

## **E27 - Eric Asks, Am I Doing Enough To Guarantee A Successful Launch?**

### **Transcript**

Ryan Moran [00:00:02]

This is the Road to \$1 Million and I'm Ryan Daniel Moran. Today, I'm going to be chatting with Eric who has a really cool situation. He has three retail stores and he is now creating a brand that matches the same demographic that comes into his retail stores. This is fascinating because it's a brand new business, but he understands the market. He understands the marketing. He understands the person. He understands the product line. So, he's the perfect person to launch this brand.

Ryan Moran [00:00:36]

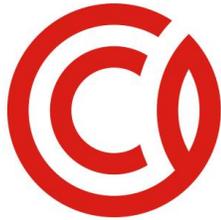
Eric asked me such a great question to kick off this call. And he says, all right, I've ordered the product, I've done the work, supply chain issues. What do I do in the downtime? And that question comes up so often with entrepreneurs who are building e-commerce businesses. I've got 12 weeks for products on a boat. Right now, it feels like 12 years it's on a boat. What do I do to set myself up to win as soon as I've got product? And we have a field day with this answer because Eric has a lot to work with.

Ryan Moran [00:01:13]

But here's the thing, every time this question comes up, we have a field day because in almost no situation have I met an entrepreneur who didn't have a bunch of opportunities to make sure that they were set up to have a smashing launch Eric's case was obvious, but it wasn't obvious to him. He needed an outside resource to help him choose what the plan would be in order to make sure that he had a successful launch. And this is the case with every entrepreneur. They have assets that they're overlooking that they could be maximizing to ensure that their business grows.

Ryan Moran [00:01:47]

So, as you're listening to Eric, think about this for you. What am I sitting on that I'm not using that would ensure that my business is in a position to have an eight figure exit? And so, we map out Eric's launch plan to ensure that he has success and he has sustainability for him to build a seven figure business that he can sell. And remember, whenever you're ready to start your road to 1 million, come join us inside The One Percent. You can find out more over at [capitalism.com/1](http://capitalism.com/1). Oh, Hey Eric, what's happening?



Eric Bussey [00:02:25]

How you doing?

Ryan Moran [00:02:26]

Good. Good to see you.

Eric Bussey [00:02:27]

Good to see you.

Ryan Moran [00:02:28]

Well, Eric, why don't we start by you telling me about the status of the business? Obviously, you've participated in pitch week and I know a little bit about the business and the pivots that you're making. I also know you've had some pretty good short-term wins recently. So, catch me up to speed on where you're at and where you'd like some help.

Eric Bussey [00:02:47]

Absolutely. Yeah. With Rebel Tool Co. right now, we do have a finalized prototype. We're good with what we're putting out there. With supply chain issues, everybody's dealing with this, but it's going to be 8 to 12 weeks to get it actually manufactured. So, that's my biggest hiccup is what's the best use of my time for this next 2 or 3 months while I am waiting for it to get manufactured? But also, how do you get over that mental hurdle of man, I have to wait 3 more months. I've been waiting so long already.

Eric Bussey [00:03:21]

So, that's the main thing right now is just playing the waiting game but the good part is we do have one ready to go. We have a prototype that we really, really like. People we've showed it to, they really, really like it. So we're all set. We're just waiting on manufacturing and then what to do next.

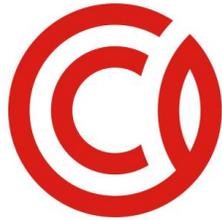
Ryan Moran [00:03:39]

So, is that the biggest question right now is what do we do next and what to do in this 12 week hell period where everything is behind?

Eric Bussey [00:03:50]

That's kind of ... I wanted to hear your thoughts, absolutely, of what would be the best use of my time in the owner's model while waiting three months, potentially three months.

Ryan Moran [00:04:01]



Yeah, I understand. Well, there's kind of a linchpin to all this and that is that you have this other business, and the other business is really possibly supportive of this new brand that you're launching. So, for those who aren't familiar, catch us up to speed on the business that is your full-time thing.

