



## Dead End Job To Multi-7 Figure Business w Joe LoGalbo Transcript

Ryan Moran [00:00:04]

Hey everyone. I have a clip that I'm going to share with you today from our mentoring community that is a perfect example of a transition that you will go through. It's a realization that you will have in your business. And it's this. When you start focusing on building towards a vision rather than making short-term money, you make a lot more money.

Ryan Moran [00:00:25]

So, there's a member of our mentoring community. His name is Joe, and Joe is coming from the direct response world. He has done the make money thing. He has built cash flow businesses. And he went through a transition after going through some of our mentoring of taking that same energy and casting a real vision.

Ryan Moran [00:00:46]

And what happened for him is now he's thinking much bigger than he ever has, something that's going to make way more money and have a much bigger impact. Now, I don't know if you can make the switch internally to know that if you could just focus on the vision, if you could just go for the bigger thing, the money would show up.

Ryan Moran [00:01:05]

I don't know if you have to go through the make money cash flow period or not, but my goal in you seeing this clip is to help that transition happened faster for you because if you can see an example of when you go for a big vision that the money shows up, that there's much bigger impact, much greater experience, much greater wealth and happiness and freedom, if we can shorten the time for you to really get that, then you'll be a much more powerful entrepreneur.

Ryan Moran [00:01:32]

This is a clip taken from one of our coaching calls inside of our mentoring community, which is called The One Percent. And this is with Joe. Please enjoy. Joe man of the hour.

Justus Murimi [00:01:45]

Let's go, Joe.

Joe LoGalbo [00:01:47]

What's up?



Ryan Moran [00:01:48]

What's going on, Joe?

Joe LoGalbo [00:01:51]

Oh man. I'm excited to be here, guys, honestly. And Ryan, thank you for the braingasm. It was great.

Ryan Moran [00:01:59]

You're welcome. It's funny, because when we talk about the owner's model, I think about you because I've been keeping my cards a little bit close to my chest, but we've talked about this and later this year, I want to do more raises for brands that I'm excited about that come from the Incubator. And you're on my short list. And when I think about brands I'd love to do that for, you're on that short list.

Joe LoGalbo [00:02:20]

Oh, so exciting. Oh, we actually just placed an order for bulk toothpastes. So, 10,000 units, we just placed that order 2 days ago. So yeah, I mean, we are amped up and just so ready to go. And the ads, we had a media company write some of our ads that we'll be launching on Facebook. They get it, man. They're just perfect combination of humor and education and it speaks right to our demographic. We are just like, oh man, just ready to go.

Ryan Moran [00:02:58]

That's so great. Does Stan know what agency you're working with?

Joe LoGalbo [00:03:03]

I don't know that he does. The agency is called Chamber Media.

Ryan Moran [00:03:09]

Okay, cool. I'm always looking to build that rolodex in the Incubator, so that's helpful for us to know.

Joe LoGalbo [00:03:16]

Okay, cool. I can get you guys introed or any info you need with them.

Ryan Moran [00:03:21]

Love that. Cool. I'm glad you're excited, man. I'm excited for you.



Joe LoGalbo [00:03:23]

Yeah. Thanks Ryan. Yeah. Thank you guys,

Justus Murimi [00:03:27]

100%, Joe, we're at this ... I want to jump into what you're building. I want to jump into what you've built, but I feel like for a lot of the people in here, if you can just share a little bit about who you are and then I want to get the early story because we, you and I, got to sit down and chat and I got to hear so much and you've got an amazing story, but share a little bit about you, what you built, and then we'll kind of jump into this.

Joe LoGalbo [00:03:52]

Yeah. So, I have 2 businesses now. So, my first business that I started back 6 years ago, I was living in my mother-in-law's 600 square foot home. So, we just moved from Fort Worth, Texas to Alabama. And when I was in Fort worth, I had a little bootcamp business, a little outdoor fitness bootcamp business.

Joe LoGalbo [00:04:15]

And so, when we moved to Alabama, I had a rude awakening that, oh, I can't take this business with me. And so, I had to start over. And so, I was ... My wife and I were both working jobs that we hated. I was working at a call center for Walgreens and customer service call center jobs, probably the most miserable experience I've had. Even the outside of it, I'd go outside on my lunch breaks and they'd have these giant metal bars. It looked like a prison and it sure felt like it.

Joe LoGalbo [00:04:49]

And so, yeah, I realized I need to ... If I ever have to pick up and move again, then I need to have a business I could take with me, and that's where I kind of got my start looking into how to build an online business. And through a series of events ... I mean, I'm passionate about fitness stuff, but through a series of events, I got linked up into some masterminds and it ... I mean, it took every penny that we had. I mean, we had nothing.

Joe LoGalbo [00:05:22]

If you have nothing, then just invest in yourself because ... Invest in that dream because honestly, having nothing was ... It made it almost easier to invest. It's like, well, I don't have anything. So, it's like, okay, I'll use this last \$3,000 dollars that are in the bank account, join this mastermind. 6 months later we had a little bit more funds, not from my online business at all because it hadn't taken off, but just from saving up some money.



