



How Brooke Castillo Plans To Make \$100M A Year

Ryan Moran [00:00:03]

A lot of you are familiar with Brooke because of her work at the Life Coach School, because she has one of the top business podcasts and has just ... Stays there week after week after week. Some of you are familiar with just her public work and her personal brand. What you don't see behind the scenes is both a very confident and humble, caring, giving human being. There's very few people who are the same front stage as they are backstage, but Brooke is just as kind and giving and generous as she appears to be. She's one of my best friends in the entire world so thank you for being here, I know you don't do public appearances very often.

Brooke Castillo [00:00:45]

You scared me there for a minute when you said what you don't see behind the scenes.

Ryan Moran [00:00:49]

So, she never, ever does this and this is a personal favor to me. So, please say thank you one more time to Brooke Castillo.

Brooke Castillo [00:00:55]

Thank you.

Ryan Moran [00:00:59]

So Brooke,

Brooke Castillo [00:01:01]

So, Hi Ryan.

Ryan Moran [00:01:02]

I want to kick things off with a question about the hundred million dollar goal that you have. I want you to tell the story that you have ... Your goal is to hit a hundred million. You're about halfway there right now. And that's in recurring revenue, yearly revenue. That's ... Have a hundred million business.

Brooke Castillo [00:01:22]

Yeah. I actually ... The question that you asked them was how much do you want to sell for? I think a much better question is how much do you want to make a year with a business you love so much you don't want to sell.



Ryan Moran [00:01:32]
And yours is a hundred million.

Brooke Castillo [00:01:33]
A hundred million a year. Yep.

Ryan Moran [00:01:35]
I know right now you are ... I never hear you doubt it.

Brooke Castillo [00:01:40]
Never hear me doubting.

Ryan Moran [00:01:42]
I never hear you doubt it. But if I remember correctly, there was a time in which you doubted it, that you weren't as certain as you are now. Is that right?

Brooke Castillo [00:01:50]
Yeah. I mean, I'm really certain now and you don't hear me doubting, but it doesn't mean I don't doubt. I just do my work on all that doubt. I don't ...

Ryan Moran [00:01:57]
Tell me what you meant.

Brooke Castillo [00:01:59]
If I start thinking like, oh my gosh, maybe I won't make a hundred million. I don't think, go start talking to people about that. Right? That's not what you want to do. I do that work on myself, that mental work to make sure I get myself back to believing before I put that out in the world. Certainly not going to talk to my friends about something like that.

Ryan Moran [00:02:17]
Would you explain what you mean by that work? The work of ...

Brooke Castillo [00:02:22]
Yeah. So, if I start feeling uncertain, which I'm sure all of us do, right, when we're building a business, it's like, you start feeling uncertain, like this launch isn't gonna work, or I'm not gonna be able to make that much money or whatever. That's normal. That's your brain that is always telling you're about to die and nothing's going to work. And so I just basically write down those thoughts, take a look at them, recognize them for what they are, and then get back to work.



Ryan Moran [00:02:44]

You recognize them as bullshit thoughts that you can change and play with.

Brooke Castillo [00:02:49]

Yeah, because right now it's equally as true that I could make it or I couldn't. Those are my two options to think. Why wouldn't I think this one? There's no downside, but most of us choose to think this one, because we think we have so much more evidence for it. Right? And so we think it's more justified somehow. But when you think of thought like I can make a hundred million dollars, your brain thinks at such a higher level, such a better level, creates so much more creative opportunity for you than when you think, oh, I can't do this.

Ryan Moran [00:03:18]

Yeah. And I've wondered myself if it's possible for me to make myself believe something that I don't have evidence for. You seem to have that muscle very well-developed of choosing the belief and then finding the evidence and practicing the evidence until it is just inevitable and everyone believes you and everyone and everything comes to support you. Is that a fair summary of your approach?

Brooke Castillo [00:03:44]

Yeah, I think that's good. I think the other piece of that, though, is we have so many thoughts that come to us that are doubtful thoughts that are thoughts like you won't be able to do this or evidence against it that I just don't entertain that I think so many people do.

Ryan Moran [00:03:59]

Tell me what you mean by that.

Brooke Castillo [00:04:00]

I mean, there's so many thoughts, like, oh, this launch probably won't go well, right, just something like that. Or this isn't ... I'm not hitting my numbers on this launch. This probably means that I'm not going to do it. You could spend time in there, even thoughts like I'm confused, or I don't know, or this doesn't make sense. That kind of garbage doesn't serve us. So that's just noise in my brain. I redirect my brain and at least give as much air time to the positive thought.

Ryan Moran [00:04:27]

Yeah. I've heard you say before, and I love this, it stuck with me. It was of all the thoughts in the world that I could be choosing right now, I'm just going to choose the one that makes me feel



shitty. Right? I'm just going to choose the one that makes me feel disempowered. I could choose any thought out of all of them ever created and I'm going to hang on to this one. And as soon as I ask myself that question, it's like, okay, there are other things that I could focus on.

Brooke Castillo [00:04:54]

A hundred percent. And just because the thought is true, it doesn't need me to keep thinking about it. That's the other thing people think, oh, I have to think this because it's true. My launch didn't go well, who cares? Stop thinking about that. Think about the next thing. Think about what you want, think about what you're creating. Right. Just because it's true. That's the other really important thing.

