



## **Travis Sago - Finding Joy & Peace In Times Of Chaos Transcript**

Ryan Moran [00:00:04]

Hi everyone. Welcome to Capitalism.com. I am chatting with my longest standing mentor today. His name is Travis Sago. You might have met him because I talk about him a lot. I talk about him in my book and I've had him on the podcast several times. And I have always found peace in my conversations with Travis.

Ryan Moran [00:00:25]

In fact, several times in therapy or doing personal work, when I need to find a safe place or a calm place, I think about my chats with Travis. And I just decided to have one with him and record it. So, this is not a fast-paced podcast interview. This is a coffee chat with my mentor, Travis. And the reason I wanted to do this is because I know a lot of my peers and my colleagues are going through hard times right now.

Ryan Moran [00:00:55]

In fact, it seems like everybody that I know is going through some sort of unique challenge that is really messing up their life. And time with Travis seems to put it in perspective for me and for a lot of people. And I wanted to record an episode with him in the midst of all the chaos that's going on in the world, just to get his perspective on how we can find peace, joy, meaning during times of chaos.

Ryan Moran [00:01:23]

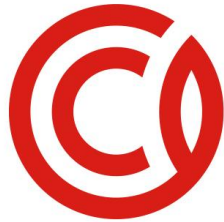
So, this is probably not the podcast for you to listen to when you're in grind mode or when you are looking for content. This would be a good conversation to listen to while you're on a walk, while you're on a long drive and looking for some peace in the moment. I even found my stress levels coming down just while hearing Travis talk.

Ryan Moran [00:01:45]

So, I hope you find some solace and some peace in the midst of everything that's going on in the world as a result of hearing this coffee chat with my mentor and dear friend, Travis Sago. Enjoy. Travis, the reason I wanted to have you on is because everyone that I know seems to be going through a very unique and hard time.

Ryan Moran [00:02:08]

I gave a class in front of my students and I asked ... It was in the middle of January. I said, has anybody had just the worst January? And all the hands went up. And now, everybody seems to



have a unique reason as to why. Some people have health problems, financial problems, uncertainty about the world, relationship ... It just, it feels like there's chaos in everyone's life.

Ryan Moran [00:02:37]

And without divulging too much, I know you've had your share of difficult times in the last 2 years, too. And your set of challenges has been unique compared to everybody else's. The thing that I've always noticed and appreciated about you is if you're having a great day or you're having a bad day, I can't tell. You just seem to have a high level of peace amidst all of the chaos.

Ryan Moran [00:03:04]

And so, to be honest with you, the reason I reached out and said I want to have you on the podcast is I just feel like a lot of people need a dose of optimism and positivity right now from somebody who has not just had it all great for the last 2 years. You've been happy and at peace it seems, and profitable, et cetera, despite going through a lot of crap the last couple of years.

Travis Sago [00:03:31]

Yeah. I won't say I don't go in the bathroom and shit my pants, but I think we kind of all do that. But I think there's a place, I don't really want to call it happiness because everybody's got their idea of happiness or whatever. But I think for me, it's more just a place of okayness, calmness, a sense of wellbeing regardless of what's happening out there.

Travis Sago [00:04:02]

And I've probably shared this with you before, but I wasn't always like this. In my 20s and early 30s, I had hives all over. I literally had nerve hives all over my arm, but I smoked 2 packs of cigarettes a day. I drank way, way too much. All those kinds of things, right? And I think that the main flip there was kind of counterintuitive, an opposite of what a lot of the personal development books teach around beliefs and thinking.

Travis Sago [00:04:37]

And I mean, I don't want to beat up on any particular kind of thing because I'm very unique and other people are very unique. So, if it works for them, that's awesome. But I was never more fucking miserable than when I studied law of attraction and tried to make my beliefs about myself even more concrete, and beliefs on what other things meant about stuff and trying to be right about a certain thing or not having any peace until I made everybody else think the same way that I did. So, these are kind of all symptoms of that previous paradigm or that lens I think. I think that's all we have is perspective and lenses, right? And ...



Ryan Moran [00:05:26]

What do you mean, that previous lens? The previous perspective of what?

Travis Sago [00:05:30]

Yeah. So, looking out through the eyes of Travis Sago as a story that I believe and an ego that I manufacture. And the problem with a manufactured story or manufactured ego is that it consumes half of your energy resources trying to hold that up. And then not only that, but the implications of every ... All the mistakes that are made, trying to do that, it's like, oh.

Travis Sago [00:06:03]

I have what's called ... We'll probably go all over the place. I have what's called wrong tool theory. So, I think most of the inefficiencies in our lives and the world, even, and where all of our energy drains, which is our calmness and peacefulness, when our energy is way, way down. You think of a battery, it's down to 20%. All of a sudden, the phone starts shutting shit off, right? And so, very much our okayness and peacefulness and calmness has to do with where's our battery charge there?

Travis Sago [00:06:37]

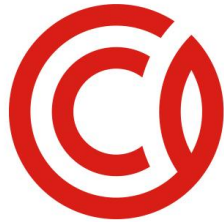
And if you've ever had a bad app, a "bad app" on your phone, all of a sudden, the battery, just ... What the hell, what just happened? Well, a lot of us are just running around, me previous, and just running around with this app that continually sucks down our energy. And no matter what we eat, how fit we are, we still feel drained or unfulfilled all the time because we have this app running that is sucking it down.

Travis Sago [00:07:10]

That app is our manufactured self. I've been saying lately, when I broke up with Travis Sago, when I broke up with him, my life started blossoming. I still have the story, but it's more of an empty shell of a story than this thing that I need to infuse it with energy. So, I can look at my sales. I can see where my sales are. It doesn't matter what they are. Doesn't matter if I'm having a world record breaking day for me or a world breaking shit day for me.

Travis Sago [00:07:52]

It doesn't mean anything about me and that's easier to let go of because I understand that my story about myself is just that, it's a story. It's a manufactured self that ... And I'm just pulling a number out of my butt here, that literally is responsible for depleting half of my energy budget. Energy is just like money. Right?



Travis Sago [00:08:18]

First thing, we got to plug the leaks. Where's it leaking? Where's the money draining out? Where is the destructive expenses? It's hard. It's our story about ourselves, right? That as soon as I manufacture Travis Sago, oh boy, now I've got 50 more things on my to-do list every day.

Ryan Moran [00:08:40]

Well, Travis, the way I'm hearing that, when you say the story of Travis Sago or the story of Ryan Moran, this is a difficult concept for a lot of people to understand. So, the way that I'm hearing you say it is when you let go of the shoulds and the have to be's that we put on ourselves based on who we think we're supposed to be from the context that we come from, is that an accurate summary of what you're trying to describe as the story of ourselves?

Travis Sago [00:09:15]

Yeah. And I want to go deeper, right? Because I think there's a deeper cause there, and this is what I call the wrong tool theory. I see this prevalent ... And I just hang out with a lot of smart people, so maybe this is just prevalent everywhere, but I see this hits a lot of smart people is that we use our intellect as a tool to do shit it's not supposed to fucking do.

Ryan Moran [00:09:41]

I can't relate at all to this, Travis.

