



Ryan Coisson - Finding The Most Profitable Opportunities In An Ever-Changing World

Transcript

Ryan Moran [00:00:04]

Hey Capitalists, welcome back to the podcast. I'm Ryan Daniel Moran. Today I'm going to reintroduce you to my friend and my mentor, Ryan Coisson. Ryan is my mentor when it comes to options trading. I pay him for advice on trading options. It's something I do on the side. But I had Ryan come into The One Percent to do a live call with our community to specifically talk about identifying profitable opportunities.

Ryan Moran [00:00:32]

The reason why we did this is because Ryan has a knack for finding the right long term stocks to buy, the right cryptos to buy, the right businesses to go into. He buys a bunch of businesses and websites. He has 1000 different things going on and I have no idea how he manages it all, and I have no idea how he picks what's going to be a winner and what is to be avoided. And his winning record is really freaking impressive.

Ryan Moran [00:00:57]

So, I wanted him to come in and talk about his mindset, about investing, about finding profitable opportunities, and where he sees people get this wrong. Spoiler alert, what I took away from this interview, and I felt like this was ... This impacted me, was Ryan went deep into talking about risk management and managing your emotions when it comes to making decisions.

Ryan Moran [00:01:22]

So, with the mindset and the winning track record that Ryan has, you're going to benefit a lot by seeing where you can see the next big thing and the next opportunity. I had a bunch of ah-hahs from this and I think you will as well. Again, this was recorded inside of The One Percent and I want to give you one heads up. The audio is a little off here at the beginning because we were dealing with a technical mishap, but it gets better after a few minutes. So, if you'll stick with me for that you'll really enjoy this chat with Ryan Coisson.

Ryan Moran [00:01:54]

Good to see you my friend. Thank you for coming over. I have a smorgasbord of things that I want to ask you. Now, we marketed this live tonight as being about trading options. We might talk about that. We might get there. Okay, so full disclosure for anybody who doesn't know, Ryan and I have known each other ... We first met at Jason Drone's event in San Diego in 2011, I think. That would make us ...



Ryan Coisson [00:02:25]
10 years ago.

Ryan Moran [00:02:24]
Yeah, it would make 10 years ago. But we didn't ... We only regularly started communicating when I hired you as my options trading mentor, which is not quite a year ago. So, that was what I came to you for as a customer but along the way I've learned some things about you that are just fascinating. And we're going to go into that tonight. We'll get there in a second. Ryan makes money in approximately 7 dozen ways. He trades options, he's a long term investor, he does ecommerce extremely well, millions and millions of dollars in ecommerce.

Ryan Moran [00:03:08]
Companies give him equity for advising them and helping them grow. He sells courses. He does search engine optimization. He recruits affiliates for offers. He does sales letters and webinars. Am I missing any of them?

Ryan Coisson [00:03:24]
Quite a few but there are more.

Ryan Moran [00:03:27]
Tell me a few of them that I missed.

Ryan Coisson [00:03:29]
Well, I've been buying and acquiring media sites for a long time.

Ryan Moran [00:03:33]
I forgot about that.

Ryan Coisson [00:03:36]
With that, email lists included in that, and then kind of basically utilizing that data to make new offers, bought intellectual property and rebrand that property.

Ryan Moran [00:03:46]
Wait, wait, wait. What? I didn't know this part. Give me an example. Can you give me an example of one?

Ryan Coisson [00:03:50]
So, in the finance space for example I bought intellectual property for about 15 courses and rebranded some of those and ...



Ryan Moran [00:03:59]

Really? Wait, so you repackaged it and then sold them?

Ryan Coisson [00:04:01]

Yeah, under a pseudonym.

Ryan Moran [00:04:03]

Are you allowed to say what it was?

Ryan Coisson [00:04:05]

No, they're still being sold now.

Ryan Moran [00:04:06]

Oh, you're selling them right now. Okay. So, alright. That's a flip just happening right now. Okay, anything else? And, by the way, he's good at all of them. Really good at SEO, millions of dollars on Amazon, millions of dollars sending cold traffic to ecommerce websites. I think lots of money doing search engine optimization. He's good at all of it. So, this is ... I mean, we'll get to this but I genuinely want to find what the nut of this is because there's something about you. Every time I meet with you, you have some other weird, random thing going on that's absolutely crushing it. Don't worry, I'll find it.

Ryan Moran [00:04:57]

But to echo your point, I had coffee this morning with someone here in Austin. His name is John Durrant and he has a fund for health brands. And one of his contacts is Mark Sisson. Mark Sisson started this ... Yes, he started Primal Kitchen but he didn't start Primal Kitchen until he was in his 50s and sold it for hundreds of millions of dollars when he was in his 60s. And I said Mark Sisson gives me hope for myself because I'm like you can peak in your 60s. Another person that does it is Cathie Wood. Cathie Wood, she peaked at 65. If I peak at 65, that's fine. I've got 30 years.

Ryan Coisson [00:05:38]

Colonel Sanders, there's a gajillion.

Ryan Moran [00:05:41]

So, to your point, there is something to just stacking those talents and those experiences and waiting for your pitch. The thing that annoys me so much about you though is you seem to hit every pitch.

Ryan Coisson [00:05:57]

Know where the strike zone is.



Ryan Moran [00:05:59]

Okay, so I think that your superpower, this domain that you master with all these different talent stacks is finding opportunities. That's what I perceive about you. You just seem to have this knack for being able to see the opportunity, seeing what's worth pursuing. Do you think that that's close?

Ryan Coisson [00:06:19]

100%. I mean, but I think part of it is I have leverage because I've been exposed to so many things that where someone might look at an ecommerce business and think oh, I need to grow this and I need to do it this way, where they're playing checkers in my opinion, where I'm looking at the board 30 moves ahead because I've seen the variety, not just in my own businesses but I've had other friends grow massively successful businesses and I've seen inner workings and I know what was the tipping point for them.

Ryan Coisson [00:06:52]

And so when I look at it, I just look at it with a different colored glass and I think that is the difference whether you want to say it's like, oh, I can see that opportunity. It's just, I have a much different perspective.

Ryan Moran [00:07:04]

So, when you're evaluating ... I think you're kind of in transition right now. Looking for your next big thing.

Ryan Coisson [00:07:12]

Next main focus, yeah.

