



## **E25 - Leah Asks, I Know My Customer - Now, How Do I Get To The Million?**

### **Transcript**

Ryan Moran [00:00:02]

This is the Road to \$1 Million and I'm Ryan Daniel Moran. Hey, really excited to share this interview with you with Leah, one of our Cap Inc members, because Leah has a good amount of progress in her business. Now she's wondering, how do I ensure that I build the eight figure exit in a way that doesn't take away from my mission? Because her mission is to serve a targeted group of people that she's passionate about. She's got a product that she kind of thinks helps that person, but she doesn't feel like doubling down on that direction is going to serve the person that she ultimately wants to serve. So she's battling that tension and boy, oh boy, do we solve that in this conversation. As a result of this conversation, Leah leaves with a very clear plan to build an audience of raving fans. She has a clear product list for her to launch. And she says that she feels very clear in her alignment with an eight figure exit.

Ryan Moran [00:01:00]

And I agree with her. At the end of this conversation, she leaves with a plan for her to be able to hit the numbers that she wants and have a great exit without compromising the service that she wants to give to the community that she wants to help. If you're battling any of that tension, or you're wondering, how do I march towards an eight figure exit or a million dollar business while still being in service to people, this podcast episode is going to really help you out. Of course, Leah is one of our Cap Inc members. That is ideal for people who already know what their business is going to be. They might have sales or they have success in the past and they're launching something new so they can have an eight figure exit. If you're still getting clarity on your next move, the best place for you is inside of our mentoring group called The One Percent, and you can begin your road to 1 million over at [capitalism.com/1](https://capitalism.com/1). Alright, let's go hang out with Leah. Leah, why don't we start by you telling me a little about where you are in the process and where I can help.

Leah Boomsma [00:02:05]

Okay. So, I joined the Cap Incubator, the Capitalism Incubator, and I joined that in September. Prior to that, basically I was a working mom with my four kids at home, and I had developed a product that I came up with, it was a baby feeding product I came up with years ago. And I slowly grew that into what turned out to be a legitimate Amazon based product business, where I just ... It's the only product I have, but it's selling really well. In the last year I realized if I



want to make this a real business, after reading your book, I realized I actually need to have a brand, not just one product and not just a couple of products, but actually grow into something. So, I joined the Incubator because I knew that I'm just going to be stuck. If I just try to add product after product, I'm not really doing anything. I'm just putting a bunch of items out there.

Leah Boomsma [00:02:56]

So I want to do something more. And as the Incubator process goes, you began with looking at what's your mission, your big vision, and who are you serving? Which I had never thought about before. That's the stage I'm actually still at and what I figured out and where I'm at is I've gone through the very detailed process of outlining who my person is. I originally ... Where I was originally stuck and I'm not stuck anymore, originally was stuck trying to identify who's the person that's buying my existing product. Who's that person? I spent a lot of time trying to figure that out, but it wasn't exciting for me. I switched and I looked at who is the person I actually care about serving. It turns out they actually are very much the same person, but with a very, from my perspective, a very different angle.

Leah Boomsma [00:03:44]

Do you want me to go into who that person is? Or do you want me to tell you more about where I'm at? Because I guess the question I get to is I've now figured out who my person is, now I'm trying to build a vision and I'm trying to figure out how ... I think I have how that vision fits with my existing business, but I don't want to stick myself into ... Almost pigeonhole myself into a certain category just because I have a product and I'm trying to fit it in.

Ryan Moran [00:04:10]

I understand. Let's talk about what it is that you want. Tell me about the vision and the person that you discovered that you want to serve. And let's go from there.

Leah Boomsma [00:04:19]

Okay. As is very common, I think, is the person is very much me, but me five years ago. I am ... Where I'm at now is that I have four kids. My oldest one is nine. My youngest one is two. I'm in this kind of middle stage of motherhood, where I am transitioning from babies into young, not quite teenagers yet. I'm at kind of that next stage. What I want to serve as that mom who was me five years ago, which is the mom who has little kids, they're not quite in school yet, and is dealing with the extreme overwhelm of everything that society has to throw at her. There's so many things I can go on rants in every direction, which is one of the reasons why I'm so passionate about it, because there's a lot of reasons why that stage of life is really hard.