Travis Sago [00:09:43]

Brain or mind or whoever we're talking to, I want you to figure out how to always make me safe, how to make me always the most valuable person in any room, how never to make me look bad, how to always have the most abdominal muscles showing. Brain, you need to figure this out, right?

Ryan Moran [00:10:13]

Teach me how. Show me how [INAUDIBLE 00:10:14]

Travis Sago [00:10:15]

[INAUDIBLE 00:10:16] is a wonderful, wonderful thing for doing things that the intellect is supposed to do, but it's almost as ridiculous as going to Google and saying, Google, what business should I be in? And expecting to get a valid answer out from that. Right? So, I probably shared this story with you before, but too bad for you. You got to hear it again.

Travis Sago [00:10:41]



But my wrong tool theory applies in a lot of areas, but this particular one ... But the man I called my father, he was my stepfather. He lived across the street. He came into my life when I was about 9 years old. He's passed away now. But he lived across the street and I was the oldest of 4 and I loved repairing my bicycle. But oldest of 4, my mom, no man in the house. And I had a Phillips screwdriver, a straight screwdriver, and a pair of pliers.

Travis Sago [00:11:12]

Well, I don't know if you were into BMX when you were a kid or ... You want to change the parts out on those things. You want to get new handlebars and the new gooseneck. And so, I used the pliers on a brand new bolt. It wasn't too bad, right? You could kind of do it if you gripped hard enough.

Travis Sago [00:11:33]

But it would eventually kind of strip out that bolt until if you did it enough, then you'd just ... I don't care how determined you are. You got a round nut, it's hard to get that damn thing out of there. And so, my whole life changed when my dad came over and he kind of saw what I was doing, saw my rounded out nuts on my bike. He's like ... And he introduced me to something to do with ... A freaking miracle at the time. It was called a socket set.

Travis Sago [00:12:05]

I was like, whoa. So, we replaced all the bolts that I rounded out with that. I used a big C with Mr. Clean. He was big, strong. I just took those old stripped out bolts, we put the new bolts on, new nuts on, right? But that socket set, boy, bicycle maintenance was a heck of a lot easier. And I think the same thing with life, right? I'm not saying you never have to replace, and you never get a flat tire, you'll never have something go wrong.

Travis Sago [00:12:39]

But when you have the right tools, life maintenance is a lot easier. I see this in business, too. I don't want to take this too far business path, but we use ... Most, even business, don't know the difference between marketing and sales so they use a marketing tool like webinars for a sales tool. And they use a phone, which is actually a sales tool, as a marketing tool. Right?

Travis Sago [00:13:03]

And they use a product to make sales and to create money from, and that's not the most useful ... The thing of a product is to develop a relationship with somebody to get them a result and to turn them into a customer. Right? So, all these things are ego, right? We want to get the money now because our ego and our story of ourselves says, well, I got to make the sales higher, so I'll be the whatever so I can hire more employees.



Travis Sago [00:13:29]

And then when I'm at my next conference and they say, well, how many employees do you have? Well, I can have this big number. And hopefully their number will be lower than mine. Right? So, it becomes this thing, this tool that we're using, just rounds out all the nuts in our life. And it works for a little while. That's the diabolical part, right? It works for a little while, until it doesn't work anymore.

Ryan Moran [00:13:57]

How does that apply into this state of the world that we're in right now? And there's somebody listening who has lost everything as a result of stock market crash, or because of layoffs, or because of inflation. Can't afford their employees anymore. How does a real life scenario play into that philosophical example?

Travis Sago [00:14:25]

Well, I'm not Buddha and I probably never will be. So, again ...

Ryan Moran [00:14:29]

No, no, no. You call yourself the bum marketer. I think you should be the bum Buddhist.

Travis Sago [00:14:33]

So, I think it's about how fast you clean your pants up after you shit, not that you don't shit your pants at some point, right? But I think there's this point where you have an event ... Again, this is where are used to thinking as the tool. We have an event, and humans have this habit of attaching meaning to an event or attaching meaning to a thing. Right? The more we think that whatever's happened really means this thing, the longer it's going to take us to change our underpants.

Ryan Moran [00:15:13]

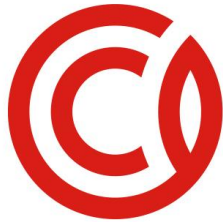
The more meaning we have attached to the event, the longer it takes for us to clean ourselves up or [INAUDIBLE 00:15:18] the thought pattern.

Travis Sago [00:15:20]

That's right. Yeah.

Ryan Moran [00:15:22]

That rings true.



Travis Sago [00:15:24]

Yeah. So, it's going to take longer to ... So, if all of a sudden I've got all my money riding in the stock market and I take a 50%, 70% hit, I'm like, sheesh. I can have all this story going on, right?. But if a Martian came down and looked at my screen, he would just see lines and be like, what's the problem? No, I just lost money. Okay, so what does that mean?

Travis Sago [00:15:59]

I'm not being ridiculous with this, right? But that's kind of the thing. But we get to choose a more useful focal point. I call this MUFPP. A more useful focal point is, how can I use what just happened? How can I use that for my future stuff? So, even me. When I was 9 years old, rounding out the nuts on those things, and I couldn't get that damn thing off. I thought it was the end of the damn world.

Travis Sago [00:16:22]

I just wanted to throw my bike. But now, 40 some odd years later, I'm still using that as a template and a thing to tell a story from and using that thing. So, Jeanie back in 2011 had to have extensive dental work done and we had a hard time finding the right people for her. And going through it was like, holy crap because we didn't know. We didn't know what comes next from that.

Travis Sago [00:16:59]

But what I did know is whatever happened, we're going to turn this into a thing, a tool that will help us in the future. And this is not like, oh, everything happens for a reason because things happen. There's not necessarily a reason for them, but we can take those things and use them as a tool to be useful for what happens. I don't know if you saw this on YouTube ...

Ryan Moran [00:17:33]

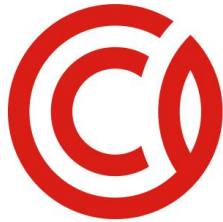
You can turn the shit into a tool, essentially.

Travis Sago [00:17:35]

That's right. 50 Cent calls it turning shit into sugar, which is one of my favorite things. It's still shit, but how do you ... If you take shit and fertilize it, use it for fertilizer out in the cane field, sugar cane field, all of a sudden you're going to turn that into sugar. Right?

Ryan Moran [00:17:56]

I see. Yeah, you've got shit, but you can use it for fertilizer. Still shit, but you can at least use it for something.



Travis Sago [00:18:04]

Yeah.

Ryan Moran [00:18:06]

Travis, would you give an example of how that has played out for you in the last couple of years? And you don't need to give personal details about everything that has happened, unless you want to. But just the perspective of being able to use everything that has happened as fuel to get you to this point, would you give an example of that?

Travis Sago [00:18:24]

Yeah. Well, kind of am already. What area do you want it in? Do you want it in health, or ...

Ryan Moran [00:18:32]

Let's do it in business just to make this super relatable.

