



E16 - Sue Asks, How Do I Make My Big Vision A Reality

Ryan Moran [00:00:03]

This is the Road to \$1 Million and I'm Ryan Daniel Moran. Today I'm going to be joined by a member of my team. Her name is Sue and she's been working with me for I think about 3 years now. And Sue's official job is editorial director, so she manages the blog at Capitalism.com. She's also the person that takes some of my words and makes them sound good on paper. I write my own emails but a lot of the times we do PDFs or lead magnets or writeups in our courses. She takes my words that are updates for the Fund that I run at Capitalism.com and she helps make that look good on paper.

Ryan Moran [00:00:41]

So, she's our editorial director. But Sue also has a dream, and she has a dream to build a specific type of business that I think is really exciting. And Sue and I have talked a couple of times about her business, and I see a few opportunities for her to pursue that will allow her to take a 10 year plan and make it a 10 month plan. So, this is going to be really helpful for those of you who have a dream or a vision and you feel like it's really far off.

Ryan Moran [00:01:14]

Because what we do in this conversation with Sue is we bring it into what she can do right now to make the whole thing happen. And I don't mean just get started. I mean, how do we shave 9 years off the plan and allow her to be in the exciting part of the business rather than the drudgery.

Ryan Moran [00:01:33]

I'm often asked by people who follow my work what I would do if my team members/employees were to leave the company and become entrepreneurs. Or specifically, someone once asked me, how do you prevent your employees from becoming entrepreneurs? And I said I don't. If my team members or employees want to start their own thing, a couple of things will happen.

Ryan Moran [00:01:57]

A, they'll realize how hard it is to be an entrepreneur and there will be probably a newfound respect for each other. Number 2, if they go out on their own and they start their own thing, I might be their first investor. Why would I ever want to hold someone back from pursuing their dream? If you're trying to protect your own stuff and protect people from ever pursuing their own dreams, why do you think that you're ever going to achieve yours?



Ryan Moran [00:02:24]

So, this was really fun for me to document the early stages of one of my team member's hopefully main hustle at some point. It will be a side hustle for a little bit, but I really believe in what she wants to do. And so, I want her to win and I think you'll really get a lot out of this conversation with Sue Anderson. Well, Sue, why don't you just tell me a little bit about the brand you've been working on.

Sue Anderson [00:02:54]

Well, it's grown a lot. The vision has just multiplied and gone crazy. It boils down to 2 things. 1, I really want to ... I'm driven by this vision of getting people outside, unplugged, off their screens, spending time outdoors. And that's taking a couple ... 3 forms. Of course, because I'm going to complicate it. So, the first thing, I'm on TikTok now, god forbid.

Ryan Moran [00:03:22]

Oh, I did not expect you to say that.

Sue Anderson [00:03:24]

I know, right? Well, the generation that I'm first aiming for is Gen Z and that's where they are. So, okay. So, I'm building a little presence there as TheGardeningMom. A little bit like the Bob Ross of gardening. Frizzy hair and a nice message like Mr. Rogers. But I'm teaching them, here's some tips, and just every time I'm like hey, go spend some time outdoors. It's really good for you. Breathe in, breathe out, be unplugged. You deserve to take care of you. That's the general message in 90 seconds most of the time.

Sue Anderson [00:03:55]

With that, that's going to spawn ... I did a little survey through one of those sites where you can survey 100 people. Do you want to garden? How come you're not gardening? And they're all ... Most of them were either I don't know how, I've had failures before, don't have the time, that type of thing. So, I was like alright, if I can solve that for them they'd get them outside. The gardening is kind of secondary. It's like, great, go get some food sovereignty, learn how to do this because nobody knows how to garden anymore.

Ryan Moran [00:04:28]

But the gardening is a proxy to get people outside.

Sue Anderson [00:04:31]

Outside.



Ryan Moran [00:04:32]

Love it.

Sue Anderson [00:04:33]

But also with that, so we look back. Your grandparents, your great grandparents, they gardened, guarantee it. They had something growing. Maybe your parents had tomatoes going. I know you do a little gardening. But it's not like, oh, I'm going to eat from this, right?

Ryan Moran [00:04:47]

Well, I mean, I have.

Sue Anderson [00:04:49]

I mean, you eat it. It's not your sole source of food.

Ryan Moran [00:04:52]

Correct.

Sue Anderson [00:04:55]

And I think ... I did some research and found out only 25% of American households garden. That's a problem, I think. So, I have this vision for within 100 years what I'm doing is going to lead to 90% of American households gardening. I'm not going to be around to see that probably but I'll get halfway there.

Ryan Moran [00:05:13]

Well, I mean, if you garden, [INAUDIBLE 00:05:16] 150.

Sue Anderson [00:05:20]

So, that's the first part of it is I'm going to be ... Ultimately I'm going to come up with this ... A garden kit in a box type thing. A monthly, here's a different one, gradually working up to monthly.

Ryan Moran [00:05:30]

Are these your products or are these anyone's products?

Sue Anderson [00:05:33]

These are going to ... They can be either. It's a little complicated selling plants and seeds, I've found out. You can't just stick a label on it and go. You have to have regulation type stuff.



Ryan Moran [00:05:46]

Now, Sue, forgive me for getting ahead of myself but you're taking this in a direction that's different than the last time we talked about your brand.

Sue Anderson [00:05:53]

The 2nd part is where that comes in.

Ryan Moran [00:05:55]

Okay. Fill me in.

Sue Anderson [00:05:56]

Yes. So, that's the 1st part. 2nd part is the food brand and why I started on the gardening mom thing was food brand was a lot of dead ends. So, right now, a lot of the canneries are way backed up. So, they bumped ... Your minimum order is \$33,000 and they might get it to you in a year. Or they're closed, or they're not taking anybody. But I just this week found somebody and it's decent MOQ, nice timeline, I can work with them, so I'm excited about that.