Joe LoGalbo [00:05:52]

And I decided ... My wife really wanted to move out. Obviously, we're in her mom's house in a very, very small room. It was interesting. And so, anyway, we had a few thousand dollars. She was like, let's move out now. And I said, I feel like I'm supposed to hire this copywriting coach to teach me how to write copy and it's all the money we have in the bank. So, can we just push off moving out for a little bit longer?

Joe LoGalbo [00:06:22]

And so, we did that and yeah, 5 months later, I mean, we had a massive breakthrough in the business and I was able to leave. And since then, the business has evolved. So, my first program was just a sprint program. How to build muscle, burn fat, do interval training. I had kind of a unique mechanism that tied nasal breathing, so breathing through your nose instead of breathing through your mouth with the sprints and whatnot.

Joe LoGalbo [00:06:51]

But anyway, that kind of set me off. And I realized that I was really ... I wish I had been a part of Cap Inc in the beginning, because I really would have dialed in my person from the beginning. For me, it was an evolution with the first business and it just eventually, as I got to know my person more and more and more, the business just grew and grew and grew.

Joe LoGalbo [00:07:16]

We were able to dial it in a lot more, and 6 years later, it's a multi-million dollar business and it's been a multimillion-dollar business for the past 3 years now. So, it's been fantastic. But yeah, I mean, that's just kind of the start, Justus. I don't know. I don't want to ramble.

Justus Murimi [00:07:37]

No, I love ... You're hitting so many things and I want you to ramble more. For a lot of people ... I want you to share a little bit about what did the masterminds do for you? Because we talked to people that are like, hey, invest in myself right now? No, I need to make money. It kind of catches people off guard and just, I got to talk with you and your wife and I just saw even her belief in you.

Justus Murimi [00:07:58]

And so, what did those ... Hiring a copywriting coach when you're still living there after you spent money on a mastermind. Can you tell me, what was y'all's mindset in that? And then, what did they do for you and what confidence did that give to you?

Joe LoGalbo [00:08:13]



Yeah, definitely. I mean, I can tell you that just from a mindset point, for me, just praying and getting confirmations I need was what kind of jolted me into the confidence that I needed. I was not a confident ... I mean, I did not have a lot of confidence in myself because I'd failed. And so, I was searching out, okay, what am I supposed to be doing here?

Ryan Moran [00:08:40]

And Joe, how old were you when you failed?

Joe LoGalbo [00:08:42]

I was 26.

Ryan Moran [00:08:45]

Okay. So, 26, you're feeling like a failure. And how long after that until you started seeing things start to move?

Justus Murimi [00:08:54]

Great question.

Joe LoGalbo [00:08:55]

Well, so, 26 is when, yeah, that's when I was ... Started investing in myself with the masterminds. I hadn't done any investing in myself up until that point. And I mean, thankfully, 27, we had that breakthrough in the business and things have grown since then, but yeah, I mean, I had started the whole entrepreneur thing when I was 22, so I had ... Or 22, 23.

Joe LoGalbo [00:09:27]

So, I had 4 years of being between a job and being like, okay, and kind of dipping my toe in the water and saying I'm an entrepreneur, chasing that dream, but not really investing in myself or just trying to figure it out on my own and just try to figure out what I was passionate about, too. That was a big thing.

Ryan Moran [00:09:48]

5 years of guessing.

Joe LoGalbo [00:09:49]

Yes.

Ryan Moran [00:09:50]

Yeah. That sounds like an appropriate timeline.



Joe LoGalbo [00:09:55]

Yeah, see, I would ... And that's something that I do want to tell. I would tell anyone, if you want to skip steps in terms of ... If I wanted to condense those 5 years down into a year, I would have just joined a mastermind. I mean, it's so valuable because there's people ahead of you who have done what you want to do.

Joe LoGalbo [00:10:19]

And so, when you can kind of sit under them and learn about the pitfalls, when you can kind of gain from their wisdom as well, when they can look at an idea and say, hey, I think this idea, I think you have something here that has merit, or they provide some sort of input that helps you kind of straighten out your path a little bit to narrow your focus down, it's so important. So important.

Ryan Moran [00:10:41]

And when you say mastermind, that's also group of coaches, a community, it's changing the inputs that are going here.

Joe LoGalbo [00:10:52]

Oh, 100% because you're also ... It is a community and you're seeing that it is possible, that the things that I was hoping to accomplish when I walked into that mastermind, that coaching program, I ... Again, I had nothing, but I was seeing guys who were making some money online, some guys were making a lot of money online and they were doing it in the fitness space, which is where I ... That was my kind of initial passion.

Joe LoGalbo [00:11:21]

And as that's evolved, I've realized my passion is building businesses. But it started as a ... With fitness and just seeing, wow, they're doing their passion and they're making money, and it's great to see that, hey, it's possible for me, too, and I can do something that I love. And so, yeah, man, you got to get in the group with like-minded people. It just shuttles you forward so much faster than going at it alone.

