

E29 - Katie Asks, Where Should I Invest Cash Into My Business To Grow?

Transcript

Ryan Moran [00:00:02]

This is the Road to \$1 Million and I'm Ryan Daniel Moran. Howdy, y'all. Welcome back to the podcast. This is Ryan Daniel Moran, and we're riding high over here at Capitalism.com because we just had this 5 day challenge that we did for the first time that was ... It was so much fun. We did this 5 day challenge where I just taught for 5 days straight and I helped all of the attendees decide what their products were going to be, what their launch plan would be, how they were going to get it to 100 sales a day.

Ryan Moran [00:00:34]

And each person left with this plan of how they were going to build their million dollar business. It was so fun and I got so much great feedback about it. And today I want to share a clip with you from one of the teaching sessions, because after 5 days in a row of teaching, I decided to open up the doors for Q and A, and I just had open Q and A, helping people work on their plan, making sure that they were absolutely crystal clear on their plan to build a million dollar business.

Ryan Moran [00:01:05]

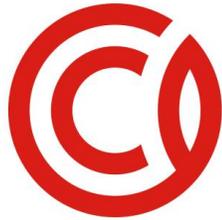
I wanted everyone to walk away knowing exactly what to do and exactly what their next steps were because we really overcame every obstacle that someone would go through on their road to \$1 million. So, at the end of day 5, I was chatting with one of the attendees and she asked this really good question.

Ryan Moran [00:01:24]

Basically, she had some growth, she had some sales and she was wondering, what do I do now? I've already launched. I've got a little bit of capital. What button do I push to grow faster? And I want to share this clip with you because it's going to resonate with so many of you who have a little bit of momentum, and now you're like, what the heck do I do next?

Ryan Moran [00:01:44]

By the way, if you want to go through that 5 day challenge, you can go through it at Capitalism.com/5. We're in the process right now of evergreening it so you can go through it at your own pace. It's 5 days, just do it in 5 days. But we're also doing things like live calls to



answer specific questions that come up and doing homework reviews to make sure that after you do the work, you have that crystal clear plan.

Ryan Moran [00:02:09]

My team and I are really putting a lot of attention into ensuring that this is the experience that every one of my listeners goes through so that they have an action plan. And then they can decide if they want to work with us, or they want to do it on their own, or what. But everybody needs to go through this challenge and you can start over at Capitalism.com/5. All right, now here's this clip from one of the coaching calls.

Katie [00:02:38]

Ryan, this is Katie O'mara.

Ryan Moran [00:02:39]

What up?

Katie [00:02:40]

The trail magic kid carrier, the bag ...

Ryan Moran [00:02:43]

Yeah, welcome.

Katie [00:02:45]

I'm hiding from my kids right now on my balcony.

Ryan Moran [00:02:48]

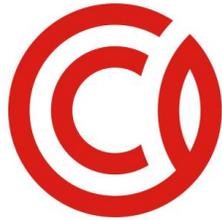
I can relate.

Katie [00:02:49]

So, we have one big product. It's \$95 dollars and we launched 6 months ago. We've got back everything that we put into it. So, my question is, we have \$10-15 thousand dollars to put into this. I just don't know ... I'm new to all this. I'm a dietician. My husband's an engineer. We're so new to all this. Do I put the money into our influencers, affiliates? We have some great ones in the community. We've built a 3000 ...

Ryan Moran [00:03:27]

Where are your sales coming from right now?



Katie [00:03:29]

So, I haven't done any ads just because I haven't found anybody who will work with small companies. Everybody is just like, well, I want \$5000 ad spend and \$3000 ad manager. And I just don't have the inventory. It's \$20 dollars per carrier and we have 1000 carriers. So, I just need to grow appropriately. We bootstrapped this whole thing.

Ryan Moran [00:03:55]

I want you to notice something. You're asking where you should put money to grow, but if you grow, you're going to have a much bigger problem because you don't have inventory. So, where do you think your capital should go?

Katie [00:04:08]

Inventory?

Ryan Moran [00:04:09]

Maybe. I mean, if you want to sell some things. And I've got some more good news for you. Guess what is the easiest thing to get funding for?

Katie [00:04:19]

Inventory?

Ryan Moran [00:04:21]

Oh yeah. And guess where there's resources where you can get inventory financing.

Katie [00:04:26]

In The One Percent?