Leah Boomsma [00:05:03]

I see it as that stage from ... I mean, the moment you become a mom, you don't even realize it until it happens how fundamental that shift is internally until that moment that baby's born and all of a sudden, you're like, oh my gosh, I have this other human being that I'm now taking care of. And you really get passionate about it. In the end, you end up finding over a few years, you lose yourself. You become all about that child. You're all about figuring out your family and the needs and serving other people. Before you know it, what was supposed to be joyous and fun and exciting and you thought you were going to show up and be this mom who does all the Pinterest things, you thought you were going to be so amazing. Instead you find yourself just exhausted and barely even able to take a shower and ...

Ryan Moran [00:05:46]

Are you serving that parent after they are rediscovering themselves or early on in the process?

Leah Boomsma [00:05:54]

Earlier on, because what I want, and what I believe can happen for people is that they don't have to be in despair for several years while they're learning how to raise their family. I think that a lot of us ... I felt this way. I joined motherhood and I was by myself. I was at home at 3:00 AM all by myself, rocking my baby, not knowing, is he getting enough food? Is this gas? What issue is this child having? And I'm stressed about it. Where did I go? I texted my one other mom friend who happened to have a baby at the same time as me and asked her a million questions. And that's a very lonely time. In my mom groups, I'm part of many, many moms groups online, because there's a ton of them. And that question comes up, those kinds of questions.

Leah Boomsma [00:06:39]

I'm so alone. I have no friends. I'm not connected. I feel stuck in my house. It's too stressful to get out with kids. That comes up multiple times a week. People are constantly posting that. I think it's that person who I think they can find joy in that time right now. They can have less overwhelm, and society could have a better structure around how we support new moms that I ... I mean, really big picture in my life, I would be, I would feel like I really made a difference in this world if I made that window of time, those first several years of a mom's motherhood journey, into a time that's actually joyous and fun and exciting and less overwhelming.

Ryan Moran [00:07:17]

Wonderful. Do you have an idea of how your business, either as it is or how it will be, will help that transition feel easier?



Leah Boomsma [00:07:28]

I have lots of ideas, but I guess maybe I can lay out a few of them. Where I struggle is they feel connected yet disconnected. I have ideas in terms of just products I think of, and so I know we're not supposed to ... When we're thinking of vision, we're not actually supposed to be thinking of products, but there are things.

Ryan Moran [00:07:48]

They can be part of your vision.

Leah Boomsma [00:07:49]

So, part of what I see is there's just little things that make everything easier. When we have big issues, not big issues, that's not what I say. Big moments of overwhelm usually start with small little things happening, right? It's like, I mean, a silly example, but an example is I got my four kids. We're at the zoo, we're checking out the animals. All of a sudden the three-year-old has to use the bathroom. The next bathroom is a quarter mile down the way. Now I got to run with four kids to find the bathroom.

Ryan Moran [00:08:17]

And now your day is ruined.

Leah Boomsma [00:08:18]

Now my day is ruined because now most likely ...

Ryan Moran [00:08:20]

I understand, I understand, Leah. This is not unique to moms. Yes.

Leah Boomsma [00:08:25]

Well, and it's not. It's parents entirely. I believe a lot of these issues are both moms and dads but certainly ...

Ryan Moran [00:08:33]

This happened to me today, this morning, where my son won't eat his damn oatmeal. So what does he do? He flicks the oatmeal across the table and gets it on Dad's shirt. Well, now Dad needs to change. Now, Dad is grumpy pants. So that becomes a spiral. My immediate brain was like, is there a mix, a fruity mix I can put into oatmeal that babies actually like, so they'll eat their damn oatmeal? Where I think this is going is how do you solve those problems that ruin days before they ruin your day?



Leah Boomsma [00:09:08]

Yes. I mean, if you can preemptively solve them, it just eliminates that one additional thing that could go wrong because things are always going to go wrong, but if you can help minimize those. So, that's one of the things I'm thinking about.