Justus Murimi [00:11:51]

100%. We were talking Damian, Ryan and I were, and just, he joined Incubator and we just saw him just take action behind the scenes. And then what the world will see is, oh, he had a massive launch. And it's like, oh, that was a breakthrough moment. Right? But what we saw was, hey, quietly, he's acquiring skills behind the scenes and taking action and asking questions of the Incubator coaches and just moving forward, and you had that breakthrough moment.



Justus Murimi [00:12:21]

And a part of me wants to know, Joe, that breakthrough moment, we get a question all the time of, how'd you keep the momentum going? What did that look like? For you, you get that breakthrough moment, but you said for 3 years, you guys have been at a multimillion dollar business. What kept the momentum? Was it acquisition of skills? Was it, did you join even more masterminds? What did that look like for you?

Joe LoGalbo [00:12:41]

Yeah, so I think the biggest mistake that folks make when they reach a breakthrough is they all of a sudden get comfortable or they stop investing in themselves or in certain skills and basically think that the person that they are right now is the same person that's going to get them to where they ultimately want to be. And it's just not true.

Joe LoGalbo [00:13:06]

And so, in order ... So, even when we hit our breakthrough, it's like ... I mean, for me, it's like, there's still so much more I want to achieve, and I can't get there just being this person I am now. I have so much that I need to learn. I mean, that's why even when we're doing multi million dollars, I joined Cap Inc, and it's because I'm like, okay, this Ryan guy, I'm watching his videos. He knows a thing or 2.

Ryan Moran [00:13:36]

I don't know. I don't know.

Joe LoGalbo [00:13:37]

He knows some things. And so, it's like, I was like, wow, I need to invest because to that, at that point, I hadn't built my company. I had built a company in a way where I was still putting in 40, 50 hours a week. And so, when I was learning about the owner's model and just kind of consuming Ryan's content, it showed me, okay, there's something that you're not doing here because in the future, if you do want to sell the company, could you?

Joe LoGalbo [00:14:10]

And my answer at that time was no because ... So, I want to have options and I don't want someone to come with a proposal of an acquisition and I'm not prepared. So, anyway, all to say that I think some of it is ... I think a lot of it is vision. If you're just someone who's just like, okay, I'm okay making X amount of dollars a year and providing a nice income for my family and that ... It totally ... If that is your thing, then that's totally okay, and go for it.



Joe LoGalbo [00:14:44]

Just be careful that ... Saying that you're going to stay in the same spot and I'm cool with this, be careful because that can ultimately ... Things will start to slide backward if you're not keeping up with investing in yourself, with improving certain processes in your business, and learning new things. So, for me, it's just, I think there's just a vision there of what I want to ... Where I want to be.

Joe LoGalbo [00:15:14]

And so, the only answer that makes sense is to keep investing in yourself, keep sowing seed, and then harvest. So, it's just keep doing the right things, keep doing the good things, the things that you know will produce a result. And what I've experienced with coaching is it always produces a great result.

Justus Murimi [00:15:35]

For you ... Yeah. I mean, come on. We've kind of been talking about your business like everyone knows what it is. Can you share what your business is, who you serve, and then kind of talk a little bit about the vision of where you see this going, your business? And then we'll jump into your other one, which, awesome, I'm fired up about.

Joe LoGalbo [00:15:56]

Oh, I'm so amped up about it for so many reasons. But yes, the fitness business is called Live Anabolic and we serve men in their 40s, 50s, 60s, and beyond. Our average customer is around 57 years old. And I think a lot of it subconsciously stemmed from wanting to help my dad. My dad was obese growing up just ... I mean, my whole life. It's not that he was obese in a way where ... You look at his body mass index, that's what the doctors would say.

Joe LoGalbo [00:16:33]

But it's not like he was stuck on the couch all the time. He was an amazing football coach. I just loved him so much. And I tried my best to try and help him get on track with his fitness. And I think that the combination of that and me kind of being an old soul, kind of, already made me want to serve those customers more than just the 20 something or 30 something that wants to build muscle and pick up chicks.

Joe LoGalbo [00:17:07]

So, it's ... Well, that's kind of the direction that I went, and that has evolved. So, knowing that about our customers, it helped us decide what kind of supplements are going to be the best for them, what kind of programs are going to be the best for a busy guy who likely has some joint pain, he doesn't recover as quick as he used to. He's got the stubborn belly fat, he wants





to get his strength back. He's thinking back to the guy 10 years ago, 20 years ago and is like, wow. If I could just get that back, if I could just get a little bit of that back, I'll be so happy. And ...

Ryan Moran [00:17:45]

Joe, could you give us one example of one product that is in that line?

Joe LoGalbo [00:17:49]

Yes.

Ryan Moran [00:17:50]

One of the supplements.

Joe LoGalbo [00:17:51]

Yeah. One of the supplements. We have, obviously, a testosterone support supplement. So that's ...

Ryan Moran [00:17:58]

Just pause there for a second, because this is an amazing teaching point. One of your products is a testosterone support. Why does a 57 year old take a testosterone support versus a gym rat who's 25 trying to put on muscle? What's the difference there?