Travis Sago [00:18:37]

Yeah. So, I've always ... At one point ... I'm pretty good at sales. And so, I would get on ... This was back in 2012, 2013. So, the big model and it still is the model is get people to show up on a phone call and you close them and all that kind of stuff. So, I hired 2 sales guys to come in so I can teach them how to do the sales thing and I just hated freaking managing salespeople and the herd.

Travis Sago [00:19:10]

So, I'm like, how can I do this? So, here's the thing. It's shit. I don't want to ... Ugh. So, I've got 2 salespeople. You got a salesforce, and now you got to drive home leads all the time or they ended up leaving you. There's all kinds of drama and headaches with that. It's just like, okay, well, how am I going to do this?

Travis Sago [00:19:33]

So, I'm like, well, what if we figured out how to do it without the salespeople? What if we started by just making their conversations shorter? And this is when I really started learning the difference between marketing and sales because at first, the first sales calls they would do that came off of my list and they were closing 9 out of 10, like, oh, we're the best salespeople ever.

Travis Sago [00:19:57]

Then we started buying cold traffic and it's like, oh, these leads suck. All kinds of these things. These are terrible leads. And it really got me to see the difference between marketing and





sales. I'm like, okay, what steps am I having to go through so we can move this from a 60 minute strategy session to a 6 minute strategy session?

Travis Sago [00:20:18]

And when I got that down, I'm like, okay, well, how can we just get rid of this all? That's when I figured out how to sell through chat or text or email all the way ... Things up to \$60 grand is my top thing I've done outside of real estate. But ...

Ryan Moran [00:20:36]

You sold a \$60,000 item without a phone sale, without a phone call?

Travis Sago [00:20:41]

Yeah. Lots of them. Yeah. Again, that's understanding what tools they use where and where they're at so I don't want to get too deeply involved in that. But I took a shit situation, just like, oh, it was terrible. We just ... Kind of sharing it that little bit, sales guys weren't happy. Oh, just shit leads right now and all these kinds of things.

Travis Sago [00:21:06]

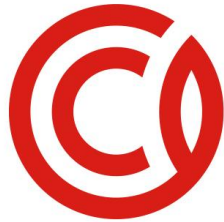
Okay, so if I'm not attaching my ego to this, what do I really want? Well, really what I wanted to know salespeople. And the income ... I saw ... How can I blank without blank? How can I make all these sales without blank? So, everything for me, it's just me, I look at it as an opportunity to innovate or create something, which I think, in my perspective, is what humans are here for. That's my perspective, that we're the only species that has any concept of the future.

Travis Sago [00:21:40]

So I think, in my experience, in my ... Again, I wouldn't want to bet on this, but it seems to me that we're here to create or produce tools that helps make life easier on some level. Now, that might be painting a picture or playing in a ball game or something like that. We're here to create art or create something that adds more joy into somebody's life or it makes life a little bit less energy taxing, it gives them more time or those kinds of things.

Travis Sago [00:22:14]

So, everything that comes up, I'm like, okay, well, how can I use this to create a tool or create something new or create a better relationship? Most relationships are forged not on the good times, they're forged when the shit ... Again, shit is attaching meaning to whatever event pops up. Let's say a less useful thing pops up, and then we figure out how to collaborate on it together to get us over that challenge, which strengthens the relationship.



Ryan Moran [00:22:50]

Yeah. The last 2 years were a whirlwind for most of us. For me personally, I really had a lot of story tied up to my investment portfolio, as where my nest egg is and I had it very heavily exposed to growth in tech stocks, which got just absolutely crushed in the last 6 months. And I remember going for a walk with a friend of mine. His name is Tom here in town. And he was sharing kind of something kind of similar about the story and the meaning that I had attached to this.

Ryan Moran [00:23:28]

And I looked up at him and I said, it just occurred to me now for the first time in this moment that I am upset about numbers on a computer screen. I am not worried about selling a house or a car or feeding my children or clothing my children, or my kids going to a great school or any of that. I'm upset because the number on the screen is different than my expectation or what I had normalized and the thoughts that I had created around that change. And there's this quote from Byron Katie that I like a lot where she just asked the question, besides your thoughts, are you okay?

Travis Sago [00:24:14]

Yeah. That's it. That's where all of our feeling comes from, is ... It's not really the thought itself. It's how much energy we put into the thought because we can have all kinds of thoughts that we don't have ... It doesn't bother us. It's the ones we put energy into. Right?

Ryan Moran [00:24:31]

Would you say more about what you mean about putting your energy into the thoughts?

Travis Sago [00:24:34]

Yeah. So, we say ... It's usually ... It means we attach meaning to it. It means something about our identity. That's the energy that we put there. But we've had this discussion before, right? If somebody says, hey, you've got purple hair. It's like, what the fuck are you talking about? I don't have purple hair. It doesn't mean anything valuable.

Travis Sago [00:24:54]

They say, oh, man, it looks like your hairline is receded ... Like, what the ... If that means something, right? So, those kinds of things, but yeah, people say, oh, social media is "bad for you" or your brain or whatever. Well, social media is just a thing. I think what makes social media draining for us is because it makes us ... It doesn't make us do anything. Oh, now I've got to ... Who am I? And I've got to bolster my identity and attach more energy into that meaning about who I am.



Travis Sago [00:25:32]

I'm a libertarian, I'm a conservative, I'm a this, I believe this, I'm for that. I'm against this and ... So, I was the most miserable with law of attraction which says your thoughts are things, so you should put a lot of energy in there. And that shit didn't work for me, man. It worked really great to give me hives and make me smoke a lot.

Travis Sago [00:25:57]

And then even worse because I wasn't getting the things, so I thought ... Everybody was telling me I was doing it wrong. But adding more energy into a thought, it was backwards for me. Understanding how thought works and understanding that all your feelings come from thoughts regardless of what's going on ... I always say, Ryan, you crack me up. You make me laugh. But what's really happening is my story ... You tell me something, my story about you is making me laugh, if that makes sense.

Ryan Moran [00:26:35]

It does.

Travis Sago [00:26:35]

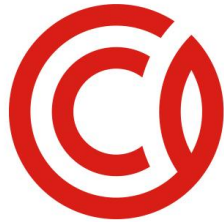
It's just like, there's other people that, no matter what they say, I tell a story about it and it pisses me off, but it's not them pissing me off. And that's the distinction, I think, that keeps you with the wellbeing and the okayness. And if you want to attach a label to happy with just that sense of wellbeing, I believe, and not strongly, but it appears to me that kids are naturally in a calm, wellbeing state. Yes, they shit their pants and they have tantrums, but they go back to that place until they learn about identity.

Ryan Moran [00:27:17]

Man, this makes so much sense right now because Phillip pooped his pants in public a few days ago. And he came over to me and said, Daddy, I pooped. And I took him home and we changed him and it was over. And until he has learned to attach shame to that, until he has learned ... Wow, that was such a good analogy, Travis, for me, because it's so fresh in my mind. He doesn't care. He hasn't thought about it since.

Ryan Moran [00:27:49]

He hasn't learned that that's weird. He hasn't learned that that's shameful. He hasn't learned that that's gross despite the fact that both myself, his older sister, and the friends that we were out with were all going, ooh, that is rough. Oh, Philip, ooh. That's a ... No shame because he



doesn't know to attach it. And I just understood what you meant when you said that you became happier or freer when you broke up with Travis Sago.

