



E36 - Sue Asks, How Do I Accelerate My Big Business Plan? Transcript

Ryan Moran [00:00:06]

Oh, my goodness. I am so excited for you to hear today's episode. If you've been listening to the show for any length of time, you might remember when I had my team member, Sue, who is our editorial director, I had her on the show and talked about her vision. She had a 10-year vision for what she wanted to create, and we flipped the whole thing on its head and we said, hey, why don't you make this 10-year vision a 10-month vision?

Ryan Moran [00:00:30]

Now, most people would have heard what I told her and said, yeah, that's great. That's nice. That sounds hard. I'm not able to do that. And Sue just ran with it. Not only did she run with it, she completed it. So, Sue went and casted a vision, she raised the capital, she closed on land, and now she's executing her vision that she talked about in the previous episode.

Ryan Moran [00:00:54]

Now, the cool thing about this is this is exactly what we teach our students to do inside the Capitalism Incubator, and Sue, she works with us. She is an employee at Capitalism.com, went and said, I'm just going to go through the content that we created inside the Incubator and she followed it to a tee, and she's building a business at 54 years old that is her life dream.

Ryan Moran [00:01:15]

She is inspiring me. She is inspiring our team. And she's here on the podcast to talk about the 2nd stage of the vision and to share everything that led up to her getting to this point. Please enjoy this episode because I enjoyed recording it for you and it left me feeling more inspired. I know you will, too, after listening to Sue. All right, let's go hang out with her. And remember, whenever you're ready to start your road to \$1 million, join us inside The One Percent at Capitalism.com/1. Sue Anderson, my favorite person. Welcome back. Good to see you.

Susan Anderson [00:01:51]

It's awesome to be here. I'm so excited to talk with you and just keep going.

Ryan Moran [00:01:56]

I know, because it's like, so much has happened since you were on the show. So, we need to catch people up to speed. So, let's recap our last conversation. You came in with the 10-year plan. I said, hey, why don't we flip this on its head? Tell people what my advice was.



Susan Anderson [00:02:16]

Instead of doing the first thing first, do the first thing last. I was going to build an exit to 7 to 8 figure brands, and then eventually build an entrepreneur retreat center in the smoky mountains of Tennessee. And he said, how about we just build that first and that'll actually make it easier to build the other brands, because now you've got guests who are fans, you've got the property you can be filming on, all this kind of stuff. And I was like, huh, interesting.

Ryan Moran [00:02:49]

Well, and what's interesting about it is it was true what I said, but I fully expected, and this kind of did happen, you'd go in and be like, well, I don't know how I'm going to do that, and for you to run into the mental junk of that. So, did that happen after the call?

Susan Anderson [00:03:05]

It did. I was like, I don't know how to do that, but then I did it anyway.

Ryan Moran [00:03:11]

So, I mean, let's tell everybody what has happened recently and then we'll go in and we'll digest the process. So, tell us the latest.

Susan Anderson [00:03:23]

Last weekend, we went camping on property that we own because it's the entrepreneur retreat center and we had closed on it a week before with investors and, oh my gosh, it's actually happening.

Ryan Moran [00:03:37]

Oh my gosh is right. So, since we last talked, not only did you go, oh, that's a good idea, you closed on land that other people paid for. That's nuts. Remember what we talked about on the podcast? We can turn this 10-year vision into a 10-month vision. And you freaking did it.

Susan Anderson [00:04:00]

I did it.

Ryan Moran [00:04:00]

You closed on the property.

Susan Anderson [00:04:02]

Yes. And I am not a real estate investor. I don't know.



Ryan Moran [00:04:07]

You never raised money before.

Susan Anderson [00:04:08]

No, never raised a dime other than CROP Walk when I was a little kid.

Ryan Moran [00:04:14]

So, this is going to be the land. How ... Is it 30 acres?

Susan Anderson [00:04:18]

35.24 acres. And it's stunning. It's just, there's hills, there's woods, there's a Creek, there's pastures.

