



Remember Your Why Transcript

Ryan [00:00:00]

I can tell you exactly why you're not making the kind of money that you want to make. I can tell you exactly why you get to the end of every work day with this long to-do list, and even if you cross most of them off, you feel like you didn't make any progress. And I can tell you exactly why even sometimes after years of being an entrepreneur or wanting to be an entrepreneur you still feel behind and you still feel like you might even be worse off than when you started.

Ryan [00:00:32]

I can tell you exactly why you've invested in things, built businesses, tried things, and you still haven't found that thing that you were looking for that inspired you to get into this game in the first place. The counterintuitive thing is that the fix, the solution, the thing you need to change, the thing that finally gives you the juice, the life, and fulfillment that you wanted is so simple. It's so easily overlooked that no one ever talks about it. In fact, they cover it up. They cover it up with more information, more consuming, more Youtube videos, more podcasts, more programs, more workshops, more conferences.

Ryan [00:01:26]

They cover it up with more information and more how-to and it stifles the thing that would actually bring the impact, the change, the finances, the money, the freedom that you wanted when you started this thing in the first place. I know this because after working for 15 years with entrepreneurs, I can tell you that this is a theme among all of us. This is a common feeling that comes up from time to time, and for some of us it dominates our lives.

Ryan [00:02:03]

You see, most of us as entrepreneurs, we got into this game because we wanted freedom and most of us wanted freedom from something. We wanted freedom from working at a cubicle. We wanted freedom from wasting our years away doing something that we found meaningful. We wanted freedom from drudgery. We wanted freedom from financial worries. But we forgot about the freedom to. The freedom to pursue things that we desire, the freedom to be with the people that we love, the freedom to serve and impact the people that we are uniquely qualified to serve and to impact.

Ryan [00:02:56]

It's one thing to be free from all the things that hold us back, but that's not what we desire. We want to be free from the things that stress us out. We want to be free from the things that keep



us from doing what it is that we actually feel compelled to. But for so many of us, that muscle, or maybe that flame, that passion, that hunger that propels us to move to something, to create something has been tucked away sometimes for years. For some of us, for our entire lives. We have prioritized the to-do list under the false assumption that once the to-do list was clear, then we could do what it is that we wanted to do.

Ryan [00:03:47]

I'm here to tell you that I can only speak from personal experience that when you prioritize the to-do list and the things that you think will lead you to the freedom, you compromise the freedom. You cut it off at its source. Have you ever experienced one of these days where you were just on? You were just dialed in. You felt creative. You felt lit up. You felt ready to impact people. You felt excited about what you were doing. And yes, you were excited about the money and the results and all the things that were happening, but the best part is the actual doing of it. Have you ever experienced a day like that where you are floating through the day just on and lit up and it didn't matter what the results were because you were making the decisions about what happened from a place of creativity, of service, of ease, of joy. Have you ever had a day like that?

Ryan [00:04:45]

For most of us, they're fleeting. They're a day a year, 3 days a year. But when it happens, there's a sense of, ah, there I am. This is what I was here to do. This is what I was born for. This is why I got into this game. The strange paradox is that those moments are so juicy, they're so beautiful, they're so enthralling that that one glimmer of who we really are, that one glimmer of our purpose is enough to motivate us for the other 364 days a year to get through drudgery, and we call that freedom.

Ryan [00:05:31]

Can you imagine for a second if operating from that place of true passion, true alignment, true purpose was all the time? Can you imagine how fun life would be? And as a side effect, can you imagine how much you would get done? Have you ever experienced a day in which you looked at your to-do list and it just felt like death? And in order to fix the to-do list, you just added more things to the to-do list and the day just got longer and longer and the more that you got things done, the more stressed out you felt?

Ryan [00:06:11]

And contrast that to the day that you felt just totally locked in and loaded and in your zone and you look at your to-do list and say, "This wasn't so hard. What was I so stressed out about?" Sometimes we only experience that on vacation, when we give ourselves a break, when we go



out with friends, when we've done the things that give us natural energy. And all of a sudden, you start to feel like yourself again and then you return to your to-do list and you say, "No problem. I've got this." For me, it shows up in the way that I write.