Ryan Moran [00:28:19]

And now what I am hearing from you is that ... The analogy that's coming to mind is I'm fascinated by my Republican friends who think the world suddenly changed when Joe Biden became president. And I tend to lean Republican, but I'm just fascinated that so many of my friends thought the world was great and the country was great 2 years ago and it has somehow massively changed.

Ryan Moran [00:28:47]

And what I'm hearing you say is that that is the identification of both myself as Republican and the world with how it should be, and then finding the thoughts that counteract that, or that go against that to be very stressful because of what that means. But if you break up with that story, if you don't have that meaning, those thoughts don't bother you.

Travis Sago [00:29:15]

Say, if you could look in the mirror and say, dude, I'm going to give you a break, man. For the next week, you don't have to worry about if you're successful. You don't have to worry about if you've got the right political party. You don't have to worry about if you look good. How freeing would that ... All that stuff ... I'm just going to handle that ... Whatever's in the mirror, I'm just going to handle that for you.

Travis Sago [00:29:44]

You go on vacation for the next week and just do a calm state. The fear is, oh, we'll just be lazy slobs and evil or whatever those things are. We need all these, we need all of that programming. And it's really just programming. We need all that programming in order to be good, productive humans. And it has ... We always say kids, oh, they're so innocent. And it's programming that fuck them up.

Travis Sago [00:30:20]

And I'm using that as ... Attaching meaning to it, but just using it in a way that we would talk here. I don't want to get deep into all the current events, but everything going on isn't coming from a place of innocence. It's coming from a place of I believe this so strongly that I'm willing to kill for it. It's like, holy crap.? And somewhere, that's coming out of an identity, whether it's an identity for the person, identity for the tribe, identity for whatever it is. It's based off of that.

Ryan Moran [00:31:06]



In a variety of different areas. I mean, that is ... I think that is tribal think at its core, is I believe something so strongly about someone's identity, my own or someone else's, that I'm willing to kill for it. Travis, someone might say that there is something very useful about that, too. If you genuinely believe that you're correct, or that another person is dangerous, or that Bill Gates is trying to kill us all, my goodness. Shout out to all you Bill Gates conspiracy nuts.

Ryan Moran [00:31:49]

Oh, I'm going to get some hate for that one. There are people who genuinely believe that there is a dangerous group of people out there, of them out there that is a threat to what I call myself. And so, what would you say to those who think it is ... Who would say it's useful to have a degree of that mentality?

Travis Sago [00:32:13]

Yeah. So, now here's where you're going to get me in trouble.

Ryan Moran [00:32:17]

I went first.

Travis Sago [00:32:19]

So, this is a human lens. Now, we're all humans, right? At least, hopefully people listening to this that are understanding it are human. So, I don't know of a way to not have thoughts. But it is the kind of the meaning that we attach to that. But if we can understand this, the higher power, the higher consciousness, or the infinite wisdom, or whatever you want to call it out there, doesn't have a problem with death.

Travis Sago [00:32:54]

They're not labeling a problem. We label all this stuff. Good, bad, evil, terrible. I know it's ... Whatever's going on, whatever that thing is, yes, you can look at it from a human perspective and say, wow, there's people ... X, Y, Z, right? That's still a human lens that we're looking through. I don't want to use the word God so much. I'm trying not to use that word because it means so many different things.

Travis Sago [00:33:25]

But mother nature doesn't weep when an apple falls from the tree and it hits the ground and we go eat it. Or mother nature doesn't ... When a lion eats a gazelle ... And I understand this makes me seem very callous and insensitive and like I don't have feelings. I do. I used to have those same thoughts and those same feelings, but I have a different perspective on it now



because I've broken free a lot of the habit of attaching deep, deep meaning to that and not trying to be right about it.

Travis Sago [00:34:06]

My life changed a lot when I'm like, you know what? But it changed from, dude, you're probably right about 99% of shit and you're only wrong about 1%. My life was a fucking wreck. When it switched, I said, I don't know shit, there's probably only 1% of things I need to know and the rest of it, I don't know and I'm completely okay with that. But where can I focus that's most useful?

Travis Sago [00:34:37]

There's a saying, if every man was at peace with himself, there would be no war. So, I think that, to me, that's the most awesome thing I can do is to find peace for myself, maybe help somebody else find peace. Part of the reason why I wanted to come on here and do this right, for the one person that's not steaming mad at me now because I'm not outraged. And dude, if I had a magic wand, I'd change it.

Travis Sago [00:35:01]

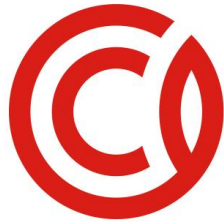
I'm not saying I wouldn't put peace in everybody's heart and stop all the ego and the identity from clubbing one ... Each another, or whatever is going on. Whatever that club thing is. But I think that we're more useful with a calm and peaceful heart. Who do you want to operate on you? If somebody is doing surgery on you and something goes wrong, do you really want them to freak the fuck out? Oh my god. We cut the wrong thing. This is terrible.

Travis Sago [00:35:40]

No, you want somebody that's, okay, forceps please. And going to come clear-headed, level-headed. Maybe point something out that would be useful from this. If our stocks are crashing and our family is depending on us, do we really want to freak the fuck out? We'd be like, okay, why don't we get out of the market? Do we know which way it's going to go? No, we don't know which way it's going to go. Maybe even after the [INAUDIBLE 00:36:17] you might ... Why did I lose that money to begin with? Is this really the most useful tool for me? Do I really understand how to mitigate my risk? And do I really understand how I can maximize my pay off? Can I get an infinite ROI out of this?

Travis Sago [00:36:34]

Or just those kinds of things, because again, this is just my Travis Sago theory, wrong tool theory. Creates most of the inefficiencies. But we want to have those ... That clear headedness. To me, it's a better place to come from.



Ryan Moran [00:36:56]

Travis, it's funny you say this because it was the exact advice that someone gave me. Someone I look up to said, the first thing we got to do, Ryan, before we fix this problem is get you into a good mental state. And the best way to fix your mental state is not to fix the problem. It's to maybe stop the bleeding and reassess.

Ryan Moran [00:37:21]

Which, in the moment, I didn't really want to hear. No, tell me how to fix the problem. I thought you were my friend. And the way you fix the problem is to fix yourself or to change ... Adjust your perspective on the situation, which for me was walking away from it for a little bit, taking a month off from checking my stock portfolio every day to get some ... Catch my breath and come back and reassess this.

Ryan Moran [00:37:50]

But Travis, in the example of there being these groups of people who seem to be at each other's throats, I agree with you. I have said publicly, I don't want to be part of the resistance. I want to be a bridge builder. I don't want to put up a fight. I don't want to fight the other side. I want to walk across a bridge to the other side, understand them, and mend bridges. That's the role I want to play.

Ryan Moran [00:38:20]

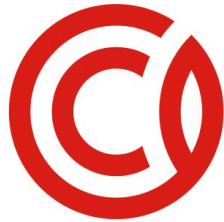
It's just who I am and the role I want to play in this world. And there are those who have communicated to me, in their opinion, that if you are not standing for one side, preferably their side, that you are part of the problem, that it is bridge builders that are the problem in this world. It's not bridge builders we need, it's more people on our side that is the problem, or that would change things. How would you respond to that?

