



## **Profit Driven Purpose with Justus Murimi** **Transcript**

Ryan [00:00:00]:

Hey Capitalists. These next 30 minutes are going to be your most profitable that you spent all week because this is a conversation that I had with our head of community, Justus Murimi and his superpower is that when he walks into the room, entrepreneurs make more money. He told me that when we first met, and I can tell you firsthand that it is true. And the reason for that is because Justus has a very unique ability to getting to the heart of what an entrepreneur really desires. Some people might call that your purpose, what really fires and lights you up and when you can bring that energy and that core of who you are into a business, your business starts to grow and become more profitable.

Ryan [00:00:46]:

So, this is a conversation with Justus about uncovering that purpose and making it profitable. Justus and I are doing a class inside The One Percent that's called Profit Driven Purpose. It's all about finding out that genius that's inside you, bringing it out into your business so that every day you wake up excited to grow something that is firing you up. Not later, not someday, but right now. That's real freedom. If you want to join us, head over to [Capitalism.com/1](https://Capitalism.com/1). Join us and we'll be kicking things off real soon.

Ryan [00:01:20]:

Justus, you said to me once that when you walk into an entrepreneur's life they just tend to make more money. What is the thing that is holding them back that you free them up to do?

Justus [00:01:29]:

One of the things that I do to free them up is reminding them of who they are, their purpose, their identity. Those are like the core foundations of what makes them great and they forget it. They'll build their business off of transactions and doing a lot of things and there's usually one thing that they're really great at, that they really love because of the people they love to serve but they forget it. And I remind them of what their purpose is.

Ryan [00:01:51]:

Why does unlocking the purpose help make the entrepreneur make more money?

Justus [00:01:56]:



When you're working out of your purpose, you're being yourself and every entrepreneur is created to operate like themselves, and when they forget that they get tied up in their fears, they get tied up in what's going to make more money instead of who are they created to serve.

Ryan [00:02:12]:

It seems like such a logical question to ask and I can tell you before we started working together that basically the dominant question in my brain was, how do I make more sales? How do I grow this thing? How do I motivate my team? All the things that you think are necessary to grow the business, but, yeah, my deepest desire was to be in the purpose of why I started the business in the first place. But there's this gap of, well, if I take my eye off the ball, if I'm not focused on sales and growing this thing, then my \$100,000 dollar a month business isn't going to get there or it's going to crumble, but intuitively there's something that tells me the opposite is true, and I think that's why when you show up, people get in alignment with their purpose and then just things start to grow. Is that the case, and how does that unfold?

Justus [00:03:00]:

Yeah. There's one line I use and it's super cheesy but it's that you are enough. A lot of entrepreneurs are insecure that they are enough to create or build a million dollar business or scale that million dollar business to 8 figures, 9 figures, whatever it is. And I live under the belief that you have these superpowers that can create unbelievable potential and unbelievable wealth, that you're amazing, that you're enough, that what you bring to the world is going to create change if you still believe it.

Justus [00:03:34]:

So, the great entrepreneurs that I know that I've worked with, I think of a realtor that when I came in to help him, he was doing about \$15 million in transactions in one year, which is pretty good. But when I started getting into who he really was and what was he really great at, what was he created to do, no one builds trust like this guy. No one can get in a room and make people feel so comfortable. But what was he doing? He was spending time in the transactions, getting contracts written up because he felt, I have to do these transactions in order for this business to grow. I've got to do these things. I'm the best at this.

Justus [00:04:10]:

And I looked at him and I go, "Your superpower is building trust with people so they can buy from you and you get to benefit from that because you actually care about people." In 9 months, he did \$21 million. Well, 12 months before that he only did \$15. He unlocked his



superpower. He became who he was created to be, a guy who creates trust in the real estate transaction.

Ryan [00:04:34]:

Every entrepreneur can relate to that in some way of, I have this gift, or I at least have this desire inside me that is stuck because I let it out just a little bit to keep myself really busy and now it's covered up with contracts and legal and accounting and all of these things. But the deepest desire is to let that out, full out of the gate. So, how do we do that?

Justus [00:05:02]:

The first thing is we've got to look at your history. We've got to look back and go, what's the theme? What have you successfully done or unsuccessfully done? What do people know about you? What are your strengths? I want to know what some people would say, what's God's fingerprint, or how are you wired? What's in you that's not wired the same way as other people? Those can be the hints, the clues to who you are. And then I want to dig deeper.

