



1 Million Millionaires - Creating \$1 Trillion In Value For Our Members **Transcript**

Ryan Moran [00:00:04]

Hi, everyone. Welcome to the podcast. I'm Ryan Daniel Moran. Welcome back to capitalism.com. Thanks so much for listening. Today, I want to share with you the mission that my team and I have undertaken as the next chapter of capitalism.com. If you've read my book or you listen to the podcast, or you watch my YouTube videos, you know that the first step that I recommend every entrepreneur go through is deciding who your customer is and how you help them become the hero of their own story. Building a million dollar business, becoming a successful capitalist is all about creating the business that helps someone else on their journey. This is important to note because most entrepreneurs get into business asking the question, how can I make as much money as possible? The who is them. They say, what's the fastest way for me to be insanely successful?

Ryan Moran [00:01:04]

That is how most of us start out. As you go down the rabbit hole of becoming an entrepreneur, you realize that the way you get people to pay you money is by creating something for them that is so helpful for them on their journey that they can't help but give you money and buy your products and your services. One of the reasons why we've been able to help so many people build seven figure businesses is because we swear by this principle, do you build the business that sells product or do you build the business that is directly targeted towards one specific type of person? And that person is going on a new journey and your job is to make that journey as frictionless and effortless as possible. I thought it might be helpful for me to share a part of our vision and our mission at capitalism.com to serve as a context for you.

Ryan Moran [00:02:03]

How does that principle of building for a who with a defined mission show up for us as we're serving entrepreneurs? And by listening to this, you'll be able to frame your own journey and answer the questions that help you get clarity on who your who is, how you serve them, and what your mission is to help them be the hero in their own story. Most people know me as the author of 12 Months to \$1 Million or the guy who had a video on YouTube about going from zero to \$1 million in 12 months or less. And my claim to fame is helping entrepreneurs, hundreds of entrepreneurs, cross seven figures for the first time. And I'm going to confess something to you. For many years, I sort of bounced around in my head about, do I want that to be my positioning in the marketplace? Do I want to be somebody else?

Ryan Moran [00:02:59]



For a while, I kind of shunned being the Amazon guy. I had a hard time in my personal brand, in my business, deciding who I wanted to be. To be honest with you, what I realized now is that was the wrong question. It was easy for me to define who my who was when selling a physical product. If I'm selling a supplement for young men who are building muscle, it's easy for me to map out what the journey is for that customer, or if I am selling a food product or a weight loss product or whatever physical product it is, it's easy to think about who your who is, but I'll tell you what, I fully confess that when I'm part of the product, it was difficult for me to define who my who was and how I helped them. This was a blind spot of mine.

Ryan Moran [00:03:48]

And to be honest with you, it was really hard for me to take my own advice when it came to my personal brand or at least the company that I am currently the face of, which is capitalism.com, this podcast, right? So, I had an easy time eating my own dog food when talking about physical products or faceless products, but when it came to things that revolved around me and my personality, it was much more difficult to determine who my who was because the product and the business was so focused on me, or at least so I thought. This was a story that was going on in my brain. And as I unwrap this for you, you're going to draw parallels in your own entrepreneurial career because this same blind spot that I had keeps a lot of you from being able to relentlessly pursue the goals and outcomes that you desire.

Ryan Moran [00:04:45]

You see, you hear me talk about focusing on the customer. You hear me talking about building a brand that supports the customer in their journey, but it's still very tempting to think about what's going to sell and what's going to make money. The truth is, though, you will make so much more money when your brand is about helping a specific customer on their journey. For example, you could sell supplements, you could sell general health and wellbeing supplements to a group of people, but that is not nearly as impactful as saying that you are a supplement company for moms who are eating packaged goods on the go while prioritizing everyone but themselves. That's a very different frame because when you're focused on the who, when you're focused on the moms, you know exactly what buzzwords to say, how to target them, the pain points in their day and the overall journey and transformation that they are on.

Ryan Moran [00:05:45]

You know who to celebrate publicly as your customers see results. You know what influencers to partner with that look like your customer. But when you are focusing on a general health and wellbeing company, it's difficult to make the products stand out to any specific person. Now, I can see this very clearly from my physical products perspective, but I got a blind spot in it in my own business. Sometimes I get really nice comments on my YouTube videos that are like, why is



Ryan's videos not getting the share, or the spread, that they want? Why do they not get more views? And a consultant that I hired earlier this year helped me answer that question. It was a taste of my own medicine. This consultant's feedback was your videos and your content are not specifically designed for one specific person. You just talk about whatever you want to talk about. And I was like, yeah, it's my personal brand.

