



E30 - Don Asks, How Can I Move Past My Previous Business Mistakes?

Transcript

Ryan Moran [00:00:02]

This is the Road to \$1 Million and I'm Ryan Daniel Moran. Hey, everyone. Welcome back to the show. I have a very special clip for you today that I want to share with you because so often we feel like we're behind as entrepreneurs. And we addressed this on a recent coaching call with one of our members named Don. And Don is 68 years old, and he's starting a new business. And Don has had challenges and failures in the past, but he's still ready to start something new.

Ryan Moran [00:00:34]

I was so proud of this guy for bravely coming in front of the group and asking for help and getting clarity around his mindset and letting go of this gunk from his past so that he has a clear road to success moving forward. I know so many of you who are 28, 35, 50, and you're wondering if your best days are behind you. This comes up in my brain, too. We all drag around a big bag of failure. We all have a record of all of the mistakes that we've made in the past.

Ryan Moran [00:01:07]

None of us are different. None of us are unique to that challenge. And so, when Don bravely came to the front of the group at 68 years old and said, I'm ready to let go of these failures in the past so that I've got a clear path to victory ahead, that made me really proud and excited. And I asked Don if it was okay if we shared this clip to help other entrepreneurs overcome this thought in our brain that maybe we're too late. You are not too late.

Ryan Moran [00:01:34]

We are still at the very beginning of a bunch of new industries that are converging, and we happen to live during that time when there's more abundance than ever possible. This clip was recorded inside of The One Percent, which is our mentoring group for entrepreneurs building million dollar businesses. Only 1% of people ever become millionaires, and The One Percent is where we help entrepreneurs become one of them. If you want to join us, hop inside the group at Capitalism.com/1. All right, here's the podcast with Don.

Don [00:02:10]

Hey guys.



Ryan Moran [00:02:11]

What's up, Don?

Don [00:02:12]

I thought I was not in the green room here. I was in the backstage area. I didn't even know you could see me, so.

Ryan Moran [00:02:18]

Oh, we can ... We are always watching.

Justus Murimi [00:02:21]

Always watching.

Ryan Moran [00:02:22]

Making sure you're doing the work.

Don [00:02:25]

Good. Good. I'm glad to be here.

Ryan Moran [00:02:28]

How can we help?

Don [00:02:30]

Well, I have a product and it's a chocolate product. And I have been working on this. I actually launched this a few years ago and had a lot of success, actually got into over 100 HEB stores in the Austin area, and we were cranking, but we totally ran out of money. Made some terrible decisions. I had 2 business partners. And had to close it and couldn't fulfill any more orders.

Ryan Moran [00:03:05]

Justus, I sense a breakthrough coming through in this.

Justus Murimi [00:03:08]

No kidding.

Ryan Moran [00:03:09]

I'm so pumped for what's about to happen.

Justus Murimi [00:03:12]



I know.

Don [00:03:13]

When I discovered you, Ryan, and I read your book, I woke up literally at 3:00 in the morning about 2 months ago, and I was done with chocolate. I was like, no way I'm ever going to go back into a food business. I don't want to have anything to do with it. We were even making it ourselves in a factory that we built. So ...

Ryan Moran [00:03:35]

I say that every Christmas. I'm done with chocolate. I'm done with chocolate, man.

Don [00:03:43]

So, I thought I can do this. I can build ... I can do this. If I do it the right way, I can relaunch this product. So, right now, I'm really ... I'm short on funds. I've got a little bit saved up, but I'm at the point now that I've got my corporation set up, my brand is ready to go. I rebranded from the old product, so [INAUDIBLE 00:04:11] co-packers. I've got to find a manufacturer and I'm ...

Ryan Moran [00:04:17]

Don, how long ago were you in HEBs?

Don [00:04:20]

In 2015.

Ryan Moran [00:04:21]

Okay. Can you say what the brand was?

Don [00:04:24]

At the time it was called Oh My Ganache. It's a chocolate ganache, which is a chocolate and cream blend. It's a French sauce in a jar, and when you scoop it out of the jar, it's sort of like a peanut butter texture and you microwave for 10 seconds and it just turns into this luscious ... This saucy, wonderful sauce, so.

Ryan Moran [00:04:50]

I'm going to have a food coma talking about it. All right, so, Don, you obviously know this world. Yes, you need a manufacturing co-packer, but you already know that world. So, we don't ... Unless you want to, we don't need to spend a whole lot of time solving that. What I really want to know is why are you pumped this time? What do you get this time that you didn't get before?