Ryan Moran [00:04:30]

And you're going to do what with this? You're going to develop it and build a retreat center on it?

Susan Anderson [00:04:34]

Yeah. Yeah. So, one of the fields we're going to put an RV site in, really nice ..., I don't like it when they're all squished in together so this will have plenty of room in between, lots of privacy. And then on the other side, which is the big bulk of the property, now we're going to be putting geodesic domes.

Susan Anderson [00:04:52]

So, I had planned on cabins and of course the supply chain and Boxabl has a 70,000 person waiting list. So, those types of prefabs, which I love, they're super expensive and very, very long timeline to get. So, I stumbled onto these geodesic domes and I'm like, oh my gosh, I'm obsessed. So, I've been talking to them. You can make them so nice and comfy, and they're beautiful.

Susan Anderson [00:05:19]

And we could be cash flowing ... One guy has one in stock that he could send now. So, theoretically, build it. I don't know how long it would take to assemble and put plumbing and that kind of stuff, but it could be weeks.

Ryan Moran [00:05:33]

Okay. So, the plan is for you to be able to build these ... Is it geodescent?



Susan Anderson [00:05:39]

Geodesic.

Ryan Moran [00:05:41]

Geodesic. You're going to put geodesic homes on them and you're going to build this entrepreneurial retreat center.

Susan Anderson [00:05:47]

Yeah.

Ryan Moran [00:05:47]

Okay, cool. So, just to sum all this up for anybody who is like, what the heck is happening, Sue was on the podcast less than a year ago. It was 6 months ago and she had this 10-year vision. I flipped it on its head. I said, hey, if you do these things, you can do this much faster. She went out and did them. Closed on 35 acres, is building an entrepreneurial retreat center. And what's inspiring to me, I've told you this privately, you are 20 years my senior ...

Susan Anderson [00:06:12]

Plus 1 week.

Ryan Moran [00:06:13]

20 years and 1 week my senior and you are genuinely having the time of your life. I mean, we work together so I can tell, you are just jazzed AF about this and you are inspiring me because, oh my goodness, if I can hit prime in 20 years, how freaking cool is this? So, you are inspiring me. You're following a brand new dream that is a big dream and you're making it happen really freaking fast.

Ryan Moran [00:06:48]

So, let's go to how we got here. Let's go to what we did here. So, you walked away from the podcast. Ryan told you to go raise money for the land. What did you do from there?

Susan Anderson [00:06:59]

So, I wrote up ... I had been kind of toying with a ... I guess it was a vivid vision, not officially, but I'm writing out the vision and I just started sharing it with people like, hey, wow, what do you think of this? And people were like, oh my goodness, you've got to build this. Can I help? How can I help you? Do you need money? Yeah. So, then I made it.



Ryan Moran [00:07:22]

And if I remember correctly, I mean, we work together. You work at Capitalism.com. You started going through the Incubator training. Am I remembering that

Susan Anderson [00:07:32]

Yeah. Yeah.

Ryan Moran [00:07:32]

You started going through it as a student and started building the vision based on the stuff that we were talking about with the other students.

Susan Anderson [00:07:40]

Yes. Yes. And then I followed ... Basically followed it along to make a pitch deck. My first one was horrible. So, our lovely coach, Stan Way, who was the most gracious man on the planet, let me go through it with him. And I didn't have a script. I didn't have anything. I just went through slides and I'm like, I don't know what I'm doing. And it took me an hour. He's like, let me give you some tips. So, I made it a little bit more Shark Tanky. Now it's a 12 minute thing tops and it's so much better.

Ryan Moran [00:08:14]

So, you spent, if I remember correctly, several weeks, maybe even a couple months perfecting that pitch deck.

Susan Anderson [00:08:19]

Yes, definitely.

Ryan Moran [00:08:20]

So, it's one of the things that we make people do in the Incubator, is you cast a vision and then from there you build a deck and then you present the deck. What happened when you started sharing the vision and the pitch deck, and who did you share it with?