Ryan Moran [00:09:21]

I so appreciate that Leah knows exactly who she wants to serve, because that makes it really easy for us to decide what those four products are going to be that help that person. Remember, sometimes it's the second or the third product that you release that really defines what kind of company you will be. Now, sometimes entrepreneurs will get stuck or pigeonholed releasing the same type of product multiple times, like different flavors or different sizes. When you do that, you kind of put yourself into the corner of being very product specific, like being a baby carrier company or a baby feeding company, or the diaper change station company, instead of focusing on who you will serve. But when exactly who you serve, you can become the trusted brand that helps parents be their best selves and overcome those challenges preemptively, just like Leah is talking about. That's a vision with a lot of potential. Remember, it always comes down to who you serve and helping them overcome the challenges that prevent them from being the hero in their story.

Leah Boomsma [00:10:37]

Another part of it though, so there's layers, another part of it is the concept of emotional labor. There's this whole ... You could go into a rabbit hole online of looking into what emotional labor is and how much moms disproportionately carry that labor. That's usually ... I mean, that's all the planning, the organizing, the managing of life, and that kind of component of it. I think there's both short-term and long-term ways to deal with that. The short term ways are that, moms are only new moms for a number of years. So, why not give them tools to make that process easier? And then from my perspective, I would really love to be able to create a longer term change whether that ... I don't know how that happens, but a longer term change where society just naturally starts to shift so that emotional labor isn't disproportionately held by women. Right? That includes things like just delegating or teaching, sharing that burden. And I'm not sure how, but that's a vision ...

Ryan Moran [00:11:36]

Leah, I'm clear on your person, I'm clear on kind of the vision of where you want to go. Where do you feel stuck or hung up right now? How can I help?

Leah Boomsma [00:11:45]



So that's obviously why I'm here. The point that I'm stuck at is from a practical level, I feel like what I see that's the easier, the likely perspective, is to say, okay, well now I'm going to find some products that serve this need and I'm just going to start expanding my product line. I think that's kind of the obvious, maybe that is the short term next steps, but I see a much bigger vision about how this all comes together. And so, what I'm trying to figure out is how do I ... I mean, do I marry the two? Do I make them a layer? Do I just focus on the product and get that growing, and then I start trying to build into a community and a supportive society that supports moms? Do I do it all at one time? I mean, where do I go with all of that? Because it feels ... It just right now, it feels like one big muddled universe to me.

Ryan Moran [00:12:39]

Totally. All right. I think I can help you clear this up. You may have heard me say this before, but you know how Gary Vaynerchuk says, you got to think about your business as a media company first, and then. Have you ever heard him say that?

Leah Boomsma [00:12:55]

I have. Yeah.

Ryan Moran [00:12:56]

Okay. Well, my response to that is the next wave, the next chapter is thinking of your company as community first and then. So for you, how do you solve the problem of moms being out of the community, moms being isolated? And you could answer that question in a hundred different ways. It could be that you have a podcast that talks about this and you have a Discord or a Facebook group that is broken up by geographic region so moms can organize together, right? I just made that up. It can come out however you feel is best in service to that customer.

Ryan Moran [00:13:34]

The natural extension of that is that is now your customer list of people who are going to rally behind you and buy the products and services. That is you becoming the influencer for your own brand and community. Are you with me so far?

Leah Boomsma [00:13:48]

Yes.

Ryan Moran [00:13:49]

So, what a lot of people will do is the opposite. They have the product line and then they say, how do I build the list out of the product line? And it's the wrong order. How do I build the community? And as a result of building the community, how do I launch products that are in



service to that community that become a natural purchase for each one of them? That's how those two things will feed each other rather than feel like being opposed to one another.

Leah Boomsma [00:14:15]

That makes sense because that's ... I've done it backwards and not intentionally, but just because that's the idea came to mind, the product came to mind. That's what I pursued, but that's ... That makes a lot of sense. So, I actually have, now that you say that, so one of the things I was doing right before we got on this conversation was listing out what I would envision a community looking like. Candidly, it feels too big and overwhelming to think about it. I was trying to write it out without focusing on the how, which is one of the things the program recommends, but where do I ... The question I guess I have next then is how do I take that? Do I write that into a vision, this big picture with this community first? I like that idea. I think community first perspective will help me stay focused. With the community first perspective.

Leah Boomsma [00:15:04]

And then, how do I then bring the product business into that? I mean, am I also at the same time as building this community, I'm developing my second or third products? Or do I focus on the community first and then maybe several months down the line, start trying to get the products going? Where do I go?