Don [00:05:16]

Because I can see the path. I can see the path to where I want to get to. I couldn't see it before. And I have ... I feel like I have support from you and in this community. I feel like I actually have a place I can go to get some answers and I did have that before. So, I'm trying. I'm struggling with whether to go with a Kickstarter, to raise funds, or just dive right into build an audience and go right into Amazon.

Don [00:05:41]

It's not hard to sell chocolate, and I'll tell you, when people taste this, they just kind of ... I get this deer in the headlights, oh my God, look in their face. So, I've just got to get this into people's mouths. You know, that's it. So.

Ryan Moran [00:06:03]

So, I have a thousand different directions that I want to go. I actually want to give Jake first dibs at this because I'll talk a mile a minute if I don't give up the stage for a moment.

Jake [00:06:15]

I'm just pumped that this time, you can see the vision and the final destination. And to me, that's honestly everything. And it's going to solve pretty much every problem you have along the way. You said your main constraint right now is just trying to find manufacturing for this?

Don [00:06:31]

Well, yeah, I've got to ... I don't know that it's a constraint. I haven't really talked to anybody yet. I've got this huge list that I got from the group. I'm going through that, trying to filter out the ones that have the ability to make chocolate versus others. But I think funding is my biggest challenge. I'm just trying to figure out the best way to go about that. I'm learning about Kickstarter. It's a little intimidating. I guess I can see the path, but I'm still ... I'm just scared to death, I guess.

Ryan Moran [00:07:10]

Are you scared to death because it failed in the past?

Don [00:07:14]

Yes.

Ryan Moran [00:07:14]

Or are you scared to death because it's new?



Don [00:07:17]

I'm scared to death because it failed in the past and I don't want to screw it up again.

Ryan Moran [00:07:22]

I get it. Just so you know, I get it. I've been there, and most of us have, and most entrepreneurs who have tried anything have that little reference, what about that one time it failed? So, you're in good company, and that voice comes up for all of us, even me, and I have a friend who has had three 8-figure exits, one 9-figure exit. Ridiculously successful. He still has the voice. He still has that, but what about that one project I did that failed?

Ryan Moran [00:08:00]

It's like, we've all got it. We've all got it. I'd like for you to consider that this is a new business. This is not you resurrecting the old business. This is a brand new business. Now, it can be the same or a similar product, but I want you to give yourself the grace that this is totally a new business, completely new. And part of the reason of this is strategic, because if you in your brain are like, this is ... I'm resurrecting my old business, the first thing your brain will do is say, well, I guess I need to get into 100 HEBs now. I guess I need to go retail for this. Maybe I need to call it something that sounds like my old brand.

Ryan Moran [00:08:51]

You'll try to go back in the past and carry it forward. And guess what else is in the past? Doubts and failures and financial losses. And so, that is just going to trip you up. And what I would like for you to just focus on is the new business forward. And the new business forward can be super lean, it can be super simple, it can be super profitable from day one, it can start simply and humbly and scale from there, and it doesn't even have to be a chocolate business. It can be whatever business you want that has one ganache product in it. Are you with me so far? Is that a yes when you say ...

Don [00:09:38]

Yes. Yes. Yes.

Ryan Moran [00:09:40]

Okay, cool. So, my next question for you is beyond just the ganache, what is the brand and who is it for?

Don [00:09:50]



Yeah. Well, the brand is for moms who deserve some self indulgence after having a rough day with kids and everything else they're dealing with. That's my who. And I have ... Well, I'm not a mom, but I can certainly relate to what they go through. And sometimes, I think women in particular need to have something that they can give themselves as a treat because they deserve it. Some way to ... They've got to have an indulgence that makes them feel good. And that's my who.

Ryan Moran [00:10:53]

Don, why is that your person? Because I'm going to push you in a couple different ways here. Why do you choose and get excited about that person?

Don [00:11:01]

Because what I found when I launched this a few years ago ... I mean, everybody likes the chocolate, but I found that women in particular found that this chocolate was ... It just knocked their socks off. It was over the ... It wasn't a candy. It wasn't a ... It's a dark chocolate, so it's healthy, and it's ... They dip strawberries in it and pour a glass of wine.