Ryan [00:06:43]

When I feel full of myself, when I feel like me, when I feel like I'm on purpose, I don't have to try to write great things. My copy is better, the books that I write are better, the blog posts I write are better, my podcasts are better, my videos are better. And yet, I've also experienced those days where no amount of preparation, no amount of planning can make the content that I want to create beneficial to anybody because I'm not here, because the energy that I have or want to have just isn't there.

Ryan [00:07:30]

As an entrepreneur, I know what that costs financially. I know that me not having that juice, that passion cost me money that day, and so the most profitable thing that I can do as an entrepreneur is to focus on what makes me happy. That is not a popular thing to say in today's society. To say that it's actually more profitable to go be happy and then come back to the to-do list? That flies in the face of what most people think is acceptable, but I can tell you from experience that when you prioritize the person and the passion and the happy, then everything else feels light. It feels easy.

Ryan [00:08:17]

And yet, what do you see in most of the marketing that is thrown at us? What do you see most of us entrepreneurs talking about amongst ourselves? We talk about how hard we worked. We talk about how many hours we put in. We talk about the how-to strategy. We talk about the complicated funnels. We talk about the wonky-wonk tactics we use to try and layer on another level of complexity because if we make it complicated enough, we make the how-to long enough, then we'll be able to unlock freedom one day. Can you imagine what your business would look like if you were switched on?

Ryan [00:08:56]

You start a business, you got into this game because you didn't just want the money. The money was a route to the freedom and the experience of life that you wanted. And us entrepreneurs forget what got us here in the first place was the path, the freedom, the excitement, the life. And so, we've built this structure. We've built this container. We've built this prison that is our business that actually keeps us from the life that we wanted. Somewhere along the way, the thing that we expected our freedom business to be became our prison because instead of it setting you free to go create what you wanted to create, it has now just



been a container to keep you working at the computer and working on long to-do lists until the you that you thought would emerge is suffocated.

Ryan [00:10:07]

You were born for more than sitting at a computer. You were born for more than consuming another how-to piece of content. You were born for more than crossing things off the to-do list. You were born to build something that matched what you wanted to create in the world, and most of us have never taken half a second to tune into what that is that we wanted to create in the first place. What if what you built matched what you wanted to create rather than expecting your business to set you free to go do what you want? What if you did what you want and let your business show up to support it?

Ryan [00:10:58]

You were made for more than something more than what you've built to this point, and the reason why you're not making the money that you want to make, the reason why you get to the end of your long to-do list and you feel tired, the reason why you get to the end of the week and you say, "What did I accomplish this week?" is because you've built a business that is not a match to the experience of life that you wanted in the first place.

Ryan [00:11:30]

We as human beings are happiest when we're in service to other people. We're happiest when the things that are natural to us create value for someone else. We're happiest when we feel like we're ourselves and that's enough. Not just enough, but great. I want to walk you through an exercise that will help you see how much attention is going to what you really want, versus what you think is the right thing to do based on what other people have told you. I like to ask clients and customers to close their eyes, and to imagine that they woke up into a world in which everything was free.

Ryan [00:12:18]

Everything that you wanted to buy, everything that you wanted to do, everything that you wanted to accomplish was free. There was no result that you had to pursue because you could have the result now. You didn't have to work hard for the car because the car was free. You didn't have to work hard to get the big house one day because the house was free. You didn't have to have certain revenues in order to build the team that you want because the team is free. If you woke up into a world in which everything was free, what in your business would you keep? What in your life would you add? What in your business would you do more of?

Ryan [00:13:01]



What most people discover when they answer that question is that there's 1 or 2 things in their business that they would do more of and everything else in the business existed to make it possible for them to do that 1 or 2 things. They discover that there's one person, one type of customer, one type of client that they love to serve. There's one activity that they love to do or would love to do more of but it's drowned out by the need for revenue and profit in order to sustain that one activity.