Ryan Moran [00:07:13]

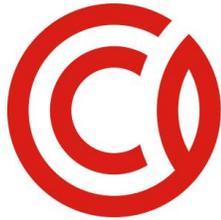
But you still trade options, you still invest, you still have a bunch of things going on. So, how are you evaluating what is worth your time in the next kind of chapter of your career?

Ryan Coisson [00:07:26]

Yeah, I think for me it's I want to really have something that I can sink my teeth into. I want something that excites me, that I love. Trading, I started teaching trading back in January of 2018 and it was on a whim. I didn't really know if anybody would be interested. I didn't really know ...

Ryan Moran [00:07:47]

You started teaching it or you started doing it?



Ryan Coisson [00:07:49]

Teaching it.

Ryan Moran [00:07:50]

Teaching it. Okay.

Ryan Coisson [00:07:50]

Yeah. I didn't know if anybody would be interested in anything like that and for me, again, I sort of see the matrix when I'm trading and to me, it just was interesting to teach it because it was ... You learn something about yourself when you're trying to teach someone else the same skill, and you have to start to peel back all these little layers and you have to think about, how are they thinking about it? Or how did I think about it, because I started trading originally back in the early 2000s. 2003 when I first kind of discovered it and really cut my teeth in 2004. The world was a very different place. So, it's like, trying to think, I was a very different person. I was quite young. And just trying to think about that perspective. So, for me ...

Ryan Moran [00:08:42]

And have you been doing it consistently for that long?

Ryan Coisson [00:08:44]

Yeah. So, I mean, there were some times where I took breaks from trading, but it's always kind of been there in the background for me.

Ryan Moran [00:08:50]

I'm glad. I'm actually glad you said this because you seem so naturally good at it and I hadn't factored in, I've been doing this for 9 months and you ... Maybe a year since I first went through your course. And you've been doing it for ... I think that was 18 years that you just spat off. So, I actually feel better about myself now.

Ryan Coisson [00:09:17]

Yeah. And the funny thing about that is some people think ... I don't day trade so I could never do that where you're kind of dialed in, you're plugged into the matrix for the whole time the market is open, and maybe even after hours or pre-market. But for me, yeah, there might have been times where I took off but maybe I only did 2 trades that year. But that to me, it's okay. I'm not ... I'm a position trader where if I'm trading with larger sums of money, I might have a handful of trades and I make plenty of money for the entire year. I mean, this last month basically I made almost the entire amount of money that I made for the first 8 months or 7 months of the year.

Ryan Moran [00:10:06]



In August, you made about as much money ...

Ryan Coisson [00:10:09]

Just over. Just over.

Ryan Moran [00:10:11]

Just over as you did all of the previous months combined?

Ryan Coisson [00:10:15]

This year, yeah.

Ryan Moran [00:10:16]

Trading options.

Ryan Coisson [00:10:17]

Yeah, yeah. So, I try to explain this to people. This has happened to be actually in December before. In 2017, I made a lot of money going up to December, but then I made more money in December than I did the entire year. So, to me ...

Ryan Moran [00:10:33]

And is that because of market trends, because ...

Ryan Coisson [00:10:38]

Yeah, opportunity. So, the thing that ...

Ryan Moran [00:10:40]

That's it. Okay. Spotting opportunities.

Ryan Coisson [00:10:41]

Yeah. So the thing that people often forget is volatility in everything, volatility in someone's life, someone's going through a divorce, someone's going through a bad business partnership, there's opportunity for a life change, there's opportunity to buy businesses there. There's opportunities to help that person out, create something new as they transition and get equity and help them grow a company. There's volatility in the marketplace, say Amazon. When things started to get really hard and then all of a sudden all of these competitors who were maybe buying reviews or had sort of systems that were maybe grey and Amazon whacked all these people, massive opportunity for other people if you know how to position it.

Ryan Coisson [00:11:26]



Stock market, same thing. As a trader, you want volatility. You need volatility to find opportunity to trade. So, everyone always thinks about, the market is going like this, or I don't know if the market is going to pull back into this sort of stuff. It's like, I'm happy in July when the market sold off. I'm happy in July when the market sold off, or in August when the market sold off as well because it's opening up the door for new opportunity.

Ryan Moran [00:11:54]

I just got a big ah-hah while you were saying that. I just had such a big click based on what you were just saying. You spend a long time getting good at a craft and getting paid to be good at a craft, and then you kind of wait for your moment and that moment happens when there is blood in the streets or when ... Actually, it's when other people panic. So, based on what I know about some of your options trading strategy, and I'm actually going to pull one up here, I know that one of the things that you look for is stocks that have had long trajectories of growth and you look for when you have indicators that say they're oversold.

Ryan Moran [00:12:43]

And that's when you're like, you tune in on that. I think that's why August was such a profitable month for you was you had several of those trend continuations.

Ryan Coisson [00:12:54]

The broad market delivered that same thing. So, when the market was continually going high, there was naturally ... It's going to happen. There's going to be selling, there's going to be profit taking, this is what makes the market go round. And as that occurred, it moved into an extreme scenario meaning that sort of one way of looking at it behind the scenes is that as some people started to sell, other people started to see the market go down and go, oh crap, I'd better take some of my profits too.

Ryan Coisson [00:13:23]

Because again, think back, March of last year at the bottom, the S&P is up over 100% from that point. Think about that for a moment. That is insanity given everything that's still going on. At the time, it was just so classic, and there's a 3rd Ryan that we know, a friend of ours, where I remember when he and I did ... We recorded an hour long video for some mutual friends and then my audience as well and we were talking about this mega sell off in March of last year, which I started to alert my students about in February.

Ryan Coisson [00:14:03]

And I saw that, again, huge opportunity. Huge, huge opportunity. Any time you see not only market correction but the market dropping 30+% and other stocks, some of them dropping way high, 50%, 60%, 70%. You have to think, as a long term investor I'm ... I was 35 at the time. Now I'm 36. If I can buy some of these things now, where do I see them in 20 years or 30 years



or even just if I want to buy the S&P, I look at it as collapsing the time because if I'm buying it and then by the end of the year I'm up 70% which was roughly the case on the SPY, many of these indexes, they were up roughly 70% by the end of that same year.