Ryan Moran [00:04:29]

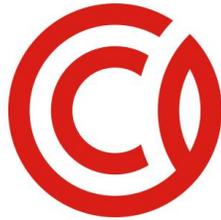
That's true. Also just in the bonus for this training.

Katie [00:04:32]

Okay. Okay. Okay. Yes. Yes, I saw that. I saw that. Okay. Well, great. So then ...

Ryan Moran [00:04:40]

I just, I want you to be mindful that basically, what you started to ask me was, hey, I've got \$20,000 dollars. Where can I lose it? Where can I throw it? And my job is to bring you into, here's what's working. Let's make sure that continues to build and gain momentum. And also,



we can do that without any of our own money. We don't need to throw money at influencers when we're still trying to stay in stock. See where I'm going?

Katie [00:05:16]

Yeah. Yeah. Okay. So I'll increase our inventory. And then one more small question. I was thinking about focusing on getting into REI, but now I'm kind of thinking ...

Ryan Moran [00:05:30]

Hang on. Hang on. You're struggling to keep inventory, but I'm going to go and make a relationship with REI.

Katie [00:05:39]

The thing is they don't buy ... Okay. They're not buying a ton of product.

Ryan Moran [00:05:49]

Who doesn't?

Katie [00:05:49]

REI. So, I know other entrepreneurs in the space, like Morrison Outdoors and REI for our ... They'll buy 800. They're not buying hundreds of thousands of products.

Ryan Moran [00:06:07]

What is the question?

Katie [00:06:11]

I think I ... What do you think about, should I go retail or continue with e-commerce because I will ... If I go retail, I'll have to ...

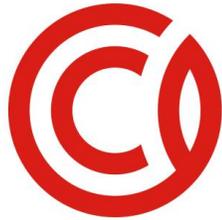
Ryan Moran [00:06:18]

Did I miss hear you when you said that you're taking sales, but you're having trouble staying in stock? Did I miss hear you?

Katie [00:06:29]

Kind of. I have about ... We're not having trouble staying in stock, but we're having to just grow slowly because we don't have enough to pay an ad manager to have us sell 2000 in a month. You know what I mean? We have a ...

Ryan Moran [00:06:48]



No, no, I don't know what you mean. I know what you're trying to mean, which is that you're trying to skip steps and go right to scale rather than looking at the steps that are right in front of me. I want to run and scale ads. I want to go retail before I'm even doing 25 sales a day. Now, based on what you heard me say in the last 5 days, what is the path to getting to 25 sales a day?

Katie [00:07:11]

So, I should just focus more on my community.

Ryan Moran [00:07:13]

I want you to answer the question. Based on the last 5 days, what have you heard me say that is the fastest way to get to 25 sales a day?

Katie [00:07:26]

I don't know, it was just so much in the last 5 days. Sorry.

Ryan Moran [00:07:30]

What's going on is you've got a bunch of different routes that you're trying to take to skip the work that's right in front of you. You know exactly what I say is the route to get to 25 sales a day. What is it?

Katie [00:07:44]

Isn't it just building the community and ... Yeah.

Ryan Moran [00:07:48]

And do you have that right now? Do you have one right now?

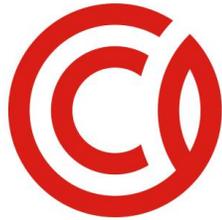
Katie [00:07:52]

Yeah, we have a really awesome community with a lot of affiliates who constantly come to us and want to affiliate with us and they send us ... We sell 3 to 5 a day, which is wonderful. Now, I don't know if I should put more money into our affiliates and just continue to build that way or go into ad spend, but ...

Ryan Moran [00:08:16]

What do you mean, put more money into affiliates?

Katie [00:08:18]



Well, just ... So, in the outdoor community space, everybody loves to do reels and so that's how we've grown. And so, I don't know, I like to send them carriers. I like to ... Kind of like the care packages that you've talked about. I'll say, hey, make us a reel for \$100 ... I'll shoot you \$100 dollars just to keep them excited and interested to keep making content for us.

Ryan Moran [00:08:44]

Yeah. Okay. Is your community your buyers or is it only your affiliates?

Katie [00:08:50]

Yes. No, the affiliates we have about 15 affiliates, and they are the ones that attract so many outdoors ..

Ryan Moran [00:08:59]

Where's the community? Who's the community?

Katie [00:09:02]

Our Trail Magic Instagram.

Ryan Moran [00:09:05]

Okay. Is that the same group, your affiliates and your Instagram? Because I asked you about your community and you went right to affiliates. You really want to skip this step.

