



Zero To \$1M In 12 Months - For 2022 And Beyond Transcript

Ryan Moran [00:00:00]

If you want to win today and moving forward, you must shift from thinking like an entrepreneur to being an owner. You literally create change as a capitalist, as an entrepreneur, as a business owner. It's the greatest gift that you can give to this world, and stifling that because you need short-term sales or profit is holding back the greatest gift that you can bring to this world.

Speaker [00:00:26]

I'm super excited about our next speaker. He's a good friend of mine also from Austin, Texas. He spoken on our stage many times and is doing a lot of cool things in this space at all different levels. He's now the founder of Capitalism.com and is the author of his book, which is amazing, 12 Months to \$1 Million, how to pick a winning product, build a real business, and become a seven figure entrepreneur. Definitely check out that book after this. He's also best known for new entrepreneurs who are building towards eight figure exits. I'm super excited to welcome Mr. Ryan Moran.

Ryan Moran [00:00:59]

Hey everyone. Thank you for having me back. Today, I'm going to be sharing with you a new model, a model for building seven and even eight figure businesses. And it's a model that works faster, a model that is more fun, a model that is more in alignment with the change that you want to bring to this world. I love working with entrepreneurs. Entrepreneurs are the people bold enough to say, I'm the one who's going to make a change. Whether it's I'm unhappy with the financial situation that I'm in and I want to create something different or it's I have some sort of mission that I want to execute in the world. It's entrepreneurs who are the ones who are willing to take that risk and create that change. Something happens, especially in this online internet business world. Something happens where that creativity, that fun, that passion, that drive gets sopped up.

Ryan Moran [00:01:55]

It gets stuck in this need to make it look like everybody else because we get so enthralled with how everybody else is doing it. We get so sucked into whatever the modality or whatever the strategy is of today that we sometimes lose that juice that was the reason that we got into this. I got into this game because I wanted freedom, because I wanted creativity, because I wanted fun, because I wanted growth, because I wanted a better life. And so, what we're going to go through is not a model that looks like a cookie cutter way to build a business like everybody else. It's going to allow you to create a seven or even an eight figure business using the tools



and the strategies that you know to bring about what it is that you want to create in this world. The byproduct, the side effect is it's going to be very profitable, very successful, faster, and more fun than the way that you may have been doing business up to this point.

Ryan Moran [00:02:52]

My name is Ryan. I run Capitalism.com. I help entrepreneurs build seven figure businesses that they can sell, but more importantly, I teach them to do it in a way that is a reflection of what they want to create, because we're all really in this game because we want a better life. The first thing I want to do is just say thank you. I feel like I've grown up in the Seller Con community. I was introduced to this world because I was riding scooters with Matt Clark in Thailand and he told me what he was up to. That was my first step into this world, into this community. I've now been on this stage seven or eight times. I've lost count. I built and sold a business because I got started in ASM1. Took that to about a million dollars a month in run-rate, sold that at a valuation of \$16 million.

Ryan Moran [00:03:45]

That was back in 2017 when \$16 million was a lot of money. Today I have welcomed so many of the members of this community into my home for workshops or masterminds, or just to hang out. I have invested personally in some of the businesses that came from this community. So thank you. Thank you. Thank you, Matt, for getting me into this world. Thank you to all of you who have welcomed me and found my work meaningful. In 2014, I gave a speech, it was my second time on stage here, about going from zero to a million dollars in 12 months. And the video went viral. It was seen on YouTube more than 1.6 million times. And I still to this day am approached by strangers on the internet and sometimes on the street in person of people who said that they built a seven figure business because of the principles that were taught in this video. You can see that my pattern of wearing terrible outfits on stage continued to the second speech.

Ryan Moran [00:04:47]

I like to think I've improved just a little. The strategy that I taught in this book actually led to ... That I talked about in this stage led to a book deal. It got the book deal that became 12 Months to \$1 Million, which became a bestseller. Peaked at number 10 on Amazon.com. All of Amazon, beat out Michelle Obama and Jordan Peterson. Regardless of which side of the aisle politically you sit on, I defeated someone that you don't like. The overall strategy that was taught on that speech and in this book came down to this simple formula, simple math. At 4 products that sell 25 sales a day is 100 sales a day and 100 sales a day at approximately a \$30 per sale price point equals \$3,000 a day. And \$3,000 per day every day for 1 year is about a million dollars. It's actually about \$1.1 million.