Ryan Moran [00:15:20]

That is a both/and question. So, in the sense of ... I just got out of a meeting where we were talking about my little side project, Switch. Have you heard me talk about Switch? The nootropic? That, to me, when a One Percenter or a member of Cap Inc has Switch in their coffee, they're really doing it because it's a community thing. They see other people doing it, it becomes ... They take a sip together with their Switch. It's a way that my community dives deeper into the community because I released it and I have been documenting the process with the community, right? We have launched it to the community, but it's a both/and thing. We built the community first, and this has been kind of on the back of that community. For you, continue developing your product list, continue launching these products, but also start asking the question, how do I build community for my target market?

Ryan Moran [00:16:25]

And that is also the answer to your question of how do I make more sales, is also the answer to your question of how do I meet people who can help me spread the word. And it is also the answer to your question of how do I market and build an audience. It's building a community while you are building the product line. And for you, you're in a perfect spot because you can



document the launch of the first product, second, third, and fourth product with the whole vision being publicly shared the entire time without it taking away from you building community. Makes sense?

Leah Boomsma [00:17:01]

That does.

Ryan Moran [00:17:03]

I want to interject here because every time this question comes up around how to build your audience, it can feel really scary to a lot of entrepreneurs. When I brought up this idea to Leah, I feel like she was going along with it and she was nodding her head, but I could also see sort of a flash of panic in her eyes. She says, I'm not a community manager. I'm not a social media expert, or do I need to hire out a content creator? Should I hire a marketing agency? All of that is way too deep and too soon.

Ryan Moran [00:17:33]

Your goal is to find loyal fans that prefer your brand over everybody else's, and you don't have to overthink this idea of community building. What we're really talking about is getting in front of your ideal people and showing up for them where they already live and hang out. Sometimes that's as simple as just documenting the process. That's posting pictures of your prototype. It's sharing a video of how nervous you are about your product launch. It's posting a picture of one of your friends or family members holding the finished product. Remember, you only need a few hundred people in those early stages to start building the snowball. You can do that wherever you are comfortable documenting the process. There's other ways to do it too. Keep listening to hear me coach Leah around this idea of community building and how you might be able to apply it into your brand.

Leah Boomsma [00:18:28]

This is a very technical question, but when you say that about documenting the launch and building the community, do you do that in the same place in under the same name or do you do the launch kind of as its own separate ...

Ryan Moran [00:18:39]

Same place.

Leah Boomsma [00:18:40]

Same place. Okay.



Ryan Moran [00:18:41]

Same place. Do you have, in your mind, where and how you would build the community to start?

Leah Boomsma [00:18:49]

I do not. And here's a couple of thoughts, maybe you can help me with this part too, then. I get anxious about the idea of a community because I struggled to manage ... The idea of managing a Facebook group is very stressful to me. But I know that's where a lot of moms hang out in part because of the privacy that Facebook groups offer, whereas Instagram or TikTok, you don't have that. One, I need somebody to help me do that if I did it there, but from a perspective of where do I, would I be most likely to show up? I am not a writer. I am much more a talker. I would prefer ... I feel like I would prefer something more like YouTube videos or podcasts, where as much as I'm stumbling right now, I tend to be more articulate than ... In that form than I am in ...

Ryan Moran [00:19:38]

You're most comfortable with spoken word.

Leah Boomsma [00:19:40]

Yeah. I don't know how that then generates a community because I'd want somewhere to be able to interact. The thing about podcasts and YouTube, the thing I don't ..That intimidates me about that is that I wouldn't be able to interact with people and I ...

Ryan Moran [00:19:56]

How did you find my work, Leah?

Leah Boomsma [00:19:58]

I found you through your book actually. So the book is what I found and then I actually skipped all the other stuff. I didn't realize you had capitalism.com and The One Percent club. I didn't know about any of that. I was ... Read your book and I listened to one podcast. It happened to be the one with Gary Vaynerchuk. At the end of it, you mentioned the Incubator. Then I went straight to that website and signed up.

Ryan Moran [00:20:20]

Okay, great. Well, I mean, that's all awesome. And the stopping place, where you decided to dive in, was a podcast. So, that was where you got caught into my world. And now we're having this conversation.