Eric Bussey [00:04:22]

Absolutely. I didn't know if we were going to get into that, so I didn't bring it up, but we have a retail store here. Our third location is opening up in January. We just finished all of our black Friday stuff. We're getting into our Christmas stuff. So it's been super, super busy, around these retail stores. So, a lot of home improvement items. We sell to a lot of contractors, which is our target demographic for Rebel Tool Co. But yeah, that keeps us pretty busy. When I first started this brand, I had completely kind of separated myself from the day-to-day stuff, but I'm the only one ...

Ryan Moran [00:05:03]

Of the retail store, you mean.

Eric Bussey [00:05:04]

What's that?

Ryan Moran [00:05:05]

The day-to-day of the retail stores.

Eric Bussey [00:05:07]

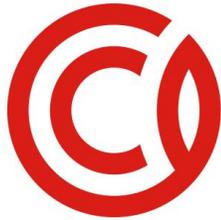
Of the retail stores. Yes. Correct. And then I had since jumped back in because I'm the only one in the company that knows the marketing. So, I jumped back in pretty heavy to open up this third store and keep the other one growing. So, yeah, it's a decently successful retail store. I picked Rebel Tool Co. to serve contractors because those are the customers of the retail stores. We talk to them all day long.

Ryan Moran [00:05:31]

So, let me ask you a few things, Eric, because your primary question is what do we do in this 8 to 12 week period where we can't make things happen faster? So, do you have a customer list for the retail stores?

Eric Bussey [00:05:45]

Yes. Oh yeah. As far as people who've purchased at the retail store?



Ryan Moran [00:05:51]

Yeah.

Eric Bussey [00:05:51]

Oh yeah.

Ryan Moran [00:05:53]

And how do you communicate with them?

Eric Bussey [00:05:56]

Typically texts. We probably have about 2,500 people, maybe 3,000 on text SMS, and then Messenger, we probably have closer to 10,000.

Ryan Moran [00:06:06]

Messenger, Facebook messenger?

Eric Bussey [00:06:08]

Yeah, yeah. We use mini chat, that's primarily how I've market.

Ryan Moran [00:06:13]

So, these are all local customers, right?

Eric Bussey [00:06:16]

Yeah.

Ryan Moran [00:06:17]

So, you have 10,000 local customers that you communicate via mini chat?

Eric Bussey [00:06:21]

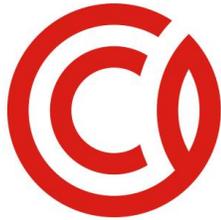
Yes. The total is about 25,000.

Ryan Moran [00:06:26]

Okay. And do you have their other contact information, like mailing address, email? Do you have that stuff?

Eric Bussey [00:06:33]

I just ... I'm a backwards marketer. I just now started getting email addresses.



Ryan Moran [00:06:39]

Backwards marketer.

Eric Bussey [00:06:40]

Backwards. Yeah. It's really weird, but yeah, a few emails, no direct mailing addresses, mostly texts, Messenger, and we reach out going live on Facebook.

Ryan Moran [00:06:49]

Okay. That's all awesome. That's fantastic. So, my recommendation for you for the next 8 to 12 weeks is to start talking about Rebel Tool Co. to your existing audience, because your existing audience is your existing customers. And my, oh my, you've got 10,000, 25,000. 10,000 that are on Messenger. This is fantastic news. So, we can start building up the prelaunch of ... What is the first product?

Eric Bussey [00:07:23]

It's a battery ... A tool battery mount. I wish I had one handy, but it's to store all your walkie batteries and Dewalt batteries in your work van or shelf at home.