Ryan Coisson [00:14:53]

You think about the market averages 8%, 10% depending what you're looking at. How much time did you just save yourself? You did that in 9 months. You did that in 9 months. And so to me, it's not even just seeing that opportunity because everyone sees opportunity every day in a lot of ways, especially entrepreneurs, we're very good at seeing opportunity. But I think part of it is having the courage to take what often is the no-brainer opportunity but the hard one to do. But then having also the courage to say no to that other opportunity.

Ryan Coisson [00:15:32]

And for me, I've been good and bad at that over the years where there's been instances where I've maybe said yes to an opportunity and that was a business partnership and it worked well for a while but then it sort of had an implosion. But for me, I don't dwell on that thing. I always have believed in doing the right thing, trying to help that thing phase out and do the best that it can, help the individual if I can, and move forward on my own because I've always believed that I know, no matter what, I'll be able to start something new. No matter what, I'll be able to have success. No matter what, I've got these other businesses. And that's a very powerful place to be. When you don't need money, the decisions that you make are a lot easier and a lot clearer.

Ryan Moran [00:16:14]

I've learned so much about you in the last 5 minutes. We could end this now and I'm satisfied. But what I'm realizing about you as we're talking is that this applies to all these different things that you have your hands in, which is you wait for your pitch on the right stock options to buy.

Ryan Coisson [00:16:38]

It's the science of hitting, Ted Williams. Read that book.

Ryan Moran [00:16:41]

You wait for your pitch when it comes to what business you're going to start, but you're building your skill set along the way and you're not romantic about where you are in the process. So, one of the things ... I was so mad when we were working together for a while that ... I was so upset that it was such an internal game. Trading options, the longer we worked together the more I realized it was all about managing yourself. You could teach me the principles in 20 minutes and the rest was training your brain. I hate that. I hate it.

Ryan Moran [00:17:23]



But you ... I realize about you that you will look at 9 opportunities and pick 2 or 3 of them, where in my brain I was like, I must make every single one of these opportunities work. I'll look at a chart and I'll super analyze it and I'll try to find the opportunity, which is the exact wrong thing to do. And I had to ask myself, where else is this showing up in life? As terrible as it is, I hate the quote how you do anything is how you do everything because it's so convicting, but does that show up in relationships? Every time you're in a relationship is it like, I have to make this one work. Every time you're in a business, have to make this one work.

Ryan Moran [00:18:09]

And how paralyzing that is. Where you are looking at it like not the right one, not the ... It's coming. The right trade is on its way. The right opportunity is right around the corner. Don't need to worry about where I am right now. Strike.

Ryan Coisson [00:18:24]

Yeah, I think one way of looking at it is investing particularly trading ... This position size trading with options which is what I do, it's one of the greatest personal development courses anyone can ever do because it's going to shine a light immediately on all of your flaws and all of your thinking.

Ryan Moran [00:18:42]

I've learned this.

Ryan Coisson [00:18:44]

And the biggest thing that people start to realize is it will crush your ego faster than anything that you can possibly imagine, and the reason why that's so good is because you have to learn to become indifferent. The stock market does not care about you. It literally, I promise you, it doesn't care. So, why do you care so much about it? It's almost as like as you're trying to chase after this white rabbit, the stock market is just ... It's running around and it doesn't matter. It literally doesn't matter.

Ryan Coisson [00:19:22]

As a short term trader, you have to think from this perspective because if you don't, what's going to happen is you're going to be drawn into it, you're going to be dealing with emotion, fear, greed, you're going to be dealing with anxiety like you're talking about, like which ones of these ... I've got to trade all of them. I don't really know. And then at the end of the day, you get a winning trade, you get a losing trade. Okay, it's normal. Did you maximize the winner? Did you minimize the loser? Did you learn something? Can you apply that again? Did you pick up a nuance that made sense that now, oh, I mean, again, I gave you the playbook. This is the playbook that I learned taking the punches along the way.



Ryan Coisson [00:20:05]

And there's a difference in having, I think, sort of ... There's a benefit and a con to it. Someone showing you the way. It's great, it's a little bit easier, you're not sitting there lying in bed thinking about things with the market and trying to figure out wait, why is that happening? Or what does that mean? Or okay, if that happens, how does this occur? And you're trying to think and I'm trying to think not just for myself but I'm trying to think of the psychology of the other investors because that's who's helping move the market.

Ryan Coisson [00:20:35]

And so, what is a normal person doing? What is ... When they're trading, why do I wait after the first hour? I remember when my mentor taught me that 20 years ago, I contemplated that over and over and over again. And his answer was so general but specific to it. Well, that's when the basic dumb money is moving. All the normal people invest in the first hour. There's increased volatility. We want the dust to settle. But I would think about that over and over and over again, and is there opportunity there? Can you see stuff in pre-market and volume and all this sort of stuff.

Ryan Coisson [00:21:12]

And over the years, I just sort of evolved how I did things, and what is important and what's not important. I'm not ... You could ask me about a lot of different ... Even different options trading strategies and I will know nothing about them, but I know this incredibly well and I'm totally content doing that and I'm just going to do it today, I'm going to do it 10 years from now, 20 years from now.

Ryan Moran [00:21:37]

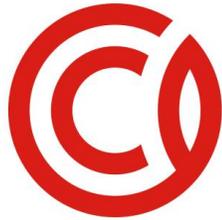
It is really amazing how process-oriented you seem to make business, but the contrast of that is it's interesting how emotional we make money as human beings. And you seem totally comfortable just waiting for your pitch.

Ryan Coisson [00:21:55]

Yeah. I think ... I mean, you have to be content. If you're not content with where you are right now, I promise you you're not going to be content with a million dollars sitting in the bank. I was just as happy when I was sleeping in my car going rock climbing on trips, and literally my friend and I would lay down a mattress topper in the back of his Toyota 4Runner and go climbing for a week, as I am now. I mean, you have to understand that money doesn't change too much. It makes a lot of things easier and it's nice to have the stability and all this sort of stuff.

Ryan Coisson [00:22:31]

And I used to hate when people would say that sort of things when I didn't have money. But what I mean is for me as who I am as a person, I still want to go rock climbing. I still want to go



play frisbee golf. I still just want to go to the music festival and have a drink with a friend. I still want to do all those things that make me happy and make me feel content. I look at business as the same way. I'm now fortunately in a position where I don't ever have to make the decisions on what business I do or what promotion I run or if I run a promotion or whatever it might be for money. I don't need it.