Travis Sago [00:38:45]

I don't know that I would. I'd just be like, I understand your perspective. It doesn't mean I have to adopt it. I think that our focus, our perspective gets too narrowed down sometimes especially because we live in a world that looks through screens. I don't know if it's going to be on video or not, but I'm holding up my iPhone.

Travis Sago [00:39:17]

We look through a screen and then we use our intellect. Again, that tool to say, oh, this is what's really going on in the world and forgetting that I've got somewhere ... Probably this is for the part West, probably came from China. How many people did it take to bring me the



shirt that I'm wearing. And we're talking to you, I'm here in Texas and I'm an Arkansas talking on Zoom. I'm sitting at a chair that's super comfortable. The mail person is going to bring me mail here.

Travis Sago [00:39:53]

And I'll be like, all the support that I have, all of this amazing stuff that's going on right now, I'm not saying not to just totally ignore any of the "bad stuff" and just look at "good stuff" but it helps if we take it all in all at the same time to get a more valid feedback of what's really happening in the world.

Travis Sago [00:40:24]

I can't remember who said this. I think it was Byron Katie, but she's like, you're always okay. Even on your deathbed, you're okay. What's the worst that's going to happen? You're going to go to sleep. And we don't know what's going to happen then, is my personal thought. We don't know what's going to happen then. And to me, we're not supposed to know what happens. If we were supposed to know what happened, we would know what happened.

Travis Sago [00:40:54]

So, I'm not ... It's not useful for me. And again, this is me. I'm not saying for somebody else. If you're a theologian or a study ... Maybe that's useful for you, but it's not useful for me in my life to spend time wondering what's going to happen when the lights go out, that somebody throws dirt on my face. It's just not a useful part of my life. I guess I'm good, bad, and I just look at, what's the most useful focal point for me?

Ryan Moran [00:41:27]

And Travis, I have to highlight, I think the reason why you can be okay with that comes back to what you started with, which is that you don't identify with being Travis Sago. You more ...

Travis Sago [00:41:40]

On my good days.

Ryan Moran [00:41:42]

For sure. You have learned that the story that you have of yourself being this physical, mental, emotional representation of who you are is not the full story, or it is part of the story and not the full thing. And therefore, you can be okay with even the idea of this story dying because you don't have meaning or you at least don't have all of your meaning attached to that one event.





Travis Sago [00:42:20]

I don't have a lot of energy in it anymore. It's interesting to look at extremes on both sides. The most extreme people that put so much energy into their thoughts are usually in prison or in an insane asylum. Oh, they cut me off in traffic. Disrespected me, and now I'm going to go shoot him. I know I'm taking it, again, extreme. Or they're crazy. I did this because voices told me to do it and I believe those voices. That's a very, very extreme.

Travis Sago [00:43:02]

On the other side, we have the Buddha. So, we're probably somewhere in between there. But I think the more we can detach from this story of ourselves ... Really, half of our energy drains down because we have this manufactured self that we've always got to defend, that we've always got to offend as well as defend. And we're always like, where does it stack up in the status game? Rather than playing a creation game, we play a status game.

Travis Sago [00:43:40]

Where do we stack up? And there's no winning that game. Even if you're very, very on the top, now you're like, oh, who's gunning for me? If you're the king, now you've got to worry about, who's trying to dethrone me? So, you got all those things and there is no peace. You're not going to have any peace if you've got to make everybody think like you, too. I can't have any peace until everybody believes this thing. Maybe that's something for you to shoot for, but just don't expect any peace on this planet.

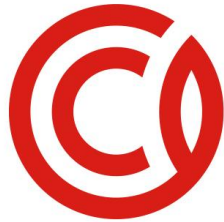
Travis Sago [00:44:17]

I think it's a more powerful position to come from. I get shit done, unbelievable shit that'd be like, how the fuck do you do that? Well, my ego is not in the way and I'm okay to fail at stuff, too. It's like, I've got this note pitch. I'm really hopped up on this right now. But I'm really hopped up on this note pitch ask me anything. There was no pitch in there at all. No pitch.

Travis Sago [00:44:46]

And when I put up the replay, we're at \$50 per view of me just putting a few paragraphs down underneath the thing. This is just the right tool. I'm not against pitchers either, but do we ... What I was testing was, do we really need to have the pitch? How much does the pitch related account for the sales? Not very ... I mean, could I have made some more sales? Yeah. But how much faster? Could we do AMAs? How much more focused would we be on getting them the result if we didn't have to worry about the pitch? Those kinds of things. So, I always run back to business. That's kind of where my mind is focused.

Ryan Moran [00:45:24]



Yeah. What you said earlier reminded me of a quote that you often bring up from Michael Singer, which is that you won't be okay, or everything won't be okay until you are okay with everything.

Travis Sago [00:45:42]

Yeah. And that drives people crazy sometimes, right? So, either you get to be one extreme or the other, like that's such bullshit. And the first time I read ... I tried to read that, *Untethered Soul*, I thought it was all bullshit. It was like, I don't remember how many years later, but some years later, maybe 5, or I don't remember, but I was like, man, this is the best book ever written when I was ... I get overly hyped up on books. It's like, it's a top 10 for me.

Ryan Moran [00:46:11]

I agree. Me too. Yeah. Would you explain why that quote specifically stands out to you? Because I think it captures a lot of the essence of what you are saying in this conversation, but I'd like for you to explain what that means to you.

Travis Sago [00:46:31]

Well, because I can fix me. I can't fix the stock market. I can't fix maybe a low sales convert. They're not converting, they're not converting. But I can fix me. I can go in, I can always go deeper and see, what is it that I'm not seeing? It's always about me on some level. Me, not being Travis Sago, but it's about my ... It's about where I'm putting my focus.

Travis Sago [00:47:00]

If I'm not feeling okay, it can't be the event. Event is just an event. It's my thinking about the event. And somewhere, it's not even the thinking, it's not having the thought, but attaching that energy, giving that energy. It's depleting our battery to that thought, which I don't have to do, I can just step back for a bit and say, what's happening? What's the cause and effect?

Travis Sago [00:47:30]

My favorite dead mentor is Eli Goldratt. Is this an effect, or is it a cause? And then, I can get down to the root cause and say, oh, well this is why that's why that's happening for me. We started as calmness, okayness, how do we stay okay? The reason why we're not okay is not what's happening out there. It is our thoughts.

Travis Sago [00:47:57]

So, we'll take this back to my electronics background. You have a radar screen, you ever seen those on the movie? The radar screen swoops around. And when it's working correctly, it only identifies actual, what they call, contacts out there. Ships, islands, something out there in the



water. It makes getting from point A to point B very efficient. And that's like humans. But if we start adding noise ...

Travis Sago [00:48:30]

So, my job was to make sure the signal to noise ratio was correct. And if you think there's a bunch of noise on there, 1 of 2 things is going to happen. 1, you're going to take a long way around because you don't know what's noise and what's actually a ship in front of you, or you're going to say, oh, I think this is ... I think this little squiggle right here is just noise.