Ryan Moran [00:07:34]

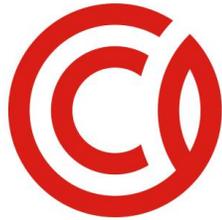
Okay, great. So, if you were to do nothing other than make one good video about the product, and then you were to email that out, Messenger that out, text that out and start building up a hot list of people that just say, do you want to be notified when it's live? Click this link. And it sends a trigger to say, okay, that's my hot list. Those are my people that I'm going to launch to. And you communicate with them once a week to prepare them for you ... You do a company update, here's what's happening on a week-to-week basis. You'll have 2,000 people who are just primed and ready to buy on launch day. And that will smash it out of the park. You with me so far?

Eric Bussey [00:08:19]

Yup, absolutely.

Ryan Moran [00:08:22]

It's funny to hear Eric say that he has a small list because he's got more than enough to do damage. He's got customers on a text message list and he's got local customers, 10,000 of them on a Messenger list. That is way more than he needs in order to do damage. I often hear entrepreneurs worry that their audience is not big enough or that they don't have an audience at all. But folks, I've had million dollar businesses with email lists of a few thousand people.



Ryan Moran [00:08:56]

And I know people, I personally know people, who have had six figure launches with email lists of less than a thousand people. No, I didn't just misspeak. Six figure launches with less than a thousand people. And I almost made an inappropriate joke here about the size not mattering. The email list or the audience list does not matter as much as the engagement does. Do you have the right people who are engaged, who actually want what you have?

Ryan Moran [00:09:30]

And in the case of Eric, he has an unbelievably well-targeted list. They're his customers with his retail store. So, don't over romanticize people with big audiences. One of the classic stories is you might've heard about that influencer who had 6 million followers because she showed booty pictures on Instagram and then she launched a t-shirt brand and sold 12 t-shirts. Do you remember that story? Engagement matters. People who care about what you're doing is what matters.

Ryan Moran [00:10:03]

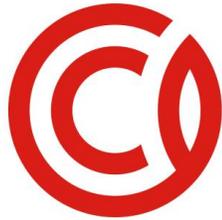
It does not take a lot of people to have a smashing launch. It requires a few hundred people that actually care about what you are doing. I was having a conversation with a marketer friend of mine who was saying that all of Facebook targeting is favoring those who are speaking directly to their ideal audience. The days of the mass numbers of lists and treating all of your campaigns just like numbers, as in I know if I'm going to get a thousand opt-ins, then I'll get 10 buyers and so I just need to get as many thousand chunks of opt-ins as possible so I can get as many buyers.

Ryan Moran [00:10:42]

It doesn't work like that anymore. It is about the intimacy and the direct targeting to the customers that really want your stuff that you're really helping. If you go deep with a small group of people, you'll be in a way better position than people who go wide and have big audiences that don't really care about what you're up to. And it's okay to be platform agnostic. You don't have to be on TikTok. You don't have to be on LinkedIn, even though Gary Vee says that's where all the organic reach is. That's one way to build an audience. But if you've got a few hundred or a few thousand people that already care about what you're up to, like Eric does, that's more than enough to do damage and have a really successful launch. So, how many units did you order to start?

Eric Bussey [00:11:32]

We're going to ... Our first order is going to be 9,000.



Ryan Moran [00:11:36]

9,000. Okay.

Eric Bussey [00:11:36]

We're waiting for the mold to be made.

Ryan Moran [00:11:38]

And you are keeping ... You're putting some in your stores, right?

Eric Bussey [00:11:41]

Yeah, I think so. That was kind of secondary. It's funny, I didn't think about that until you brought it up on pitch week. We own a redistribution center, so you might as well. But that was secondary to online, but yes.

Ryan Moran [00:11:54]

Yeah, so I think your plan right now is to smash the launch with the existing customer list, keep them in your store, and you have this beautiful opportunity to sort of document the launch to this list of customers. Right? What does that mean? That means that when you've got it in your store and you've got the display, you take a picture of it and you send it out to your existing customer list. Did you grab this yet? Do you know somebody who needs this for Christmas? Do you need this ... Did you ... And you start to tell that story of the retail store launching its own products to its existing customers. That will get this to a seven figure brand very quickly. You've got the audience already to be able to do that.