Ryan Moran [00:06:28]

Okay, great. And tell me a bit about the food brand. I mean, I got the samples that you sent me. Tell me a little bit about that. I downed them.

Sue Anderson [00:06:33]

You're still alive, so that's good.

Ryan Moran [00:06:34]

I downed them.

Sue Anderson [00:06:35]

Oh, did you?

Ryan Moran [00:06:37]

I did, yeah.

Sue Anderson [00:06:39]

So, everything that I'm creating is going to be sugar-free and functional and have these crazy ... I would never have put that together with that type of flavors.

Ryan Moran [00:06:48]



And are they all jams like you sent me?

Sue Anderson [00:06:50]

Some of them. So, some of them are also ... I've got ... I did a rose, ashwagandha, and peach balsamic vinegar, vinaigrette. Unbelievable. Amazing. So, you cook chicken in it, throw it on a salad. So, I've got jams and jellies and syrups and ...

Ryan Moran [00:07:11]

How have we known each other and worked together for this long and you've been holding out on me?

Sue Anderson [00:07:15]

I just started doing this stuff by being outside and gardening. I was like, what could I do with this?

Ryan Moran [00:07:20]

Well, you did tell me and I'm just saying this for the audience now, but you told me that the idea and the vision for this brand came to you while you were gardening because you were practicing the whole Trevor Blake thing of just letting your brain process, and then the lightning bolt came to you.

Sue Anderson [00:07:36]

100%. I should send him some samples.

Ryan Moran [00:07:38]

He'd probably really like that. He'd probably really like that.

Sue Anderson [00:07:40]

But yeah. So, it's just this ... I look at everything in the yard now, is that edible? What could I do with that?

Ryan Moran [00:07:47]

Careful.

Sue Anderson [00:07:48]

I know, right?

Ryan Moran [00:07:49]



So, you've been growing things and making these combinations yourself.

Sue Anderson [00:07:53]

Yes.

Ryan Moran [00:07:54]

And now you like them enough to have them ... I hate to say mass produced but have somebody else produce them.

Sue Anderson [00:08:00]

Somebody commercially producing, yeah, absolutely. And I had a small group of taste testers that paid me shipping only. I was not selling food online. And they gave feedback on them, and they were over the top crazy about everything that I've made. So, that's kind of cool. So, now I have that kind of, okay, I can move forward with that now.

Ryan Moran [00:08:20]

Yeah. Okay, but up until now it's been about finding the manufacturer, and now you feel like you have that.

Sue Anderson [00:08:26]

Right.

Ryan Moran [00:08:27]

The question here, you mentioned that the minimum order quantity on some other ones were \$33,000 dollars. Was that the biggest factor, or was the time of delivery the bigger thing?

Sue Anderson [00:08:40]

The time thing. Time of delivery with that because it's like, \$33,000, alright, if it's in a month, okay, I can make something happen, I know. But if it's a year, no, that's just not going to work.

Ryan Moran [00:08:51]

What's this new manufacturer's time of delivery?

Sue Anderson [00:08:54]

So, they're sooner but I have not seen what exactly. But even if it costs \$10,000 dollars and it took a year, it still kind of sucks but it's better.

Ryan Moran [00:09:06]



Okay. And you made this funny statement of I'm not selling food online. Why did you add that little disclaimer?

Sue Anderson [00:09:13]

Oh, food that I made because Alabama will come and get me.

Ryan Moran [00:09:20]

Okay. So, you can't sell food that you made online. It has to come from a commercial facility.

Sue Anderson [00:09:24]

Yes. Definitely.

Ryan Moran [00:09:25]

Glad I asked. Okay. Very good. What constitutes as a commercial facility?

Sue Anderson [00:09:32]

So, it needs to either have a food license, food preparing license. Alabama has one where if you want to have a food truck you can do that, but you can't sell online and you can only sell \$20,000 a year, dollars. And I'm like, no.

Ryan Moran [00:09:46]

We're going to do a million in 12 months. That's more than ...

Sue Anderson [00:09:48]

Right, exactly. It will take me 10 years. So, the other thing would be you can rent space in a commercial kitchen. But to be honest, I like making batches. I don't know that I would like making mass production.

Ryan Moran [00:10:03]

You like coming up with the idea and then growing the business.

Sue Anderson [00:10:05]

I love the idea. Yes.

Ryan Moran [00:10:06]

Just like me, okay.

Sue Anderson [00:10:07]



Amazing.

Ryan Moran [00:10:08]

Totally understand. Alright. So, I'm asking these probing questions because based on your answers, it eliminates a lot of routes and allows us to set up a very clear target. For example, if there wasn't this law and/or you were like our coworker Teresa and you liked making the stuff in a commercial kitchen, my advice to you would be let's make this super premium and get to our first \$25,000 in sales by making it ourselves. But since you don't want to do that, it just adjusts the direction that we take this.

Ryan Moran [00:10:44]

So, you've been doing the right things of finding the manufacturer, narrowing down on who that is going to be. So, you feel closer to making a decision to do a test run with a manufacturer. That's where we are. Great. So, we have the ... So, on the gardening side of it, is that just the contents that you're wanting to do, the TikToks, or is it ...

Sue Anderson [00:11:10]

Yeah, that's ... I was just trying to grow an audience and make some momentum. I figured I'm going to need an audience anyway, might as well start.

Ryan Moran [00:11:18]

Okay, noted. Alright. So, that first part of the business or the first part of the vision is this go outside, build an audience type of community. Then we have the food brand. What is the 3rd part of the business?