Ryan Moran [00:05:12]

Yeah. You mentioned this already of we think we have more evidence for the negative thoughts. Right? How are you working yourself into believing the thought that you can't find evidence for?

Brooke Castillo [00:05:26]

How do you work yourself into believing it?

Ryan Moran [00:05:28]

Yes.

Brooke Castillo [00:05:28]

Well, I mean, there is ... When you think about the hundred million goal that I have, you would say, I don't have any evidence that I can make a hundred million dollars. Would you say that?

Ryan Moran [00:05:38]

Well, when you say it sounds like a ridiculous thing because I just said of all the thoughts in the world, why would I choose that one? So I would observe that.

Brooke Castillo [00:05:46]

Exactly. And you will be surprised at how much evidence you can come up with for success. Like you're saying ... So, for example, if you have a goal of making \$25 million, you'd be like, I don't have any evidence for that. But when you really think about it, there's so much fucking evidence that you can make \$25 million dollars.

Ryan Moran [00:06:02]



We're talking about it. I know there's some of you are sitting in the audience and we heard from Moiz Ali earlier and sometimes the temptation to see somebody who had a hundred million dollar exit and you immediately compare yourself to having a \$2 million dollar business and you think, well, I'm never going to have that. I'm never going to 50x and have a hundred million dollar exit. You immediately feel bad about yourself, but in this practice it would be, well, there's evidence for me sitting on stage, that person did it five years ago when the economy wasn't having as absurd of valuations as they are now and there weren't all these aggregators and there weren't all these buyers. So there's way more of a platform and a foundation for me to be able to do this now than that guy had a few years ago, so there's evidence right there.

Brooke Castillo [00:06:38]

Yup. And Frank Kern would always tell me if you can make 2, you can make 50. And I just believed him.

Ryan Moran [00:06:45]

Do you think that there ... It is easier to believe that dream when other people start to believe it? When Frank says if you can make 2, you can make 50, do you relax into his confidence?

Brooke Castillo [00:07:00]

Totally. Yeah, no, the thing that he said to me was when I said, I want to make a million dollars a year. He's like, that's a good start. And I believed him. I was like, oh, I knew that he believed that I could make a million dollars. So yeah, I do think it helps.

Ryan Moran [00:07:15]

Can I ask how old you were when you had that realization with Frank? Because I know that was a big shift for you.

Brooke Castillo [00:07:21]

I mean, it was like, what was that? Five years ago.

Ryan Moran [00:07:26]

Yeah. So, for how long were you in business, but operating under a million dollars?

Brooke Castillo [00:07:34]

12 years.

Ryan Moran [00:07:36]



12 years. So from ...

Brooke Castillo [00:07:38]

Oh, under a million dollars? No, no, no. Not 12 years. Yeah, maybe actually 10 years, probably.

Ryan Moran [00:07:46]

Let's just say 10 years. 10 years you are doing the thing.

Brooke Castillo [00:07:51]

Yeah, yeah. About \$300ish.

Ryan Moran [00:07:53]

\$300,000 a year, right. I'm just saying under a million a year for 10 years. And then after 10 years, went from, I think, 1 to 2, 2 to 8, 8 to 16 and that ... It took 10 years, but it was really the belief shifting that created the exponential curve. Is that correct?

Brooke Castillo [00:08:16]

Yeah. Somebody said to me ... So I have a mental model that I use with all my clients for life coaching and somebody's like, if your model is so great, why don't you just go make a million dollars with it? That was the catalyst for me. I was like, huh, it's not a bad idea. And I literally went and did that.

Ryan Moran [00:08:32]

I get so jazzed about this because we ... Obviously there was a skill set that was being developed for these 10 years. Right? Obviously you were getting great at your craft. You were building brand recognition. But the thing that shifted for you was just choosing to believe something and then finding evidence for it, which you can do right now, which you can shift anything in your life around now.

Brooke Castillo [00:09:00]

And it's so much more fun to believe you're going to make a hundred million than to think about your launch that didn't work.

Ryan Moran [00:09:05]

Does anybody want to immediately change their number that they told a neighbor to?

Brooke Castillo [00:09:11]



You should pick the biggest number you can because That doesn't make you freeze because the higher level of number you're going to pick that you can believe in, the higher level of thinking you're going to have. So, when I went from thinking, I'm going to make ... The difference from a million to 10 million, my whole brain changed. If I want to make \$10 million dollars, I'm going to have to be a different person than if I'm making a million dollars. And I showed up differently. I quit drinking. I talked differently, everything changed. I was enjoying making \$10 million dollars before I ever made \$10 million dollars. When I actually made \$10 million dollars, it was like an afterthought. I was like, yeah, of course. That's what I'm doing with a hundred million dollars right now. I think sometimes people look at me and just think, oh, life coach, that's so cute.

Brooke Castillo [00:09:55]

But it's really the actual way you get this shit done is you have to believe in yourself. Because if you think about it, if you believe you're going to make ... What's the difference, if you believe you're going to make \$10 million dollars and then your launch doesn't work, but you still believe in your \$10 million dollars, you don't care as much. You're like, oh, I guess that's not how I get there. I'm going to do something else to get there. If you are trying to figure out how to do it and you'll only believe in it until there's evidence, you'll probably never get there. It's like what they were talking about earlier with persistence, you'll just give up and be like, oh, I guess this doesn't work. But my belief is where my loyalty is, not to the craft or the process of getting there. It's to the belief that I will get there. And I'm willing to get there however is presented, the options that I have.