Eric Bussey [00:12:45]

Awesome. Awesome.

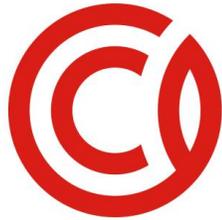
Ryan Moran [00:12:46]

Did we just solve all your problems in seven minutes?

Eric Bussey [00:12:50]

No, it gave me a lot of motivation to tap into my current ... Because I was ... Again, backwards marketer. I was building a new audience. I was trying to move people from Extra Mile Tools, which is the name of the retail stores, over to Rebel Tool Co. separately, to keep them ... So I can communicate with the Rebel Tool guys over here. But I wasn't necessarily talking to the Extra Mile Tool people, which is what I should be doing.

Ryan Moran [00:13:16]



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I think that's a better move for you, yes. I think warming up the audience that you have for this new product launch is the best move for you. And then if you wanted to complicate it further, start making connections with other brands, personalities, or influential pages that you can drive traffic to because you've got a list of 25,000 people, right? Can you imagine ... You can start doing kind of co-marketing with other brands that are really popular in your stores. You've got 25,000 customers that love brand X? Reach out to that group and start working on some cross promotions. And one of them may end up being the influencer that really opens up opportunities for the rest of the brand. Do you see what I'm saying?

Eric Bussey [00:14:08]

Right. Yeah. That's a pretty big give on the front end for them, which is great. That's what I want.

Ryan Moran [00:14:13]

You mean partnering with a brand and giving them exposure?

Eric Bussey [00:14:15]

Providing value, reaching out to influencers. They get kind of bombarded by people. So, that's something I can offer, some value I can offer.

Ryan Moran [00:14:25]

Yeah. I mean, your brand Rebel Tool Co., is all for contractors because contractors are kind of an underserved market, correct?

Eric Bussey [00:14:34]

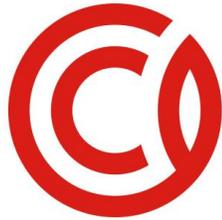
Absolutely.

Ryan Moran [00:14:34]

All right. So, I can envision your weekly email to your group of 25,000 customers being all for the contractor, right? You're doing a company roundup that's for the contractor. You review a product every week. Here's why we like it. We highlight a contractor, an existing customer. You could create a weekly show, theoretically, that talked about a product, that talked about a contractor, and talked about something going on in the company. Right? It'd be a 10 minute show once a week.

Ryan Moran [00:15:07]

The reason that I'm thinking about that is because that gives you, once a week, a reason to reach out to a brand that sells well in the store and tell them, hey, we want to feature you.



You're really popular in our three retail stores. We'd love to highlight you. Who's the best contact for us to work with? And if you do that for 12 weeks, while your inventory is stuck, three of those connections will be great reciprocal partners who will blast out to their list when you do a product launch. See what I mean?

Eric Bussey [00:15:48]

I love that. Are you talking maybe Zoom interviews and any kind of audio to turn into podcasts?

Ryan Moran [00:15:56]

You know who does this really well? Leon Hendrix, who has been a member of our community he's a YouTuber, has over 100,000 subscribers. What he'll do is he'll ... I've been on his YouTube channel twice. He interviews me for 10 minutes and he takes the punchiest 90 seconds and he works that into a 10 minute YouTube video. So, all his videos are 10-15 minutes. He'll interview me and one or two other people and he takes the best 90 seconds of each.

Ryan Moran [00:16:26]

It's very easy for me to do, right? Like, hey, Ryan, hop on the phone with me for 10 minutes. I'm going to blast it out to 100,000 people. Hell yeah. Right? So, that's an easy yes for me, easy yes for two more people. It brings me a ton of exposure. His videos are great, and he does two of them a month and he has a great following.