Joe LoGalbo [00:18:17]

So, the hormones ... So, as you get older, your hormones begin to diminish with age. There's just this kind of slow, natural decline that takes place, and it affects everything. It affects your ability to build muscle. It affects your ability to burn fat. It affects your ability to even sleep, have energy. When your hormones are disrupted like that, when your testosterone levels are low, it causes all sorts of issues and other issues that guys don't like to talk about so much, but lots of issues.

Joe LoGalbo [00:18:45]

And so, for a 25 year old, when they were young, these guys think back to when they were young, oh, I had all this testosterone. I could just do some pushups and I would wake up the next day and I could see some new muscle. But those results don't come as easy if you have diminished testosterone levels and they're low, it's going to stunt your results and it's really un motivating and discouraging.

Ryan Moran [00:19:07]



So, notice, everybody, that Joe is talking about a very specific pain point for a very specific person. Now, Joe, what is the price point on that supplement specifically?

Joe LoGalbo [00:19:19]

So, that supplement, it depends what package you buy, but if you just buy one bottle, it's \$47 bucks.

Ryan Moran [00:19:25]

Okay. So, \$47 bucks, which would be more expensive than most of what you'll see on Amazon or other brands. That's why person matters, everybody, because what Joe just talked about, he didn't tell you that there was Testofen and fenugreek in there, right? He did not just list off all of the features of the product. He talked about the pain or the person and what that means for their life.

Ryan Moran [00:19:54]

Therefore, you pay a premium for it for solving the problem. Too often, we compare ourselves to the competitors rather than looking at the pain point that the person is solving and comparing where they are compared to where they want to be. That's the comparison that you need to make to come up with your price points. So, I just wanted to highlight that because you were hitting on this point so beautifully and I didn't want to miss it.

Joe LoGalbo [00:20:16]

Yeah. And I mean, we wanted to speak to our customers so much that I ... So, I started as the face of the company, and this might be a nugget for those who are listening. If you have to start as the face of the company, but your vision is bigger, it's okay to start as the face of the company, but I realized that a 30 something year old guy, 20-whatever at the time, is not going to be able to speak to a 50, 60, 70 year old man the way that they would be like, oh, he gets it. He gets me.

Joe LoGalbo [00:20:52]

Because in the back of his head, there's always, oh, you're just a young guy. Just wait until you're 20 years older. And so, that's why I'm not the face of the company. I have a guy, Gary, who's 47 with just ripped 6-pack abs, amazing guy. And then I have another guy, Mark, who is almost 60 years old, 6-pack abs, incredible. But these guys know how to connect with ... In all of their videos and all that, they really know how to connect with our audience. So, they're amazing. I couldn't do it without them.

Justus Murimi [00:21:23]



This is really a big deal because I wrote down here, you're not your customer. And we get that question all the time. I really want to serve this person, but I'm not ... That's not me. So, what do I do about that? And I think the bigger thing is you had a mission behind it. It started with this mission for your dad. You want to solve this problem for your dad and then you're seeing it much bigger.

Justus Murimi [00:21:50]

You have a really specific person, and then you're going, hey, I understand ... There's no ego. Hey, I don't have to be the face, so I'm actually going to find someone that speaks better to them than I could, even if I might know more information on all of their nutritional levels. I might know more than these 2 guys, but these guys connect better, so I'm going to get my ego out of the way. I'm going to let them speak to them and just ... You've got a YouTube channel where they ... You literally create a YouTube channel where they give advice and it has ... How many subscribers does it have, Joe?

Joe LoGalbo [00:22:22]

It has 418,000 now.

Justus Murimi [00:22:27]

And so, you're just empowering these people. You're like, hey you 2 connect with my people. I care deeply about them. There's a mission behind this. These are my people. You guys speak to them. And you resource them like crazy. You have an agreement with them. Can you talk a little bit about how you built that relationship with these 2 guys? Are they your dad's best friends or are they ... How did you build that relationship?

Joe LoGalbo [00:22:49]

Yeah, so, I told you guys that I was in a mastermind. That mastermind was a fitness mastermind. It's Vince Del Monte. I'm sure you guys have maybe heard his name. He's a great guy. And so, I was ... Just one day, I was like, okay, I need some ... Again, came to the kind of realization I need someone who's really going to connect with these guys better than myself.

Joe LoGalbo [00:23:10]

So, I reached out to him. Hey, Vince, do you know anyone? And that's when he introduced me to Gary Walker, who's been with me now for almost 4 years now. It's even crazy to think about. Almost 4 years now. And I just reached out to him. I said ,hey, here's our YouTube channel. I'll pay you \$100 dollars a video. And how about we give it a shot, see how things go, see how the audience responds to you? And they responded well. They really ... They preferred him.



Joe LoGalbo [00:23:45]

He's right in ... And he's a little bit younger than our ... The reason our demographic skews so much higher at 57 as opposed to maybe 40 is because we have an at-home fitness program called Fit After 50 that we run on Facebook that is our number one bestseller. But 1t the time, Gary was just ... We're just serving all men over 40 and we still do.