Ryan Moran [00:10:36]

We've had a brief conversation in the past about when you believe ... When you have a goal and you don't believe it feels really terrible.

Brooke Castillo [00:10:44]

Feels terrible. Yeah.

Ryan Moran [00:10:45]

The same goal, but you believe it is just ecstasy. It's absolutely exhilarating. And that switch is so precise. It's such a delicate edge that can flip you over and you have practiced the actual belief of what it is that you want. But I know you've had setbacks,

Brooke Castillo [00:11:10]

Wait, wait, hang on. I want to make sure we talk about this. How do you know if you're believing in your goal?



Ryan Moran [00:11:14]
If it feels good or not.

Brooke Castillo [00:11:15]
Right. And that is really important. So, if you're thinking about your business and you feel like crap all the time, you have work to do. Do not work when you feel terrible. Get to your place where you can feel good about it and be inspired with it and then go to work. So much more ...

Ryan Moran [00:11:27]
Say that again for the people in the back.

Brooke Castillo [00:11:31]
Pay attention.

Ryan Moran [00:11:34]
I once had a mentor, his name was Peter Shallard. He used to say the only work an entrepreneur needs to do is getting into the place where work feels effortless. It was maintaining a state in which you are absolutely focused on what it is that moved the needle. I heard you say it just slightly different. If you feel shitty about your business ...

Brooke Castillo [00:11:58]
I don't feel like my work's effortless, but I feel good about the work I'm doing. So I believe in my goal. Yeah.

Ryan Moran [00:12:04]
You feel positive about the work you're doing.

Brooke Castillo [00:12:05]
Hustle is you trying to outrun your own doubt. That's why you feel like crap all the time and you're exhausted because you're hustling and you're trying to work 25 hours a day. You're trying to do all of that craziness. When you believe, you think clearly, you are focused, you know exactly what you need to do. It's a very different approach to your business. That's why I don't get burnt out. When I was coming up, building my business from a million to \$10, I was in a mastermind group with Frank Kern and a bunch of guys that were hustling and they were just torn up all the time, exhausted workaholics. I refuse to do that because they were trying to outrun their own ... I think there was insecurity, and the other thing was, is they were trying to



prove something with their business. And so, they were trying to outrun that insecurity. You got to clean that up first, then go to work.

Ryan Moran [00:12:51]

Would you explain what that process looks like, of cleaning that up?

Brooke Castillo [00:12:55]

Yeah. It's exactly what you said. If you're at work and you notice that you feel doubt, you feel uncertain, you feel frustrated because you don't think this is going to work or you don't think you're good enough or whatever's going on for you, stop working on that, whatever that is, and sit down and figure out, what are you thinking right now? What is going through your head? What bullshit thoughts are going through your head that you're tapping into that's making you feel that way and change them. That is the most important work you'll do in ... I think in your business.

Ryan Moran [00:13:23]

And when you say change them, it is about choosing a different thought and finding evidence for that and practicing that. I mean, is that ...

Brooke Castillo [00:13:29]

And just thinking that thought and believing it and saying it all the time.

Ryan Moran [00:13:33]

Well, I want you to expand on that because a lot of times we will choose a different thought and you don't believe it. And so you just keep pounding the same thought that you actually don't believe. And that feels even worse.

Brooke Castillo [00:13:45]

But you know you don't believe it because you still feel crappy. You have to change it and you can't make it too big, so if you don't believe it, you'll still feel crappy. You have to inch your way up enough so you can believe in a thought to feel good enough to use that as fuel to do your work in your business.

Ryan Moran [00:13:59]

Did you always believe positively about the hundred million?

Brooke Castillo [00:14:02]



No. I still don't. I still have to do work on that so I can get to the place where I can then go to work. Of course. If I already believed I can make ... If I truly was already there, I'd be there.

Ryan Moran [00:14:13]

If you truly believed it a hundred percent? You have said that to me several times and I don't fully understand.

Brooke Castillo [00:14:21]

It's like, when your belief is full ... This is woo-woo. When you're fully believing something, I think it aligns with your creation and then you have it. That's why when you actually make a hundred million dollars, it doesn't feel like you won the lottery. It feels like Tuesday. Right? Because you've been believing it all ... I've been believing it all along, so when it happens, it just is like ...

Ryan Moran [00:14:45]

I love the story of when you used to think about winning the lottery and you, in your mind, you've won the lottery over and over and over again.

Brooke Castillo [00:14:55]

Yes, and enjoyed that. Yup.

Ryan Moran [00:14:55]

And it was what? \$10 million dollars?

Brooke Castillo [00:14:56]

Yeah. No, it was a hundred million.

Ryan Moran [00:14:58]

Oh, it was a hundred million dollars. Okay. The hundred million shows up, you'll be like, woo. But you'll have practiced it over and over again where it will feel totally normal?

Brooke Castillo [00:15:07]

I mean, yeah. There are many days where I already feel what that is, the hundred million.

Ryan Moran [00:15:11]

You feel the hundred million? And when you tap into that, do you feel like you naturally move faster towards that?



Brooke Castillo [00:15:22]

Yes. For sure.

Ryan Moran [00:15:23]

And you feel like there's some ...

Brooke Castillo [00:15:25]

And easier.