Don [00:11:35]

And I had several women say they do one little spoonful every night before they go to bed and you scoop it out of the jar and it's in a little ball and it's like a little truffle and they feel like they're doing something good for themselves. It's not milk chocolate. It's not unhealthy. It's not a cookie ice cream. It's a healthy dark chocolate with all the phytonutrients and everything, flavonoids that come with that. When I see ...

Ryan Moran [00:12:07]

I want to push you on something, because if I can do one thing in this call, I'm going to get you fucking excited. All right? Because this is ... I go a lot on my gut, right? I'm about to do that thing I do where I cold read someone, and where you're at right now is you have a hell of a lot of desire stuffed down by a whole lot of doubt and you are trying to out-think that doubt so that your desire and your excitement can come up again.

Ryan Moran [00:12:36]

So, you are very subdued in your energy about this because you're trying not to relate back to the old failure. And now you're overthinking that with this story about who the person is. That's my read on you. You can tell me if I'm wrong, but where I would encourage you to reconsider ... There's something about the story of stressed out women who need an indulgent treat at the end of the day, it just strikes ... If that's really your desire and you get enthused about it, go for it and I'll help you clean up the messaging on that.



Ryan Moran [00:13:15]

But that, to me, screams stress-eating. It just ... It screams a chocolate and a pain point to me just feel weird in my brain. This is just me. What I would do, you can take this or leave this, I would say, my person is people who fucking love chocolate. My person is like, dude, I am a chocolate brand and I do indulgent chocolate treats that have no compromises because I fucking love chocolate. And this ganache will blow your socks off. Watch what happens when you dip it in ... Dip a strawberry in it and you freeze it and watch people freak out.

Ryan Moran [00:13:58]

And my next product is a chocolate sauce and a chocolate bar and a chocolate frosting and a chocolate ... And I have a mix ... And it's like, where's the excitement in this brand? That's what I want to find right now, because when you describe Oh My Ganache and people put it in their mouth and they freak out, and then your person is the person who is stressed at the end of a long day and just need something to make them feel good, it's a very different energy. And so, I want you to find ... If you're pumped about this business, then I want you to have a positive spin on the brand and the messaging, not trying to solve a deep pain point. You following me?

Don [00:14:41]

Okay, yeah.

Ryan Moran [00:14:42]

Let's try this again. Where does your excitement lead you for this brand?

Don [00:14:47]

Well, actually, I started out with anybody who likes dark chocolate who is health oriented, and I found this to be true. There are people who like dark chocolate and people who don't like dark chocolate, but if they appreciate the health benefits from dark chocolate, they just love this. And I thought, that's my who initially, because anybody who likes dark chocolate and cares about their health. But I thought that was too broad. That's why I honed in a little bit.

Ryan Moran [00:15:23]

I love that. I like that way better. I think that's ... What you're describing is more like Lily's Chocolate. Lily's is a huge brand. They're huge. They're everywhere. And that's their person. Their person is like, I really like chocolate and I'm trying to avoid sugar. It's the only chocolate bar I buy. Right? And so, if you can do something similar, but be a real chocolate lover's brand, oh, I'm so in.



Don [00:15:55]

Okay. That feels better to me, actually. I thought it was too broad and not specific enough, but ...

Ryan Moran [00:16:04]

Because your brand is chocolate super fans, and so your person is chocolate super fans. Okay, what do chocolate super fans ... They put it on everything. They put it on toast, but they're not going to buy Nutella. Nutella is what everybody else buys. So, they buy mine instead and mine's healthier because it uses monk fruit instead of sugar or because it has all the flavonoids because we go and we source local cacao from ... I don't know. You have your story there.

Ryan Moran [00:16:33]

But if you can go in that direction, now we have a story that you could legitimately raise funding for. But first, what you have to do is go make that prototype, spend a few hundred bucks getting a great prototype that you're pumped about, document it, and you'll have people ready to buy from you on launch day. And I'll just future cast so we can solve this monkey in your brain of funding. Once you have that little launch list, you have people who are pumped about it, now it's easy to take that and go raise \$100 grand for the next round, and then go raise more money from there. And the money will follow that excitement as you are in motion. Still with me?

Don [00:17:21]

You mean, raise it through sales?

Ryan Moran [00:17:23]

I mean, it could be sales or it could be through capital partners. We'll address that later because that will be an easy problem to solve once you take the action steps we're talking about.

Don [00:17:38]

Right. Okay.