Travis Sago [00:48:55]

And if it's not, it turns out to be an iceberg, like the Titanic, then you're screwed. But everything's okay, but if you add all that thought, all that noise and you don't ... Then you lose your centeredness and life becomes confusing. You don't know how to get from point A to point B anymore. You don't know how to be useful because you've got all this noise you got to do around, but you just stay put because you don't know if it's a ship. Especially if it's all around you and everything looks like, oh my God, there's no way to go. There's nowhere to go. Does that make sense?

Ryan Moran [00:49:35]

It does. And the way that I'm processing that is if I'm working with a client and I tell them a million dollar business is just 4 products times 25 sales a day at a \$30 price point, that's a thought, that's a lesson. And the practice is to plug in the 4 products, get them into 25 sales a day, and repeat over 4 products. Right?

Ryan Moran [00:50:01]

It's very linear, very straight to the point. Where my work comes in with that client is overcoming things like, well, Joe told me about TikTok ads. And so-and-so told me about this. And I even had a client say ... I had a client say this very recently. Well, I'm worried that valuations on businesses are going to go down as a result of Biden's tax plan and inflation. And it's like, dude, you haven't sold a product yet. That's all the noise.

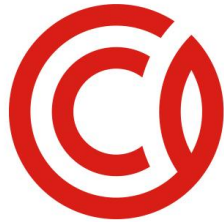
Travis Sago [00:50:40]

Was this person very intelligent?

Ryan Moran [00:50:41]

Yes.

Travis Sago [00:50:42]



Yeah. I see that a lot because what they're trying to do is make everything safe before they put the car into drive and get it off the curb. I always ... My saying is you can't steer a parked car. I also, I try to take the blame for people but I drive super analytical people batshit crazy because I'm a very much, let's put it into drive.

Travis Sago [00:51:05]

I always want to be weighing our risk and reward, so I'm not saying go walk a tightrope 100 yards above with no safety net. But very often, the only thing we're risking is our ego. If we take a wrong turn, even if we have friends in the back of the car, the worst thing that's going to happen is we have to say, you know what? I went the wrong way. I need to make a U-turn. The only thing that's really happened is maybe we've spent a little bit of gas. But we're mostly worried about what our friends in the back think. Oh, Travis don't know where the hell he's going.

Travis Sago [00:51:44]

Right? But what will happen is we keep on going on the same path, even though we think, oh, I think I'm going the wrong way, but I'm not going to say anything because then I look bad. But what I call this is ... And I'm not trying to beat up on people. I have a son that has a 160 IQ, super, super smart. But they have a tendency of sitting in the car and saying, you know what? One map is not good enough.

Travis Sago [00:52:11]

I need 4 maps. I need 3 GPS's. I need somebody to please call ahead for me at every single ... At every mile point and make sure there's nothing bad that's happened along the way before I start. And what's interesting is humans already know how to operate. Again, that's using our intellect for the wrong tool. When we're driving in the fog, we know what to do. We know the worst thing that we could do is to stop.

Travis Sago [00:52:47]

Then, we're going to take it in the butt. Right? That's the worst thing you can do. You want to drive slow and you want to drive cautious. Make sure you get your low beams on. It's like intellect, you turn the light on too high, too far. Then you see worsen.

Ryan Moran [00:53:04]

That's right.

Travis Sago [00:53:06]



It's really so bad. And you just got to stop. I see this with really smart, intelligent people that use their intellect because they have this tool, now they want to use it for everything. And they're like me with a pair of on the bike, just rounding out the shit out of everything.

Ryan Moran [00:53:27]

And that's what you're calling noise, the noise that distracts us from the focal point. And so, the other side of this is to practice the thoughts that serve us and take us to where we want to go. So, how do you flip that script, Travis? It sure seems effortless for you. It sure seems effortless for you to show up calm.

Travis Sago [00:53:56]

It's a lot less effort when we're not labeling everything good, bad, evil, good, should, shouldn't. We're breaking free from our programming and we're just looking at, what's the most useful focus? Doesn't matter if it's good or bad, but what's the most useful focus? I'll give you a really great example because this comes up all the time in the people that I help because we do a lot of deals.

Travis Sago [00:54:23]

So, I would say that's their focus, your focus, and the most useful focus. Right? So, we proposed a deal kind of in the business that we have. We usually share a percentage. We share our revenue share percentage. But what's common for humans, when you start talking about a number, is all the focus goes on that number, all the focus goes on that percentage, right? That's not ... Anytime you're focusing on one number, it's probably not the most useful focal point.

Travis Sago [00:54:49]

So, in any relationship, there's usually something that you want to do together. So, if I'm trying to work a deal with you and we're going to share a percentage, I want to pull back from that and take a bigger area of view and say, Ryan, let's not make this about a percentage. It's about a partnership. And what we really want to do is we want to grow this income stream as big as possible. Is that what we ... We want to grow the income stream for you, and I want to build an income stream for me at the same time.

Travis Sago [00:55:18]

So, I want to make sure that we get to a number that allows us to do that. And I'm sure you'd much rather have 50% of a million than 80% of \$100,000. The worst thing I could possibly do to you is to take a percentage that's too small because I won't be able to grow the incomes, our income stream.



Travis Sago [00:55:41]

Conversely, if I take one that's too big, then ... And I bleed you dry, that's not going to make for a good relationship either. So, now I've just put the whole concept of the percentages and there are no ... What will happen a lot of times, they'll say, why don't we just split it 50/50? And a lot of times I'll say, you know what, depending on the price and everything, I'll have to lower my percentage.

Travis Sago [00:56:07]

I'm like, you know what? I can actually do this for less. And I want this to be profitable for you and work for you, too. But the most useful focal point is never a percentage when you're talking about a relationship and what's the big thing that you're trying to accomplish. That's a weird business example, but it's very ... We get faced with these things every single day.

Travis Sago [00:56:32]

But we label good, bad, useful, not useful. Or we get our identity involved. It's like, payment programs is another one for me. If the purpose of a product is not to make a sale, especially a front end product, but to get somebody in as a customer and get them a result, so we developed a relationship, why not make that hole ... If we have a whole that's golf ball size, it's going to be hard to get that golf ball to the hole.

Travis Sago [00:57:01]

But if we open up the manhole, and let's give them a big, long payment program especially if we have a self milking cow situation, which means after they come in, they'll be generating some cash to pay us, why not open that up? It's more efficient. Does that make sense?

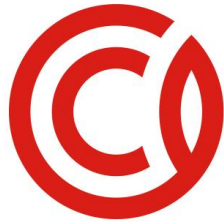
Ryan Moran [00:57:21]

It does.

Travis Sago [00:57:21]

But if you focus on, oh, I'm going to lose, here's the diabolical part about this. I'm going to lose money if I don't get the payments up front. And here's what we figured out. We make more money, cash collected upfront, because when we say, hey, Ryan, this is 10 payments of \$590, you can say, I'm in. Awesome. We have a pay in full discount. Would you like to hear about that? Yes, I would. Great. We can save you \$1000 bucks if you want to make one payment of \$4,900. I'll take that.