Leah Boomsma [00:20:36]

Very true. Yeah.

Ryan Moran [00:20:38]

So, the podcast can be communal. I mean, if you think about this, you read my book. That was the front end. I caught you in the podcast, and now you're on the podcast. How is that not a community?

Leah Boomsma [00:20:56]

I guess it is.

Ryan Moran [00:20:58]

I now understand your business. I'm going to be helping you for a long time. I'm going to be rooting for you like I root for everybody else. We've now had this face to face Zoom. That's community, Leah.

Leah Boomsma [00:21:11]

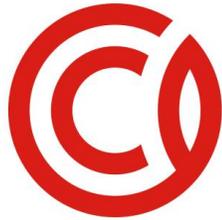
It is. Yeah. That's a ...

Ryan Moran [00:21:12]

What's missing in your mind is what's the ongoing? Where do people land when they're not listening to a podcast, is your question. Facebook groups can play that role, email lists can play that role, Discord or Slack groups can play that role, forums can play that role, a members area can play that role. You can keep it as deep or as surface level as you want. For you, I'm thinking about what won't overwhelm you. It sounds like having a podcast where you talk about the issues that you wish people had talked about when you were a new mom is a really good starting point. Then the community aspect can kind of emerge out of that. If you're craving more of a connection with people, the easiest thing for you is going to be either starting an email list or partnering with somebody who can manage the group.

Ryan Moran [00:22:10]

You can do an entire podcast about, I'm looking for a way to dive deeper to help moms feel more supported and I really need a partner on this. So, if you have a background in community management, please email me, I'm this@this.com. You see where I'm going with that? So you don't need to have the whole thing figured out. That's why we tell you, write the vision without the how, because you can be focused on what's easy and light for you and let the partnerships emerge out of that place. So, when I talk about having a podcast that talks about the issues



that you didn't have answered for you when you were a new mom, does that feel in alignment with what you want to create?

Leah Boomsma [00:22:57]

That does. Yup. And that takes away one of the other concerns, which is, I feel like how much authority do I really have to be speaking about certain topics? Those I can talk about. So that makes me feel ...

Ryan Moran [00:23:10]

But also you can call interviews. I mean, so my two year old had rotavirus when he was six months old. I didn't know what rotavirus virus was. All I knew was that I didn't sleep for a month because he was a wreck. So, I didn't know that was a thing. I didn't ... I learned because I had this problem. Had there been a podcast about, so your kid has rotavirus, here's what to expect and here's what to do, it would have been really helpful. Now I'm not an expert on this. I would've called in a doctor. And any good pediatrician knows enough about this to be able to have a great podcast about it. Right? You do not need to be the expert. I wouldn't recommend being the expert. I would recommend you being the resource that moms go to when they have unanswered questions. And it will be very easy for you to make a list of 50 of those questions that you wish had been answered, and you're off to the races.

Leah Boomsma [00:24:13]

Yeah. Well, that's really helpful. Yeah. That takes away a whole level of anxiety I had about this.

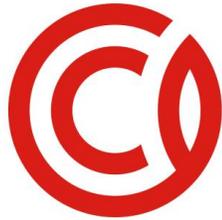
Ryan Moran [00:24:21]

Oh, good. Good. So, that's, I think, your step one. If you want it to be perfect, I'd recommend, and if this stresses you out, don't worry about it for now. Worry about this later. But if you're open to it, bring on a writer, hire a writer on UpWork and pay them \$50 to transcribe each episode and turn it into an article. The reason for that is because now your website, which is your brand website, becomes a podcast and a resource list and a repository of information that other moms can reference and send to other moms. When you go to launch the community, whether that's on Facebook or Slack or wherever, now they can link to each other and send each other the articles and the podcasts that are being built on this website. It would be a giant audience builder for you to launch whatever product you want.

Leah Boomsma [00:25:26]

Okay.

Ryan Moran [00:25:27]



If that stresses you out, it's okay to revisit that in six months.

Leah Boomsma [00:25:31]

Yeah. That does not stress me out. That part, I could easily find someone to do that and the website. I think that makes sense. I was struggling more with substance, what's the substance need to be of ... I don't want to just be a talking head on a podcast that doesn't have anything of value to actually share. You've solved that now for me, that was ...