Joe LoGalbo [00:24:14]

But yeah, Gary was really speaking to those guys. And then, as the channel kind of grew, it got close to the 100,000 subscriber mark, not there yet, but I heard about ... So, I came to this realization, too, that I also don't ... If Gary was to be hit by a bus, not going to happen, but just saying, if something ... If Gary was to say, hey, Joe, I want to leave, then the brand, I don't want it to live and die off of one person.

Joe LoGalbo [00:24:43]

And so, that's when I started thinking, okay, this isn't just Gary Walker, Live Anabolic. This is a men's health and fitness company and we are going to bring ... And we've had multiple guys on our channel, but we're going to bring men in the 40s, 50s, 60s onto our channel as coaches. And so, anyway, there was an opening of ... There's a company called Sixpack Shortcuts that, I don't believe they're still in business, but there was a gentleman on there named Mark and he was 54 at the time, 6-pack abs.

Joe LoGalbo [00:25:17]

And anyway, I heard that the company had let him go. So, I just found him on LinkedIn and I just reached out to him. I'm like, hey, what are you up to? Want to shoot some videos? Here's my channel. Thankfully, the channel had a little bit of traction at that point. It wasn't just 1000 subscribers. If it was, he probably wouldn't have been interested, but he saw what we were doing and I'd say that he liked the vision of it.

Joe LoGalbo [00:25:45]

We had a couple of phone calls and we decide ... And then, so, I've been working with Mark now for 2 and a half years. So, he's been with the company. So, yeah, that's kind of how it evolved in terms of bringing these people on it. And it wasn't all at once. And look, it was just \$100 dollars a video to get Gary started. So, if you don't ... Again, in the beginning, it's okay to be the face, but ... Because there's a reason that you're likely serving this market.

Joe LoGalbo [00:26:15]

You likely have a passion for them, or at least you should if you're following Ryan's model. You should have a passion for who you're serving. So, it's okay to be that guy in the beginning. But



when ... Seek out opportunity to look for the person who's going to serve your audience best from the kind of face to face, I guess, in our term, with me with the camera on YouTube.

Justus Murimi [00:26:43]

Did you find ... I know some people are going to be wondering the tactical side of it. You've got ... Not so much on the YouTube side. That's pretty easy. You just kind of ... You work it. You have a copywriter skill. I think that is something that I have seen in a lot of brand owners is there's a certain ... They've got a basic ... A good basic level of marketing and understanding copy and how to relay that towards their ideal person.

Justus Murimi [00:27:07]

But when it comes to growing your email list, because now you have a big email list that you get to communicate to frequently, how did ... On the tactical side, could you briefly share about how you grew that email list?

Joe LoGalbo [00:27:20]

Well, I would love to do one better here with ... And talk about ... So, see, with an email list, I have basically ... Our email list is almost all customers. We have a nice little simple lead magnet, but we've got 50 plus thousand email subscribers and they're customers. So, it's ... The lead magnet is just kind of something we have on our page where they can opt in. I wish I had some really good nuggets.

Joe LoGalbo [00:27:52]

But I will say that with our Facebook group, which is something that if you remove the tech out of everything, so anyone who's listening here who is overwhelmed by the tech, oh, I have to make a lead magnet and get a website and this and that, which, do it. Definitely. But if you're overwhelmed by that and you're still looking for a way to get your person into the door so you can start providing value, what we've done with our YouTube channel is we send them now to our free Facebook group.

Joe LoGalbo [00:28:25]

So, it used to be that this Facebook group was just for our customers. We wanted to provide a step above what we see a lot going on in the fitness industry, which is just buy the product and sayonara and that's it. We want to make sure that when they buy the product, they're then in a Facebook group where Mark and Gary themselves are active in the group, answering all questions. I think Mark is on there 2 hours a day answering a bunch of questions and just encouraging guys.



Capitalism.com  
— BE THE CHANGE —

Joe LoGalbo [00:28:58]

But anyway, our call to action now on our YouTube videos is to click the link down below to go to the free Facebook group. We've turned what was only for customers and it's something that's now open for people who are following us on YouTube. So, now we're getting between 30 to 50 people coming into that Facebook group a day and what's cool about that is they're also seeing all the success stories of all of our customers.

Joe LoGalbo [00:29:23]

So, everyone's saying, oh, phase 1, day 4 is insane. And so, people are like, what's phase 1, day 4? And so, it's really cool. I think ... It's something new that we just started doing, but I wish I'd been doing it longer. But hey, we found it now so we're just going to keep running with it and bringing all those people from YouTube into our Facebook group.

Ryan Moran [00:29:49]

Joe, it's almost like we should do some sort of a sprint soon about building audiences with Facebook groups. Spoiler alert, One Percent members, big focus for ours starting next month.