Ryan Moran [00:16:44]

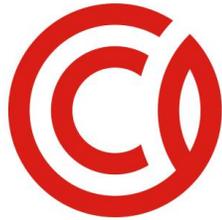
That's a good model for you to follow. If you were to do a weekly YouTube show that you blast out to 25,000 people and you interview a contractor and a brand that you like, each of them for 10 minutes, and it become part of your show and you give a company update at the end, it's a great way for you to get your foot in the door with all these other brands and influencers that could end up spreading the word for Rebel Tool Co.

Eric Bussey [00:17:11]

That's great. I love that. I love that. I can post that on Rebel Tool Co. YouTube channel and just Facebook, everywhere.

Ryan Moran [00:17:20]

That's right. That's right. And that starts to build the launch list, the community, the group of followers that find you that aren't familiar with the store, it opens you up to influencers, it brings you to new contractors, gets you into contractor groups. That's what you can be doing over the next 12 weeks.



Eric Bussey [00:17:41]

That's awesome, because yeah, you already nailed it. I was going to ask what your favorite way to build a launch list was, but then that's a pretty good start right there.

Ryan Moran [00:17:48]

And you've got one, right? You don't theoretically need to build it. You've already got 25,000 people. So, just activating them and warming them up to the launch of the new product, that will be enough. But if you want to have a long tail to this, having some regular content piece, whether it's a podcast or a YouTube channel, a newsletter where you can feature your customers and other brands and what the company is doing, that will reengage the audience and the list and open you up to new opportunities.

Eric Bussey [00:18:25]

Love that, love that.

Ryan Moran [00:18:27]

Something that trips up a lot of brand builders and content creators is the idea of making content just because they think they have to. I hate making content just for content's sake. There are two ways to make content in a way that's cool that doesn't burn out your list and adds to your customer base. One is documenting the growth of your business. Now, I talk about this publicly as a way to build your list, but it's also a way to engage your list once they have already opted in or followed your journey.

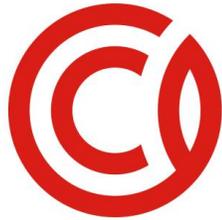
Ryan Moran [00:19:01]

And that's things like showing the product development and sharing why you made certain decisions. I tell people in the Incubator that their minimum content strategy is sending one email a week that is simply a company update. Here's where we are in the process. Here's what people are saying. Here's a picture of the new prototype.

Ryan Moran [00:19:22]

That's enough to keep people engaged in the process. The second way to create content in a cool, engaging way is to celebrate the success of your customers. That's as simple as telling the story of one of your customers and what they're doing in the world. It doesn't have to talk about your product. It doesn't have to be a hard pitch. It can simply celebrate what your ideal customers are doing out in the world. When you make them the hero of the story, you're also making all of your subscribers the hero of the story.

Ryan Moran [00:19:54]



When you celebrate them, they will reward you as someone who leads them. Those two types of content will allow you to reengage old subscribers instead of just dropping in and asking for the sale. That's how you keep people engaged in your community. And then when it comes time to crank the lever that is taking sales, they will reward you for being the leader of your community.

Eric Bussey [00:20:23]

Quick thing that ... Tell me if my mindset is right on this. The reason I wasn't thinking of that as a singular thing, I wasn't going to use my audience here at Extra Mile Tools to build Rebel Tool Co. is because I wanted it very separate because this business typically is ... We're building it to sell, so I didn't want to have to ... I wanted everything to be separate so it was kind of a clean break.

Ryan Moran [00:20:48]

I would encourage you to worry about this later. And I totally get what you're going for. And the example that I'm thinking about is Dave Asprey. Dave Asprey built Bulletproof on the back of his personal brand. And he had to do a lot of work in order to divorce the two, but he had to, because on his personal brand, he likes to talk about conspiracy theories. He likes to talk about his own stuff, right? He doesn't want to be talking about stuff ... He talks about things that might look bad on Bulletproof.