Ryan Moran [00:06:42]

Of course, I'm going to talk about whatever I want to talk about. That's how I've done for all of this time. He said, well, you can do that, but you will grow much faster if you tailor your content to one specific person and the journey that they are on. I went, oh, shoot, this was a taste of my own medicine, because of course I can see that clearly in someone else's business. And I can look at somebody who is selling supplements or food or beauty products and say, who's the who here? And how do we make the messaging and the marketing directly targeted to that one person? But in my own business where I'm the face, I had forgotten that. And it was a really good reminder to come back to that, and meeting with my team and rediscovering who our who is because the who is not me. The who is our customer, and our customer is an entrepreneur.

Ryan Moran [00:07:39]

And our customer is building a million dollar business. And our customer is on a new journey to create value and build wealth and create something that means something in the world, that creates a difference in the world, that creates a dent that helps real customers. That's our who. And when you know that answer in your business, it's whoever your ideal bulls-eye customer is, when you know who that is, and when you look at the transformation that person is on, to lose weight or to make money, or to find a mate, your business will grow so much faster when you laser in on exactly what that mission is for that customer. We had to face that ourselves, or I had to face that myself. With my who dialed in, how do I help them achieve being the hero in their story? And that was obvious when I asked that question. It's helping people build million-dollar businesses.

Ryan Moran [00:08:39]

And I asked myself the question, what would be the impossible mission, the mission that we could spend the next 5 to 10 years accomplishing, and as a result, make such an impact in our customer's lives that no one could deny how effective we were at our mission? The beauty of answering that question is it lasers you into the opportunities that help you fulfill that mission. For example, if your mission is to help dads lose weight, all of your focus gets narrowed into that group of people so that you know exactly what products to launch, what information to share, what your social media posts should be, who you should partner with, what your ads



should say, and on and on and on it goes. When the question is what do we sell, you get distracted by all kinds of different opportunities. But when it is, how do we help dads lose weight so that they're more present with their kids and they're around to see their grandkids, you narrow in on specifically answering that question. Or how do we help moms relax, or how do we help women over 50 maintain their natural beauty?

Ryan Moran [00:09:47]

That is how we laser in on helping a customer with their transformation. And for us at capitalism.com, it was how do we help people build million dollar businesses? And then we went one step further to that impossible mission of let's help a million people become millionaires. Let's help 1 million people build 7 figure businesses that matter, that they love, that are fun, that create generational wealth for their families. Why? Well, a million millionaires would be a trillion dollars in value, and a trillion dollars has the same economic impact as Bitcoin, but put into the hands of entrepreneurs who are creating things of value and creating change in their lives and their customers' lives. And as soon as we had narrowed in on that being a mission, there was all of this creative capacity that got freed up to focus on what we need to change about our content, what we need to change about our products and services, what we might need to change about our events in order to be laser focused on helping a million people build million dollar businesses.

Ryan Moran [00:10:55]

I had always resisted this kind of work inside of my personal brand because I was afraid that it would make me feel restricted. Again, I'm sorry for repeating myself, but it's so easy for me to see that within a physical products brand, but when it involves my face or my work, I wanted to reject being pigeonholed into something. What if I want to change my mind or do something else? And it was the same consultant, the same person who was kind of helping me with my positioning, that helped me see that we can do whatever we want. We can talk about whatever we want, as long as it's still from the context of helping entrepreneurs build million dollar businesses. Now, I share all of this with you because I know that you sometimes feel like you are ... You're trapping yourself by narrowing in on a specific person that you help.

Ryan Moran [00:11:44]

You're worried that you won't have the creative freedom to be able to try new things or experiment with new strategies or launch very different types of products if you're too narrowed on who it is that you serve. And I'm here to tell you from personal experience that the opposite happens, you have all of your creative capacity freed up for you to serve that person. And I had to come to the conclusion of, do I want to build a company or do I want to build a person? I know the advice that I would give to somebody else. I know the advice that I



would give to somebody that I was a consultant for. I would say, of course you want to build a business. You want to build the systems and the processes and the other people that help your customer become the hero of the story.