Ryan Moran [00:05:46]

And so, all we need to do is find the 4 products that sell 25 sales a day so we can have 100 sales per day. And at an average price point of \$30, we've got a million dollar business. This is the formula that has worked for hundreds, if not thousands of entrepreneurs to build seven and then onto become eight figure businesses. Now, this overall strategy is broken into 3 stages. These 3 stages, I call the grind, the growth, and the gold. The grind is that early stage in your business, when you're making a lot of hard decisions, when you're figuring out what product you're going to sell and what your business is going to be about. Your only goal in that early stage is to release a product and take a sale. That's it. You don't have to worry about all the different ways that you're going to grow this business.

Ryan Moran [00:06:37]

It's about releasing one product and taking a sale. The second stage, once you have a product that is taking a sale, your job is to get that to 25 sales a day as quickly as possible. We do that with audience building and pay-per-click ads. That's it. We focus on those two things to get that first product to 25 sales a day. And then when we have crossed that threshold, our job is to move on to the gold, which is where we will release additional products until we have 4 that sell a consistent 25 sales a day so we've got 100 sales per day. That's a million dollar business. It takes about 12 months to do that. And this works. It works really, really well. It's been working since we started talking about it in 2013 and '14, but some things have changed since 2014, haven't they? A few things have changed in our little community.

Ryan Moran [00:07:29]

One is that Amazon is way bigger. The sales from 2020 we're 5x what they were in 2014. There's way more volume, way more opportunity than there was before. We now have automation tools. All of the things that we used to have to figure out as sellers, as e-commerce entrepreneurs, we now have tools and resources and agencies to be able to do this for us. That's important to note because back five, six years ago, if you knew a little bit about the ins and outs of Amazon, you were ahead of the market. That's not the case anymore. You've either got to be an expert, or you've got to be a partner with somebody who is, if you want to have a strategic advantage on Amazon specifically. This is the case with all e-commerce platforms. A little bit of knowledge is no longer a strategic advantage. That is a beautiful thing because we have all of these resources and tools, but it's also a challenge because now there is a greater barrier to entry, but those who break that barrier to entry are bigger than they've ever been.

Ryan Moran [00:08:36]



There's now hundred million dollar businesses that just sell on Amazon. And we've proven that they're real businesses. There's now institutional money. There's private equity groups. There's real investors who are hungry to be a part of e-commerce. Friends, we won. If last year taught us anything, it's that e-commerce won. We did it. We were fringe five years ago, and now we won. Now, since there's so much that has changed and since there's so much more volume, since there's more opportunities, it begs the question, is building a seven or even an eight figure business harder now, or is it easier? Which one is it? Now, I like to look at the total marketplace. I like to look at all of the tools that are available. I think about when I started my first business on a dial up computer on a shared internet that I ran from my college dorm room back in 2006.

Ryan Moran [00:09:34]

I think about all of the tools that have evolved since then. There were changes that were happening, but the opportunity was so much bigger. As the internet matures, as there's more buyers coming to the table, there's more opportunity, but there's also more people who are competing with us. So here's how I answer this question. Building a seven figure business is easier now if you stop being an entrepreneur, if you stop thinking like an entrepreneur. Entrepreneur is this catch all word now. We use it to describe freelance graphic artists and we use it to describe Elon Musk. Entrepreneur is something that we use as his blanket statement for anyone who doesn't have to work for someone else. To that I say, does that include homeless people? If an entrepreneur is somebody who is willing to do whatever it takes to not work for somebody else, then are we just glorified homeless people?

Ryan Moran [00:10:34]

I like to play this game, entrepreneur or homeless? Let's look at a few. They have complete control however they spend their day. That was the dream that you signed up for, right? How is that going? You pay little to no taxes, right? And then you call your accountant. You wake up whenever you want. Isn't that what we said when we started? I don't want to have an alarm clock. Which one of us doesn't have an alarm clock or knows where their next money is going to come from? Has a steady stream of sales. Or my favorite, spends time with their friends outside. That an entrepreneur, or is that a homeless person? Entrepreneur is this catch all word that we kind of throw around. I know what it is like to have one vision of what our life was supposed to look like. Me and my nice car, looking all serious and successful.