Katie [00:09:15]

We have about 15 affiliates and 3000 in our community and our affiliates ...

Ryan Moran [00:09:21]

You have 3000 people in a community. And where is that community?

Katie [00:09:26]

On Instagram.

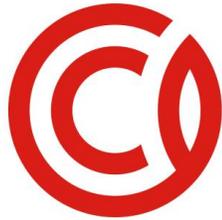
Ryan Moran [00:09:28]

Okay. That's a good start.

Katie [00:09:30]

And it's our community with our Instagram and our affiliates have anywhere from 10 ...

Ryan Moran [00:09:35]



Is there a hot list or is there a Crock-Pot?

Katie [00:09:39]

Our affiliates just ...

Ryan Moran [00:09:40]

Why do you keep saying affiliates? I'm asking about your community. I'm trying to get you to 25 sales a day and you keep telling me what new strategy you want to test. I don't care about your affiliates. I want you to get to 25 sales a day. You've got 3000 people. Are they on an email list? Are you putting them in a Crock-Pot? Or neither?

Katie [00:10:08]

I just post every day. I don't email them at all.

Ryan Moran [00:10:11]

So, what do you think my recommendation for your next step is going to be?

Katie [00:10:16]

Start emailing them, start connecting with them instead of just going ... Just allowing my affiliates to do it.

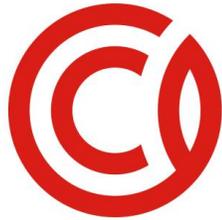
Ryan Moran [00:10:22]

You got it. Ladies and gentlemen, give her some hashtags. You're asking me how to get to 25 sales a day by skipping connecting with your people and getting great reviews and getting feedback and getting customers so excited that they're sending you video testimonials, that they're posting it on their own page. And you're skipping the part where you are engaging with your people and creating a community around them.

Ryan Moran [00:10:48]

And yet, that is the route to getting to 25 sales a day. Now, you can do affiliate sponsorship and all that stuff, but do it within the community. Bring them into the community. Don't give them \$100 dollars. Get them excited about your brand. I want you to be so excited about your product and your brand that that emanates from you, that it bleeds from you, that you sweat it out and people are attracted to you, that they're brought into this vortex of creativity that you've got. You're trying to skip that part. That's the best part.

Katie [00:11:28]



Yeah. Okay. I mean, the affiliates come to us. We don't go towards them. It's just moms who have toddlers who like to backpack, and dads. So, they are a big part of our community. And they give us a lot of content and that's ... Yeah.

Ryan Moran [00:11:46]

Okay. They come to you and they say what?

Katie [00:11:47]

They say, hey, I want to affiliate code because I have a blog and I have an Instagram and I have 40,000 people. And I say, great, here's an affiliate code. And they make content for us.

Ryan Moran [00:12:02]

Are you paying them?

Katie [00:12:04]

No. They just have a code that they get 10% for themselves, 10% off for their followers.

Ryan Moran [00:12:10]

Okay. So, have you absolutely loved on those people, sent them care packages and said, hey, why don't you come into our community? There's 3000 people here that I'm sure would love to follow you. Maybe we can do a live for our community and we can both stream it. You can stream it to your community. I'll stream it to my community. We can create co-content here and I'll just send 5 ... I'll send 5 products to people who are on the live just to get them excited about it.

Ryan Moran [00:12:33]

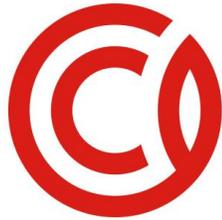
We can turn that into clips and reshare it. And I also know this other influencer over here who's got 40,000 followers. Do you guys know each other? Because if you don't know each other, I bet you guys could really create a lot of content and value for people if you did together. In fact, why don't we do this as a regular thing? Every couple of months, we'll get together. I'll turn it into a podcast. You'll have some extra ... You see where this is going?

Katie [00:12:58]

Right. So, we do that. We're getting to ...

Ryan Moran [00:13:00]

The thing that will take you to the million, because it's right in front of you. It's right here. Go all in on those people.



Katie [00:13:13]

Okay. So, okay. I'll support the affiliates then a little bit more than just focusing on ad spend.

Ryan Moran [00:13:21]

Yes, but I want you to do it from the context of building your community. You make those connections and you bring them into the community.

Katie [00:13:31]

Okay. Okay. I mean, they are in my community. They are in my community. They built my community.