Ryan Moran [00:12:30]

And when I said that as though I was giving it to someone else, I knew that I needed to make some changes within my own organization and become laser focused on who I wanted to serve and the mission that we wanted to accomplish, and that is helping entrepreneurs build million dollar businesses and having the mission of helping a million people build million dollar businesses, thus creating a trillion dollars or more of value. Now, the funny thing about this, as soon as I said it, I knew that other people would think that was an impossible mission, but I saw all of the activities that needed to happen in order for that to become a reality. I knew we needed to simplify our product line, and I knew we needed to be laser focused on overcoming the hurdles and the friction that entrepreneurs would have on their journey to build million dollar businesses.

Ryan Moran [00:13:21]

So, I knew that when the question of what suppliers should I use would come up, I knew that I needed to answer that question for our students. So, we started making a list of manufacturers that we like working with and said, what if we developed relationships with manufacturers and we kept those inside of our members area inside of The One Percent? What if we had influencers that were looking for equity deals with the businesses that we help, and what if we had those influencers sit on the board, if you will, sit in the members area of our Capitalism Incubator so that when we are training an entrepreneur to partner with influencers and give them points in the company for them to be spokesperson and promoter of it, there was a natural relationship that could happen there. And what if we had investors who funded physical products brands sit in our pitch weeks inside of the Incubator and look for the opportunities that they wanted to fund?

Ryan Moran [00:14:19]

What if we created partnerships with people who buy businesses and we had relationships where we could take some of the best ideas and the best businesses that were growing in our community, and it became lead flow for the people who were buying businesses so that we could actually see exits happening within our own community? And all of these opportunities started to become really clear. It also became really clear what types of content for us to roll out. So, this year inside The One Percent, we're starting January with a kickoff of a challenge. We're calling it the 5 days to 7 figures challenge, where we're going to go through a 5 day class where we're going to map out exactly what someone's 7-figure business needs to look



like, and they'll walk out with a printout that they filled out, it shows the exact plan to their 7 figure business, a plan that they could show their family or their friends or potential investors or partners within the group, where they can say this is what I'm building. This is my plan. What does your plan look like?

Ryan Moran [00:15:20]

It's a plan that could take to their accountability group or take into their mastermind that we facilitate inside The One Percent so they can be held accountable to the plan that they set. And then throughout the rest of the year, we're going to create classes and relationships and partnerships that help overcome each additional obstacle that an entrepreneur might face. For example, that will be, how do I have a great 6-figure launch? We'll be doing a class about having a standout launch that funds the growth of your business and gets you kicked off with sales and profit so that you have a nice launch pad to scale to that 7-figure business. It's going to be the same thing with how do we get to 100 sales a day. Let's put together resources and classes and relationships that help people get to and sustain 100 sales a day.

Ryan Moran [00:16:09]

So, I'm telling you all this because you can see that the energy gets freed up to be able to serve that person on their journey to building a 7-figure business. We've got to do it in a way that's scalable enough to help a million people become million-dollar business owners. And as soon as we saw that insight, my team shared with me that I seemed really clear. I seemed really focused. I was more clear with them about what we were building than I had ever been before. And so many of you are missing that clarity in your business and it's the thing that is holding you back from having your 7-figure business. It's simply clarity on who it is that you serve instead of how are we going to do this, or even what are we going to sell? It's who and why, those are the important questions. Who is it for, and why does it matter to them?

Ryan Moran [00:17:00]

I know for me that building millionaires through the vehicle of helping them build million dollar businesses matters because once an entrepreneur is at a million dollars, they start to act more abundantly. They start to have the resources to be able to serve their customers with more conviction. It's when they have the confidence to say, I've got a million dollar business, I'm a millionaire, and so now I'm going to think bigger and cast bigger visions that are more collaborative, that are more focused on giving and service, that actually require them to be more kind. And I believe that is how we create a better world, we bridge the divide that we have is by creating more capitalism, more collaboration, more creativity. And by helping someone cross that million dollars, we have helped accomplish the mission that they set out to accomplish. Not the one we set out to accomplish, that's to create a million millionaires, but



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helping one person become a million dollar business owner is the mission that they set out to accomplish.