Travis Sago [00:57:51]



Now, we've tested this over and over again with different split tests. We collect more money by doing that because we get so many more people to say I'm in ... If they're going to pay full pay to begin with, they still pay full pay, but it's so much easier to say I'm in after that. It's like the micro commitment going in. And we're too focused on cash, collecting the cash up front. That's not the most useful focus point, right? At least that I've found.

Ryan Moran [00:58:20]

So, Travis, you work with us zany entrepreneurs every day. Your favorite thing and ...

Travis Sago [00:58:28]

You're my favorite peeps.

Ryan Moran [00:58:31]

That's right. Mine too. We are a zany bunch. And we have our own unique fears and perspectives. And you've dealt with just as many as I have over the last 2 years, who are scared about their business, scared about their livelihoods, scared about the markets, scared about politics, scared about international relations.

Ryan Moran [00:58:57]

I'm just curious overall how you're coaching people through this time. Overall, what are you telling them that is allowing them to find peace in the middle of the storm? And I asked this specifically because I don't know a single person in this world who comes out of a conversation with Travis Sago not feeling better.

Travis Sago [00:59:25]

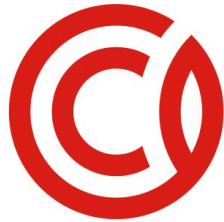
My ego likes that very much.

Ryan Moran [00:59:29]

The story of Travis Sago ... I've told you this privately, but when I'm feeling chaotic, my meditation is often put myself in your coffee room, having a brew with Travis. So, what are you saying in those conversations with those who are coming to you feeling chaotic?

Travis Sago [00:59:50]

Here's what I endeavor to do or try to do. It's not ... Nobody ever worries about oxygen. They don't ever worry about ... It's like, oh, how much oxygen did I have today? How much oxygen am I consuming? Do I need to start storing oxygen in my garage? What do I need to do to get more oxygen? And something far less worth is money. Let's use money. But ...



Ryan Moran [01:00:28]

Money has less worth than oxygen, is what you mean.

Travis Sago [01:00:30]

Yeah. Less worth. But we don't put a lot of focus on that because we attach meaning to it. Oh, it's our safety, it's our security, it's our ... All these things. But even oxygen, it's pretty much useless unless how to breathe. If you have lung problems, like Jeanie's having some lung issues right now, so she's not worried about the oxygen. She's worried about how do I get my ability to breathe stronger?

Travis Sago [01:01:08]

So, this is the same thing I try to do. I try to point out that they already have these abilities. They're just putting too much focus on the security. When you know how to breathe, you're not going to worry about money anymore. There's a woodshed down here. I walked by it all the time. It's my neighbor's house. And I just have these little imaginary conversations that goes on in my head sometimes, which might qualify me for the insane asylum.

Travis Sago [01:01:34]

Sometimes this pile gets down low. But then, all of a sudden, it fills back up again. But I bet he hasn't put a lot of thought to that. His wife's not saying, oh, Mark, the woodpile is low again. He's not like, dammit. He's not worried about it. He's just going to ... He's going to get more wood and chop down more trees and just get the wood wherever it comes from.

Travis Sago [01:01:58]

But if she wants a new dress or a new car, damn, what do I think I'm made of, money or something? No. So, what we worry about is ... What we're really worried about is our ability out there. That's part of it is I've never ... It sounds braggadocious, but I really don't ... I know how to breathe. You could literally take everything away from me. I mean, I'd have to beg, borrow, or steal a cell phone.

Travis Sago [01:02:25]

But if I have a cell phone and a way to email somebody or a way to private message them, I'm going to put a deal together and I'll be back in business because I'm a producer. There's a difference between creator and producer. We get into a lot of it. But I can just take what already is existing out there, put them together. So, I'm just looking at the cards that make the royal flush. I don't need to have all the cards. I have the ace, the king, the queen, the Jack, and 10. I can just put them all together and next thing you know, money is going to come out.





Ryan Moran [01:02:56]

I just want to give an example of this to highlight what you're saying. You used to call it the producer mindset.

Travis Sago [01:03:01]

That's right, yeah.

Ryan Moran [01:03:02]

I call it the owner's model. Very similar concept. I'm doing ... Working on a deal right now where there is a company for sale that I see a lot of opportunity in. I have ... I'm not ... Normally I would say go raise capital to do it so you're not at risk. I'm not even doing that. I have a partner who is raising the capital. I know how to run the company, but I'm more of a visionary and I'm focused on Capitalism.com right now.

Ryan Moran [01:03:31]

So, I am bringing on a CEO. And interestingly enough, the CEO makes it easier to raise capital because he's got a network and experience and that CEO needs an operator. So, we created a partnership with an operating team. And I will say, I mean, call me if you need me, but you guys got this. And I'll have ownership and profit shares for putting the deal together. And it's one of those examples where I've realized, like you're saying, if you know how to produce, that is always a profitable skill versus my attachment to being profitable this month over last month causes stress.

Travis Sago [01:04:17]

Or your identity envelops your product. Now if my product stops selling, I'm fucked.

Ryan Moran [01:04:24]

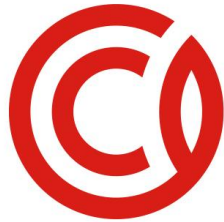
Exactly that.

Travis Sago [01:04:25]

Right? Because it's like, oh. And again, that's too much hyper-focused on the product where really, the real values in your people and your distribution, that's what ... So, we talk about focus, right? You have a short-term focus and a long term focus. Short-term is always about your product, right? That's not the most useful focus.

Travis Sago [01:04:46]

The most useful focus is the network and your audience that you're building that you can ... I have people are still buying ... I'm sure you do, too. For me, back from 2005, they're still



buying. My products have changed significantly. Or they're still buying my recommendations. But sometimes when the economy gets bad, your ability to produce is more valuable, not less valuable, right?

Travis Sago [01:05:14]

Your ability to ... Somebody who knows how to breathe, whereas oxygen breathing apparatus that help in a low oxygen environment is going to become very, very popular. So, to get back to your original, I try to coach my people, it's like, focus on the long-term and focus on your ability to produce under any economic circumstance. Money is not ... Money is just a symbol of value. No more than can you eat a picture of a hamburger, money is not going to keep you safe.

Ryan Moran [01:05:50]

I love that example. Travis, you had your own unique challenges these last couple of years. Have you had freak out moments? Do you have moments in which your cage gets rattled? If so, how do you respond now differently than 10 years ago?

Travis Sago [01:06:14]

I do, but ... This almost sounds unbelievable, but they probably don't last, probably maximum, an hour. And usually I can go for a walk or I have my ... Mike, my [INAUDIBLE 01:06:34] I think we're similar in this. Either journaling or going for a walk, just getting that perspective. For me, it works for me better to have alone time. Some people, it helps them talk it out, I think.

Travis Sago [01:06:49]

I think that this helped me on some levels, but most of the time, it's just a matter of me remembering that it's not the world out there that's the problem. It's my thoughts about the world and what I'm attaching. And usually it comes back to ... It almost always comes back to, where does Travis Sago feel threatened, right? Where have I gotten back together? Where am I having a booty call with Travis? Back together with that.