Justus [00:05:26]:

What's your purpose? Who do you love to serve? What makes you come alive when you do it? Because that's a hint as to something that you were made to do. In your business, out of your business, with your family. I mean, take notes. I ask for you to go and journal and think about it and learn about more of yourself because in those transactions, in the contracts, in all the other stuff that you feel you can only do, there's a distraction from what really makes you you and what makes you fall in love with other people and spend all time talking about and doing and people need that. That's the other thing is people need you being yourself and a lot of people will pay for that.

Ryan [00:06:11]:

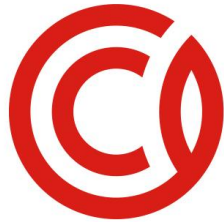
Yeah, they'll pay a premium.

Justus [00:06:12]:

They'll pay a premium.

Ryan [00:06:13]:

And so often, we put these labels on ourselves or these masks on ourselves that what we think is going to convert in the marketplace, or what we think is going to be expedient or attract the people that we want to work with. But the truth is, the greatest thing that will sell for the highest amount of money, that will get the most raving fans, that will grow the fastest, scale the



biggest, is the thing that actually is exciting to you and makes you happy, which seems so counterintuitive to what most people are talking about, but all of us have experienced moments in which we were totally tapped into who we were and everything just unfolded beautifully, and that just seems to be the people that you admire.

Ryan [00:06:53]:

And you're like, how do you get so much done? How do you make so much money? Let me reverse engineer exactly what you did and try to put it into myself, and it doesn't work. And then we come up with this story that we're not good enough, that we failed, that we just need another system to follow when the system to follow, the how-to is baked within us the entire time.

Justus [00:07:13]:

Yes. It's there the whole time, and that's where I always come back to some of these cheesy lines but they're true. You're enough. The greatness is inside of you. The wealth is already there. When you get distracted trying to be somebody else, I know that I'm not going to be wealthy being Ryan Moran. I'm going to become wealthy being myself and I know that if I bring the joy, wealth will follow. How do I know that? I dug in. I asked people, what am I great at? What do you see? What happens when you walk in the room? What do you see in me? And they said joy every time, energy rises. And so I started going, what if I bring the joy everywhere with no expectations? What will happen?

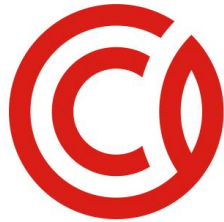
Ryan [00:07:55]:

And I can say the guy does. And everybody who knows him loves him for it. It's just who you are.

Justus [00:08:01]:

It's just who I am and I love it. It's easy. It doesn't make me ... I don't have to strive, and that's what I want for everyone else to do. I want them not to be Ryan, not to be Justus, I want you to be you and trust that the money's going to follow, the relationships are going to follow. I can't tell you how many millionaires I've talked with that want to spend time with me, not because of my expertise, not because of what plans I have or systems or things that I'm really good at. No, they want to be with me because I bring joy to their life, and there's not a lot of people bringing joy right now and I remind them of their superpowers, and there's not a lot of people telling them their superpowers. There's a lot of people asking for money.

Justus [00:08:39]:



And I want to be the guy that they look back and say, "He brought the joy every time. He made me feel like myself." And I know for you, I know for our people, there's something you do better than anyone else for the people in your community and they want more of it. But when you're in the transactions and you're doing the things you're not great at instead of delegating and giving it to somebody else, guess what? That gets swallowed up, and nothing makes me more sad when someone doesn't know their greatness and they're looking for it in all these other things and doing the things that drain them, the things that take them away from their greatness, the things that make them tired, make them go, "I just want to quit this business," when it's the business they worked hard for and they've forgotten the purpose of their business, and they forgot who they were in their business and that they were part of what makes their business grow.

Justus [00:09:28]:

When I see Ryan at meetings, I want him to cast vision. I want him to stay in the vision seat because when he casts vision and he really believes it, the team comes alive and we execute on the things he wants. And when he's sharing in detail what we need to do, we're ready to go. So I want him to stay there. And everyone on the team, I want them to be who they're made to be so our business will grow and it will continue to grow, and I want your business to grow. I want what you're working on to grow.

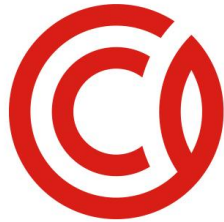
Justus [00:09:54]: Why? Because the world needs what you have. I really believe that, that the world needs what they have, that there's greatness in them that the future of justice in our world is your business if you'll let yourself be yourself, and you won't get swallowed up in the tasks that make you feel productive, but you'll do the things that you were created to do and your team does the rest and you be yourself and you bring your greatness to the world.