Ryan Moran [00:25:49]

Good. You feel like we've cleared that up?

Leah Boomsma [00:25:50]

Cleared that up. I now get it.

Ryan Moran [00:25:51]

Do you see how that will build the audience that will make launching whatever product you want possible and successful?

Leah Boomsma [00:26:01]

Yeah, it does. One of the challenges I've had with selling on Amazon is I've had tens of thousands of customers. I don't have those customers, they aren't on an email list. They aren't somebody I know. I don't get to interact with them on Amazon and that's been a huge concern of mine. This solves that, this goes the right direction.

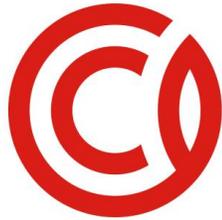
Ryan Moran [00:26:20]

Okay, good. So, does your question from the top of the conversation still ... Is it still relevant? Which was, do I have to pivot my brand or does my product fit in with the vision of the brand that I have?

Leah Boomsma [00:26:35]

I think I have the answer now, which is ... I mean, why don't I say it to you, and you can tell me if I'm wrong, but what I'm understanding is I can serve my bigger vision, build the community, build the network of tools and resources for the person I'm trying to serve. And then as part of that, I can continue to develop a product line, and that product line will serve those same people. So, I can use them as an audience for launching those products.

Ryan Moran [00:27:03]



That's right. And I would recommend that 1 out of every 10 episodes is you giving a company update, a business update, talking about, hey, I know you come to me for mom advice, but also I'm an entrepreneur. And I want to be an example for all your moms out there who still have a dream. So, let me tell you about what I've been doing.

Leah Boomsma [00:27:28]

That's great. That is, because ... So, I had in the back of my mind, separate from this vision, but it's one of those things where I truly believe everyone was put on this earth for some unique reason and we all have unique passions and interests and I always want to find that in people and encourage them to pursue it. So showing people how I'm doing that for myself would be a really great way to, I think, facilitate that.

Ryan Moran [00:27:51]

Yes. And then you are the example and the resource and your community and your product don't have an inverse relationship. They feed each other. So, your first product that's doing okay is now ... It's a fit for this community, is that correct?

Leah Boomsma [00:28:10]

Yep.

Ryan Moran [00:28:11]

Okay. Do what your second, third, fourth products might be?

Leah Boomsma [00:28:15]

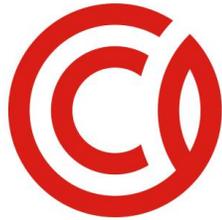
I do not. I have a list of ... So, as you recommend in your book, and as the program recommends it, I have a list of about five or six that I've kind of narrowed it down to, but I'm still trying to resolve it. Did you want me to talk through those or what those might be, or ...

Ryan Moran [00:28:33]

I think it would be helpful for you. My biggest concern is, where do you need help moving forward?

Leah Boomsma [00:28:39]

Yeah. I don't think I ... I'm not struggling with them. Now that I have this vision of where I want my business to go, the clarity is coming to me. One of the things that ... One of the reasons that it actually just today kind of registered to me is I realized I've been advertising my main product almost the wrong way, because I've been trying to solve the problem that's not the main problem. It solves the problem, but ... So now that I've had this kind of almost epiphany



where I'm realizing no, I'm trying to serve these overwhelmed moms to stop a chaotic event before it even starts. Now that I'm thinking of it that way, it changes where I want to prioritize my next product. I was going kind of the wrong way. My first product is a baby feeding product. And so, I was going down the food route, the baby feeding route, not food, but baby feeding utensils. I'm not passionate about that. And so, now my list is not that way. It's focused more on making life easier to get out with your kids and be able to go enjoy experiences with your children.

Ryan Moran [00:29:37]

Great. But your first product does still fit in alignment with ... Awesome. I love this direction for you then, and I can actually see you relaxing as you talk about it. And I'm glad we avoided a major trap for you, which was product one did well, and now I need to launch products that are exactly like an extension of that product, big trap. It's much healthier to think about what is the next thing that will solve the pain point of my customer, which you are now thinking about. So I'm thinking about the oatmeal mix that we talked about earlier. I think about the fact that I just got back from traveling and we had the kids with us, and so their sleep schedule is all off. How could I have solved that before it became a problem? Or how could I have solved the lack of nap time on the airplane from ruining two days of sleep schedules? If you can answer questions like that, you're in a great position to build a mid seven figure, even an eight figure business over the next several years.