Ryan Coisson [00:23:04]

So, it's like I have that ability to, kind of what you're saying is, wait for that pitch but it's more like I have the ability to be more ... To contemplate on it more, to think about it, to start something and say, you know what, I don't need to move that forward.

Ryan Moran [00:23:20]

I wanted to ask you about investing and the markets, where we are right now because we keep hitting these all time highs and inflation is ...

Ryan Coisson [00:23:34]

Isn't that nice?

Ryan Moran [00:23:35]

Yeah. And inflation is through the roof and there is ... On one hand there's FOMO, I don't want to miss out on everything that's growing, and then there's fear over the economy slowing or buying at all time highs. You don't seem emotionally attached to any of that.

Ryan Coisson [00:23:55]

Why would I?

Ryan Moran [00:23:55]

I don't know why you're not.

Ryan Coisson [00:23:59]

Okay, why are you?

Ryan Moran [00:24:00]

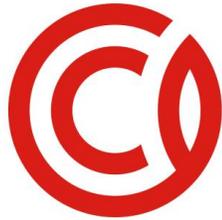
Because I could lose it.

Ryan Coisson [00:24:04]

Oh, fear.

Ryan Moran [00:24:04]

Yes. Yes, Ryan.



Ryan Coisson [00:24:08]

Okay, so does that mean that you're maybe trading with money or investing money you shouldn't be, or does that mean that you need to shift kind of your thinking about do you need this money tomorrow? I mean, we're in this beautiful home. Are you going to be able to cover the mortgage if you lose the money?

Ryan Moran [00:24:26]

It should be okay there, yes.

Ryan Coisson [00:24:28]

Yeah, okay. So that's good, that's good. You can buy more of this delicious wine.

Ryan Moran [00:24:31]

It is actually pretty good wine.

Ryan Coisson [00:24:33]

So, think about why you're afraid. Were you afraid ...

Ryan Moran [00:24:41]

By the way, I often call Ryan the Jordan Peterson of options trading.

Ryan Coisson [00:24:47]

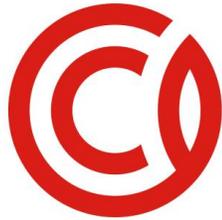
I still don't even really know what that means.

Ryan Moran [00:24:49]

Well, you gave me one of the best insights ever. We'll come back to this, but this is such a good point that I don't want to miss. This was literally a moment I'll never forget in my life. Ryan sent me a video response to a trade that, I don't remember what the trade was, I don't think it had gone well, but he said to me, I can tell that you are taking these trades personally. And I just paused and I was like, how am I taking this personally? And inside, I noticed that if a trade went well my thoughts around that was, I'm a genius, and if it did not go well, my thought process was I'm an idiot, I'll never be good at this, I'm a big failure, and it would just compound and that thought train would continue to go.

Ryan Moran [00:25:43]

How interesting. And you put a spotlight on that and it made me pause and think about where that shows up elsewhere in my life. A business goes well, a partnership goes well, I'm a genius, everything I touch turns to gold. And if it doesn't go well, I'm an idiot, I'm a failure, I'm behind, and that thought train continues going. Neither one is true because there's other factors. There's



luck and there's timing and there's your partner and there's the markets and there's all these other things. So, that was such a click for me where I finally got a glimpse of how you're able to be less attached to the result of something. I am not there yet. But that was a huge moment for me.

Ryan Coisson [00:26:35]

You know how I learned that, right?

Ryan Moran [00:26:36]

By making the mistake?

Ryan Coisson [00:26:38]

Yeah, I took a beating. I mean, when I started trading I tripled my entire account in 90 days and then I proceeded to make every mistake that I've taught you not to make in the field ... On the field of play, as Todd Herman would say. I was out there and sitting in my dorm room taking a beating and looking at myself going ... And I had to literally step back and go, what is happening here? And this is how it all started to come together. The beginning part was yeah, I had the fundamentals, but I got partially lucky.

Ryan Moran [00:27:19]

Okay, so let me say this differently. You knew how and you applied it and got lucky, and then you got whacked.

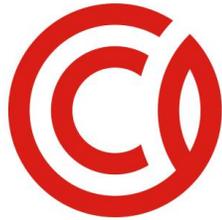
Ryan Coisson [00:27:26]

Yeah, because what happened was I did the opposite. My ego was saying I was a genius, and so I then started to bend the rules and I would go oh, okay, normally I would only trade with 10% into one trade. I'm going to go 30% into this one. I feel really good about it. I made all of these, now what I look at as, not habits of a winning trader. These basically practices that losing traders implement and I just fell into those traps.

Ryan Coisson [00:27:55]

But that is the seduction of being 19 years old and you think you found your thing, and I really, truly believe that trading is one of the things that I'm naturally gifted at and I just have a really easy ability to now remove emotion and be indifferent about things which gives me a very big advantage. But yeah, I learned that making the mistakes. I learned that sitting there dealing with the pain of being like, holy crap. And I have other experiences that have been that way with business. I learn by taking those beatings.

Ryan Moran [00:28:34]



And the opposite, by following the process, sometimes it works out, sometimes it doesn't, and sometimes you get lucky.

Ryan Coisson [00:28:44]

Yeah, I mean, Dick's Sporting Goods the other day. I mean, I traded Dick's Sporting Goods very similar to Adobe. 2 days into the trade, it went up 16%, the stock. It was like, I made so much money, it was insanity. It was just ... But I got out of the trade because now it was unreasonable for me to still be in the trade. What happened with Dick's Sporting Goods? It went up for another week, week and a half, and then prices pulled way back.

Ryan Coisson [00:29:14]

I didn't know that price ... Yeah, I could have made, instead of over 200%, 300%, maybe 400% if I would have been lucky. But I could have never known that, so I can't think that way. But I let that luck help me, not distract me. I want it to serve me, and I have to know it for what it is. It's like, okay, how can I know? I can pat myself and say, look how smart I am, but really it's just fortunate circumstances.

Ryan Moran [00:29:43]

Yeah. It was such a realization for me just having you point that out because so often we take our results in business personally. I'm an idiot for starting this business or selling this product or partnering with this person. Of course it's going to be like that on the next one. Or this relationship sucked, of course the next one is going to be just like it. And we develop these patterns of thought around it that are not true. And trading options highlights ... It was some of the best personal development I ever did.