Ryan [00:10:23]:

And that is the tell, when you've got this long to-do list of things that you're doing to be productive and at the end of the day you're like, what the heck was all this for and what did I do today, what am I doing this for, my life is over. Versus that day when you were just you. And at the end of the day you were like, that felt like a rewarding day. And you know what I've experienced, Justus, is this word, purpose, this idea of purpose we tend to take a self-centered look at.

Ryan [00:10:53]:

Like, what am I here to do? What am I good at? What do I want to do? And the answers to that question all lie in other people. When you're thinking about yourself and the purpose that you



want for yourself, haven't you ever struggled with that question? Like, I even hate answering the question because I just go internal and I think too hard, but everyone else sees it so easily. And so, the way that you grow, the way you tap into your own greatness is first looking at the who around you, looking at the people you're serving, looking at who the customer is, looking at who your team members are.

Ryan [00:11:27]:

Getting their feedback about what your business and what you mean to them is the unlock to finding what we tend to call purpose, that thing that lights us up and what we feel like we are here to do.

Justus [00:11:39]:

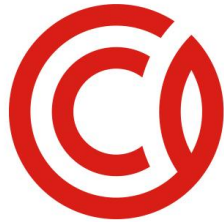
100% of the time, and that's part of what I require of everyone I work with is to go out and ask. Ask people. And the biggest thing that takes away from that is false humility, is believing like, there's not much, it wasn't me that did that. It's like, no, you did because you're in a spirit of service and there are people all around you that want to tell you what you're great at. And those secrets are going to help you bring more of that to the people you care about. It's all about service. It's all about serving others. And when you serve others, that you that people are willing to pay a premium for comes out the most.

Ryan [00:12:15]:

Yeah. The formula that I teach for having a \$100,000 a month business is simply 4 products at 25 sales a day at a \$30 price point and what most people will do is they'll take this formula and then they'll reverse engineer the marketplace and say, what 4 products can I sell that everybody else is selling? But the people that really make it are the ones that say, "Who am I really passionate about serving?" Okay, so, I need to develop 4 products for that person that I love to help.

Ryan [00:12:46]: And a lot of times that person is yourself, or a younger version of yourself, but when you can ask that question of, who is that person that I am relentlessly excited to serve, and how can I develop 4 products for them? Man, getting to 25 sales a day is like, what else do you want to do with the day? It just happens because every person on the planet is looking for people and products that serve them and there is not just 25 people a day for that product, there's million of people that are looking for that amount of intention and focus of what can this product or this brand do for them.

Ryan [00:13:26]:



And so, when you answer that question, all of a sudden the business grows to \$100,000 a month and way beyond and it feels fun and it feels like who you are and it feels like what you want to do and it feels like why you're here, and everybody else is like, how did you do that? And you're like, well, I follow this guy on YouTube named Ryan Daniel Moran. They just tell them the formula and then everybody goes through this cycle of thinking about it, and by then unlocking the who and that's where all the juice is.

Justus [00:13:57]:

Yes. I remember serving underprivileged low-income African American boys and they were all I cared about, and I obsessed over their lives and I would have them over for barbecue and I'd travel all over the Dallas Metroplex dropping them back off at home after we spent time together. And after a while, surprise, wealthy people found out what I was doing and they said, "Can you have it at our house? We have a much bigger house. You don't have to have it at your 2 bedroom apartment."

Justus [00:14:24]:

Then another person would come and say, "How can I invest in you guys? I want to give financially." Then a family would say, "Hey, can we bring the pizzas? Can we bring the pizzas to feed them? And I'll feed them every single week. Hey, I've got a basketball hoop. Can we bring the basketball hoop?" They saw the people that I was serving. They saw me being myself, and they said, "How can we pitch in? How can we be a part of this?" And they wanted to pay me more money. They wanted to benefit my life. They wanted to babysit my kids. They saw me operating for a person, and they were like, "How do we join? How do we jump into what you're doing?"

Justus [00:15:03]:

They saw the purpose of my ... you can call it my business. My business was loving underprivileged kids. They said, "I see that purpose. I see that you're actually real about it. I want in."

Ryan [00:15:14]:

When you look at every entrepreneur that we admire, let's just take Elon as the example, Elon didn't care what anybody thought externally. He was relentlessly focused on the goal, and the goal was, what's great for humanity? Now, I don't want to be Elon. I don't think we need more Elons. We need more entrepreneurs who are lit up with what fires them up, with the change that they want to create with the people that they want to serve. And yet most people are





approaching this world with the question of what do I get out of this? How much can I sell? How much profit can I bring off the table?