Sue Anderson [00:11:31]

The 3rd part, I'm so glad you asked. So, I've been eyeballing real hard some properties up in northeast Tennessee that are rural, mountainy, pastury, this beautiful ... Mile long views type of thing. And I found one in particular that miraculously is still available, shocking. For 35 acres, they want \$190,000 dollars. I've walked it twice. It's astonishingly good. And what I want to do there is build Idyllwild Woods Retreat Center.

Sue Anderson [00:12:06]

And what that is is it's going to have a campground with RV pads, cabins, tent camping, and a corporate retreat center. Oh, and a house for me and my hubby. And what I want to do there is invite people kind of like if you remember Journey of the Online Entrepreneur, where we met.

Ryan Moran [00:12:25]



For those who are listening, Sue and I met at a retreat called Journey of the Entrepreneur, or Journey of the Online Entrepreneur back in 2012 or, no, before that, 2010. And we did not work together officially until many years later. But it was a retreat for us ... It was basically a personal development retreat and that's where we met. So, you're thinking about ... You want to build something similar to that experience on this Idyllwild Retreat Center.

Sue Anderson [00:12:56]

Yes. And have kind of a corporate area, a big cabin where corporates could rent the space like that. But also have family camping, whatever. Whoever wanted to show up, if we like them, can come. It's not just going to be a KOA campground. It's kind of invite only.

Ryan Moran [00:13:15]

Okay. And you have the land you want to buy, or ...

Sue Anderson [00:13:18]

I see it. I don't own it. I've seen it.

Ryan Moran [00:13:21]

Yeah, it's available.

Sue Anderson [00:13:22]

It's available.

Ryan Moran [00:13:24]

And is cash the reason you have not pulled the trigger?

Sue Anderson [00:13:26]

Yes.

Ryan Moran [00:13:27]

Okay.

Sue Anderson [00:13:27]

Absolutely. So, it's going to need development. It has nothing right now.

Ryan Moran [00:13:31]

Well, I mean, even if you did ... \$195,000 dollars, is it that cash or are you thinking about the \$2 million dollars it's going to take to start building some stuff?



Sue Anderson [00:13:42]

Well, both. But see, if you have the property, there are very few things you have to put in to make it usable so it can start generating some income. One would be a septic system of some sort, and a road, even a gravel road, so that people can get in and out. But from there, I mean, there are a lot of rustic campers. In that area of the country, you can probably get people camping 30 weeks out of the year. So, it's pretty cool. I have it all planned out, what we'll do cabin this and each development phase will fund the next.

Ryan Moran [00:14:14]

As Sue was talking about this part of the business, I can tell that that's her real passion. And I work with Sue pretty closely, we're colleagues, we're coworkers. And so, we talk about the fact that we both think there's going to be more demand moving forward for activities and escapes and real estate outside of the cities. In a post-COVID world where we can all work from just about anywhere and you can have anything delivered to you in 2 days, I don't think that it makes sense that rich people are going to stay in the cities. I think they're going to escape to more rural areas, and I think we're going to have more demand for intentional communities.

Ryan Moran [00:14:54]

And if you follow my content, you're probably familiar with me talking about that stuff. Well, I can tell that Sue has that in her vision, but she has it as the last part of the vision. She's seeing this as a 10 year plan and I'm sitting here wondering, well, how can we take this 10 year plan and start doing this right now, because the way that she's thinking about it is a little bit ahead of trend, which means it's risky. That happens when you're an entrepreneur. You're building the future.

Ryan Moran [00:15:22]

But I don't want Sue to wait 10 years to do the part of the vision that she really wants to do. I want her to start doing that right now. So, in this part of the conversation, I'm thinking we need to take this 3 part 10 year plan and condense this into a much faster set of action steps. I'm starting to think about who she might need to know and what she might need to do in order to focus on those things. And I'm starting to wonder if the order of her operations is backward. Keep listening. This is where this gets really interesting. Is it the cash in the form of the down payment that stresses you out, or something else?

Sue Anderson [00:16:00]

Well, and the ongoing ... I mean, until I can start generating some income, yeah. And definitely ...



Ryan Moran [00:16:07]

Just the added expense of buying a piece of property that you've got to pay on, yeah.

Sue Anderson [00:16:12]

Exactly. Exactly.

Ryan Moran [00:16:13]

Okay, so you're just not at that point in your life and career where that's comfortable right now.

Sue Anderson [00:16:18]

Correct, yeah.

Ryan Moran [00:16:18]

Okay. This is awesome. I'm so excited. Alright. My favorite phrase, I feel like a mosquito at a nudist colony. I have so much opportunity. There are directions that we could go here. What would make this the best use of your time?

Sue Anderson [00:16:39]

So, I think ... Alright, the fact that you're excited, that's good. And you're not going, woah, woah, woah, stop everything, you're nuts. So, that's good. I think, what do I do next? I mean, I feel like I'm moving ... I have a massive goal, this huge vision. It feels like time is of the essence and I'm puttering along, doing a video a day on TikTok.

Ryan Moran [00:17:02]

Oh, I understand what you mean. So, this is an observation and a question. It seems to me that you're doing the TikTok videos because it leads to an audience, and the audience leads to a profitable food brand, and the food brand leads to extra cash that allows you to buy a property so that then you can relax and be happy.

Sue Anderson [00:17:25]

Somewhat. I mean, that's part of it. But that, I mean, just ... I could go buy the property theoretically. Let's say I go buy that. That does not meet my vision of getting people outside.

Ryan Moran [00:17:33]

Okay. Tell me more. That's what I want to hear. I want to hear more about that.

Sue Anderson [00:17:37]



That's why I added that first part in because before, with just a food brand and the property, I was like that's cool but does that really in your face get people outside, which is really the passion? So, that's why I was like oh, that's the missing piece is pushing them out the door, go play.