Ryan Coisson [00:30:22]

It truly is.

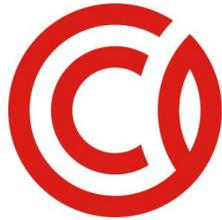
Ryan Moran [00:30:23]

It just highlighted all of that.

Ryan Coisson [00:30:24]

I really think if someone just started trading, even if they weren't really making a ton of money, it would be incredibly worth it to them because they're going to learn so much about themselves and it's so applicable in everything else. And going back to ... I mean, that could be part of the reason I have the ability to spot opportunities so well because I've been focusing on looking at opportunity in the market for almost 2 decades.

Ryan Moran [00:30:50]



Could you extrapolate how looking at opportunities in the markets fits into finding a product to sell on Amazon, or running traffic to ecommerce site, or buying up a content site, or investing in a business. How does that apply?

Ryan Coisson [00:31:07]

I think sometimes it's just when you look at something, it either makes sense or it doesn't make sense and for me, people ask me, students ask me, how long does it take you to look at your watch list, or I'm going through the watch list, it's 60 companies and it's taking me 20 kajillion hours. And it never makes sense to me because I looked at it the day before and I looked at it the day before that and I looked at it the week before that. It's the same companies, basically. And so, I know what's going on.

Ryan Coisson [00:31:35]

It's like hey, did Adobe, for example, in my notes, is Adobe going to go up today? And I said no, that's not going to go up today. That's it. That's all I'm looking for. Then I could potentially enter a position as you did. There's other companies that had that exact same setup today. So, I'm not really taking in so much information. I'm stacking information. And so it's the same thing. If I know affiliate marketing, and if I know ...

Ryan Coisson [00:32:07]

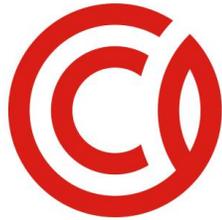
Let's take it differently. If I know a skill, Google Adwords, I started running Google Ads back in 2006, 2007 maybe. I think it was 2007. And if I know that skill as well as I do for me and my style of running Google Ads, which there's a lot of styles, I can look at an ecommerce business through that lens. Can I make that work? Yes or no.

Ryan Coisson [00:32:35]

And there was one that I partnered with last ... End of 2019, basically 2020, and I knew based on what they were doing with Adwords and the product and the profit numbers that I could scale that business with Adwords, and I could use Adwords machine learning to scale that business and I did. And then all of the other avenues, Walmart, Amazon, benefited from that. So, now that I have the skill, I can drop it on all of these businesses and I could say okay, does that work for here? No. Does that work for here? No. Does that work for here? Yes. Okay, that's interesting. Let me know more about that. Dig into it. Okay, pass. Next.

Ryan Coisson [00:33:21]

And so, that's how I look at it. And the same thing with media sites or content sites. What am I looking for? I'm looking for a site that has opportunities, so that looks like a myriad of things. If I'm looking at buying sites, well, how does a person get traffic? If it's just SEO, ding, ding, ding, ding, sign me up because I can quickly figure out, what are the keywords generating actual sales and then buy traffic from those exact keywords.



Ryan Coisson [00:33:50]

Okay, now I'm probably making more than double that business in a matter of 60 days if that. I remember one of the first sites me and a partner at the time bought, he funded it, I ran them, and so basically what happened was he was running ... He wanted to run these media properties and generate more cash flow, and so he bought these adsense sites and literally these things were making barely anything. Combined, we spent about \$70,000 dollars but I had a good adsense rep who I knew could help us.

Ryan Coisson [00:34:30]

So, basically I went to them and said hey, if ... What do you think? What would we need to do? And it was, oh, we'll kill off these 10 people that are advertising because then they're getting really low. We'll switch to just image ads and we're going to move this unit off the page so it's going to give you the ... Just the highest click rates. And immediately those sites went from basically making \$2000 dollars a month to \$8000. And those sites, I have no part in them anymore, but they're still around to this day, still cranking that money away, and literally this individual, we were all in, paid for the whole business with less than a year and in profit, still earning cash flow for them for almost 10 years.

Ryan Moran [00:35:16]

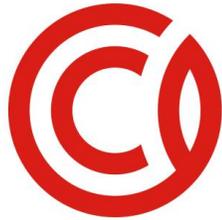
Oh my goodness. The beauty of that is you had the skill set or you had the secret advantage that you earned and you earned by learning the skill, applying it, taking your licks, learning the process, and that gave you one piece of the talent stack, which was Adwords. And then you take that and you apply it to a content site where it's the same ... You're applying that process and now you're learning the next skill, just the content site and SEO. Now you know 2 things. I've learned so much about you.

Ryan Coisson [00:35:56]

Yeah. So, it's kind of like you're bundling all of these things together so then eventually you get to a point where it's like, this last ecommerce business for example was like, I knew okay, if we get affiliates, we're going to make a lot more money. That's going to help SEO. That's going to help paid ads because they're going to build reviews. That's going to help Amazon. That's going to help everything. If we get people on Youtube, that's going to help bring our presence, it's a very visible product. If we could build that up. All of these little things feed the whole machine.

Ryan Coisson [00:36:27]

So you start thinking, I felt like a lot of times I find people will think ... And their thing will be so siloed that it's not wrong, but people will be like, oh, I am selling on Amazon but I'm building an audience and I'm focused on Amazon and I'm doing all these things for Amazon. That's great. If



you're making, say, a million dollars a year on Amazon and you don't have a website, you're probably missing out on a free \$100,000 dollars a year.

Ryan Moran [00:36:53]

Yeah. This is why I cringe when people say I'm an Amazon business. Then you don't have a business.

Ryan Coisson [00:36:57]

If you're making that much money on Amazon and then you do have a site but you're not running brand search or you're not running Google shopping or something like that, you're missing out on easy money. If you're not ... All these little simple things that they bundle and stack together, and instead of making them this sort of silo, I expand out wide and I think about all of those different opportunities, and then it's a process of going, well, if I think about all of these, which ones are the biggest needle movers? And some of them will stack.