Justus Murimi [00:17:38]

Yeah. Don, there's something in here where I see a lot of people go, this is who I ... Who could or would buy my product instead of here's who I want to provide my product for. And what Ryan just ... You were like, I think it's this, could be because they're tired, they're stressed and they'd like a treat and they don't want the sugar, so they could buy or would buy my product.



Justus Murimi [00:18:05]

What Ryan just did was, who do you want to serve? Who's raving about it? And then he went, oh yeah. And then his person was super clear. It was chocolate lovers. It was just like, they put it on everything. They're obsessed with it, and they love that mine is sugar-free or less sugar and all this other stuff. But he was like, this is who you want to serve. This is who you would be obsessed with serving.

Justus Murimi [00:18:26]

And the 2nd thing is, your "failure" in the past is why I would probably want to invest in you because you've made the mess ups. You've seen what didn't work, but you were successful and you saw some stuff. But then what scares me or concerns me is that you're not in vision mode, which is where the energy comes from. And so, a lot of finances and ... Follows a lot of energy.

Justus Murimi [00:18:53]

It's like, this person is excited about the future. They know where they want to go. They want to do this thing. They can see it. And so, they're casting a vision and then funding follows because they see that you're excited about it. Then you can say, hey, I did this before. We were at HEB stores all over the Texas area. People were buying it. They were excited, but here's the mistake I've made. So, this is why I'm focused on doing it this way.

Ryan Moran [00:19:17]

Yes.

Justus Murimi [00:19:18]

I believe we already have someone that's similar to that in the Fund now. I'm not going to share who it is or anything like that, but part of why we were excited, why the Fund was excited was because they saw the mistakes they made and they pivoted and now they're seeing success, and so that gave us the confidence to pour finances into them.

Ryan Moran [00:19:36]

They were literally bankrupt. They literally went bankrupt and used that as an opportunity to retool, recenter, recast a vision. And that got us pumped.

Don [00:19:50]

Yeah. I went bankrupt. I spent all my retirement money. I mean, I flat-ass busted. I spent the last 5 years learning what I did wrong and doing just what I could to pay the bills with online skills, but it's been a tough time.



Ryan Moran [00:20:14]

So, here's the good news, Don. Here's the good news. The reason why we have retirements and the reason why we think about getting to a place where we're financially set is so that we can focus on doing the things that excite us. And my job as someone who you look up to in this area of life, this business, is to tell you and remind you that if you just do the thing that really excites you, the money will be there.

Ryan Moran [00:20:50]

And if one thing happens from your time inside of The One Percent, and that one thing is that you realized that you can build this business in a way that truly excites you, first of all, you'll have a wicked good time building this business. And 2nd, it will far surpass the success of the previous business and it will make up for all that past failure.

Justus Murimi [00:21:17]

Hey, Don, I have a question for you. When you came on this call, what were you hoping to hear? Or let me put this another way. What do you need to hear today that's going to give you the confidence to go again with confidence?

Ryan Moran [00:21:30]

Good question.

Don [00:21:34]

Well, I think we all, when we're struggling to launch a business, we want to hear how other people have succeeded. It just sort of reinforces the fact that it's possible, it's doable, and I really wanted ... I'm just like a sponge. I just love hearing these case studies of the successes. And this is my first One Percent live. So, I was really looking forward to hearing what everybody had to say, so.

Justus Murimi [00:22:21]

So, I think ... Thank you for sharing that. Don, I want you to take on this ... Take off the hat of discouragement for a second because I know you're like, man, it's been discouraging. I've gone through this. And I'm going to ... My pastoral hat, I'm putting it on of when we saw people in discouragement, our thing was how do we get them out of discouragement quickly because it's so dangerous, but I want you to try on this new hat of assuming that this is going to go really, really well.

Ryan Moran [00:22:51]

Just for fun. Just to play for [00:22:52] let's just pretend.



Justus Murimi [00:22:56]

Because I'm trying to tap into the guy that got into all these HEB stores. I'm trying to tap into that guy and he's there and he wants to go again. He's got a fear of failure. And I'm going, I want to tap back into that guy and that guy assumed things were going to work. So, what would have to be true for you to be that guy?

Don [00:23:27]

What would have to be true? I think just selling one jar of this stuff to somebody and look at their face just like I remember their faces 5 years ago when they taste it and their eyes roll back in their head. That's where I want to get to again.

Ryan Moran [00:23:49]

Well, there's probably 600 members of The One Percent who would be first in line to buy it. So, that's done. What's next?