Ryan Moran [00:15:26]

There's some moments that you really feel it and some moments that you don't.

Brooke Castillo [00:15:29]

Yeah.

Ryan Moran [00:15:30]

And what's the difference in feeling?

Brooke Castillo [00:15:32]

When I'm not feeling it, then I feel doubt and uncertainty and my thoughts and my head are like, why even bother? You're already rich. You don't need to do this. All that kind of ... My brain, it presents it to me, it's like, you don't need to do this. This is fine. Why don't you just retire? Just enjoy yourself. Right. It's all that kind of ... It's disguised kind of, because if it were ... I've done so much work on my brain, that if it was like, you're not good enough to do that, I would dismiss it. But it sneaks in like ... Yeah.

Ryan Moran [00:16:03]

I see. What does it feel like when you do believe it?

Brooke Castillo [00:16:04]

It feels awesome. It feels like a sense of amazing accomplishment. My vision is to be an example of what is possible to all life coaches, to anyone, to women, to online business owners, to anyone who's been told, that's cute, you're not as good as everybody else. That feels amazing to me.

Ryan Moran [00:16:30]

So, what I'm processing, the reason I asked that question is because I'm thinking about what Miki shared this morning, operating from that zone. And I'm reflecting upon what that feels



like. I'm wondering if that feeling is the same feeling that you have when you feel completely in alignment with the goals that you have. I don't know if they're exactly the same, but I'm processing them as feeling very similar. It is simply like unencumbered, really focus on what it is your true desire is and allowing that to come out and play. Now, you also, I know, dive into the tactics and the strategies and the methods, but you don't get romantic about them.

Brooke Castillo [00:17:10]

No. I get romantic about the money.

Ryan Moran [00:17:12]

About the money?

Brooke Castillo [00:17:12]

Yeah. I think a lot of us are afraid to get romantic, especially women. We're afraid to get romantic about the money because we have to make it very clear that we're not in it for the money, we're in it for the service. We're in it for the contribution. Right. And so, I think we miss an opportunity when we don't develop a relationship with money that's super positive and sexy and romantic because it's so much easier to help everyone when you're rich, right? And so, but everyone's like, oh no, I don't care about that. So many of my friends, so many people say to me, oh, I don't need a lot. And they literally visibly do that. And it makes me crazy.

Ryan Moran [00:17:49]

Because there's an assumption in that that money is somehow bad.

Brooke Castillo [00:17:52]

That we shouldn't love it.

Ryan Moran [00:17:53]

Yeah. But if it's good and it's ... The first thing I ever noticed about you, you were at my house, we were at a little mastermind and you were like, how do you all make money? Because I love money. I really, really, really, really love money.

Brooke Castillo [00:18:03]

I love it. And it loves me. And I think that's one of the reasons why, right? It's like, when you love money and you're open to it, it just comes.

Ryan Moran [00:18:15]



I think you have a very healthy love of it. You genuinely enjoy making it, spending it, spoiling people with it, seeing it, talking about it. It's not a love from a neediness. It's like a genuine enjoyment of making it, spending it, having it, looking at it, talking about it. And that is playful.

Brooke Castillo [00:18:39]

Yes. And I love my work too. I love the contribution that I make and all of that, but it has nothing to do with my love of money. I think people try and like, oh, I don't care about that. Don't ever say you don't care about money. Why would ... That makes me crazy when people say that. They're like, oh, I don't care about money. I'm like, you're an entrepreneur. What the fuck are you talking about? You have to love money. You have to want money. That is your guideline of how well you're making a contribution.

Ryan Moran [00:19:06]

Brooke, I want to ask you about the early days when you ended up ... I can't call it an investment, but you gave ... You made a big financial mistake. You gave your money away to a cult. And it was like, a lot of what you had just disappeared and you went through a reset period in which you were like, you had to start over essentially.

Brooke Castillo [00:19:28]

No, no, no. So that money was money I had inherited. That wasn't money I had earned. Yeah.

Ryan Moran [00:19:33]

So based on that it would ...

Brooke Castillo [00:19:37]

That was the best thing that ever happened to me though, because if I had inherited that money and just lived on that money, I would never be where I'm at today.

Ryan Moran [00:19:45]

Will you expound on that?

Brooke Castillo [00:19:46]

Because I gave all that money away, I had to go get a job and get to work and focus on what I was going to do with my life.

Ryan Moran [00:19:52]



Most people would ... Many people would use that as an excuse to be defeated. I got all this money. I had it and I lost it. And woe is me, I'm such an idiot. And you learned from it. You used that as fuel to grow to where you are now.

Brooke Castillo [00:20:12]

I mean, this is ... I mean, we're going to get deep. So, my mother always had money her whole life. She'd inherited money her whole life and so, she never worked and she was always so attached to don't lose the money. Right. And she was so miserable that I was like, I will never be like that. And I think subconsciously, that's why I ended up doing that because I never wanted money to control me. I never wanted to be afraid of losing it. I always wanted it to just be flowing. When I gave all my money away to a cult, this is a crazy shit situation that I was in, but I gave it all away. And I remember it doesn't matter. I'm going to make so much more than that.

Ryan Moran [00:20:48]

That's beautiful.

Brooke Castillo [00:20:50]

And I still feel that way. This is what's so cool about being an entrepreneur. If you inherit money or win the lottery, then you lose that money, it's gone. If you earn the money as an entrepreneur, you just earned that shit again. Right. You're just like, okay, you took it away. I still have my brain, I still have the asset, I still have the experience. I don't think there's anything better than being an entrepreneur.