Travis Sago [01:07:15]

Because usually, I have those freakouts, I'm just worried about how they're going to view me or how ... My big thing is, I hate letting people down. That's still ... I hate letting people down. If I feel like I've let somebody down, that can be triggering for me if I feel like I've let somebody down. That's probably one of my trigger points.

Travis Sago [01:07:41]



If something will come up, it'll probably be around the area of me letting them down. Half the time, because of the way I run my business and everything, I always go into things as tests. And it's mostly a story. I'm like, look, dude, this campaign ain't going to work out like I thought it was. I'm like, that's okay, dude. I really wanted to knock it out of the park for you. It's like, those kinds of things. But ...

Ryan Moran [01:08:06]

You know, it's interesting you say that. I'm just observing something in you because that's your trigger and that's the thought, I might let somebody down. That would be your shit, as we've called it on this conversation. The way that you've turned that into sugar is you are really, really good at low risk deals. Most of your deals that I've seen you structure, even with me, have been I'll take the risk and we'll create a profit share agreement.

Ryan Moran [01:08:35]

I'll test really small. I consider myself an investor. So, there's no skin off your back. If it goes well, I'll do more of it. If not, we had a nice test. And we've had that happen before. And I never thought anything of it. [INAUDIBLE 01:08:48] didn't work so well and we've had some do really well. And what I'm noticing about you is that's how you turn that shit into sugar.

Travis Sago [01:08:57]

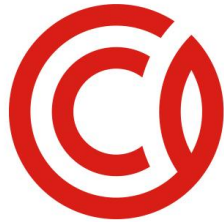
That's it. I've kind of molded my business around me instead of me around the business. I think it's a more integral way to do business anyways. It's like, I don't want to beat up on Facebook ad agencies, but they can be like, hey, give me \$5 grand a month. Sign a 6 month contract. I super promise, pinky swear that you're going to get these CPAs that you want. Super promise, pinky swear.

Travis Sago [01:09:31]

There's no guarantee you will get your money back. And there's no guarantees. And it's like, damn. That's like going from coffee to a marriage. So, I'm just kind of like, let's have hello, coffee date, first date, maybe we'll go steady and then have a marriage. That's worked way better for me because I don't want to say that I know this is going to work when, again, this may go back into the, I don't know if shit's going to work anymore.

Travis Sago [01:09:56]

I just put stuff out there. I look at the data. And I turn based off of what the data gives me. And I've done that enough times. I'm pretty good at maneuvering around the data. But I don't try to forecast it before I get involved in it.



Ryan Moran [01:10:11]

Well, Travis, I wish more people knew about your work, which is why I like to think I might be your number 1 influencer. I might be. It makes me proud when I see people in your Facebook groups, in your masterminds, and I'm like, hey, that's from my group.

Travis Sago [01:10:30]

I think you're correct about that. Yeah.

Ryan Moran [01:10:31]

Yes. Yes. So, I know you don't put on a ton of content publicly, but I think the one place people can follow you in your Facebook group. Is there another place where people can get their ...

Travis Sago [01:10:44]

Yeah, that's probably the best place. Again, this sounds braggadocious, but most of my programs are full up unless I'm running an experiment with people. So, but I like to talk about offers. MillionDollarOfferMojo.com, which will just redirect you over to the Facebook group. But my thing is, I mean, I just made a post. I'm not really trying to become popular.

Travis Sago [01:11:08]

I'd like to figure out how to blow people's minds in a way that gives them a shorter path to a result that they want, breakthroughs and those kinds of things. So, if I can provide that value, that's what I'm about. Now, serendipitously, if any popularity comes out of that, I do have an ego. I am grateful for that. But that's what I try to focus on. It's a more useful focal point for me to do that. But yeah. And I like talking about offers, so that'd be probably the best place for them to mix their peanut butter with my jelly, if we were to do something like that.

Ryan Moran [01:11:43]

Very good. Travis, it's always a joy to hang out with you, my friend. Thank you for sharing your wisdom with the world.

Travis Sago [01:11:50]

Thanks, man.

Ryan Moran [01:11:49]

Good to see you, my friend.

Chris Van Loan [01:11:52]



And now, a quick word from Dr. Travis Zigler, one of our members from the Capitalism.com community.

Dr. Travis Zigler [01:11:58]

I'm Dr. Travis Zigler, and along with my wife, Dr. Jenna Zigler, we started a brand called Eye Love. We had our exit in June of 2021. So, that was a huge milestone for us, both from making it us financially free to getting us out of debt, student loan debt that we've had since we became doctors in optometry school.

Dr. Travis Zigler [01:12:16]

And when we sold, we were doing close to \$450,000 a month. I started with Capitalism.com back in 2017, 2016, around that time. And I joined the Tribe first, which was the equivalent to the Incubator now. The biggest thing, and I think this is the fear that brings us all back, is they're afraid of investing and getting that return on your money.

Dr. Travis Zigler [01:12:40]

And so, my fear of investing in myself, I'd never done anything like that up to that point. And my wife wasn't there and I joined without consulting her, which was ... I don't recommend doing that, but it was probably one of the best decisions we've ever made because it's just amazing what an investment in yourself with Capitalism.com has done for us.

Dr. Travis Zigler [01:13:01]

Nothing changes after an exit or a financially freeing exit or anything like that. But how is our life different from joining Capitalism.com? It's our therapy. Ryan is known as the entrepreneur's therapist for a reason, and it's because when you talk to him, he gets you out of your own head. But if you join, this is a proven system.

Dr. Travis Zigler [01:13:25]

I mean, people have gone through this and they've come out the other side better. If you join this and you don't get results, it's up here. It's no ... It has nothing to do with the course, it has nothing to do with the people that are in Capitalism.com. It has to do with you. You need to look in the mirror because you can get the exact same course as the person sitting right next to you, and you guys will both have 2 different results.

Dr. Travis Zigler [01:13:52]

And it's all because the mentality that you take into the course. If you go into it, or joining the networking of the mastermind, if you go into it with a negative attitude that this isn't going to



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work, it's not going to work for you. So don't join it. But if you go in ready to go, it's going to work. It worked for me. It's going to work for you, too.

Dr. Travis Zigler [01:14:09]

It's just, you got to steer or jump over the mental hurdles because believe me, you will hit roadblocks like you wouldn't believe both in your personal life and your business life. And that's what this is here for. It's here to help you get through those.

Ryan Moran [01:14:23]

If you found value in this podcast and you're ready to go deeper, here are 3 resources where we can help you. 1, you can grab my book 12 Months to \$1 Million on Audible or Amazon. It has over 1000 reviews and it's the playbook to building a 7-figure business. 2nd, you can join our community of entrepreneurs who are following a plan to build a 1% net worth by building businesses and investing the profits.

Ryan Moran [01:14:48]

You can get plugged in at [Capitalism.com/1](https://capitalism.com/1). And 3rd, if you're looking to go deeper and build a 7-figure business that you can sell, you can work closely with us inside the Capitalism Incubator, and you can get on the waiting list and find out what we do over at [capitalism.com/inc](https://capitalism.com/inc). That's [capitalism.com/inc](https://capitalism.com/inc).