Don [00:24:02]

Take it to the moon. I'm serious. I mean, I'm serious. I'm going to take this ... I want to really rock this business and come out of this with a really nice retirement. And I'm just going to go travel. I'm 68 years old. And it's ... I don't have a whole lot of ... I'm not 40. So, I've got to get this show on the road.

Ryan Moran [00:24:29]

So, here's the thing. Well, Don, you look like you're in good health. It seems like you have a lot of energy. I give you permission to freak out at 75. All right? At 75, if this isn't working, you can go back to me like, I'm freaking out about my chocolate business, because this is the plan I see in my brain. If Don gets pumped about the first product, there's people here who will buy it. Okay, I'll buy it. We'll all buy it. It'd be great.

Ryan Moran [00:25:04]

He sells 500 units. Don's a little bit more excited now. Okay. List it on Amazon. Everybody reviews it. Word is starting to spread and he's getting 25 sales a day. Okay. We're on pace here. Next, Don goes and launches a 2nd product and it's ... What would your 2nd product be, Don?

Don [00:25:24]

Well, I have several ideas. I want to do a salted caramel ganache and an espresso. Put a little in your coffee. A raspberry.



Ryan Moran [00:25:37]

Is there anything we can do besides flavors? A brand new product, like a chocolate bar, or a brownie, or a ...

Don [00:25:44]

Oh, sure. Sure.

Ryan Moran [00:25:46]

Give me some of that.

Don [00:25:47]

Yeah. Well, in the past we had a truffle, a candy, but it was very expensive to make and very hard to ship. So, I'd probably stay away from that. I need something really easy to deal with in hot weather and ...

Ryan Moran [00:26:07]

What might that be? Dream with me. What would it be if it could be anything?

Don [00:26:12]

Well, a dark chocolate bar of some sort, but I'd want it to be something really special, not just like every other chocolate bar.

Ryan Moran [00:26:24]

Okay. So, here's the thing. I want you to let your butts go. A chocolate bar, but I need ... So, just an awesome chocolate bar. Sweet. Right? So, now we've got product 2. Past customers come back and they're buying product number 2. That one's getting to 25 sales a day. We now have some momentum here. You see where this is going?

Ryan Moran [00:26:47]

When we can focus on just stoking that fire, then it's really easy to go out and raise capital or to pre-launch the next product. And it's all going to start with Don just getting excited again. And when that happens, everybody who's watching is like, I want chocolate, especially if he's making it healthier than other chocolate. Boom. And every ... Once a month, twice a month, you're getting ... You're checking in with this group and people are giving you pointers, doors are starting to open, and it can happen really fast.

Don [00:27:26]

Good.



Ryan Moran [00:27:27]

You believe me about a 4 out of 10 right now. It's okay. Jake did too at one point.

Don [00:27:32]

No, I'm completely on board. I'm just, I'm still in that nervous state. I just am.

Ryan Moran [00:27:39]

Yeah. So, when you're in that stage, best thing for you to do is bring it way down to the next micro-step. I mean, way down to, all right, what is right in front of me? I need to go dig up my old recipe. I need to go call my old manufacturer and find out what the minimum order quantity is. I need to go look at what other companies have been valued at that were in my space. I mean, it comes down to right here.

Ryan Moran [00:28:12]

Because where stress happens, me too, is when ... See the visions like, I don't know how that's going to happen. And the brain has a gap now that it needs to freak out about rather than being like ... Right here.

Justus Murimi [00:28:27]

100%. Don, I want ... Where do you live? You're obviously here in Texas.

Don [00:28:33]

I'm in Lakeway.

Ryan Moran [00:28:34]

Oh. Whereabouts? What are you near?

Don [00:28:37]

I'm in old Lakeway, near the marina on Lakeway Boulevard or Lakeway Drive, actually.

Ryan Moran [00:28:45]

You can see my house from the marina. Yeah.

Don [00:28:47]

Really?

Ryan Moran [00:28:49]



Yeah. I live in Buffalo Gap.

Don [00:28:51]

Okay. Yeah.

Justus Murimi [00:28:53]

So, before we all hang out after this call in person, I wanted to come over there and shake you. And the reason why I wanted to shake you is I want you to just give this brand a shot by believing that you can sell one jar. Because there was ... When I asked you who you had to be, you said, I'd have to be that guy that got excited about seeing this, so I just need to sell one jar of this chocolate.