Ryan Moran [00:21:10]

I know plenty of entrepreneurs, and I've experienced this myself, that once you've made a certain amount of money, you go into protection mode because you're afraid of it all going away and going back to where you came from.

Brooke Castillo [00:21:22]

Yeah. I'm not afraid of that at all.

Ryan Moran [00:21:23]

But once you've done that and you realize you can do it all again, all of a sudden, it's not so scary anymore to lose that. In fact, I remember the first ever event we had, I asked Gary Vaynerchuk that question and he said, not only do I not fear running out of money, I secretly want it to happen.



Brooke Castillo [00:21:41]

Oh, I know. I've heard him say that too. He's like, I love the grind.

Ryan Moran [00:21:43]

He's like, the idea of losing all my money, having to move into a studio apartment with a cockroach, I'm like, you and me cockroach, we're going to do this thing. Once you've experienced losing it and that you can get it back, and actually as Travis said, the grind is the best part, the process of becoming and creating is the best part, there's nothing to be afraid of anymore. That fear is completely gone, that mindset is now freed up, which actually fuels you to go make everything that you want.

Brooke Castillo [00:22:14]

Because people will ask me a lot now, do you think your confidence comes from having so much money? And no, I don't. I think my confidence comes from having made so much money and that's a huge difference. Having the pile of money doesn't give me confidence, the ability to make it does. And the ability to make it even before I've made it.

Ryan Moran [00:22:34]

Say more.

Brooke Castillo [00:22:35]

So I have a hundred million dollar confidence right now that I don't really deserve because I haven't actually made a hundred million dollars, but I'm already enjoying that, the ability to know I can do that.

Ryan Moran [00:22:47]

You're already enjoying knowing that you have the ability to do that.

Brooke Castillo [00:22:52]

I'm already enjoying that I know I will do that.

Ryan Moran [00:22:55]

I love that.

Brooke Castillo [00:22:56]

Yeah. It's so fun. And it doesn't matter what your number is. Whatever your number is, you have to have a relationship with it like that that you're already living into that. Think about whatever your number is. If you already had that number, what would be different in your life?



And everybody immediately thinks of what they would spend their money on. Don't do that just because that's not ... It's so funny. The richer you get, the less money you spend. It's so weird. But thinking about if I had that money, how would I be different as a person is a great question. If I had earned it, not if you inherited it, but if you earned it.

Ryan Moran [00:23:29]

Do you mean if you've become the person who has earned it, what's different about you? I like the story that you tell about this of when you started saying, what would a person who made ...

Brooke Castillo [00:23:39]

\$5 million. I was trying to make \$5 million. What would a person who made \$5 million dollars do differently than what I'm doing? I'm like, she probably won't drink a bottle of Chardonnay every night. Probably not.

Ryan Moran [00:23:47]

Which, where are you doing that at the time?

Brooke Castillo [00:23:49]

Yeah. I stopped doing that.

Ryan Moran [00:23:50]

Immediately?

Brooke Castillo [00:23:51]

Yeah.

Ryan Moran [00:23:53]

And then started ... It was just playing with that question.

Brooke Castillo [00:23:57]

And there were a lot of other things too. It's like, it was subtle things, like would I care about this, would I even be talking about this? Would I be spending my time doing this? It really made a difference for me.

Ryan Moran [00:24:08]

Now that you are 10 times the level that you wanted to become at that time, you want it to be at \$5 million, you are now at \$50 million. Is the answer to that question different now when you think about the hundred million?



Brooke Castillo [00:24:23]

Oh, what's different about me? Is it different than the \$5? It's the difference between, yeah, \$5 and \$50 and \$100?

Ryan Moran [00:24:29]

Between \$5 and \$50, and then \$50 to \$100, is there that much to change?

Brooke Castillo [00:24:35]

Between \$5 and \$50, there was a huge change because I had to stop whining about employing and managing people.

Ryan Moran [00:24:41]

You had to stop whining about it, is that what you said?

Brooke Castillo [00:24:44]

I'm like, someone who has a \$50 million dollar business doesn't complain about their employees like that. I was such a little bitch about it. I was like, I don't want to have to hire them, I don't want to have to fire them, and I don't want to have to talk to them, and I don't want to have to manage them. I don't want to look ... All of that was such a mess. And I realized that, that I was going to have to set up a company where there was processes in place where people could be managed and I got over that. I started being more of an adult about it.

Ryan Moran [00:25:07]

You did not want to do those things.

Brooke Castillo [00:25:08]

No. I don't think most entrepreneurs do.

Ryan Moran [00:25:14]

I don't.

Brooke Castillo [00:25:15]

Not at all, right? Because we just want to keep ... The best example I've heard of this is entrepreneurs are hunters. We just want to go kill things, right. What you have to do is plant a fucking garden and wait. You're waiting for it to grow, right? Versus just shooting something and you're immediately ... Versus, okay, we planted seeds. And then you have to wait for that



whole process. It's the difference between a hunter and a farmer. And so I really learned how to be a farmer and be patient.

Ryan Moran [00:25:41]
And water them every day.

Brooke Castillo [00:25:44]
And then just wait.

Ryan Moran [00:25:45]
Just waits. And it doesn't look like much is happening.