Ryan [00:13:33]

Now, revenue and profit are important. They're the lifeblood to business, but the point of the business is for you to be doing that thing that you want to be doing more than anything else in the world because when you do that thing, it's you. Because when you do that thing, it's natural value for other people. Because it draws everything else in. Because when that one activity is on fire, all of the other customers and investors and influencers and attention and followers and likes and comments and partners all start to show up because that calls forth the same thing in them.

Ryan [00:14:14]

When you are dialed into that zone, that feeling, that freedom for yourself, it calls it forth in all of your customers and employees and partners and all of you are now on fire leading toward the vision that you wanted in the first place. If you look at the most successful people in the world, the richest entrepreneurs, the ones that we all admire and look up to, none of them got to where they are because they followed some how-to formula or step-by-step directions or even mapping out what somebody else did to be successful, and yet we spend so much time reverse engineering what they did to get there, but none of them did that. All of them were compelled by a vision that they had in their head and nothing stopped them from that vision, and it didn't matter what the results were.

Ryan [00:15:03]

Can't you see when you look at the most successful people in the world that the way that they got to where they are is because they were so dialed into who they were and what they wanted to create in this world that everything else just showed up for them. And can't you see that that's possible for you? You've experienced it in glimpses. Haven't you felt that before? Haven't you felt that little voice, that flickering flame say, "This is who I am, and this is what I want." And then you stifle it in order to do what is practical to make your business survive. That is not freedom. Freedom is being tapped into that place and letting it guide your direction. Letting it guide your decisions. Freedom is knowing that place and letting everything else show up to support that.



Ryan [00:15:49]

I'm here to tell you that it's not too late. I'm here to tell you that if you've got a pulse, you've got time. I'm here to tell you that you don't need to follow a long, linear path to success because you never wanted the linear path in the first place. I'm here to tell you that you don't need to get the result before you have that freedom because you didn't want the result in the first place. You wanted that feeling of being locked in and dialed in. You wanted that freedom to serve. You wanted that freedom to create. You wanted that freedom to expand. You wanted the fun of growth. And you can have that now.

Ryan [00:16:37]

And when you know what it is that you want to create from that place, and you set it up so that that is the payoff, everything else comes your way. This is my challenge to you, and this is going to be the hardest challenge that you as an entrepreneur pursue. I challenge you to get quiet. I challenge you to add nothing to your to-do list that is out of alignment with what you want to do and what you want to bring to this world. I just want to invite you to do an inventory of how you spent your day and your week, and ask yourself the question, "Is this what I signed up for? Is this what I wanted?" because I promise you, if the answer is no, A, there is a way out, but B, it means the world has morphed for you.

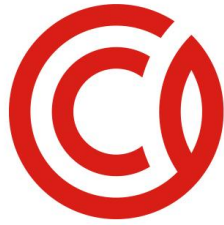
Ryan [00:17:35]

You don't have to go create and do something that you don't want in order to get a result that you do want. You have to do what you want now to get the result that you want. This world is stacked to support creators who are dialed into their purpose and their mission, and if you don't know what that is, don't do anything. Let it line up. Let it show itself because when you are lined up with what you want to create in this world and you're an entrepreneur who wants to create purpose and profit, that's when you change the world. And as a side effect, it's when you get rich, too.

Ryan [00:18:20]

It's a true stat that 99% of business owners never clear a million dollars, and that is why I started a mentoring group called The One Percent. I have helped hundreds of entrepreneurs cross 7 figures. There's a reason why that's the case and it's because we have a formula that works really well. And this year in 2021, we've introduced mastermind groups at each level in the process. That's the grind, the growth, and the gold. So, when you come join us inside The One Percent, you'll be partnered with other entrepreneurs who are at your level to help you get through that level and accelerate onto the next step in your journey.

Ryan [00:19:02]



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