Leah Boomsma [00:30:39]

Okay. Well, that's great because those are things that I know way more about than I probably need to. I get excited about that kind of stuff. I'm one of those that spends all my time in mom's groups answering random questions, because I just find it fun.

Ryan Moran [00:30:52]

Let's just make sure that it's your group, then.

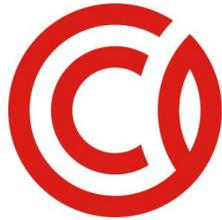
Leah Boomsma [00:30:56]

Exactly. That's what I'm realizing. I need to focus it in on my own community.

Ryan Moran [00:31:01]

So, just so I'm clear, you are participating in other mom groups right now?

Leah Boomsma [00:31:06]



Well, there's many. I mean, by moms groups, it's free Facebook groups. So, there's regional ones, statewide ones, national ones, there's ones developed by other brands. I mean, you just join all these groups.

Ryan Moran [00:31:19]

But you said earlier that managing your own group sounds really exhausting.

Leah Boomsma [00:31:24]

It does because one of the downfalls in moms groups, it's something I would love to solve if I could, is the lack of supportiveness. So, there's moms groups that are focused on supportive ... It requires a lot of admin work because for some reason, moms find it really ... There's always somebody who's got a sharp comment or a negative response.

Ryan Moran [00:31:46]

Or wants to debate the vaccine.

Leah Boomsma [00:31:48]

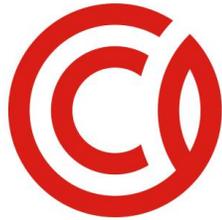
Or wants to debate something. I mean, it could be something as simple as whether or not you're letting your kid watch TV at 18 months. It's like, well, you know. And so it's stuff like that where it gets negative too fast. And I felt like that kind of negative fighting casts a whole lot of judgment on a period of time where I think women are already being really hard on themselves. So I don't need that.

Ryan Moran [00:32:10]

Here's what you can do about this. One, you don't need to partner with anybody. You just nominate somebody who's really active in the group to serve as the admin. They set the rules and they decide if somebody has broken the rules and need to be kicked out. In order to have a great community, you've got to be vigilant about kicking people out or bringing a bad vibe to the community. But you can let somebody else, a volunteer, take care of that. Number two, if something's a hot button topic, it's a podcast. So, you answer it with the podcast. The podcast title is, should I let my 18 month old watch TV? And you start with, first of all, I just want to make this a judgment-free conversation, so I brought on this doctor or this child psychologist, or this other mom who experienced this challenge. We're going to have a judgment-free conversation about this. You just, and you answer the question and then it becomes the content that silences all the critics. See where I'm going?

Leah Boomsma [00:33:15]

That's genius. Yes. I see exactly where you're going with that.



Ryan Moran [00:33:18]

I've personally run a few community groups in my day and to be perfectly frank, this podcast is a community. It's a way that I show up for my people and for those who are listening on a regular basis. What I'm doing right now is community building. What's up, community? You can do it however you are comfortable showing up for your people. If you have a clear filter about how you help them and how you keep out the bad apples, then it frees you up to go serve your ideal customer. For example, here are the rules inside of our One Percent membership. Specifically I'm talking about our Facebook group and we have four simple rules that help keep the community focused and keep out the bad apples. The first one is give first. It's only a give group. If you've got questions, you got to give value in the post first. Two, no promotions or spam. That's self-explanatory. Three, one strike and you're out. And four, no tagging of other people to get their attention.