Joe LoGalbo [00:30:05]

And I will say, so, Damien's one of those awesome guys who's crushing it on TikTok. And me, we started on YouTube, so I'll speak to the power of YouTube really quick. So, all these videos we have now that's calling people into our Facebook group, the thing is is they're going to live forever. It's not a 24 hour video on Instagram. When someone types in, how to build muscle after 40, one of our videos is going to pop up and they're going to have a link to go to our Facebook group and they can click and join.

Joe LoGalbo [00:30:41]

And that link, and that ... This, the video, will live on on YouTube forever. So, it's one of those things where the momentum builds. I'm all about this idea of just building momentum. And, you see, even if you feel discouraged, just know, every day is an opportunity to build momentum, more and more and more. And then, one day you're going to feel that whoosh effect where it's like, wow, all this momentum I built, pushing this stone up a hill is now going downhill. So, anyway, all to say, if you're ...

Ryan Moran [00:31:22]

I want to echo what you just said there about the different channels and their benefits, because the way we think about it, spoiler, you're going to learn all about this in our next sprint next month, but you need a traffic source. You need, what we call, a hopper, and a conversion source. And people confuse the 3.



Ryan Moran [00:31:43]

So, they're putting stuff on TikTok hoping that it converts. They're different purposes. The purpose of traffic, the purpose of Reels or Instagram or TikTok is to fill the hopper. The hopper is the email list, the Facebook group, the thing you nurture over time. And then you have a conversion source. That's where you send them to take an order. Order form, Amazon, you collect the check. That's how you build an audience. You need traffic, hopper, then conversion, and people mix the 2, 3, 4.

Ryan Moran [00:32:21]

They mix the 7, and that's where people get confused. That's why you have influencers who don't make any money and you have businesses who have no followers. Traffic, exposure, hopper. Those 2 things together is where you get raving fans and customers. So, you're doing that with YouTube traffic. And then you have Facebook group, hopper. You have an engaged audience, you can launch whatever you want.

Justus Murimi [00:32:53]

There's so much gold in this conversation. It's ridiculous. I want ... You came into the Incubator and you're already at over a million dollar run rate. And for a lot of people, they're going, well, I'm coming in, are there a bunch of beginners in there, what's going on? But you jumped in and I still remember your first call. You were like, these coaches are awesome. This is great.

Justus Murimi [00:33:16]

And you were getting all of this information and then you were going, all right, I got to get my brother-in-law in here. And then you're like, we're creating this thing. So, tell us a little bit about the brand you're working on and what was it like pitching? I don't know if you've ever had to pitch before, put together a pitch deck and pitch in front of a bunch of people that don't know ... You've never met. A bunch of panelists. What is this brand you're working on now that you just put a large order in? What was it like pitching in the Incubator?

Joe LoGalbo [00:33:41]

Man, yeah, I'll cover these here quickly. Yeah. I joined ... Again, I joined because I wanted to structure my fitness business to sell, but I found something so much bigger being inside Cap Inc. So, I think it was only maybe a month, a month and a half where I was in the group, and my brother-in-law, Kyle, he has an Amazon ... Or yeah, he still has it, but he has an Amazon business that sells security locks, or security RV locks.

Joe LoGalbo [00:34:16]



He lives in an RV himself with his family, so it's very ... He very much gets it. And so, anyway, I was like, okay, he can definitely build this company to sell. He was having some success. And I was like, this would be the perfect group for him. And to be honest, I've never been a part of a mastermind like this. So, it really was eye-opening for me. And then I saw, this is a no-brainer. I got to get Kyle in here.

Joe LoGalbo [00:34:44]

So, I told him about it. And it's funny. I think he was kind of priming me because after a month in, he gave me a call one day. He's like, Joe, I think I'm thinking too small with this RV lock business. And he kind of left it at that. We kind of talked ... And for me, I'm like, dude, but you're doing good. I think you found a really good niche. Kind of that, I don't know, protector mentality of just wanting ... Like, hey man, I just want you to ... I want you to win with what you're doing and stay focused.

Joe LoGalbo [00:35:19]

I was very much in a mindset of staying focused and that's very important. You have to be. But anyway, then he texted me a couple of weeks later and he said, look, I don't want to step on your toes or anything like that. But have you ever thought of doing a men's hygiene type of a brand? And my wheels started spinning because this is something that my audience had talked about before, just chemicals in certain products.

Joe LoGalbo [00:35:50]

And so, it was already ... And it was something I already knew, but I hadn't really thought about it. And so, I told Kyle, I was like, hey man ... Ryan, you're going to love this, by the way. I told Kyle, I'm like, hey man, I like the idea, but I need to pray about it first. I don't make any decisions ... I wanna stay focused, all this stuff.

Joe LoGalbo [00:36:12]

So, the next day, I'm praying about it. Ryan, this is the part you're going to like. I go to the gym later that day and I get a letter from Ryan Moran himself in the mail, and it says the fastest way that I've seen companies achieve 8-figure exits is when they tack on a new ecommerce business to their current existing one.