Ryan Moran [00:11:26]

And the reality, which is stressed out in front of a computer, worried that everything is going to fall apart. Or if I was being really honest, stress eating in front of the computer, worried that everything is going to fall apart. Now, something had happened for me in order to really get



this. I sold one of my businesses for enough money, a \$16 million valuation. I held back some equity and I had a 50/50 partner. I had enough money to be good for some time. After I sold that business, I had this growth on my finger that I decided to go get removed. It was this lingering growth that I didn't really give any attention to, but I went and had it removed and no big deal. I forgot about it. Until about a year later, the growth came back and I went back to my doctor and he looked at it and he sent me to a specialist, no big deal.

Ryan Moran [00:12:19]

Once again, we're going to have this removed. I go to the specialist, specialist removes it, no big deal. I went home, forgot about it. Until I got a call from that specialist who said, well, that growth was cancerous. Now, I'm 32 years old and I've heard the C word. And they were reassuring saying, should be no big deal, should be able to take care of this with no problem. But hearing that word at 32 years old after I've spent my whole life wanting to be free, wanting to get to this point, and then you find out that you had a cancerous growth was a wake-up call for me. I went in for a proper procedure to have it removed, 99% success rate of having it removed. This is unfortunately the picture after it healed, couldn't find a picture of the gruesome aftermath. This is the picture of it healing. It was a bloody mess before this picture was taken a few weeks before this picture was taken.

Ryan Moran [00:13:29]

I kind of wore this as a badge of pride in a way, because it was this reminder that I took of I needed a wake up call in some way to realign what I really wanted out of this life until I got a call back. Although they thought they got it all, the cancerous growth was making its way back once again. So, I went in for yet another procedure, yet another appointment. And unfortunately, it kept coming back. You would think that would be enough of a wake-up call but one more thing had to happen before I really got it. A few months later, I got a call from my primary care doctor who said, we got to talk. When your doctor starts a conversation like that, it's never good. That's not a good thing. He says, you have a thyroid disease. It's basically a disease in which your body is stuck in a stress response, and it doesn't know how to get out of it.

Ryan Moran [00:14:23]

And so, it is sending hormones and chemicals that are keeping you locked in this position of being constantly stressed. Here I am, 32 years old, I now have two scary diagnoses and it was enough of a wake-up call for me to say, okay, I get it. The way that I've been grinding, the life that I had been building that was built on this foundation of being free, it needs to be adjusted because I wanted freedom coming into this and I'm grinding like an entrepreneur. After a few months of medication I experienced for the first time what it felt like to be calm. I didn't know



that it wasn't normal to not feel calm, and wonderfully, spontaneously within several weeks, the growth on my finger vanished. So, that was enough cover for me to realize it's time for me to find a new way. I have to find a new way of building real businesses that can be scaled and sold without compromising my lifestyle.

Ryan Moran [00:15:21]

I know now that there's lots of ways to get rich. I only want to spend my time doing businesses that I enjoy and that I believe in. Also, I don't want to play this game solo anymore. I don't want to carry all of this burden on my shoulders alone. I want to create a big pie. I don't want to worry about how big my slice is. I want to do stuff that matters. I want to do stuff that's fun. I want to be creative. Over the last few years, I've been inspired by an entrepreneur whose name is Brian Lee. Brian Lee was the founder of LegalZoom. He was also the founder of the Honest Company with Jessica Alba. He was the first investor behind Honey, the app, which sold to PayPal for \$4 billion. He was the founder of Art of Sport with the late Kobe Bryant.

Ryan Moran [00:16:04]

He has several billion dollar businesses on his resume. I had Brian at our yearly event. It's called the Capitalism Conference. And I wanted to find out how he manages multiple projects at still a young age and how he seems so calm most of the time. Now, Brian described how he builds really successful businesses. So, call this how to make a billion dollars the Brian Lee way. His work is that he comes up with the product line and the idea for the business. Then he partners with someone who can spread the word, like an influencer or a celebrity or a marketing team. Next, he chooses a partner that's going to run the company. He partners with an investor who funds the operations. He says, hey, call me when you need me. And so, Brian sits in the seat of control without being involved in every little detail of the business. That was interesting to me because it was very different from what I had learned from every other person who is in our little internet marketing community.

Ryan Moran [00:17:06]

So, I drew this little diagram that looks a little something like Brian in the middle has an investor who is putting up the capital. He has an influencer who is spreading all of the attention and he has somebody who is running the business. Rather than worry about all the little details of the business, Brian just has really three things to do, to come up with the idea, to create some relationships, and to make sure that everybody is supported in the way that they need to be supported for the business to hit its goals. This was interesting to me. And in the last year, I became fascinated with an entrepreneur by the name of Trevor Blake. Trevor Blake was not an entrepreneur until he was 43 years old. If you're starting a little bit later, this should be good news for you because Trevor had never started any business until he was 43.