Brooke Castillo [00:25:47]
And they just don't do it as well as you do, and they don't do it as fast enough. They're not smart as you. All that garbage, I got rid of.

Ryan Moran [00:25:53]
You learn to cultivate it. Yeah. What about from \$50 to \$100?

Brooke Castillo [00:25:59]
I think it's more for me getting out of the business now.

Ryan Moran [00:26:04]
Really?

Brooke Castillo [00:26:05]
Yeah. Having to be less about me and more about my team. Being able to take over some of those ... It's kind of like I feel like now, and I don't know that this is true, but this is my perception of it is like, I have to have there be mini empires within my business. So I have to have my marketing empire, my customer service, and letting them kind of take that.

Ryan Moran [00:26:26]
It's interesting because in each one of those phases, there is a new Brooke. There's a new becoming of an entrepreneur, which is beautiful to watch on the outside.

Brooke Castillo [00:26:36]
And awful from the inside.



Ryan Moran [00:26:38]

It's awful during the process because everything that got you to that point has to now be replaced. I'm experiencing that as a little bit of a death, a death of your attachments to who you were.

Brooke Castillo [00:26:53]

And everything you were great at that you've got celebrated for is meaningless now.

Ryan Moran [00:26:57]

You've had to navigate some of that?

Brooke Castillo [00:26:57]

Yeah. Totally.

Ryan Moran [00:26:59]

What were you good at?

Brooke Castillo [00:27:00]

Getting everything done myself and handling all the marketing and being the face of the business ...

Ryan Moran [00:27:07]

No one can relate to ...

Brooke Castillo [00:27:07]

I was amazing at it. And then all of a sudden you have to delegate that to everyone else and it doesn't matter that I'm good at it anymore. It's actually encumbering me that I'm good at it.

Ryan Moran [00:27:17]

It's a detriment.

Brooke Castillo [00:27:19]

A detriment, yeah, exactly.

Ryan Moran [00:27:20]

Because you want to control the process.

Brooke Castillo [00:27:24]



Right. But once you go through that process and you have a team that can do that for you, then you're in heaven. That is amazing to have a business that runs basically itself on the principles that you ... It's amazing to me.

Ryan Moran [00:27:38]

Yeah. Are those transitions difficult for you? And I'm asking this because being your friend, I have seen you go through transitions that are painful and that you seem to just glide through them. You grieve through them, but then they're over so fast and you seem to just kind of glide through those transitions. You're okay with yourself during those times. And I just love to beat myself up over it, over and over and over and over, and keep pounding that drum. Is that just something ...

Brooke Castillo [00:28:16]

I just don't beat myself up ever anymore.

Ryan Moran [00:28:17]

Is this something you had to get good at?

Brooke Castillo [00:28:18]

Yeah. I just refuse to beat myself up. There's no upside. Zero.

Ryan Moran [00:28:24]

But there was a time when that was not the case. Is that right?

Brooke Castillo [00:28:26]

Yeah, of course.

Ryan Moran [00:28:28]

That gives me hope for life, that you've gotten better at this. When did that stop for you?

Brooke Castillo [00:28:34]

So, for me, it was through a weight loss journey. I just hated my body all the time. And one day I just looked in the mirror and I was like, you know what? This is such bullshit. No matter what, I'm going to love my body for the rest of my life. I am no longer going to put up with this shit for myself.

Ryan Moran [00:28:48]

The thoughts. Not the weight.



Brooke Castillo [00:28:51]

Right, right. Just the garbage, like you're fat, you're ugly, you're stupid, you're worthless, all that stuff. I was just like, I'm done. I just applied that to everything.

Ryan Moran [00:29:00]

Now I would assume that once you gave up the negative thoughts about your weight, then the weight ...

Brooke Castillo [00:29:08]

Of course.

Ryan Moran [00:29:09]

That's so trippy.

Brooke Castillo [00:29:11]

But then I didn't care as much. It's so crazy. Right?

Ryan Moran [00:29:13]

Yeah, so, there's one or two of you right now that beat yourself up over what you haven't accomplished in your business. I would invite for today to be that day that you look yourself in the mirror and say, I'm just done with those thoughts. And if you are like most human beings, it would make sense that if you gave up the negative thinking about yourself and where you thought you should be up to this point, you now give yourself permission to go where you think you should. As long as you're not doing it so that you can get to the level at which you will no longer have negative thoughts. It is the letting go of those that actually gives you the permission to be able to move through that. Would you agree with ...

Brooke Castillo [00:29:52]

That's well-said. Yeah, totally. The other thing is a lot of you probably think you have to beat yourself up just to get yourself to do work. That is such bullshit. I used to think I had to hate my body in order to change it, beat myself up in order to get to work, be one of those really mean coaches yelling at myself, then somehow I would get my work done. That's not the case. When you stop beating yourself up, you get so much more work done.

Ryan Moran [00:30:14]



And why? So I've had this conversation with a lot of people. They said, I'm afraid that if I am not hard on myself or I don't ... If I heal that wound or whatever, then I won't have the drive anymore.

Brooke Castillo [00:30:26]

You're just wrong about that.

Ryan Moran [00:30:27]

Tell me where the drive comes from then.