Ryan Moran [00:21:25]

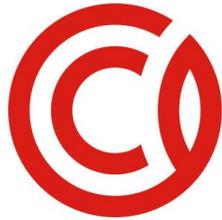
And so, he has completely separated them and it was a lot of work, but also Bulletproof wouldn't become a billion dollar company had it not been built on the back of his personal brand. It would have been a small coffee company that never went anywhere. And that's what I want you to avoid for Rebel. It's okay if it's messy right now, because using the owner's model like you brought up, a year and a half from now, you might hire a CEO of Rebel whose job it is to separate the two and clean up those operations and to do all that stuff.

Ryan Moran [00:22:02]

But for now, it is an extension of your retail chain. It's for the same customer. It would feel weird to do them separate. So, I think you made a good decision to make it a new brand, and I totally get that this ... You want them to be separate long-term. That's going to be messy, I think, in the short-term and it needs to because these two brands are going to support one another. Does that make sense?

Eric Bussey [00:22:32]

It does. It does. It felt really awkward and clunky doing it how I was doing it.



Ryan Moran [00:22:38]

And how does it feel when we talk about doing them more aligned?

Eric Bussey [00:22:41]

Oh, way more ... It's how fluid, it's how it's supposed to be.

Ryan Moran [00:22:46]

Good.

Eric Bussey [00:22:46]

Path of least resistance.

Ryan Moran [00:22:48]

Good. Yeah. Very good. Very good. Well, Eric, you're making my job easy. I mean, what else can we do to ensure that you feel set up for an eight figure exit?

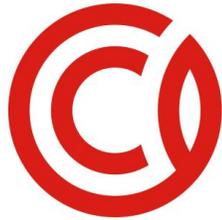
Eric Bussey [00:22:57]

Well, I think I did have a question about partners, because I'm starting to think about putting them in, but I am curious, and I've gotten a lot of answers in the Incubator, which is awesome, but I'm wanting to hear your take on, is it better to bring them in first right off the bat? And I'm not talking about necessarily financial partners and investors, but maybe a contractor who spent 35 years in the field who really, really knows the ins and outs of being a general contractor, or an influencer, whatever that is. I'm a little gun shy bringing them in because we have zero momentum. It's almost like I want to wait until I have something, at least a product in my hand with a UPC on the back, to even start approaching people. But when is too soon?

Ryan Moran [00:23:46]

That's a great question. And the answer for you right now is that you don't need to formalize every relationship. Some relationships can be strategic partners for a long time, but by strategic partners, that means that you do content together, or you send them free product, or you highlight them in your newsletter, or you give them free exposure in the store, or you make introductions for them, or ... You see where I'm going? You can keep those relationships warm for a really long time before they become employees or paid contractors or become equity partners. You can just be strategic allies for a long time. I've got lots of strategic allies that don't own any of my businesses and I don't own any of theirs, but we're allies, right?

Ryan Moran [00:24:41]



So, influencers and investment partners are the two pieces that need to at least have verbal yeses in order to have the momentum that you want. Everyone else can be just a strategic ally. And you could have lots of influencers that are strategic allies, and only one that is an equity partner or a paid sponsor in some way. So, I would encourage you to, in this part of your process, be dating, not courting. Date, don't put a ring on any of them. When you ... Your actual question was, when's too soon? Too soon is when you haven't dated. So, go on a few dates, which might be promote each other's stuff, or do some content together, or have some conversations. And then you marry the one that you like the most.

Eric Bussey [00:25:40]

Awesome. Yeah, that takes a lot of the pressure off too, because equity is kind of a big deal. You don't want to put so much time and energy into this, and then it not work out. And you gave up some equity. So, the dating thing makes a lot of sense. Awesome.

Ryan Moran [00:25:54]

The other thing you have going for you, Eric, is that you have distribution. So, you don't need to be in a rush to partner with the influencer. You probably have as much distribution as most influencers in the space, and you don't need the capital right now. You've got a successful business. So, you can be choosy about how you approach this. It's still important for you to maximize distribution and have sufficient capital, but because you are in a comfortable position, you can be strategic about who you choose rather than needy about who you choose.