Ryan Coisson [00:37:31]

So, if I grow Adwords, that's going to naturally help Amazon. That's going to naturally drive more brand search because more people are going to go see the site. If I get affiliates promoting, that's naturally going to drive more traffic which is going to increase retargeting which is going to build our email list which is going to increase sale promotions which is going to increase this. When you think about it that way, you're just like, okay, what is the right order? And you have to think about that prioritization.

Ryan Moran [00:37:58]

I really want your brain. So, here's what's going on in my mind right now, Ryan. In my mind, I'm literally having this thought. It's like, I actually don't know what my talent stack is. So, I could tell you a few things I'm good at, but you seem to have this Swiss Army knife that is very well sharpened.

Ryan Coisson [00:38:24]

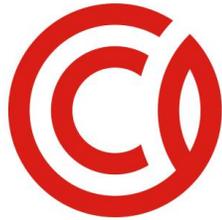
MacGyver was my favorite TV show.

Ryan Moran [00:38:27]

You can look at a business and say oh, I'm good at this lever. I'm good at this lever. And I don't think I'm that clear yet.

Ryan Coisson [00:38:37]

I think there's a few ways to think about it. For you, you could be good at hiring people to put in position to think that way. For me, the way that I always looked at it is I believe in having team and building a company. If I want to build a big company, my job really is to ... I need to bring in



the right people. I need to maybe handle very high level things like maybe it's some of the logistics, and there has to be money to obviously pay the staff. I need to do those things. I don't need to go in there and set up Adwords.

Ryan Coisson [00:39:09]

But by working through a long spectrum of businesses over the years, I've always believed that to hire and to really teach someone to build the system and the process that I needed to have at least some working knowledge. But I've also always been like, oh, okay, you're doing that, talking about that. Why are we doing it this way? How are you setting it up? Let's build that SOP. Okay, that ... And I would always want to know the structure, why this is happening, why that person is thinking that way, what ... And so I can maybe help but also so that I could learn.

Ryan Coisson [00:39:46]

So, I've always approached that way. But for me, it's helped me and it's enabled me to now ... It's like every day or every year I feel like it's easier to see the opportunity or to just live in a world where no matter what's going on in the news or anything like that I'm never fearful of ... I always know there's opportunity. I always know there's businesses. I always know there's products to sell. I always know there's companies that need my help if I wanted and I'll never want for anything.

Ryan Moran [00:40:17]

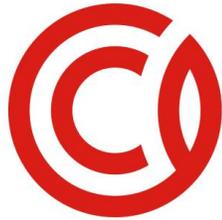
And that's true all the time. And that is such a ... That's true all the time and it's completely in your control to become valuable and skillful to be able to help somebody else as long as you can spot the opportunity.

Ryan Coisson [00:40:33]

Yeah. And I mean, I do that all the time with ... I mean, I have friends here in Austin that ... They're working on stuff and it's just fun. Oh, you're doing that thing, have you thought of licensing that? Have you thought of creating a deal with this person where it's like hey, you're going to license that, and literally I had a text message the other day from a friend. They had set up their very first licensing deal and they literally had this person, day one they sold I think it was \$12,500 dollars worth of the product and they get 40%. And he was like, this is real. He didn't believe that literally he basically didn't do anything and now he's getting whatever that is, \$5 grand roughly.

Ryan Coisson [00:41:19]

He was just so blown away that that's even possible. But he didn't see it before. And so I think it's cool to kind of be able to see that. You don't have to get something all the time from it but you can give just to do that and help somebody else out but it hones the craft, sharpens the things. He's in a niche I don't know anything about but I know the framework. Why wouldn't you



instead of just saying, hey, pay me \$10,000 dollars, why wouldn't you just license that to them because now you will make money into perpetuity.

Ryan Moran [00:41:48]

How do you think someone can get good at spotting opportunities on their own?

Ryan Coisson [00:41:56]

Yeah, one way is to look at a lot of opportunity but you have to know through what lens to look. So, you have ...

Ryan Moran [00:42:04]

And you said something earlier. I'm sorry to interrupt, but you said something earlier that was so important to that which was being willing to say no. Because I know, I invest in companies, I have a fund that invests money into ecommerce companies and I invest in the stock market. And I see a lot of deal flow and I have friends that will look at it and think, here's how this could work. Well, I'm managing some other people's capital in my fund and I'm like no, because this is how it could go wrong. I have to be willing to say no to that deal in order to find ... I actually had it out with my partner about 2 months ago because he had basically negotiated a no-risk deal, which he's very good at. He's very good at finding the no-risk deal and I wouldn't do it and he's like, I don't understand why you don't want to do this deal.

Ryan Moran [00:42:56]

And I was like, because it takes up capacity from us finding the homerun deal. This is like, at best it's a single. And he was like, but we don't have any deals in the pipeline right now. Why wouldn't you take a no-risk deal? It's like, because we're not going to find great ones if we're saying yes ... And we had it out. We were butting heads. And of course ...

Ryan Coisson [00:43:14]

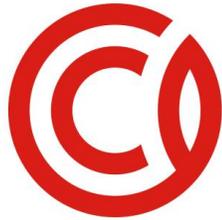
Stop for a second. That exactly paused your trading. Why would you take a mediocre trade that you think you just need to trade because you're anxious because you haven't traded in a week or 2 weeks when there is going to be a homerun down the road? You just have to be patient.

Ryan Moran [00:43:33]

I love that.

Ryan Coisson [00:43:35]

Put the chips on the table when you've got the bullets, not when you've got 2, 7 off suit. I mean, sometimes you get lucky with the 2, 7 off suit, it pays out, but the bullets are a much better bet every time.



Ryan Moran [00:43:49]

And isn't that true with everything? It's true with everything. And again, true with relationships. It's true with business opportunities. It's true with investments. There's always another one coming. I like the quote that the opportunity of a lifetime comes every 6 months.

Ryan Coisson [00:44:08]

Yeah, maybe even sooner. The thing you have to think about, too, is sometimes ones that you think are going to be a single turn into a grand slam. And there's factors outside of your control, and that same note, sometimes you think you've got a grand slam and it turns out to be a strike. So, it works on both sides. But the thing that you always have to think about, and I guess my advice to other people is if you're brand new, you have to think about a skill set. What skill set do you want to be good at to ... If you want to ... Doing this, what I'm sort of talking about here, and you want to silo that onto other things.