Brooke Castillo [00:30:28]

The drive comes from all of the energy you give yourself by actually loving yourself, literally, because here's the thing. If you don't love yourself, you're not going to think you deserve the money when you get there and you're going to fuck it all up anyway. We've seen this happen to all the people around us, right? It's like, if you believe ... That's one thing, I totally love myself and I think I'm amazing, but I think everyone else is too. And I think I love having money and I want to have as much as humanly possible, and I want everyone else to. It's so much more fun when you're all rich, too. We just can have such more of a good time. And I think when you think I need to be rich in order to prove that I'm worthy and I have to be richer than you to prove that I'm better than you, that's when it gets all messed up.

Ryan Moran [00:31:09]

I think most people perceive rich as a comparative number. So, rich is not how much I have, but how much more I have than you, how much more I have than everybody else. It's purely an ego game rather than an enjoyment.

Brooke Castillo [00:31:27]

And it just doesn't feel ... You think that'll make you feel good to be rich but if that's the reason you're getting rich, you're going to feel like shit because always someone richer. It's so annoying.

Ryan Moran [00:31:34]

And other people are growing faster. Or this person's just starting and passed me. There's always a reason to find fault with yourself rather than just enjoying it. But when you enjoy it, you're always free to go make more.

Brooke Castillo [00:31:48]



I bought a penthouse in downtown Austin on the 53rd floor. It's fucking beautiful. The view is ridiculous. And I get up in the morning and I'm like, hell yeah. I'm like, you did this, you earned this money. You are amazing. I enjoy my success so much. I don't think I'm better than anybody else at all. I just am super happy to be me.

Ryan Moran [00:32:12]

I really want you to tell me that you had to work at that.

Brooke Castillo [00:32:17]

Work at doing that?

Ryan Moran [00:32:18]

Work at being always positive about that.

Brooke Castillo [00:32:20]

Of course, yeah.

Ryan Moran [00:32:22]

Because my natural tendency is wake up in my multi-million dollar house and be like, I'm bored with this. I should buy a new one and ...

Brooke Castillo [00:32:33]

I mean, I do that too. I don't say I'm bored with this. I'm just ... Let's add to it.

Ryan Moran [00:32:39]

Okay. I literally showed up at a yoga class once with Brooke and it's quiet time before and she leans over and she goes, I just bought a \$6 million dollar house because I'm loaded. It's awesome.

Brooke Castillo [00:32:54]

I mean, why not?

Ryan Moran [00:32:56]

And it was awesome.

Brooke Castillo [00:32:59]

I celebrate everything I spend money on. I feel like a lot of rich people don't want to talk about spending money and that, don't. I'm all, we went on a private jet, we had everything on there.



And then went to this place, this hotel, and it was a million dollars a night. I don't say that to say I'm better than anyone. I just think it's so fun. Why not celebrate your success? Why are we pretending like that's a bad thing to do? I don't understand it.

Ryan Moran [00:33:29]

I love hearing you talk about this because that's totally in me. That's totally in me to hedge a little bit, which just says that I still have stuff to clean up there. When I think of that stuff on my own, I think I have something to clean up there, oh, that's more work to do. But when you say it ...

Brooke Castillo [00:33:48]

No, it's like, you do that work and then you feel so much better.

Ryan Moran [00:33:52]

I know. When you describe it, it's so much fun to think about who I am once I clean that up. It is so fun to be in that place and to celebrate your success and to take a shower full of money. It's so fun.

Brooke Castillo [00:34:08]

Did you say take a shower?

Ryan Moran [00:34:09]

It was the best example that I could ...

Brooke Castillo [00:34:11]

How do you do that? I'm down.

Ryan Moran [00:34:13]

Well, so Miki Agrawal talked about how difficult it is to wash yourself with paper, toilet paper. I always thought she was talking about money. So on the break, just did ...

Brooke Castillo [00:34:22]

That's awesome. I love it.

Ryan Moran [00:34:24]

But it's so freeing to think about just pulling out that form and being that person. When you say it, it makes me realize that I still have that to do and it makes me want to clean up all of that.



Brooke Castillo [00:34:37]

Yeah. Because I think in a podcast I had asked you, what's it like to be rich? And your answer was kind of like, I don't know yet. I was like, dude, you are rich. Why aren't you enjoying it?

Ryan Moran [00:34:47]

Because I don't feel it all the time. Because once you reach a certain level of success, rich, that needle just moves. And it's just like, it's not yet. It's when you make this much, you get there. It must not be that, it's when you make this much. But you're like, I made this much, party. This much, party. And that's why it's like, one, two, skip a few, now you're at a hundred million.

Brooke Castillo [00:35:09]

But I was taught ... I'm so obnoxious. When we go out to eat and I'm like, I'm paying the bill because I'm rich and that's it. And people are like, oh my God. Some people are like, what'd she say? And I'm like, yeah. I said, I was rich. That's what I said, I'm very fucking loaded. I'm paying the bill. But I was doing that when I was making a million dollars too. Right. I was just always in like, I have so much money. I have so much abundance. I want to be so generous. So, I just love that space. And I love it when everybody's in that space. Right. It doesn't mean matter that I have more money than you because we're both rich. Let's just enjoy being rich together is kind of how I feel about it.

Ryan Moran [00:35:52]

I love that. It's like, does anybody want to run a marathon right now?

Brooke Castillo [00:35:57]

No. Right, I mean, that's the thing. You probably are in your mind, I think you've told us this before when you hang out with me and Alex and Layla, it's kind of like you feel less but we're all four of us are fucking loaded.