Ryan Moran [00:17:52]

And then within 10 years, had three exits. Those exits were worth somewhere between \$300 and \$600 million. As he says, I didn't own all of it, but I'm not complaining. The interesting thing about Trevor's model is that he never once hired a single employee and he only worked a few hours a day. Once again, this is interesting to me and I'm starting to see that you can build really impactful businesses in a way that is different than how I had come to understand it up to this point. Now, both of these entrepreneurs sit in what I call the owner's seat. I started to put their models together and realized that if you want to win today and moving forward, you must shift from thinking like an entrepreneur to being an owner. Now, when I say owner, keep these names in mind. Jeff Bezos only owns 11% of Amazon and he's worth \$160 billion.

Ryan Moran [00:18:47]

Elon Musk only owns 20% of Tesla and he's worth \$185 billion. Mark Zuckerberg owns about 30% of Facebook. He's worth \$90 billion. Marc Benioff of Salesforce, he only owns 3% of it. He's worth \$5 billion. Or Oprah. Did you know Oprah only owns 5% of her own network? And she owns 8% of Weight Watchers. And she's doing fine. None of these entrepreneurs are worried about where their next sale or their next meal is going to come from. They're okay. They don't own 100%. They just built a really big pie. I want to be in that kind of mode. So when you make a switch from entrepreneur to owner, you start to build a bigger pie. You start to create a business in a way that's in alignment with who you are and what you want to create. You're not operating from this place of tenseness, of worried about what the day-to-day sales are.

Ryan Moran [00:19:41]

You're not worried about managing every little piece of operations. Your job is something much bigger than that. Plus you're no longer operating alone or worried about everything melting down. You're in offense mode, you get to play to win and you get to do it because it's fun, because it's rewarding, because it feels like a reflection of what you want to do in this world. Isn't that what we want? Isn't that what we signed up for? Isn't that why we got into this game in the first place? So, I put these models together into something that I call the owner model. That's what I'm going to share with you. The owner model is where you get to sit in the seat of control, but someone else is managing the other areas of the business. Now, we get this to some extent. Most of us don't do our own manufacturing.

Ryan Moran [00:20:33]

Most of us are partnering with someone who is doing all the manufacturing, most of the labeling. And we also get this when it comes to Amazon. Amazon is doing the fulfillment. They



are doing the warehousing. They're doing most of the sales. Yet we forget about this in other areas of the business. Now, I don't want to be an Amazon expert. To this day, I have no idea how to print a shipping label. I do not know how USB codes work. Did I even say that right? I don't even know. So, I want to be the owner. I don't want to know these details, that knowledge is not unique anymore. And so, it's a waste of time for me to try and figure out these details. I want to own the business, not know all of the details of every little thing. The owner's model puts you in the seat of control while sales, product, and marketing are managed by other partnerships.

Ryan Moran [00:21:36]

And when you combine this with the 12 Months to \$1 Million idea, you move through the grind, the growth, and the gold much faster. In fact, it's more like you just incubate a million dollar business. It happens very quickly with less stress, more ease, more fun, more purpose. Now, as an owner, you have three jobs and a mentor by the name of Peter Shallard told him this to me first. As a business owner, your job is three things. It's to set the overall vision of the company, then to partner with the best talent, and finally, to never run out of money. Those are your three jobs. Everything else is someone else's job. Your first move, and this is true whether you are starting something new, or you already have a million dollar business. When I'm working with a client or the student that's already past seven figures, we go back to this first step because they tend to get stuck at seven figures because they did it the step-by-step way, rather than doing it in a way that matched what they wanted to bring to this world.

Ryan Moran [00:22:44]

So, we always start with what is the vision for this business? What's the change that you want to create? If everything were to work out perfectly over the next three years, what does work look like? What does your life look like? When you start to get back into that place, you start to remember why you became an entrepreneur in the first place. You remember what freedom felt like in the first place, what you were after when you started this journey. Another question I like to ask you is what's the transformation that a customer wants? And if someone's really struggling, I throw this at them. All right, you're given a million dollars in startup capital. You do not need to rush for sales right away, or pay attention to what anybody else is doing. What business do you create with that capital? That's how we start to have the conversation of the vision that you are bringing to this world.