Ryan Moran [00:18:04]

And by us getting really good at that, we can create amazing products, programs, events, services, content, et cetera. So here's how that breaks down for us as a company. The One Percent is totally focused on helping people build million dollar brands and million dollar businesses and all of our content, all of our coaching and our case studies, the resources that we have that help people get to that first million are going to be contained within The One Percent. And over the next year, we're going to be doing sprints and classes that help entrepreneurs overcome every obstacle that they run into on their quest to have a million dollar business. We'll help them choose those 4 products, get to 25 sales a day, maintain a \$30 price point and solidify that so they've got a million dollar business, and that's where our entire focus for The One Percent will be. After all, only 1% of people in the world ever become millionaires.

Ryan Moran [00:19:04]

And so, our job in The One Percent is to help our members become part of that 1% by building million dollar businesses. How do they do that? 4 products, 25 sales a day, \$30 price point, and we'll help them fill in the pieces of that equation so that we can help a million people become million dollar business owners. And then our second product center is the Capitalism Incubator. Inside of the Incubator, we're helping those entrepreneurs who have products, who have consistent sales, help them grow their profitability and prepare for an exit because I know that when I went to sell my business, I had nobody who was guiding me through that process. There was nobody who was telling me what I could do to increase my valuation. There is no one who is telling me how to grow my business from the perspective of I'm going to sell this one day. There was no one who was helping me make the decisions to go from selling products to building a brand.

Ryan Moran [00:20:01]

That will be the focus of the Incubator for those entrepreneurs who are already active in business and are looking to increase that profitability and build a business that they can sell. Now, we have students that after they go through the Incubator process, don't want to sell their business because they find that they're enjoying it so much and it's growing so fast as a result of casting a real vision and following the owner's model and creating partnerships that allow them to have a real scalable business. They enjoy it so much that they're rejecting offers from other buyers and investors that want to acquire their business. Why? Because they find out that they have something really special. So, that's our focus inside of the Incubator moving forward into 2022, helping entrepreneurs build and increase that profitability so they have a



business that is both scalable and sellable. All of this clarity came from asking myself the same questions that I would ask a new entrepreneur who had just read my book or is listening to the podcast or going through one of our trainings. We ask, who is your customer?

Ryan Moran [00:21:07]

And what journey are they on? What new call to adventure are they going on? And how do you help them become the hero of that story? When you answer those questions, you get abundant clarity about the next steps that you need to take in order to help your customer achieve their ideal outcome. And as a result, you are a business that helps other people accomplish their goals. I'm reading some Peter Drucker right now, and Peter Drucker says in one of his books that the entire focus of a business is to help a customer accomplish what they desire. That's management 101, how do we create efficiencies to help our customer achieve the outcomes that they desire? But so often we get lost in our vision of the business that it is no longer about the customer, but about how much money we can make, or it is about what we want to do versus how we can be of the greatest service to our customers.

Ryan Moran [00:22:13]

But successful business enterprises are entirely focused on helping the customer get what they want, and that's how you get everything that you want. I hope that you can hear the enthusiasm, the clarity, and the energy in my voice after navigating these questions for myself. I help many of you go through answering these questions inside of our trainings, but I had never done it for my own personal brand and for capitalism.com as a business. And after doing it, I feel the energy and the enthusiasm freed up to go build a business that helps other people rather than highlights whatever new idea I have at that time. And I hope the same thing for you, that as a result of you answering those questions, either doing it right after this podcast, or as a result of reading my book or going through one of our trainings, that you feel the same clarity about what customer you are serving and how you serve them.

Ryan Moran [00:23:21]

Because once you have that, the natural steps become obvious. The way that you choose what products you sell, or how you communicate with your customer become very obvious. And this is the foundation of building a brand, especially a brand that you can sell. When you have a mission that is entirely focused on who you serve, all the relationships and opportunities that need to support that all of a sudden become obvious because you've got a filter through which to make decisions. Does this help us accomplish our mission or does it not help us accomplish our mission? Is this a money play? Are we doing this because I'm feeling scarce right now, and I need to make money in the short run and so I'm going to compromise the long-term mission of my business so that I can make short-term cash? Is that what's going on here? You only know



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that when who it is that you serve and the mission of how you're helping your ideal person accomplish their goals. For us, we're helping entrepreneurs build million dollar businesses.