Ryan Moran [00:34:23]

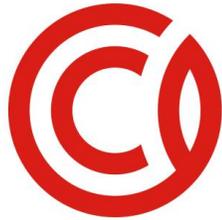
Those 4 rules help give a framework of what's okay, and what's not okay. Yours might be a little bit different or specific to your niche or specific around what arguments are okay, or political discussions or whatever, just make your rules short and clear so that you are laser focused on helping a specific community get their results. When you do that, you get raving fans who want to support you regardless of where your brand is going. So, since I now know what you meant about managing the Facebook group, I would encourage you after about 5, maybe 10 episodes of the podcast for you to launch the Facebook group or whatever platform you want to use. You can mention the Facebook group on every podcast. If you want to dive deeper, come join us in the Facebook group. It starts with one, maybe do regional stuff later, but for now it's one group. You treat it as a support group. That will do extremely well.

Leah Boomsma [00:35:32]

Okay. That's really helpful because that is ... When I started ... My vision about what my community would look like is very big and broad but the first step is a free community that involves kind of what we just talked about, but things of the nature of tips and resources, support, and then also humor because we all need to laugh more. That fits exactly with where I was starting to go on the community side, but I hadn't really figured out how I was going to get started. So that really gives me a good map.

Ryan Moran [00:36:03]

Now I want to plug in a couple of pieces for you. That is your audience. That is your marketing. That's your launch list. That solves a lot of problems.



Leah Boomsma [00:36:19]

Huge. Yeah.

Ryan Moran [00:36:19]

This is a very investable business at this point. If you decide to raise money, you'll be able to have it flow because you've got a plan here. You have all of the major pieces. You have audience solved, you have product line solved. You have community and marketing in place. This is a very investable business at this point. If you decide to raise capital, I just want you to know that those are all the pieces that fit beautifully on your pitch deck to justify whatever valuation you feel is necessary.

Leah Boomsma [00:36:57]

That's extremely helpful too because I'm starting to piece together my pitch deck as I go through this and I was not sure how I was going to explain and make all those connections.

Ryan Moran [00:37:06]

I, as an investor, would feel satisfied if you had those pieces that we just described on your pitch deck with some momentum. Like, I've launched the podcast. I've launched the Facebook group. Here are the preliminary results. Here's where capital helps me grow all of these. It allows me to hire a project manager who will be in charge of launching these other products so that I can continue to serve these moms. Totally makes sense why you would need capital for that.

Leah Boomsma [00:37:36]

Yeah, that makes sense. Okay.

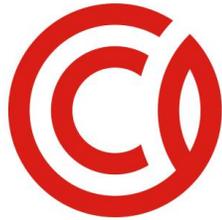
Ryan Moran [00:37:45]

What else is on your mind?

Leah Boomsma [00:37:47]

I don't think there's much else. That's a lot to absorb and right out I am ... I was in the process of drafting my vivid vision, which I need to submit. And I had been stuck and spinning. So, now I feel like I'm not stuck and I'm no longer spinning. So, now I just need to lay it out there. And then I guess get the feedback from the group. Once I have it laid out in words, I feel like it'll be much clearer. And then I can start moving ahead.

Ryan Moran [00:38:15]



Good. Is there anything else that we need to solve today in order for you feel confident that you can have an eight figure exit?

Leah Boomsma [00:38:20]

No, I think ... I just listened to your podcast about the if God himself told you that you had an \$8 million exit coming or, eight figure exits are coming and in whatever years you'd stop, I just listened to that. So, I'm trying to absorb that and be confident in the fact that the outcome is inevitable. It's just going through this process of aligning myself over the next few years to get there.

Ryan Moran [00:38:48]

Well, I don't know if it's the same as God himself telling you that you're on the right path, but in my opinion, you're on the right path. And what we just mapped out for you will put you in a really good position to have an eight-figure exit.

Leah Boomsma [00:39:01]

Awesome. Yeah. That's very exciting. It's very exciting. A year ago, I didn't think I had a business at all. I didn't really know what it was. So this is a tremendous shift, so. It's great.

Ryan Moran [00:39:12]

Good, good. Well, we have your back and feel free to reach out if you need anything in the meantime.

Leah Boomsma [00:39:17]

Awesome. Thanks so much. Appreciate it.

Ryan Moran [00:39:18]

All right. Thanks, Leah. Talk to you soon. Bye. If you found value in this podcast and you're ready to go deeper, here are three resources where we can help you. One, you can grab my book 12 Months to \$1 Million on Audible or Amazon. It has over a thousand reviews and it's the playbook to building a seven figure business. Second, 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). And third, if you're looking to go deeper and build a seven 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).