Justus Murimi [00:29:19]

And once you've said that, you go, I'm going to take this, and I think you almost said mother effer, but I don't want to put words in your mouth. And you said, I want to take this and you stopped. And then you go, to the moon. And I was like, there he is. There he is. And that person will give this brand a shot, but the guy that goes, but this, but this, but this, is killing his brand.

Justus Murimi [00:29:42]

You're just killing it because you're coming up with all of these barriers that your brand has to do and that you have to be in order for this thing to make it. And what me and Ryan are doing on this call is going, Don, just tell one jar and you'll take it to the moon because you'll see it, you'll have momentum. So, just ... You've got to let this past failure thing die and do whatever you've got to do to kill it and put it in its grave and kill the mother effer.

Justus Murimi [00:30:08]

I'm dead serious. I'm like, kill that thing or your brand's going to die. If you want this brand to work, if you want people's eyes rolling back in their head because they're tasting this thing, if you want to provide value for chocolate lovers, kill this person.

Ryan Moran [00:30:23]

And how do you let that go, Justus?

Justus Murimi [00:30:25]

You just say, hey, thanks for what you taught me and what I've learned, and now I'm here. So, you appreciate it. You say, thank you for that lesson. And you go, now I'm building this next thing. You focus on the vision of the next thing. That's how you go.



Ryan Moran [00:30:38]
What's the fastest way to get over a breakup, Jake?

Jake [00:30:43]
Go explore.

Ryan Moran [00:30:46]
Get a new person.

Don [00:30:47]
Get a new one. Yeah.

Ryan Moran [00:30:51]
Get a new one.

Don [00:30:51]
Yeah.

Ryan Moran [00:30:53]
What's the way that you get over a past business? You get a new one.

Justus Murimi [00:31:01]
It's time. It is time.

Don [00:31:04]
Thank you. You're right. You're absolutely right. I overanalyze everything, I always have. That's one of my downfalls.

Ryan Moran [00:31:13]
We over-analyze things when we're afraid. We over-analyze things when we're afraid. I'm going to give you 2 assignments. Don, if you haven't listened to my most recent 2-part episode with Brooke Castillo on the ...

Don [00:31:30]
I have. Love Brooke. I was at Cap Con and ...

Ryan Moran [00:31:34]



I thought you were going to say you loved it, but I'll take the compliment to Brooke. That's fine.

Don [00:31:41]

I love that podcast.

Justus Murimi [00:31:43]

That's better. There we go.

Ryan Moran [00:31:53]

So, I have big failures, too. I have shame and doubt that comes up, too. And the only way through them is through them. And the 2nd assignment I have for you is I won't say take an order, but look at what needs to happen for you to take one order. Just one. Does that mean you need to get a prototype so you can launch it on Kickstarter? Does that mean that you need to order 100 units from a co-packer? What needs to be in place for you to take one order?

Ryan Moran [00:32:24]

Because the order part of this is done. There's people who want to buy it, period. Whether it's on Amazon or Kickstarter or HEB or whatever, wherever it is, you have orders ready. So, what needs to happen for you to have one? And I'd like for you to come back with, okay, what needs to happen is my minimum order quantity is a thousand units, so I'm going to need at least \$9 grand. And whatever that is, just do that research so that we can coach you to the next step.

Don [00:33:02]

Okay. I'll do that.

Ryan Moran [00:33:03]

Awesome. Good work, Don. We're really ... I'm so excited for you.

Don [00:33:06]

Thank you. Thank you.

Ryan Moran [00:33:08]

All right, man. Good to see you. Good to meet you. If you've read my book, listened to the podcast, or watch any of my YouTube videos, and you're asking yourself, where the heck do I start? Where do I begin my journey to my million dollar business? We got you today. My team and I just completed a new kickstart class called 5 Days, 7 Figures.



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— B E T H E C H A N G E —

Ryan Moran [00:33:30]

This is the best on-ramp class for any of you who are ready to begin your 7-figure journey. In this 5-day class, you're going to choose your ideal market, what products to launch, come up with a plan to get each one of them to 25 sales a day, and you'll know at the end of the class exactly what your business is going to be, how you're going to get it to a million and exactly what your next steps are to get it off the ground.

Ryan Moran [00:33:57]

It's a 5-day class. It costs \$100 bucks. And when you're done, a member of my team will get on the phone with you and review your homework directly with you. When you're ready to start, go take the challenge at Capitalism.com/5. That's the number 5. 5 Days, 7 Figures, Capitalism.com/5.