Ryan Moran [00:17:56]

Well, Sue, I can't help but wonder if you're doing it in reverse order. So, I just love that face that you just made. So, cash aside, I want you to pretend that you ... A distant relative left you \$10 million dollars. Cash it off the table. So, you pay cash for the 35 acres. You plant a garden on the 35 acres where you grow your own food or you at least show the process. You do it yourself but you also have a manufacturer that is making the same recipe and your content is you showing the growing of the property and the crops and you canning the food, and that is the content.

Sue Anderson [00:19:01]

Oh my gosh.

Ryan Moran [00:19:03]

So, you do it in reverse order. The actual purchasing of the property is the content, is the ... That is what invites people into the outdoor experience because you are doing it, because you're showcasing it. You tracking with me?

Sue Anderson [00:19:22]

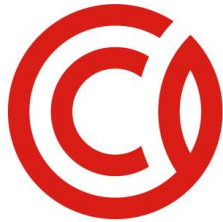
Yeah, totally. Yeah, totally. There's ... Yeah, that's amazing.

Ryan Moran [00:19:24]

I'm not sure that in your case, A leads to B leads to C. I more feel like it is that C leads to B leads to A. And by the way, I'm guilty of this too. I'm guilty of this. What I want to do more than anything is have conversations like this and invest in these types of businesses and advise them, and sometimes I fall into the trap of I will do a lot of podcasts and make a lot of Youtube videos and write a lot of Facebook posts so that then I can have the customers so that then I can find the ones I like.

Ryan Moran [00:20:04]

It's all logical and makes sense, but the truth is I'm trying to get better at ... One of the reasons we started this podcast is to just document the people that I'm actively helping and let the audience grow from there.



Sue Anderson [00:20:17]

That's true.

Ryan Moran [00:20:19]

Focus on the pearl that we want to find and everything else is going to take care of itself. So, how do you feel when I talk that out with you?

Sue Anderson [00:20:27]

My head has just exploded of course. There's actually a lady on Youtube who I'm drawing a blank on her show. It's an amazing ... Roots and Refuge, that's it. So, not quite sure all of her story but she has just bought this big farm and that's all of her videos. She's got this massive following, people just watching her grow stuff and develop a farm. So, it has been done. There's precedent here.

Ryan Moran [00:20:54]

Yeah, and you're not trying to get a TV show.

Sue Anderson [00:20:55]

No. No, I'm really not.

Ryan Moran [00:20:56]

You're building a business here.

Sue Anderson [00:20:58]

Exactly.

Ryan Moran [00:21:00]

So, do you like that better than the route you're on right now?

Sue Anderson [00:21:06]

That has my heart ... Yeah. That has my heart going ...

Ryan Moran [00:21:09]

Why? Tell me why.

Sue Anderson [00:21:09]



Because it's so ... It's like woah. Before it felt like, well, okay, this, this, this, this, and this, and then finally the big impact that I can have just on a few people. It felt like it was really far off and now it's like, well, maybe it's not. Maybe I can do it this way.

Ryan Moran [00:21:27]

It's not. It's not at all. So, first of all, how attached are you to Tennessee?

Sue Anderson [00:21:33]

Pretty attached. My kids are up there. Yeah.

Ryan Moran [00:21:36]

That's fine.

Sue Anderson [00:21:38]

It's beautiful.

Ryan Moran [00:21:39]

So, the only reason I ask is as of right now, it's harder to get to than a major city, but also the land is going to be much more affordable. So, that's fine. Just like I do for our Incubator students, what I want you to think about is if you could get a verbal yes from a board of advisors that would pretty much guarantee this was a winner, what would that list look like? And here's what comes up for me. Our friend Erin Pheil. Erin runs ...

Sue Anderson [00:22:15]

I've already talked to her a little.

Ryan Moran [00:22:17]

Okay, great. So, Erin, for those of you who are listening, runs mindset camps and sometimes does them in remote areas. So, let's say for example you approached Erin and she gave you a verbal yes where you said this is what I want to do, would you be interested in being a board member if ... Once I raise the capital for it. And what that means is as a board member, your only obligation is that sometimes you have camps here. And then you went to a friend of yours who is an influencer in this space, and I'm just making things up, and you say okay, I want to put you on my board. I'm going to give you 1% and your only obligation is that sometimes you come and make content here.

Ryan Moran [00:23:08]



So, you're adding a little board of advisors. With that, if you come to an investor or a group of investors with a piece of property and a business plan with that board of advisors, you would have absolutely no problem raising \$300,000-700,000 dollars, and let's just say it's at a ... Let's just say it's \$500,000 dollars at a \$2 million dollar valuation backed by real estate. So, if you were to go completely belly up, you lost every ... That catastrophe situation. You lost everyone's money. You have to go work at Walmart. Your investors are made whole because they ...

Sue Anderson [00:24:00]

They got property.

Ryan Moran [00:24:03]

That's right. They got a property that was improved upon and now was an income-producing asset. So, what that could do is give you permission to forgive yourself for the story in your head of a possible failure of taking on other people's money, which is most people's concern with pitching investors. Well, what if I fail them? Well, if the business, not you, if the business fails them, then they got a property that is probably going to appreciate and make them whole.

Sue Anderson [00:24:39]

Yeah. That is a good point. My goodness.

Ryan Moran [00:24:42]

So, let's say it's \$500,000 dollars. You put ... What did you say it's listed for? \$190?

Sue Anderson [00:24:51]

\$190.

Ryan Moran [00:24:53]

Oh my goodness.

Sue Anderson [00:24:53]

I know. 35 acres.

Ryan Moran [00:24:55]

So, you put \$50,000 dollars down, you have a \$1000 dollar a month mortgage but you've got \$450,000 dollars in the bank. You spend \$100,000 dollars on improvements that allow you to have little retreats and now it's cash-flowing, paying for your mortgage, and you can build whatever business you want. You start planting the garden, you start doing your content there,



your side hustles and your job allow you to continue to invest in whatever building you're going to do there or live your life there. And now you're in it, you're now doing it rather than thinking about doing it.