Ryan Moran [00:13:43]

Good. So, when you say your community, you're talking about your Instagram. I want you to either have a Crock-Pot or an email list.

Katie [00:13:53]

Okay. I'll build my email list more by ... Okay.

Ryan Moran [00:13:58]

You are very in your head about this, Katie. I want you to get excited about your brand.

Katie [00:14:05]

Yeah. I guess it's just hard. Yeah.

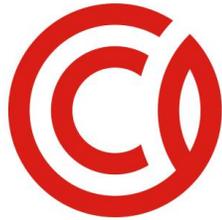
Ryan Moran [00:14:14]

Are you excited?

Katie [00:14:15]

It's hard to explain it to somebody who's not, I guess, in it, where if you were to come to our Instagram, for example, you would see all the content and that's where hopefully I'll get in touch with one of your coaches because I'm in The One Percent now, that they will see exactly this outdoor family community. It's just crazy and everybody's trying to outdo one another with reels and posts. That content is really easy, connecting is really easy, and then meeting up with people. So that's really easy. I just, again, I just don't know what my next step is on where to put my money.

Ryan Moran [00:14:51]



Your next step is to milk that sucker. Your next step is to say there is a real community that is being built out of what I am creating, and so I am going to go all in on those people and I'm going to create a Crock-Pot or I'm just going to go all in on these people because I only need 25 of them anyway. And the more that I do this, the more affiliates I'm getting. And the more that I do this, the more excited my affiliates are.

Ryan Moran [00:15:16]

And the more that I do this, people start buying the bag and sharing it. I'm going to go all in on building this. I'm not going to go hire an ad manager and spend \$3,000 dollars on it. I got people who like this, and I'm going to go all in on that. That's your next step until you're at at least 25 sales a day.

Katie [00:15:39]

Great. Thank you so much. You answered that right there. I really appreciate it.

Ryan Moran [00:15:46]

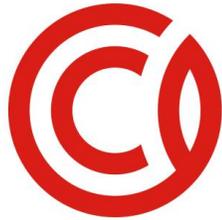
I got you. Sometimes, I feel like a broken record on some of these podcasts and some of these coaching calls because it's community, it's community, it's audience, it's focusing on growing your sales until you're at 25 sales a day, repeating over multiple products. You know the plan and I've discovered that sometimes 80% of my job is just helping entrepreneurs focus. It's not hard to have 4 products get to 25 sales a day at a \$30 dollar price point.

Ryan Moran [00:16:15]

It just takes focus on the next step in front of you. Now, Katie was struggling with, does she go into REI? Does she get some influencers? Does she get affiliates? Do I just throw things at the wall and see what sticks? And I say no, double down on what is already working. When you can focus on the next step and knock over that domino, the next one falls over even faster, and the next one falls over even faster.

Ryan Moran [00:16:44]

So much of our failures don't come from not knowing what to do, it's from knowing to do too much. And rather than putting your attention on what's right in front of you, we put our attention on what we could do, and that really slows us down. When you're ready to focus on the next domino in front of you, come on over and join us in this challenge. It's 5 days, it's \$100 bucks, and it will be the most transformative thing you do on your route to a million dollar business. Hop in the challenge at Capitalism.com/5. Do it. It will be a game changer for you.



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— B E T H E C H A N G E —

Jared Springer [00:17:21]

I was bankrupt and crippled to making a million dollars in a year. I mean, then I grew that business and kept growing it. So, my whole world changed financially very quickly. It was amazing how fast it was able to transition and turn once things got rolling. Ryan and Capitalism.com pretty much taught me everything I knew about e-commerce and specifically branding was the biggest thing that I think Capitalism really does well.

Jared Springer [00:17:52]

And they focus on teaching their students about building a brand and just teaching business to people. Everything he teaches is stuff that he's done. It's not from theory that you're going to learn stuff. It's all stuff that he's done. So, I think the biggest thing that Capitalism.com helps you with is that you're getting to learn from somebody who's done the exact thing that you want to do, which is the most important thing in the world. That's how you fast track your results.

Jared Springer [00:18:17]

So, if you want the fast lane and to get your results really quickly, you go to Capitalism.com and you have them show you what to do so you don't make all the mistakes and you get there really quickly. And it was the best money I ever spent, because I went from bankrupt and crippled and all this other stuff to a million dollar a year business in one year, which is exactly what he teaches. And I was like, holy crap, this stuff works. So, it was a very healthy exit and was able to let me focus on many other things in my life and not have to worry about that stuff anymore.