Joe LoGalbo [00:36:46]

And I have the letter saved because it was a confirmation that this is the direction that I needed to take. Then, my mind went from, okay, I'm thinking too small, this ... The fitness business, I love the fitness business, but I'm now thinking every bathroom in America for men and boys. I'm not just thinking men over 40.





Joe LoGalbo [00:37:14]

And so, there was a complete shift. And any way, the opportunity to ... Well, one, I started researching the opportunity. I'm like, I told Kyle. I'm like, Kyle, if we're going to do this, let's do toothpaste because there is ... Everyone's doing the bars of soap right now and this and that. And yes, we can do that. But I'm just saying that it's going to ... It would be a little bit more competition.

Joe LoGalbo [00:37:40]

What is something men do every single day that is not being marketed to them? And that is toothpaste. And so, we started going all in on the research and the ... Figuring out the ingredients. How are we going to make a natural product for men? Because ... Anyway, I could go into a whole spiel on that.

Joe LoGalbo [00:38:03]

But anyway, so, we went all in and we were excited to pitch. Kyle and myself, we were just like, look, we're going to pitch. Let's just see what happens. And we already had a really good ... I mean, we already believed in it, too, so it really wasn't going to ... It didn't really matter what was going to be said. We believed in it and we were going to go with it.

Joe LoGalbo [00:38:31]

But anyway, pitching in front of the investors is something I've never done before. I'd say that the coaches really helped prepare me for that, which was awesome. We got so much great feedback. And what was amazing about doing the pitch is leading up to it, all of the extra clarity. I mean, extra clarity on, okay, what is my business going to ... I need to see it. And anyway, it was just, it was an awesome experience. I really was excited to do it. I was nervous, but it was great. It was exciting. And there's so much exciting stuff ahead. I cannot wait.

Joe LoGalbo [00:39:23]

Yeah. There's something about once you pitch, there's so many doors that open up because, first of all, you've made your claim. You stated this is where I am going. And people poke holes in it. And just the fact that you say I'm going in this direction, I want to back you, people have reached out to you about investing in the business, relationships endorsed or open. You're no longer in an isolated bubble because you publicly said this is where I'm going and where I need help, and the group starts to come in and rally behind that. That's the beauty of this.

Joe LoGalbo [00:39:59]



This is really cool, Joe, because you ... One of the things that I've noticed in the members that we see a ton of just success and everything looks amazing, and the ones that are like, man, why aren't things moving forward, is just action. And you get an email from Ryan that everyone gets and it makes you take action. And you're like, well, shoot, I can do that. I've already been praying on it. This works. You take action.

Justus Murimi [00:40:31]

You're in the community already where there's action takers. And then you go, oh, well, I'll just pitch here. Literally one of our coaches fiances was right next to him as he's listening to your practice pitch and she's like, are you going to invest in that? If not, I am. Which is just amazing because you're so clear. It's so awesome. So, I want to bring some people on, answer some questions. Joe, are you good on time? Do you need to hop off? If so ...

Joe LoGalbo [00:41:00]

I'm good. Yeah, I'd love to answer the questions.

Ryan Moran [00:41:04]

Let's go.

Justus Murimi [00:41:05]

Let's do it. All right. I'm looking in here. Let's bring Darren in. Darren, are you ready? Give me a thumbs up if you are ready to jump in. All right. Darren, how are you doing?

Darren [00:41:16]

Well, it's morning for me, it's still morning. It's San Diego. Excuse me. I'm in Santa Barbara. I used to live in San Diego. Anyway, Joe, good stuff. Wow. I'm curious just because I ... In this new venture that you have, are you going to, or do you plan on, are you developing an owner's model? Are you going to do it that way, or are you going to do it more like your fitness business that you did? No, you're not. Okay.

Joe LoGalbo [00:41:50]

So, I'm definitely doing the owner's model. So, the fitness business, the way that it's ... The reason it started the way it did was because I didn't have ... I didn't know anything else. At the time, actually, I was listening to Gary Vee and stuff like that and just ... And he was really big into his whole hustle thing. I don't listen to him anymore just because, to me, it wasn't good for me because I will ... If someone's justifying the whole hustle thing, I will likely do it.

Joe LoGalbo [00:42:24]



And so, that's why I was just like, okay, I need to turn that off. And I'm glad that I did. But anyway, I was in that whole kind of thing. So, if I knew about the owner's model back 6 years ago, that's how I would have started to the best of my ability, to the best of my resources and things because if you start from zero, and if I didn't have someone who believed in me ... I had no network. I had nothing.

Joe LoGalbo [00:42:55]

So, here you have a network. You can actually get people behind you, seeing your vision, connecting you with other people who might be helpful. I had zero. So, that's why it was totally ... It would be a different experience today. If I was in this type of network, I would absolutely start with the owner's model.

Darren [00:43:15]

Okay. Yeah. I'm in the grind. I'm right at the beginning of my first ... Well, it's not my very first entrepreneurial venture, but I've had quite a bit of corporate experience. And so, that ... The owner's model feels a little bit more comfortable for me because I used to work with big teams. Right? And I know operations and marketing and I'm familiar with all of it, but the details of some, I just am not interested in, but I know there are experts who can help me in it.