Ryan Coisson [00:44:48]

You want to say oh, I'm really good at email marketing. Well, there's a lot of ecommerce businesses that never email their customers and they never email, people will just get on their list.

Ryan Moran [00:44:59]

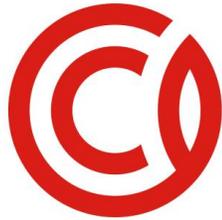
Ding, ding, ding. I keep waiting for somebody to start an email marketing agency for ecommerce brands. Just hit me up at Ryan@Capitalism.com.

Ryan Coisson [00:45:05]

Yeah, you can make a lot of money just doing that. And honestly, it can be very simple promotions and you wouldn't need that big of a team to do it. You can have a really, really successful business. But if you think about the email side of things, part of that benefit is it's not ... In ecommerce, for example, most people will say oh, I want to do email in that business. Great, cool. You're going to promote your products. Say you've got 10 products. You could have all kinds of sequences, cross sells, upsells, downsells, but where the real money is is then also going okay, what other products would these people buy? Let's set up some joint venture partnerships because you can be an affiliate, but where does that also lead you?

Ryan Coisson [00:45:47]

It leads you to, well, maybe I can get featured on their site. Maybe I can buy traffic from their email list. Maybe they can push a product or I can whitelabel one of their products to my customers. There's all these other benefits that can come from it as you grow that affiliate partnership. Maybe they want to buy you eventually depending on what the business is. But then a lot of people don't think in ecommerce space, well, what is a lead worth in your space?



Ryan Coisson [00:46:15]

So, for example, could you do direct mail where basically you sell the buyer data to other companies so they can send direct mail letters to. Or if you're in, say, for example, the maternity type space, think how much a lead in the maternity space is worth to Johnson & Johnson or P&G, whoever. Our diapers company. Think about what that's worth to them and if you had a process in your system that generated those leads and provided value to that customer, they're maybe getting free product or whatever, and then you got paid for all of those leads, next thing you know you have something where oh, this business, my AOV was \$100 bucks but oh, okay, I get this lead now. That's \$50 dollars per lead.

Ryan Coisson [00:47:06]

Or I get this thing, that's \$30 commission, that's \$50 dollars for that commission. Next thing you know, you can buy more traffic, you can do all of these other things more. Affiliates, you're willing to pay them ... Some people might go, oh, well all of my competitors pay my affiliates 10% on a physical product. What if you paid 20%? Who would they promote? Probably you because you're paying them more. Hint, hint, ding, ding, that's what I did. That's why we were able to make so much from affiliates because some of them were paying 2%, some of them were paying 5%. We started at 10%. So, they were immediately interested. So, if you think in these slight variations, you can make a lot of that just in one little scale. Does that make sense?

Ryan Moran [00:47:48]

It totally makes sense. Ryan, I want to close by asking you about fun.

Ryan Coisson [00:47:54]

Fun?

Ryan Moran [00:47:55]

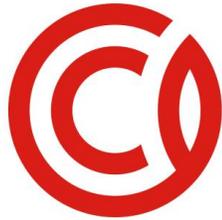
Fun. So, you travel, you go to UFC fights, you rock climb, you have a very full social life. I asked you, I think the last time we had dinner, I asked you about your work time, you were talking about your work times and you were like, you carve out a couple hours here. You had 3 hours of work time per day, and I asked you what your work time was like and you're like, I'm usually reading. I'm like, that's not work time. So, you're the one person I know who actually has a full, fun life and you're an entrepreneur who's in all these things.

Ryan Coisson [00:48:37]

I mean, I think there's other people that you know.

Ryan Moran [00:48:39]

No, just you. You're the only one. So, I want to hear about how you prioritize things in life.



Ryan Coisson [00:48:49]

I mean, every week I like to basically sit down on Sundays and look at the next week ahead and figure out what I want to do. And this isn't work. I plan work every quarter and then basically I work the plan for that, so that's like, okay for the next 90 days, this is going to be the themes I'm working on and going to execute. But I sit down Sunday and I'm like oh okay. I basically have a running list, like oh, I want to grab coffee with these people, hit some people up, schedule 2 little coffees. Okay, let's grab dinner one night or have someone over to grill or whatever, and I just put this things in.

Ryan Coisson [00:49:33]

And so, I don't know. It just seems common sense. If I'm going to schedule a workout, why wouldn't I schedule a date, or why wouldn't I schedule a trip or whatever that might be? So, for me, I'm a big UFC fan, so it's like, I mean, they're pretty good, the big events. Having those ... I know basically to the end of the year, the dates. So, it's like, oh, okay, this one is happening in September, this one is happening here, this one is happening here. I'm going to block that off. I want to go to basically almost all of the pay-per-view events because I love it. So, yeah, then I don't know. It's pretty simple.

Ryan Moran [00:50:12]

But do you prioritize fun over work?

Ryan Coisson [00:50:19]

Yeah, yeah. Yeah. I do.

Ryan Moran [00:50:22]

I think that's rare.

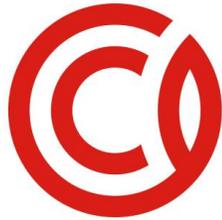
Ryan Coisson [00:50:24]

I don't know. I mean, I think work ... I enjoy everything that I do for the most part. I'm such a direct person that oftentimes I can come off like a bit of a jerk via email sometimes because I'm pretty darn direct, but that's always from a good place. But for me, I want to go to the park and play fetch with my dog. I want to go play frisbee golf. I want to go rock climb. I want to do those things. I want to plan trips with my friends. I don't know why people wouldn't want to prioritize that.

Ryan Moran [00:50:55]

Well, I think most people get into the trap of I will do that when I have time, when I have money, when I have ...

Ryan Coisson [00:51:01]



Yeah, and I fell for that trap. That doesn't work.

Ryan Moran [00:51:03]

Tell me about that. What do you mean you fell for that trap?

Ryan Coisson [00:51:04]

Yeah, I mean, early in my career I would say oh, you know what, I can't do that because I've got to do this. And then I realized that unless I made time, unless I prioritize that, I would always have that excuse because as an entrepreneur, I could go online today and dig through all these broker sites or email all these brokers and say hey, I want to buy a new site, send me everything with these parameters. And I could work on the next 3 weeks just on that, no social life, nothing, and figure that out. But it doesn't really make sense to me. If something comes about, cool, I'll do it but I'm not going to live my life that way.