Sue Anderson [00:25:38]

Right, because it's a miserable place to be thinking about doing a thing.

Ryan Moran [00:25:42]

I know what you mean.

Sue Anderson [00:25:43]

It's so hard for quick starts. We're like, why isn't this done already?

Ryan Moran [00:25:47]

Yeah. I so wish you could see Sue's face in this part of the conversation. I'm sure you can hear it in her voice, but there's a weight that is lifted off her shoulders. There's some room for excitement and some optimism for real possibilities. And I can relate to what Sue is feeling here because most entrepreneurs that I work with feel some anxiety around the idea of raising money or just money in general.

Ryan Moran [00:26:11]

Most of us who get into this game get into it because we didn't have money and now we want to make money. So, we have these stories about money and when you think about raising money, it can feel like a burden because we just think that the investors have the same story about money as us. I know Sue pretty well and I know that she has some of those stories. Most of us do. All of us do.

Ryan Moran [00:26:35]

So, I wanted her to rethink this and reposition this because she actually has a phenomenal opportunity that, if she positions well, investors would love to be a part of. They would love to participate in it. They'd love to invest in it. They'd love to actually go and be a part of this. They'd like to be customers of this. So, I want her to see this. If she does go out and get this property and assemble the board and get verbal yeses from the people who are raising their hands with interest, then this is a slam dunk. This is a very easy raise. This is a very easy way to get people on board and excited about this project.

Ryan Moran [00:27:19]



So, if you can relate to any of this where you've had thoughts about money come up or you've had anxiety around raising money, pause and rethink. Are you creating the offer? Are you the one creating the value? Or do you have a set of expectations around money that you're projecting onto other people? I can promise you there is always a more empowering way to look at this. Can you see from an investor's perspective how I would be investing in a piece of property that was becoming a business and I would have equity in the food brand that was being started on it? There's just a lot of upside.

Sue Anderson [00:28:03]

Oh, yeah.

Ryan Moran [00:28:03]

My downside is very limited because it's a piece of property. But my upside, I basically get equity in 2 or 3 different areas.

Sue Anderson [00:28:17]

Yeah. Oh man. That's cool. That board of directors thing is ... That's the missing piece.

Ryan Moran [00:28:22]

Cool. That makes it not Sue asking for money. It makes it a business that you're proposing. Have you read Alex Hormozi's book?

Sue Anderson [00:28:33]

Yes, I have.

Ryan Moran [00:28:34]

Okay. So, that whole book is about making offers that people can't say no to, they feel stupid saying no to. If you read that book in the context of making a pitch to an investor, why would an investor say no to you? Well, you've never done this before. Okay, so how do you overcome that objection? Well, I've never done this before which is why I've added so and so to my board of advisors who has done exactly this before.

Ryan Moran [00:29:04]

And they say no because they don't see a return on investment. Well, you overcome that objection by showing the financial model of the food brand and how that leads to profitability and how other food brands like this one are valued in the marketplace. And an investor says, well, you see where I'm going with this, right? You would know more of those objections than me.



Sue Anderson [00:29:32]

Yeah. There's an answer for everything then. Sure. Oh man. That's pretty awesome.

Ryan Moran [00:29:37]

I'm glad you like it. What would stop you from doing that?

Sue Anderson [00:29:46]

I can't think of anything. I know I don't know all the people that would be great to have on the board, but I've thought about this idea for 15 minutes, so.

Ryan Moran [00:29:56]

And you also don't need to know everybody, but a nice team of 5, pretty good.

Sue Anderson [00:30:03]

Definitely. And then the business plan, I mean, alright, that's ...

Ryan Moran [00:30:06]

You already have it in your head.

Sue Anderson [00:30:08]

I really do. I've got basically ...

Ryan Moran [00:30:09]

This is what I perceive about you, Sue. You know the business plan. You are stuck behind the fear of losing money or it failing and therefore you're logically planning the buildout rather than casting a vision, and those things are different. Casting a vision requires that you suspend your own limitations and the logical buildout we often do through the context of our limitations and our beliefs. I know how to do this, I don't know how to do this, therefore this is reasonable.

Sue Anderson [00:30:51]

Yes. 100%.

Ryan Moran [00:30:52]

But a vision requires that you suspend that, and you just cast the vision. And then you justify it. You justify it by why is Sue the best person in the world to build that vision? Because I know this person, and I know this person, and I know this person. And I'm passionate about this, and I



see this problem. And because I am of this age and have this experience. And I know these people. You justify it once the vision is cast because you always can.

Sue Anderson [00:31:26]

Yeah. That makes a lot of sense. It really does.

Ryan Moran [00:31:26]

You feel me?

Sue Anderson [00:31:28]

Yeah. Because doing it the other way, I know that I was like, it's too big to do alone. But I'm like, but I bet I could get this and this and this done and then this and this and this, and I could learn how to do this. And I'm like woah, stop. I want to sit in the owner's ... I want to do the owner's model here. I don't want to be building a website and doing ...

Ryan Moran [00:31:50]

We are so alike. We're so alike. And the temptation is to say here's what I can do alone. But you can't.

Sue Anderson [00:32:02]

Right, exactly. Even on my notes for this call, I'm like, what do I have? Okay, well, I've got this, I've got this. Oh, I've got \$11,000 dollars in my stock dividends account. I could use that. Oh my gosh. Still, back to solopreneur and it's ... I mean, for Pete's sake ...

Ryan Moran [00:32:18]

Your job as an owner is to cast the vision. You hear me ... It's so funny.

Sue Anderson [00:32:24]

Every day, right?

Ryan Moran [00:32:24]

We work together. You hear me say this every day.