Ryan Moran [00:23:33]

An example I like to bring up around this is Quest Nutrition. I had Tom Bilyeu at one of our events. And he was talking about how his vision when he started Quest Nutrition was to end metabolic disease. That was their guiding principle. The way that they did that was creating



delicious high protein food that easily replaces junk food. Now, that makes their content strategy really easy. They're doing recipes about how to use their products to replace the junk food. It made their first product really easy, which was protein bars. They had a cool valuation of a billion dollars last year. They sold to a publicly traded holding company. Now, what most people in our little world will do is they'll say, hey, protein bars are a really good market. Now they're competing with everybody else who is selling protein bars rather than starting from a place of vision, a place of creativity, a place of excitement, a place of mission.

Ryan Moran [00:24:34]

Now, I care about this because it makes it easier to build a successful business. When you're starting with that vision and that mission, all other pieces fall into place. It's so clear what the first product should be. It's so clear, the person that you should hire. It's so clear what the product roadmap is going to be. It's so clear what the content should be. It's so clear what influencers you should partner with. Without that vision, none of that's clear, and now you're making stressed decisions every single time one shows up on your desk. That might be why you feel stressed at the end of most work days. Let me tell you how I messed this up. When I was running my last company, we were maybe three years in. We had a really solid run rate of \$4 to \$500,000 a month in sales. We're building a fitness company that had some of the best sports nutrition products on the market.

Ryan Moran [00:25:33]

We were really proud of what we were doing. And then one day we noticed that all of the other companies that were kind of like ours were selling generic supplements and selling a ton of them. And for half a second, we forgot what our vision was. And we started launching products that look just like everybody else's, that didn't match our target audience. We just knew that they would sell in the marketplace. Well, guess what happens? We spent the next year trying to outrank out, out-review, out-bully, out-market all of the other companies that looked just like ours now. We took our eye off of our customer and off of our vision for the next year. And we paid for that year. We paid for it in flat sales because our sales did not grow nearly as quickly because now our attention is focused on a completely different customer and a completely different goal rather than focused on building the vision that inspired us to start this company in the first place.

Ryan Moran [00:26:34]

Because our growth slowed, our profits slowed, which gave us a reduced valuation when we went to sell. I so wish I could have that year back and go all in on the vision that inspired us to start this business. When you take your eye off of what you want to bring to this world, and you start looking at things like data, at other people's sales and other people's results, you've now



compromised the magic that you bring to this world as an entrepreneur. I paid for that mistake. I hope you can learn from mine. There's a couple of resources that will help you clarify your vision. There's a great book by Cameron Herold named Vivid Vision. If you don't want to add another book to your reading list, I did a podcast interview with him about going from \$1 million to \$100 million dollars in sales. I have all these resources, including these podcasts over at capitalism.com/sellercon.

Ryan Moran [00:27:32]

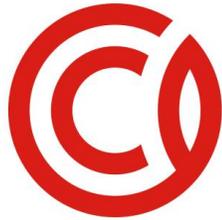
I also have podcasts interviews, the ones that I did with Trevor Blake and Brian Lee as well. Those will help you clarify what it is that you want to bring into this world through your business. Your vision is what keeps you aligned on building towards something, sprinting towards something rather than reacting to what everybody else is doing in the marketplace. That's your first step. Imagine how much faster you would make those early decisions. What product should I sell? What content should I create? What strategies should I follow? Who should I partner with? Imagine how quickly you would move through those if you started with a clear vision. Rather than asking what product do I sell, or what do I do next, you know exactly what your vision is and it pulls you forward. That's what happens. Your second move as an owner is to partner with talent, partner with people who will execute the vision.

Ryan Moran [00:28:27]

This does not necessarily mean hiring employees, maybe not a single one. Today, there are agencies, there are resources, there are freelancers that you can partner with that match your vision that will carry it out on your behalf. Instead of asking what is the next strategy that is going to grow my product line on Amazon? I asked, who is the best Amazon ninja in the world and how do I partner with them so that I can stay in the seat of vision, stay in the owner's seat and create a partnership with that person who knows way more than I will ever know? For me to try and copy them or learn from them is going to take me out of what I do best, which is holding the vision of this company. So, I ask the question, do you want to be an Amazon expert, or do you just want to sell a ton of product on Amazon?