Ryan Moran [00:24:27]

And we're doing that primarily in The One Percent by helping them get clear on their mission, overcome the challenges that make it difficult for them to cross a million, and creating a community that is supportive and collaborative and shares resources to make it as easy and straightforward as possible for an entrepreneur to build a million dollar business. In the Capitalism Incubator, our focus is on helping those entrepreneurs who are in motion create businesses that they can sell and bringing in the resources and the opportunities and the funding and the buyers and the network to help them do exactly that. So, if you've been listening to the podcast for some time and you're ready to make 2022 the year that you start the journey to build a million-dollar business, I'd encourage you to join The One Percent at capitalism.com/1. We really need to update that sales page based on this clarity, but that's the link that will take you there.

Ryan Moran [00:25:23]

And if you're not ready for that commitment yet, I'd like to invite you to join the 5 days to 7 figures challenge. This January, I'll be walking through a group of new entrepreneurs to help them get very clear on exactly how they're going to build their million dollar business. We're going to go through exactly finding out who your customer is, what the products are that you're going to sell for them, the plan to get to 25 sales per day per product, and we're going to go over exactly how to create your plan that you can execute over the next 12 months. And I'll even be working with some of you one-on-one in front of the group to ensure that you've got the clarity as you leave the class and join our group or go out on your own to execute upon that vision. You can sign up for that over at capitalism.com/challenge.

Ryan Moran [00:26:12]

And if you're listening to this after January 17th, which is when we're starting the class, you can still go to that page and you can get the recordings from those calls. If you decide to stick with us over the course of the following 12 months, we'll be holding classes on choosing your perfect products, on building your audience, on having a great launch, and sustaining that 100 sales a day. We'll be financially incentivized to help you accomplish those benchmarks because we want you to join the Capitalism Incubator, which is where we can help you build upon that foundation and build a business that you can sell. And finally, I want to thank all of you who listen to my content regularly. Genuinely. I appreciate you so much. There's hundreds of you who have written to me, who have DM'd me, who have come up to me on the street, literally. I



actually have a corner in Austin where, for some reason, people recognize me on this one corner. And they're visiting from out of town.

Ryan Moran [00:27:08]

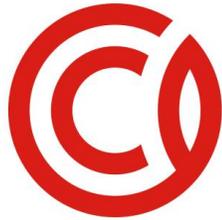
They're like, hey, are you Ryan? There's one corner I get recognized more than any other place in town. I just want to thank those of you who have dived into our content and consumed it for so long. So many of you have built million dollar businesses as a result of consuming our free content, coming to our events, or joining our programs. And it's you who have come up to me or messaged me or let me know that this work was helpful to you that got me to the point where I feel so much clarity and excitement to help hundreds of thousands of additional people build 7-figure businesses. I know for many of you, this podcast was your starting grounds and some of you went on to build 8-figure businesses, and you partnered with other groups and moved on to higher level podcasts. And I'm so thankful to have been part of your journey up to this point.

Ryan Moran [00:27:57]

And you have been part of my journey as well. And if you are an advisor, if you are a manufacturer, if you are an agency, or if you are one of our past success stories that has had success as a result of consuming our content or going through one of our courses, would you please reach out to me at ryan@capitalism.com because I'm putting together a resource list of manufacturers, of suppliers, of agencies, of mentors, of investors so that we can introduce those resources to our students who are building 7-figure businesses. And if you're a success story or someone who has used our content and benefited from it, we want to put together a list of case studies, success stories, and a list of entrepreneurs who have been successful so that you can inspire the next generation of million dollar business owners. Again, if you've been a success story, if you've benefited from our content, you have a great story that you want to share with other people, or just with me, we'd love to put you on our success stories page, or even bring you on to a live into our podcast or inside of The One Percent so you can inspire the next group of entrepreneurs.

Ryan Moran [00:29:14]

You might not think that your story is awesome, but if you found that our content helped you along your journey, or if you run a service that would benefit other entrepreneurs building million dollar businesses, please write to me at ryan@capitalism.com. We truly do celebrate every win that we get from our students. And if I've never heard from you before, or if we haven't talked in a while and my content has benefited you, please let me know at ryan@capitalism.com because I'd like to get you more involved in our community and at least tell your story so that you can serve as an example of what's possible for entrepreneurs who are



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starting this journey. I'm excited to help 1 million people become millionaires over the next several years or decades and I hope that you'll decide to come along for the ride. If you're ready to jump in and start your road to a million dollars, the best place is inside The One Percent at capitalism.com/1. Thank you so much for listening to the podcast. I'll see you guys on the next episode.