Ryan Coisson [00:51:44]

I want to prioritize the things that I'm doing, the things that I told myself hey, when I was 17 years old, in high school realizing I don't want to get a job, I don't even want to go to college, I don't want to work for somebody else, many of my friends, their parents, both of their parents got laid off from this big company in our area and they were scrambling. I was like, this is not how I want to live my life. And I told myself, if I could just make \$2-3 grand a month I would never have to worry about anything. So simple thinking, but it was true.

Ryan Coisson [00:52:18]

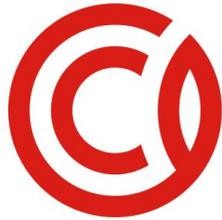
And then all of a sudden, people think that oh, I need to make \$10 grand. If I'm making \$10, everyone else is making a million. I've got to make a million. What a loser am I. I'm making a million dollars a year, I'm such a loser. Why am I not making \$10 million? And everyone, you're always trying to do that. I got out of that. I just stopped thinking that way, and for me, I don't really look at someone and say oh, you're better or you're whatever because you have more money. I've always looked at time and personality. I want some ... If I want to be friends with someone I want to be able to hang out with them.

Ryan Coisson [00:52:53]

If you're busy all the time every time I talk to you, can't because you've got to go to work, can't because you've got to do this, you always joke, when I text you about something you're like oh, I swear it's my kids, we'll hang out, whatever. And this is a different circumstance, but you have to figure out where those priorities for you ...

Ryan Moran [00:53:09]

You do tend to hit me up only on the weekends I have my kids, but I forgive you.



Ryan Coisson [00:53:15]

It happens. It happens. But does that make sense?

Ryan Moran [00:53:18]

It totally does. It's just ... But I think it goes back to the same consistent point of you're happy waiting for the next opportunity. You know internally there's always going to be another trade, there's always going to be another opportunity, there's always going to be another business, there's always going to be another relationship, there's always going to be another partner. And I think most entrepreneurs become entrepreneurs because it starts with a seed of fear of I might run out of money. I might go broke.

Ryan Moran [00:53:51]

And so, we're driven by got to make this opportunity work because there's scarce opportunity in the world. And you've seen through that matrix, which I think allows you to slow down and say, of course I'm going to go camping. Of course I'm going to go on that RV trip. Of course I'm going to go fly to Vegas with my friends and go to UFC. I don't care that I might miss a trade on Friday. I'm going to close all mine on Thursday and there's going to be more on Monday. There's going to be ... I might meet someone in Vegas that opens up a relationship. I think you have this deep, underlying abundance mentality about opportunities, thus allowing you to have your pick of which one you want to go after.

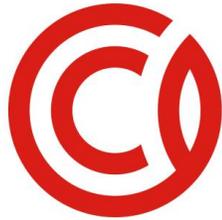
Ryan Coisson [00:54:36]

Yeah. I think also part of it is systems and processes where if I'm going on vacation, I don't need to close any trades. That's going to be all automated. I don't really have to think about that. Also, if I'm going to go ... If I'm thinking about oh, okay, I'm going to only work 3 hours today, I had to write an email today for this little promotion I'm doing to a very small portion of my list that it was like okay, this may make money, this may not make money, and it is so it's like okay, I'm going to run through this.

Ryan Coisson [00:55:06]

But if I were to say okay, I'm going to write this email and I'm going to do that from 11:00-1:00, maybe give myself 2 hours to do that, that's sort of silly. That would probably take me 2 hours. Or I could sit down and say, you have 20 minutes to write this email. And then I write the email, no distractions, in 20 minutes and hit send. I don't really care if there's typos, or ... It's going to literally, say, 1000 people. If I'm doing this for a big ecom brand or something like that it's a different story, but you have to understand, how do you put constraints on the things that you do within your business so that you can actually enjoy your life.

Ryan Coisson [00:55:44]



And part of that could be hiring a team. Part of that could be ... I mean, one of the most miserable times, though, of my life is when I had ... We had almost 60 staff in the Philippines, we had full time people in China. We had an office in China, office in the Philippines, I was living in Asia. It was weird time zone changes with other stuff that I was doing. We had them working the night shift. All of these other things and outside factors where it's like, things I want to do are during the day but our office is open 8:00-8:00. So, 8:00 PM to 8:00 AM.

Ryan Coisson [00:56:16]

So then it was like, I was trying to sleep during these times, and we had to revert everything because I couldn't live that way. And then we had to shift things around and then finally I was like, I can't live here. I need to leave. And so, understanding those constraints and changing them and how that's going to apply to you is super important.

Ryan Moran [00:56:33]

Ryan, you are one of the most fascinating people I know.

Ryan Coisson [00:56:35]

Thank you very much.

Ryan Moran [00:56:38]

For the record, I don't think you have anything available right now training wise, right?

Ryan Coisson [00:56:41]

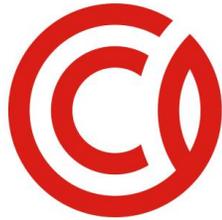
I don't, no.

Ryan Moran [00:56:41]

Okay, so I think in the last 5 years, I counted. So, Ryan, actually, I did a video once endorsing Ryan and I went, and in the video I said I think I've only ever promoted 2 people in the last 5 years and I wanted to make sure that was true, so I went back and factored it and it was 3. I've only ever promoted 3 people in the last 5 years. Whenever Ryan opens his next thing, we'll promote it. He's on the list of 3 people. And I actually don't promote the other 2 anymore so you're actually the only affiliate promotion that I do as of right now ever.

Ryan Moran [00:57:20]

So, Ryan doesn't have anything available right now but when he opens his stuff we'll promote it. You, my friend, are the Jordan Peterson of entrepreneurship. Thank you for being with us tonight. Give Ryan some hashtags in the comments please if you found benefit out of tonight. It's good to see all of you. Thanks for hanging out with us tonight. We'll see you next time. Take care.



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Ryan Moran [00:57:40]

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

Ryan Moran [00:58:04]

You can get plugged in at Capitalism.com/1. And 3rd, if you're looking to go deeper and build a 7-figure business that you can sell, you can work closely with us inside of 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.