Ryan Moran [00:29:26]

Do you want to be the person who is building the fan base or do you just want to have an audience of raving fans? Do you want to do it or do you just want to have it, because I can guarantee you whatever it that you are pursuing, someone else has, and you can create a partnership there and you can do it without hiring anyone or spending any money out of pocket. When I'm working with someone on a one-to-one or a one to group basis, I put them through this model where I have three roles that I'm looking to build partnerships with. Somebody to manage sales channels, someone to manage product line, and someone to bring



the audience. So, in Brian Lee's case, for example, this is someone who is growing sales. It is the influencer, and it's the CEO in his case. That might be a little bit different for you.

Ryan Moran [00:30:17]

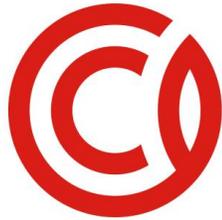
It's a little bit different for me. For sales channels, that's just partnering with agencies who do this. It's partnering with a manufacturer who really gets what I'm trying to do, and it's bringing on an influencer or someone with an audience so that when my product line is live, I can take sales from day one. Can you imagine how much faster you get through that 25 sales a day hump if you had a list of 100,000, 200,000, a million people who match your target market, that we're seeing your product on day one? That's possible when you focus on creating great partnerships. A good example of this is a friend of mine in Austin. His name is Steve. Steve is the quiet operator behind a few influencer brands. Now, he started just trying to add value to people that he knew who had audiences and ended up partnering with a friend named Zach.

Ryan Moran [00:31:12]

Zach has an Instagram following, it's flexible dieting lifestyle. He looked at what that audience wanted. They came up with a few product ideas together. The first one, without any reviews, without any social proof, sold 10,000 units, full price at launch. That's a great way to fund and start a business. Sometimes when I'm working with somebody, I have them pre-launch. I just have them take the sales first and then go have it manufactured. So we have the whole thing funded when you have that audience. We did a podcast episode together where he talks about how he works together to build those relationships and how he structures them so that you're profitable as soon as you launch. Can you see how much fun that feels when you've got a clear vision? You have an audience that you launch to, you line those up, and now you're out of the gate profitable with a lot of sales on day one? Once again, that's possible.

Ryan Moran [00:32:09]

You can go right into the process of product number two, three, and four. Million dollar business incubated quickly. There's a couple of resources I want to bring to you. One, we send a lot of business to two people. Sunken Stone is one. Full disclosure, I've never worked with Sunken Stone, but they're an Amazon management company and they do royalty and performance-based stuff. There are resources there that will partner with you and not break the bank and grow with you. The team that I work with the most is called TurnKey. They just have all of the systems for crushing it on Amazon and can plug your product line into them. There's a couple financial management companies that will take all of that headache off your back. The one we send the most amount of referrals to is a company called Fully Accountable. They are basically a fractional CFO, will look at all your numbers for you up out of that, give you reports based on what your next moves should be based on what the numbers are telling us.



Ryan Moran [00:33:12]

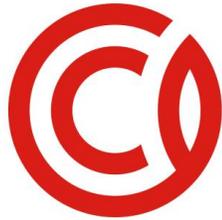
There's several 3PL services that will take care of a lot of fulfillment off of Amazon. Places that we send the most business are Falcon Fulfillment and a place called Quetico LLC. Now, use whoever you want. I'm just showing you that there's resources that will manage just about every area of the business, so that you're freed up to sit in the owner's seat. The third thing as an owner is to never run out of money because you might be thinking at this point, sounds great if you've already got a successful business, or if you've got a bunch of funding, but what about me who is just starting this business and is bootstrapping the whole thing? I'd like to invite you to consider that when you have a very clear vision and when you have the relationships and the resources to launch this and grow this lined up beforehand, business and even funding shows up real fast, which allows you to grow even past the seven figure mark, and into eight figures very quickly.

Ryan Moran [00:34:15]

How many of you would like to know what the next Bitcoin is, and how many of you wish that you could go back in time and buy Bitcoin when it was at a hundred bucks? Most of us, right? Well, the next Bitcoin is right under our noses, because if you've got a clear vision and you have the resources to be able to grow a seven or an eight figure business, don't you want to recruit as many dollars as possible into that investment? It's your business. Don't you want to put as much money into the thing that is going to be sold for eight figures? Don't you want to put as many resources of that as possible into it? Don't you want to go get money from as many places as possible and put it into that? Your job as an owner is not to fund the business, it's to ensure that the business has the money it needs to be able to carry out that vision. No business owner, no entrepreneur has a lack of money.