Ryan [00:15:52]:

And we wonder why at the end of the day we feel deflated. We feel exhausted. Well, you're exhausted and you're deflated and you're not getting the results that you want because you're thinking about what you can take off the table, what you can take from other people. But as Justus is saying, when you flip into that mode of, who is the person and how do I just care about them, and caring about them sometimes looks like making great freaking products. Like, writing marketing campaigns that speak to that person. And guess what? Writing great marketing campaigns is really easy when you're thinking about the other person.

Ryan [00:16:26]:

Those are the types of ads that go viral. Those are the types of ads that get shared. Those are the types of ads that convert. Those are the types of ads that don't require a ton of copy or for your funnel to be perfect or for your Amazon listing to be ideal or for your Kickstarter campaign to be perfectly optimized. If you're perfectly optimizing it, it means that you're thinking about yourself rather than the service you can create for the other person. And so, when you unlock ... when you can tap into that and you unlock that, that's when there's a positive pile on. That's where everybody's like, I want some of that, I want some of that because you're attracting other people who also want to give to the same person, and that's when everything unfolds.

Justus [00:17:03]:

It's where everything ... What you just said is huge. Elon's emails aren't perfect copy. Why? Because we get the purpose and we want to jump in. There is a purpose behind your business and people want to jump in. But are you telling the story? Do you know the purpose? Does it fire you up? Half the reason why you're not fired up about your business is because you forgot the purpose of it. You forgot who it served. You forgot what it was supposed to accomplish in their life.

Justus [00:17:36]: If we can bring you back to that, if we can bring you back to what it accomplishes in their lives, how they feel afterwards, if we can bring you back to a vision of going, I see what they're saying after they take it, the relief they feel, the power they feel, the energy they feel, because I was able to guide them to an experience with my product because my product does this for them and the purpose of my business does this for the community. We've got to get back to that because you're going to get fired up and you're going to go out





and share with so many people because you're remembering why you're here and what the purpose of your business is.

Ryan [00:18:13]:

Justus, this has happened in your own life recently where you came up with a vision for the brand that you want to start, the million dollar business that you want to kick off and you stayed in vision and you came up with this product line and you're not uniquely qualified to develop this product line, but when you were talking about it there were 2 individuals who showed up. They were like, I'd love to be a part of this. And they're perfectly qualified to build infrastructure and to run ads and to manage all the stuff that keeps you out of service.

Ryan [00:18:46]:

And then you told me about it and you were all fired up. I was like, I mean, do you need money? You call me when you need an investor. He told me he was talking to another investor and I was jealous. I was like, you're talking to somebody else? What about me? Now, money is competing for this. I haven't one time seen a business plan but you're fired up and you're fired up because you're lit up to serve that person and that energy brought in the right partners and has investors knocking at the door saying, "Why haven't you called me yet?" That's the sign that you're tapped in to what you're here for and that's when everything just unfolds and the path lights up.

Justus [00:19:33]:

It lines up and it's been so exciting even just coming and learning how you've done it and learning about the purpose because the purpose behind this business that I'm starting, it's my wife and I saw her for a whole year suffer and then I'd hear stories of other people's wives suffer after pregnancy. And so, I'm fired up to revive the health of mothers with 1 to 2 children. I can share that story all day because I think about my wife and I think about what feeling I want this brand to create for her. Energy, life, that there's someone that believes in her, that's going to defend her.

Justus [00:20:07]:

And these products are going to help accomplish that but more than anything, I just want her belief. And I know that there's other people like that out there, and so I stay in this state. As you can see, I'm fired up because I'm remembering my who. That's what I'm ... I see my wife and I remember days where she wasn't sleeping, where she looked white as a ghost and she was unhappy and there was nothing I could do. If I could serve that person, and I can bring their life back and I can change their life, that's the purpose.



Ryan [00:20:39]:

If you are a mom, know a mom, or have ever met a mom that you're thinking about right now and you're going, man, I'm fired up that you're fired up to serve her, that's the sign. See, like, you don't even know what the product is. But I want to back this business, and you want to buy from this business because there's this intent on serving a specific person. That's possible for your business, too, and it's just about uncovering what drove you to get to this place at the start. Or what you've been resisting, what you've had tucked away that's preventing you from building the business that you really want, that matches what your real core desires are.

Ryan [00:21:22]:

You have that same passion and energy that Justus has over this business that he's starting. You've got it deep within you, and unlocking that is the how, that is the how-to to meeting the right people, to meeting the right investor, to having raving fans, to getting more reviews, to partnering with influencers, to get money thrown your way, to making your funnels convert, to getting things to rank higher because there's this energy behind it that people voluntarily choose. That's the secret. That's the how.

