this link. There's also some podcasts there I think you should listen to. But I want you to know something. You're among the 5% of people, 5% of people who take personal responsibility. 5% of people who actually do something to create a change. 5% of



Capitalism.com  
— BE THE CHANGE —

people who build the skill set and the influence to be able to change things around them. Do not waste that doing things that don't matter. Do not waste it on anything that does not create the impact and the life that you want.

Ryan Moran [00:58:25]

Do not waste the very special and unique ability that you have on what you can take. You're better than that. Everything that you want in this life is on the other side of what you do for someone else and everything you want as a result of that is available to you. Go out there and take it. Thank you. Thank you.

Ryan Moran [00:58:57]

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. You can get plugged in at [Capitalism.com/1](https://Capitalism.com/1).

Ryan Moran [00:59:27]

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](https://Capitalism.com/inc). That's [Capitalism.com/inc](https://Capitalism.com/inc).