Ryan Moran [00:35:17]

You have a lack of vision. You have a lack of relationships that make the business valuable. It's really easy to get money when you have a clear vision and excellent partnerships. My favorite example is Michael Dubin from Dollar Shave Club, he raised a hundred thousand dollars start Dollar Shave Club, a hundred thousand dollars. He said he skipped out of there. That hundred thousand dollars helped him grow what was ... What became Dollar Shave Club and sold for a billion dollars. Now, some people would say, but he gave up part of the business, but he would've never built a billion dollar company had he not raised that initial capital. I think it's so interesting that when entrepreneurs are going to sell their business, when their businesses is at their highest valuation, they have no problem giving up 10% to 15% of the business to a broker, but they can't justify giving up a few points in the company to an investor who's going to make it possible for you to grow a seven or an eight figure business.



Ryan Moran [00:36:16]

Another good example of this is there's a company I love called Keto Brownie. It's run by this great product creator. His name is Nick. He called me one day and he's like, I think I'm going to shut the business down or sell the business and get rid of it. He had been funding the whole thing himself. It was his baby, his pride and joy. And I loved the products. So, I just said, let's just free you up to be the creator again. Let's put some money into the business. Let's buy a lot of inventory. Let's get ahead of that. Let's put enough money until you can hire the agency. You can hire the marketing team. You can hire the person who can sit next to you and do all the execution.

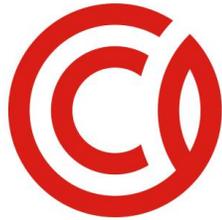
Ryan Moran [00:36:56]

You don't, he didn't have a vision problem. He didn't have a product problem. He just needed help. And so much of our passion, so much of our creativity gets stuck because we are unwilling to create partnerships out of the desire for control. That's not being an owner. So, our goal with Nick has been to free him up to create from a place of fun and ease, rather than thinking about what's going to sell next so they can stay in business. Again, there's a few resources that you can check out. One is Sellers Funding. They will invest in businesses to help them to grow their initial product line. I have a fund called the Capitalism Fund that invests in businesses, helps them pass a million dollars, grow towards \$10 million. That's at capitalism.com/fund. There's also a great resource called Quetico. They do both 3PL and funding inventory.

Ryan Moran [00:37:46]

They're a great resource for people who are scaling up and just needs debt. I just want you to see that there's resources available for you for every single step of the process. Every single one. Remember, your job as an owner is to set the vision, to partner with talent, and to never run out of money. Here's how this applies to that three stages to \$1 million. When you're in the grind, when you're in those early stages, and all you need to do is take a sale, can you imagine how fast, how fun, how effortless you get through that grind when you've got a clear vision that compels you and brings together others who want to support that vision. It happens so much faster. That product line launches so much faster when you start with that vision. That second stage, when you're sprinting to 25 sales a day, can you imagine how quickly you pass that hump of 25 sales a day when you have partnerships with audiences who are sharing your product voluntarily, who are creating the audience, who are getting people excited about it.

Ryan Moran [00:38:47]



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Reviews come in faster, people buy it full price. You don't have to do search, find, buy, and giveaways and rebates. People are voluntarily buying because you control the audience and you have something that they want. In that third stage, when you're releasing additional products until you're at a hundred sales a day, how long does it take to release three additional products when you have the support, the resources, to be able to buy proper amounts of inventory, not worried about running out, and you can expedite your product rollout. That is where businesses just get built and incubated quickly in less than 12 months. I've got the resources that I mentioned on the screen. Again, I just want to say thank you. Not just for having me or for listening or for supporting my work as this community has done, but I truly believe that the greatest contribution and the gift that you bring to this world is your drive for more, for creativity, for fun, for expansion, for wealth, for being willing to take the risk of having your desire seen in the world.

Ryan Moran [00:40:01]

You literally create change as a capitalist, as an entrepreneur, as a business owner. It's the greatest gift that you can give to this world and stifling that because you need short-term sales or profit is holding back the greatest gift that you can bring to this world. I believe in and back entrepreneurs for that reason. So, thank you for doing what you do, for bringing the change that you want to bring to this world. Thank you for supporting my work, for having me back. It's a privilege to be with you. Thank you. Thank you again. Thank you. I

Ryan Moran [00:40:42]

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. 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. That's capitalism.com/inc.