Sue Anderson [00:32:26]

I know. I've written this stuff.

Ryan Moran [00:32:28]

You write my summaries, Sue. So, let me ask you, what are the 3 jobs of an owner?



Sue Anderson [00:32:38]

Carry the vision, cast the vision and carry it and share it anywhere you can. Get the right people on your team and make sure your business never runs out of money.

Ryan Moran [00:32:46]

Nailed it.

Sue Anderson [00:32:47]

Not all of the things, which I tend to want to do for some stupid reason.

Ryan Moran [00:32:54]

Correct. So, cast the vision. We've done, I think ... We've gotten a glimpse of this on this call. Recruited the right people, we've talked about that being your board. Make sure the company never runs out of money, that starts with you by putting the vision and the board together in one succinct vision and shopping it. And you remember my rule on raising money, right? If you make a list of 10 people, do you remember where I'm going with this?

Sue Anderson [00:33:28]

No. No, go for that.

Ryan Moran [00:33:30]

Finish this sentence. If you ask for money, you will get ...

Sue Anderson [00:33:34]

Oh, you get advice. And if you ask for advice, you get money.

Ryan Moran [00:33:37]

Correct. I believe very strongly that the role of the entrepreneur is to stay in vision mode. It's not to get into the weeds and the details of every piece of the business. The job of the founder is to cast the overall vision and then to bring in the right people to be able to execute upon that vision and make sure that the company has enough money to be able to ensure that you can continue to operate. This is what we call the owner's model. The owner's model is our process for keeping the entrepreneur in the owner's seat.

Ryan Moran [00:34:12]

You cast a vision, you recruit the right people, and you ensure that the company has enough money to execute. And this is what we help people do inside of the Capitalism Incubator. We



help them get clear on their vision, help them launch profitably, connect them with the people that they need to know, and we have an investment fund to invest in the businesses that are coming from our little Incubator. So, if you're an entrepreneur that wants to build something great, wants to build something that you can scale and even sell, you can find out more about what we do at Capitalism.com/inc. That's Capitalism.com/inc. So, what do you think the 2nd step would be after you cast a vision?

Sue Anderson [00:34:56]

Start asking for some advice on this. What do you think, and would this be something that you could advise me on?

Ryan Moran [00:35:03]

Even before that, just could you give me some advice on this plan and tell me where I might be missing something? And they will give you advice, and then they will psychologically say, and if you do that, by the way, I would totally invest in this.

Sue Anderson [00:35:22]

And I've seen this happen already because almost everybody that I talk to is like oh, I'll totally back this at the right time. And I'm like, how do I get to the right time? So, now I know, that board of directors, that was the thing. Having that, getting that team in place, in a sense ...

Ryan Moran [00:35:37]

Well, it bridges the gap for you. It bridges the gap for you to have the confidence to go have that conversation because in your mind, you've never done this before, this is a completely different business model than you've been trained in. You know your own perceived limitations so you're going to be subconsciously hedging [INAUDIBLE 00:36:05]. The board gives you the confidence to say I am becoming the right person to be able to do this exact thing. And that shows up in giving you the confidence to just write the vision and then ask for advice and then pull the trigger.

Sue Anderson [00:36:24]

Oh my gosh. Kind of need a cigarette.

Ryan Moran [00:36:30]

Good.

Sue Anderson [00:36:31]

I don't even smoke.



Ryan Moran [00:36:32]

So, tell me what's going on for you internally because I'm watching you on video right now and my perception of you is you're having a mind-altering experience and there's a but.

Sue Anderson [00:36:48]

No, I don't feel a but.

Ryan Moran [00:36:49]

You don't feel a but, okay.

Sue Anderson [00:36:50]

I don't feel a but. I feel excited, like alright, go write this thing. Go start thinking about ... Quick starts, why isn't this done yet?

Ryan Moran [00:36:58]

Good.

Sue Anderson [00:36:59]

So, no, that's exciting. I feel so relieved because literally it felt like I was just creeping, crawling toward this thing and I'm like, clock is ticking here.

Ryan Moran [00:37:10]

And you don't have to wait because you can pull the trigger now when you're in vision mode. And it's important for you to know, Sue, 90% of the conversations that I have with Cap Inc members, even members in the Fund, people I've already given capital to, struggle with this problem.

Sue Anderson [00:37:31]

Really? Okay.

Ryan Moran [00:37:32]

Yeah. This is a very common thing.

Sue Anderson [00:37:35]

Interesting.

Ryan Moran [00:37:35]



And it happens in me too, thinking we have to do it all ourselves, eager to please somebody else, afraid to ask for help. But the truth is, this vision is exciting and you should only raise money from people who genuinely want you to win.

Sue Anderson [00:37:58]

Oh, yeah. Yeah.

Ryan Moran [00:37:59]

Which means that if it doesn't go the way everyone hopes, it's okay.

Sue Anderson [00:38:08]

I keep hearing your voice. You have said so many times, we invest in the jockey, not the horse. I'm like, I just said that to somebody today. I've said it 5 times in the last week and it's starting to sink in. I think you had also said something about ... Can't remember what the situation was, but somebody had invested, the business didn't work out, and the next question that the investor had was alright, let me know when you're doing something else because I want in. And that's a huge comfort in the brain to go, okay, they're ... If they see it, they see it. And if I can show that to them, I think that's going to be huge.

Ryan Moran [00:38:47]

Sue, I had a call with someone, this was yesterday, with a deal that I desperately want to complete in the Fund. I have been courting this relationship for 2 years. I love this business. I love the founder. And the founder has always been a solopreneur. Never, ever had a partner, never had an employee. And she said in one of our calls, she said yeah, I'm just wrestling with and trying to decide how much I want to give up, how much equity I want to give up. And that stuck with me because in my brain, I'm sitting here as an investor, I desperately want her to win.