Darren [00:43:52]

So, I think some of this this morning, quite honestly, is pushing me to look into the owner's model because I think my idea is ... Well, I think it's grand, but I need ... I know I need some experts to manage the details of some stuff that I just, I know I could learn it, but I'm not really interested in learning it. So, if that makes sense.

Darren [00:44:18]

So, this has been very powerful for me, Ryan and Justus and Joe. I mean, I've talked to you, Justus, in the past just briefly on a few times, but I think this is really going to ... I'm going to switch. I'm going to try to learn a lot more about how best to find my cooperative group to help me move this forward. And, yeah, so that's my ...

Ryan Moran [00:44:45]

And you know what the best way to find that group is, Darren?

Darren [00:44:49]

Yeah. What?

Ryan Moran [00:44:50]



What is it? What's the best way to find that group?

Darren [00:44:52]

To join the Incubator.

Ryan Moran [00:44:55]

That's one way. Communicate your vision publicly.

Darren [00:45:01]

Okay, yeah, because I have been ...

Ryan Moran [00:45:02]

Communicate exactly what you want to do and let the people show up.

Darren [00:45:07]

Okay. Okay. Yeah. I've had ... It has been exciting because when I have shared my vision, it just has been opening doors for more and more conversations. It's very early. I'm only ... I'm in, what is it now? Maybe 7 weeks, 8 weeks in. So I'm pretty early because I just decided I'm going when I took the 5-day challenge thing. So, I'm very, very early, but I've got this thing that seems to be attractive when I start talking about it with others.

Ryan Moran [00:45:39]

Good. Then keep doing that.

Darren [00:45:41]

Okay. Thanks, Ryan.

Ryan Moran [00:45:42]

Keep doing that. Good to see you.

Darren [00:45:44]

Yeah. You guys ...

Ryan Moran [00:45:48]

I think she was dropping ... I think she was dropping a compliment right at the end and we cut her off.

Justus Murimi [00:45:51]



I did that. I am so sorry. I am so sorry. I thought she had finished. This is ... It's kind of ... When people hear about the owner's model, there's almost a part where they're like, is that possible?

Ryan Moran [00:46:03]  
Can you do that?

Justus Murimi [00:46:04]  
Is that legal?

Ryan Moran [00:46:06]  
Are you allowed?

Justus Murimi [00:46:07]  
Yeah. And then we had Cap Con and every brand owner up there was like, I just got investors and then I casted the vision and I did all this ... Oh, yeah, it's totally legal. In fact, it's heavily used by some of our biggest brands.

Ryan Moran [00:46:23]  
Most big brands. The bootstrapped big win is the exception. It happens, it's just the exception.

Justus Murimi [00:46:32]  
Which I think is not ... For people in our community, until we start talking about owner's model, they're thinking, oh, that's the rule is the bootstrap. And it is the exception. Most of the people that you'll see out there that have big brands that you walk through and see in the supermarket or on Amazon, wherever, they have investors behind them, they have a grand vision, so ...

Ryan Moran [00:46:52]  
Most of them.

Justus Murimi [00:46:55]  
Yes. Most of them do. All right. Well, Joe, thank you so much, man. We're so honored to have you a part of our community and in the Incubator, and you are the man. Ryan, any last words? That sounds bad. Any parting words? Any parting words?

Ryan Moran [00:47:13]



It's been a great ride, everyone. So glad you helped me find work that was meaningful.

Justus Murimi [00:47:21]

Yeah. I'm sorry.

Ryan Moran [00:47:25]

I think Sumit was a great way to end because as entrepreneurs, we are operating without a net. We take a risk, we yell cannonball, and we figure it out. And as a result, we often have a long list of things that we're trying to avoid for the next accident. And in doing that, we're focusing on the next accident.

Justus Murimi [00:47:50]

That's so true.

Ryan Moran [00:47:51]

So, the cure is to only think about what it is that you desire, the value you want to bring, the energy you want to bring, the person you want to serve, and only giving attention to that. And if you think about that like a fire, finding logs to put on that fire. It starts off small and it's still cold outside. But over time, you keep adding logs to that fire and it starts to burn. And then everybody's like, how did you do that? That's how. Good to see you, everybody.

Justus Murimi [00:48:23]

We love you.

Ryan Moran [00:48:23]

Good to see you, Joe and Justus. Bye guys.

Chris Van Loan [00:48:27]

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

Dr. Travis Zigler [00:48:34]

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 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 [00:48:51]



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

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 [00:49:14]

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 [00:49:35]

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 [00:50:00]

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 not ... 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 and it's all because the mentality that you take into the course.

Dr. Travis Zigler [00:50:30]

If you go into it ... Or joining the networking or the mastermind, if you go into it with a negative attitude that this isn't going to 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. 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 [00:50:58]

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



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

our community of entrepreneurs who are following a plan to build a 1% net worth by building businesses and investing the profits.

Ryan Moran [00:51:23]

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).