Eric Bussey [00:26:36]

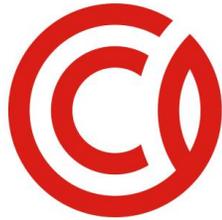
Good point. That point has been this frantic thing, especially going through the Incubators. I need this, and this, and this, and this and this. And it's just unnecessary.

Ryan Moran [00:26:44]

And you do need all of those things. You just have enough of them internally for you to not rush the process. This is where people get tripped up. They see that list of connections that they need, and so they go on a spree of just choosing whoever shows up. It's like building a baseball team and you're drafting who's available rather than signing the best players. And your job is to sign the best players.

Ryan Moran [00:27:14]

And it would better for you to not sign anybody than to sign somebody to a really expensive contract that ruins your P&L. I'm still talking in baseball terms, but for you, that means it'd be better for you to not sign an influencer and continue to grow the business internally than get



the wrong one. You have the leverage, Eric, for you to be able to choose the partner that you want, not the partner that shows up.

Eric Bussey [00:27:42]

Makes sense. Makes sense. Great analogy, too. I can think of a few brace players that kind of ruined us ... Too expensive contracts.

Ryan Moran [00:27:49]

Well, it's funny you say that because I was thinking about Nick Swisher for the Indians who was then traded to the Braves in a bad contract swap. Yeah, exactly. And it hurt the Indians, right. And we took on one of your bad contracts and changed one of our bad contracts, but both teams had to make a pivot because they signed bad players to long-term expensive contracts. You want to avoid that, but it's in the form of equity rather than a bad contract.

Eric Bussey [00:28:22]

Right. Right. No, it makes total sense.

Ryan Moran [00:28:23]

Eric, is there anything else that we can do with our time today to ensure that you feel set up for an eight figure exit?

Eric Bussey [00:28:29]

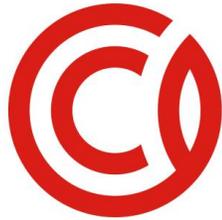
Last thing, I don't know if you're going to remember, but man, this must have been four or five years ago. You went live on Facebook and you were on a boat for some reason. I don't know where you were going. But you said, okay, I got four minutes. I'm going to do a quick Q and A, whatever it was. So, my question, during that Q and A, I think I remember the answer is what's the difference between someone who fails and someone who succeeds? I just wanted to see if your answer was any different five years later.

Ryan Moran [00:28:56]

What was my answer five years ago? I'm trying to remember when this was.

Eric Bussey [00:29:01]

Oh, yeah. I don't even know if you'd remember. Yeah. It was forever ago. I don't know how I remember, but I remember we were just getting started. I was sitting at a flea market and you went live on Facebook. I was like, oh, I got to ask a question, but that was it. It was ... I believe it was whoever keeps going, perseverance.



Ryan Moran [00:29:18]

I mean, I stand by that answer, but I will add some additional context to it. The answer is still those who keep going are those who succeed, but what makes someone keep going? Why do some people keep going and some people quit? And I think a lot of people do things for the result rather than from a place of true desire. I know this from my own personal experience, everything that burns me out was a project that I did because I wanted a result.

Ryan Moran [00:29:58]

The things that I've been doing for a long time and thus have been successful at were the things that I was intrinsically motivated for. I really like doing podcasts and YouTube videos, Eric. I've been doing both for 10 years, 10 years, and I am a modestly successful podcaster and YouTuber, right? I'm a modestly successful podcast. By that, I mean, if capitalism.com was my full-time job, I could pay myself and my team and be a profitable business. Right?