Ryan Moran [00:36:11]

What I've told you is that being around the three of you, I noticed myself playing the comparison game. It comes up. I see what junk I'm practicing because we're all rich and the levels are a little bit different.

Brooke Castillo [00:36:25]

But see, that's the difference. You're comparing it.

Ryan Moran [00:36:27]

Yes, that's right. Totally guilty.



Brooke Castillo [00:36:29]

You got to drop all ... That's the stuff that makes you think you're not good enough.

Ryan Moran [00:36:35]

I think you're completely right. And I think it is tempting, especially just in an environment like this, you see somebody on stage and hear what they're making or what their exit was and to immediately play the comparison game. But instead you could just use it as evidence, just like, oh, there's another piece of evidence that shows that it's possible. When you can get to the place where you're genuinely just pumped for them, you're probably ready for you to just cruise right into that.

Brooke Castillo [00:37:02]

When I see people on stage that are amazing, I'm like, we're amazing. Entrepreneurs are fucking awesome. Even if they're making so much more money, I just put me right in there with them.

Ryan Moran [00:37:10]

Do you never feel the comparison come up?

Brooke Castillo [00:37:12]

Not really.

Ryan Moran [00:37:15]

I need you to keep talking right now.

Brooke Castillo [00:37:17]

I remember when Amy Porterfield who's one of the women that I was working with, she talked about making a million dollars a year and I was like, holy shit, we can do that? That's allowed? I was so excited. I was like, what do we do? I'm in. I never thought, oh, she's doing that and I'm not. I'm like, oh, we can do that. Where do we get that?

Ryan Moran [00:37:35]

That was an automatic thought. And huh, that's wild. I mean, I'm realizing something in my head is that there have been periods of my life where I responded in that way. And there have been periods in my life that I did not respond that way. And the times that were different were circumstantial. So, I had evidence to doubt myself and I was practicing that. So, somebody else did, I said, you can do it.



Brooke Castillo [00:38:03]

You have to hear what he just said. I had evidence against myself and I was practicing that. That's a fucking ridiculously stupid thing to do.

Ryan Moran [00:38:11]

I am completely aware.

Brooke Castillo [00:38:13]

Stop doing that if you're doing that. I was practicing that. That's a terrible ... Why would you practice something ...

Ryan Moran [00:38:18]

When you're beating that drum in your brain and you're caught in that thought loop, and I'm realizing now that when I've been in that mode and somebody else does something great. I say, that's great for them and I see a separateness. But when I am in the state that you're talking about of finding the evidence, they just slip right into that. They're just another piece of evidence ...

Brooke Castillo [00:38:40]

Yeah, that's it's possible, that you can do it.

Ryan Moran [00:38:42]

Beating on that drum over and over and over again, which feels awesome. In that mode, every day I can wake up and find evidence for it and more evidence for it, and more evidence for it. Every annoying social media post from somebody that pisses you off can be evidence for the ... Just anything that you want ...

Brooke Castillo [00:39:00]

Well, and yeah. I'm thinking about it, be careful. If somebody is making a lot of money, don't be like, oh, that guy, that fucking guy I'm smarter than that guy. Better looking. Don't do that. Don't disparage ...

Ryan Moran [00:39:12]

Because that's comparison right away.

Brooke Castillo [00:39:14]



Capitalism.com
— B E T H E C H A N G E —

Exactly. If he can make that much money, so can I. No, it's like, hell yeah you're making money. I hope you triple your money. And I'm coming too.

Ryan Moran [00:39:21]

Yeah. That person is evidence of how easy and fun that can be.

Brooke Castillo [00:39:25]

Totally. Yeah. And I'm always celebrating other people making money. It's just the humans making cash. I have this belief that every human has a huge pile of cash and we either claim it or we don't and it just sits there if we don't. That's what I think. So, when you're claiming yours, I'm stoked for you. It has nothing to do with me. I'm just stoked that you're doing there and I'm going to get mine too.

Ryan Moran [00:39:46]

God, I love you.

Brooke Castillo [00:39:46]

That's good, right? I love you too.

Ryan Moran [00:39:48]

How many of you had a life altering shift in the last hour? Yeah. Hell yeah. Clap that shit out. Brooke, I am so grateful to call you a friend. I feel like I have shifts like this all the time and I'm so lucky. Thank you for hanging out with us. I know this was an exception you made. I'm so thankful that you did. Thank you for being here.

Brooke Castillo [00:40:11]

It's my pleasure.

Ryan Moran [00:40:12]

Brooke Castillo, everyone. I love you.

Brooke Castillo [00:40:16]

I love you too.

Ryan Moran [00:40:22]

If you found value in this podcast and you're ready to go deeper, here are three resources where we can help you. One, you can grab my book 12 Months to \$1 Million on Audible or Amazon. It has over a thousand reviews and it's the playbook to building a seven figure



Capitalism.com
— B E T H E C H A N G E —

business. Second, you can join our community of entrepreneurs who are following a plan to build a 1% net worth by building businesses and investing the profits. You can get plugged in at [Capitalism.com/1](https://capitalism.com/1). And third, if you're looking to go deeper and build a seven figure business that you can sell, you can work closely with us inside the Capitalism Incubator, and you can get on the waiting list and find out what we do over at capitalism.com/inc. That's capitalism.com/inc.