Ryan Moran [00:39:35]

And I want to be her partner. So, I'm looking at this from a place of I am there. My job is to support this entrepreneur. You are not giving it up. I'm buying it from you.

Sue Anderson [00:39:50]

Yeah, it sounds like it's almost like she's seeing it as I can afford to lose this much. And instead, it's like no, no, no. Now you have ... It's like a whole team piling on. Now we can really do something.

Ryan Moran [00:40:01]

That's right, yeah. I'm just here to have your back.



Sue Anderson [00:40:06]

Yeah, that's huge.

Ryan Moran [00:40:07]

And Sue, have you ever bought a house?

Sue Anderson [00:40:09]

Yeah.

Ryan Moran [00:40:10]

Okay. So, when you bought a house, were you ever like alright, well, it's the old owner's responsibility to make sure that these pipes work.

Sue Anderson [00:40:17]

No.

Ryan Moran [00:40:18]

No. It's your job to do the due diligence and decide if you want to buy the house.

Sue Anderson [00:40:22]

Right. Yeah, yeah.

Ryan Moran [00:40:23]

And with her, it's my job to do the due diligence to make sure that I want to buy these shares. And I am still responsible for being a good steward of these shares and a good steward of my investors' capital in the fund. That's my job. Her job is to run a great business. And my job, partially, is to make sure it stays properly capitalized so that she can keep doing her thing. So, I tell ... That's my long way of telling you that when you raise money, it is now a shared responsibility. Yes, you are the captain. You are the quarterback. But it doesn't have to be the tense protective mode of now I have to make this work.

Sue Anderson [00:41:17]

I haven't adopted children that I now need to ... These are grown adults who have come in.

Ryan Moran [00:41:22]

That's exactly right.



Sue Anderson [00:41:23]

And also have things that they can teach me and help make it work.

Ryan Moran [00:41:26]

That's right. My friend and mentor J.P. Newman says ... He raises tens of millions of dollars at a time and he says, still to this day, every time he takes money from a new investor, he shakes their hand and looks them in the eye and says, we have our big boy pants on, right? Which means he's good at what he does.

Sue Anderson [00:41:49]

Oh, sure. I mean, he's not aiming for anything less than a spectacular success.

Ryan Moran [00:41:53]

But he has had less than spectacular successes. He's had things that went down in value. And his investors always say alright, we'll get them on the next one. So if you can think about it like there's ... You're building a team and your job on this team is to cast an exciting vision, to create the change that you want to see in this world. And you have your limitations. So does everybody else, which is why you need to build a team. But this is a vision that you believe in enough to give up other opportunities to pursue. And you're inviting other people to play a different role on the team. If you see it like that, this is not a 10 year plan. This is a 10 month plan.

Sue Anderson [00:42:45]

Holy crap. Yeah. That's amazing. That really is because yeah, sheesh. I mean, you can know it and not know it.

Ryan Moran [00:42:56]

I know what you mean.

Sue Anderson [00:42:58]

You know what I mean.

Ryan Moran [00:43:01]

Yeah. I feel like if we go any deeper, we'll just be repeating ourselves. I feel like this is a good step. But 2 quick things. 1, how can I help?

Sue Anderson [00:43:15]



Probably if you know of ... You have an incredible contact base, so I'm definitely going to be looking for somebody who's got an audience. I'm going to reach out to that lady on Youtube. Who knows. I have no contact with her, so.

Ryan Moran [00:43:32]
Just write your vision first.

Sue Anderson [00:43:34]
Yeah, I will do that completely. So, once I have that, I'd love to run past you ... Erin Pheil for sure. I've already talked to her about hey, I want you to come run things here. I haven't asked about a board member, but I already have 3 other people who run retreats that I'm like ... And if you ... Oh, the other one is if you know anybody who's running a retreat center, I would love to have a contact with them as well.

Ryan Moran [00:43:56]
Okay. I do have a few people in mind.

Sue Anderson [00:43:59]
For real? Wow. Alright. So, yeah, those are the big things.

Ryan Moran [00:44:03]
I'd be happy to help and I would look at all of those introductions as people who can give you advice.

Sue Anderson [00:44:12]
Oh yeah, 100%. Yeah.

Ryan Moran [00:44:14]
Advice is an ... It's not the easiest yes possible but it is an easy yes. I'm launching a new company, I'd love to get your feedback. And that will build your yes list. Your yes list, the first foot in the door of an introduction to somebody who might be an advisor or an investor or an influencer or what have you. So, that's the 1st thing is I want to know how I can help. The 2nd thing is it's important for you to know that the vision, the excitement that you have around this vision, is enough. That's your job. That's your role.

Sue Anderson [00:45:00]
But that's so easy.



Ryan Moran [00:45:03]
But it is not easy for everyone.

Sue Anderson [00:45:06]
Yeah, that's true.

Ryan Moran [00:45:06]
And also, you having the vision for this business is not easy. It's ... How old are you?

Sue Anderson [00:45:17]
I'm 53.

Ryan Moran [00:45:18]
It's taken you 53 years.

Sue Anderson [00:45:20]
It has. And I've done how many businesses? Come on. And always it's been oh, alright, yeah, cool. But this gets me up in the morning. This, I dream about at night. I wake up in the middle of the night and go oh my gosh.

Ryan Moran [00:45:34]
So, Sue, that's what I want you to take from this is it's taken you 53 years, business successes and failures, workshops and self-development, money won and money loss, hard days and easy days. 53 years of those for you to be the right person to have this vision. That is not easy. It just so happens that you're the only person in the world who has that perspective and that life experience for this to be exciting. There are people in this world who would be bored to tears by this business model. It is hard for them. This is not easy to have a vision that excites you.