Justus [00:21:52]:

That's it. I want to bring you guys there. I'm getting fired up because I'm thinking about you guys now. I'm thinking about them coming in and going, what's the story? There's something in there and we get to dig it out together. There is gold in you and we get to dig it out together and there is gold in your business. Whether you've started already or you're just getting started, we need to pull out the story and pull out the gold and find the purpose because in that purpose, there are a group of people waiting for you.

Ryan [00:22:23]:

So, we're going to do a class together inside The One Percent and we're going to do this class to build that \$100,000 dollar a month business or grow the business that you have that is in alignment with the purpose that you want to bring to this world. And if you've already got a business, this is going to match you with that energy that's been stored away, tucked away for so long and is preventing you from having the business that really lights you up, gets you jumping out of bed in the morning, gets you relentlessly focused on creating what it is that you want to create.

Ryan [00:22:53]:



And this is going to be for people also who have had an idea in their head or they've been running around bouncing off of idea to idea and they've just never had that thing that sparked the fire in them, we're going to set that ablaze. And using our strategies of building million dollar businesses it means that we're going to light that thing on fire real fast. This is the missing piece for so many of you who feel like you've accomplished something or you have ideas or you've got all this knowledge but just the juice isn't there to build that \$100,000 dollar a month business that sets you free and allows you to relentlessly focus on creating the change that you want to change in this world.

Justus [00:23:31]:

Yeah. We're going to take you through this whole process. I'm going to be guiding you through this process to figure out what that thing is to bring the juice back, to bring the fire back so by the end of this time you are fired up to serve and grow that million dollar business. Whether it's you're just coming from an idea or you've just gotten burnt out, we want you to get the fire back because the world needs you on fire.

Ryan [00:23:55]:

So, Justus, instead of saying this to you I'm going to say it to them. Justus has had such a meaningful impact on my life because he has done and is doing this for me. I know what it is like as an entrepreneur to feel burnt out and out of alignment with your purpose and want to say, "I just want to give up and maybe I'll just start something new." Or maybe I just don't even care about the results, I'm just going to do what I want because that's real freedom. Well, wouldn't it be wonderful if we can combine what it is that we truly want in business so that it was helping other people at scale. That's the purpose of business is to be able to help other people at scale, and then the bi-product of that is that you get paid, is that you get a profit.

Ryan [00:24:37]:

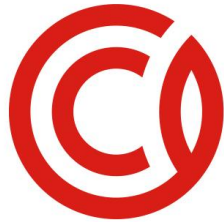
When you do those things together, get paid to be on purpose, man, life gets real good real fast. So, Justus has made a very meaningful impact on my life. I'm so excited for so many of you to meet him.

Justus [00:24:51]:

Can't wait to see you guys in there.

Ryan [00:24:54]:

If you are not fired up after that conversation, I don't know what would light you up. Listen, my job, my purpose is to work with entrepreneurs who are switched on because if you're switched



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on, if you know what you're here for and what you're creating, man, everything else is easy. All the marketing processes, all the mechanisms to make money and take sales, that's the easy piece of layering into what it is that drives you. That's why this is so important.

Ryan [00:25:20]:

Justus and I are doing a class for our members which you can find out in the description of this video but if nothing else, please subscribe to this channel and follow along this journey because what lights me up is getting those entrepreneurs who are fired up to create something meaningful in the world and helping them bring it to life. Man, if you get a community of entrepreneurs who are all switched on and focused on creating change, there is nothing that you can't do in this world.

Ryan [00:25:47]:

You can literally change the world with that group of people because with people who are focused on creating something new, risk takers, entrepreneurs who are willing to do the work necessary in order to bring that vision to life, and you put them together, what happens is magic. What happens is that people start creating things that are not just what you can create but what you can create combined with what that person can create, and when you can combine those geniuses into something focused, creating something valuable for the world, man, there ain't nothing that we can't accomplish. That's my purpose as the leader of Capitalism.com because capitalism is the vehicle to creating change in the world.

Ryan [00:26:29]: 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 of 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 [00:27:12]:

You'll be following the same roadmap that I teach in my book 12 Months to \$1 Million. That's why we have such a high success rate getting people to where they want to be. So, go to [Capitalism.com/1](https://Capitalism.com/1). Scroll to the bottom, hit the join button, and for less than you spent on eating out this past month, you'll be in a room of entrepreneurs who are pushing you to go from where you are right now to the next step of the process. It will be the best investment that you make all year. Come join us. We're ready for you. Go to [Capitalism.com/1](https://Capitalism.com/1).