Ryan Moran [00:30:31]

That's success. I'm not recognized on TV. I'm not a celebrity, but I have a successful podcast after 10 years of doing it because I enjoy it enough. If I had tried to make a podcast, and for more context, whenever I have tried to make the podcast more of a business, it starts to suffer. If I do content for content's sake because I need to keep a schedule, or if I take on that sponsor because I think I need to monetize the audience, or too much of my content starts being about our programs and our services, the podcast starts to suffer.

Ryan Moran [00:31:14]

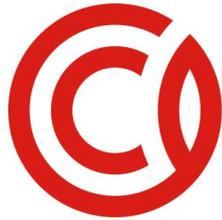
But if I do the podcast for podcast's sake, because I like helping Eric, I like helping businesses. I like talking to entrepreneurs, the podcast seems to grow. So, the secret for me is staying in that zone of doing the things that I genuinely want to do that I'm excited to do. And I will tell you, that becomes difficult when the thing that I like to do also needs to be a business. It becomes a challenge because there's forces at war with one another. Got to be profitable, got to pay a team, got to make payroll. And this is a labor of love for me. Sometimes those things feel at odds with one another.

Ryan Moran [00:31:54]

So, the more I can stay in that zone of I just want to give and create and serve, the more everything else seems to take care of itself and it makes me want to keep going. And if I want to keep going, it's hard for me to fail. Does that make sense?

Eric Bussey [00:32:11]

Totally makes sense. Absolutely. Yeah. Without a purpose, it's just kind of empty.



Ryan Moran [00:32:16]

But the purpose is not the result. The purpose is the enjoyment of it. The purpose is because I want to. The purpose is because I like doing it. The purpose is because I have more energy after doing it than before I started. That's the purpose. So, right now I'm enjoying this conversation. Are you enjoying this conversation, Eric?

Eric Bussey [00:32:47]

Yeah, absolutely.

Ryan Moran [00:32:47]

Cool. I feel like we've helped your business. Do you feel like we've helped your business?

Eric Bussey [00:32:52]

Yeah. Oh yes.

Ryan Moran [00:32:54]

And this conversation isn't hard work for me. Is it hard work for you?

Eric Bussey [00:32:58]

No.

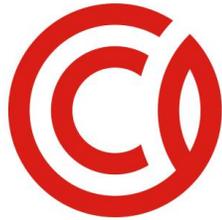
Ryan Moran [00:32:59]

Okay, great. And there's probably going to be people who like it. I can do this sustainably because I like doing it. As a result, I'm a successful podcaster, but if I set out to be a successful podcaster and try to figure it out and work my way through it, I might succeed. I also might burn out. And so, that is the way that you keep going and thus succeed. If it was possible to just keep going while doing the optimal, perfect strategy, that would be ideal. But for most people, they can't. Not everybody can be Gary Vaynerchuk. They have to be themselves. And so, we do that sustainably, we do that long enough. That is what separates people who succeed and those who fail.

Eric Bussey [00:33:57]

That's awesome. That's a ... Yeah, way more in depth answer. I liked the first one too, because I identify with that. For every roadblock, that's where somebody else stops and eventually you're just the only one left.

Ryan Moran [00:34:08]



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That's exactly right. And you can either go past the roadblock through sheer force of will or because you genuinely enjoy it and it gives you energy to do that. Most people have to do more of the latter. Make sense?

Eric Bussey [00:34:29]

Yeah, totally makes sense.

Ryan Moran [00:34:30]

Good.

Eric Bussey [00:34:32]

That's was great, man. We knocked out all my questions.

Ryan Moran [00:34:34]

Awesome. Now, I ... You already have a successful retail brand. I have a very hard time seeing you not be successful with this new brand. So, I'm extremely bullish on what you are doing. So, please get me posted on your progress. I'm a fan.

Eric Bussey [00:34:53]

Awesome. Thanks man. I appreciate that. That means a lot.

Ryan Moran [00:34:56]

All right, Eric. Good to see you, my friend. Talk to you soon. Bye. 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 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](https://capitalism.com/inc). That's [capitalism.com/inc](https://capitalism.com/inc).