Ryan Moran [00:46:34]
68% of the people listening to this right now do not have a vision that excites them yet. You do. You have what everyone wants. That is not easy. It can feel good and still be hard. It can be exciting and still take work. You just think that work means sacrifice. You just think that big means exhausting. And it is not the same. Exhausting was every business that was a start and stop on your journey to get to this point.

Ryan Moran [00:47:29]
You know, it might sound like I'm just coaching Sue here, but I'm pretty sure this applies to you, too. You might even want to go back and listen to that part again. You might be older than



Sue, or you might just be getting out of college, or you might have spent years in a specific community or sharpening a certain skill set that's no longer part of your current career. Maybe you've got some weird background like I do, or you came from a strange religion, or you've got something in your life that is a little bit different than everybody else.

Ryan Moran [00:48:01]

Whatever your story is, it got you to this point and it gives you a unique perspective to cast a vision that matters to you and is valuable to other people. Sometimes as entrepreneurs, we get so obsessed with seeing what other people did to be successful because we want to be free to be ourselves, but the truth is we'll make the most money if we give ourselves permission to be ourselves and cast visions that are exciting to us, and inviting other people who jive with that to participate in that, whether as an investor or just as a customer.

Ryan Moran [00:48:33]

Your passions, your vision, your big plans can seem weird and unique and sometimes scary and intimidating. That means they're unique and valuable, so never discount an exciting vision as easy. It's not easy to have all of your collective life experiences. It took Sue 53 years. And look, I struggle with this too. I'm 33. I'm about to be 34 and I sometimes am like, what am I doing with my life? Everybody's winning but me. What a ridiculous thought.

Ryan Moran [00:49:07]

The fact is that I have cultivated and you have cultivated experienced and knowledge and skill sets that have gotten you to this point. It's got you to now, and all of those create the unique value that you have in this world now. Cast visions from that place and if they feel exciting and scary, it's probably an indicator that you're on the right track. In fact, you might be the only person in the world who can bring that vision to light.

Sue Anderson [00:49:35]

Man, I'm going to play this on loop. I'm crying a little bit. This is incredible.

Ryan Moran [00:49:43]

Good. It should feel like a relief.

Sue Anderson [00:49:45]

Yeah. That's a huge relief, yeah.

Ryan Moran [00:49:48]



And last point and then I promise I'll shut up, I can't do this vision even though I have a similar one. I want to build a retreat center in Texas. I haven't because 35 acres costs \$6 million dollars. For you, do you realize, Sue, if you pursue ... Oh my goodness. If nothing else, here's your backup plan. If nothing else, if you go in this direction and you prove out a little bit of a model in Tennessee, you now become the advisor to all the people that want to do this and you can say, I can tell you everything not to do.

Sue Anderson [00:50:39]

Yeah. Oh, wow.

Ryan Moran [00:50:39]

And it could play out to the point where you say, I can tell you everything not to do. Don't do this and don't do this, and don't do this, and do this. You should do this, and should do this, and should do this. And they're like man, okay, you seem to have a lot of this figured out. Why aren't you doing more of this? You're like, well, ran out of money. And they're like, okay, how much do you need because I want you on my board for the \$6 million dollar property I'm buying in Texas and so I'll invest in you if you serve on my board. Do you feel that?

Sue Anderson [00:51:14]

Yes. And Ryan, I can't even tell you how many people that I've shared this with and they're like I want to have a retreat center. Justus wants a retreat center. You want a ... Everybody wants a retreat center. And again, that's like, oh my gosh, if we were all ... If there were hundreds of these retreat centers, if I were able to help other people get going with that, people are going to be starting gardens. [INAUDIBLE 00:51:39] the side.

Ryan Moran [00:51:39]

That's right. Exactly. Yes. So, you just accomplished the goal that you set out to at the top of this call but you're making TikTok videos for.

Sue Anderson [00:51:49]

Right. Oh my goodness.

Ryan Moran [00:51:50]

So, this is why you pursue the excitement. Follow that. And that will solve all of these other things going on.

Sue Anderson [00:52:03]

Man.



Ryan Moran [00:52:03]
You feel me?

Sue Anderson [00:52:04]
I feel you. How did you get so smart?

Ryan Moran [00:52:07]
A lot of failure.

Sue Anderson [00:52:08]
There you go.

Ryan Moran [00:52:12]
People pay me to tell them what not to do, which is usually don't do things that don't excite you.

Sue Anderson [00:52:18]
Right. Yeah. I get you.

Ryan Moran [00:52:21]
Rooting for you, Sue.

Sue Anderson [00:52:21]
That's beautiful.

Ryan Moran [00:52:22]
Would you please over-communicate with me about this? I really want you to win and I ... I mean, we're recording this, it's a podcast. So, it means you're going to have to come on with an update.

Sue Anderson [00:52:36]
Right, that's true.

Ryan Moran [00:52:37]
There's an audience rooting for you and holding you accountable.

Sue Anderson [00:52:39]



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There's accountability for you. Yeah. No, that's ... I would be happy to. This is ... I mean, this is always in my brain so I would be very happy to ...

Ryan Moran [00:52:47]
Let's go. You have my full support.

Sue Anderson [00:52:49]
Thank you. Dang.

Ryan Moran [00:52:52]
Love you, Sue. Good to see you.

Sue Anderson [00:52:53]
Love you too. Thank you.

Ryan Moran [00:52:54]
Bye. If you found value in this podcast and you're ready to go deeper, here are 3 resources where we can help you. 1, you can grab my book 12 Months to \$1 Million on Audible or Amazon. It has over 1000 reviews and it's the playbook to building a 7-figure business. 2nd, 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.

Ryan Moran [00:53:21]
You can get plugged in at Capitalism.com/1. And 3rd, if you're looking to go deeper and build a 7-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.