Susan Anderson [00:08:34]

Yeah, so I just shared it with some various friends that I had that could give feedback at least. So, I was able to tweak some things and then finally came up with here's the finalized version that I'm going with now. And I had met somebody back in September, actually at Cap Con, who was very interested like, ooh. And I showed it to her and she just loved it.



Susan Anderson [00:08:58]

And then she started sharing it with some of her investor friends as well. So, I've presented it a few times now. And then another friend that I also know from our community who was like, hey, take my money, please. Okay. So, it's ... Yeah, it's just ...

Ryan Moran [00:09:16]

I need to echo something here because you're saying it like people just came out of the woodwork to give you money. This was a new experience for you.

Susan Anderson [00:09:24]

Completely. Yes.

Ryan Moran [00:09:26]

I mean, when we've ... For as long as we've known each other, you've said that you kind of had hesitation when you were building your own businesses selling things for \$47 dollars.

Susan Anderson [00:09:37]

Oh yeah. \$47 was like, that's the price for anything.

Ryan Moran [00:09:41]

Yeah. So, you had a hard time making the big ask. And in this case, you're asking for \$25, \$50,000 checks. Why was it different?

Susan Anderson [00:09:53]

I had to ... I won't lie. It was ... I went through a lot of gymnastics in my brain to kind of go, okay. I mean, this moment, and all of a sudden if you're asking for, hey, invest in this, that'll surface all your money garbage for sure. All of it. So, it was ... I probably could have had it done weeks and weeks beforehand, but I was so stuck, like oh, I feel so responsible for their money. Why would they do it? What's the ... Why on earth would they ...

Susan Anderson [00:10:24]

I've never personally done this. Yes, I have a board of directors ... Board of advisors, but personally I've never, so why would they pump in all that trash? And you said something that was huge. You said, you're responsible to but not for your investors, and they're adults and they're doing their due diligence and they know what they're doing. They understand this is ... We're starting from nothing.

Susan Anderson [00:10:47]



It's not like Shark Tank where I have sales and I've got assets and all. I had nothing when I started. So, just having that realization and then in talking with Justus at one point, it was kind of like Justus, man, I can't do this. How am I going to ... I can't get past this garbage. And he goes, all right. So, let the garbage sit in the back seat and just go. You can take care of that later. I'm like, okay. So, that helped a lot and I just started doing it.

Ryan Moran [00:11:14]

Okay. So, you set out to raise how much, and how much have you raised?

Susan Anderson [00:11:18]

\$100,000 for first round. And I believe I'm at \$75. One of the investors is possibly going to do more. Not sure.

Ryan Moran [00:11:26]

So, what's interesting about this is you didn't raise as much as you felt like you needed, but you still did the transaction. Walk me through that.

Susan Anderson [00:11:35]

Yeah. So, I knew how much we needed to close and so here's how much we needed for the down payment. And we didn't have all of that. So, we've got quite a bit of skin in the game relative to us, but ... So, the investor, one of the investors just did it. She just did it.

Ryan Moran [00:11:54]

Just invested. Yeah.

Susan Anderson [00:11:55]

Yeah. Just like, okay.

Ryan Moran [00:11:56]

Someone said yes.

Susan Anderson [00:11:57]

Yeah, absolutely. Absolutely. So, this gives us some ... We've got enough in the bank to make mortgage payments, all this kind of stuff. Get started on prepping the land. We need to dig some septic, little infrastructure type things, so.

Ryan Moran [00:12:11]



So, that \$75 grand was enough to make the down payment for you to have enough in reserve for building some basic improvements to the land and to also have enough of a runway for you to make mortgage payments for, what, 2 years or so?

Susan Anderson [00:12:28]

Yeah, basically. And that's if we weren't even cash flowing, but we will be able to quickly, which is super cool.

Ryan Moran [00:12:34]

So, what is the plan for ... I don't think you wanted to stop at \$100,000 because I think you're going to have additional raises later on. What's the plan with what you're going to do with the money that you raise?

Susan Anderson [00:12:47]

Yeah. So, essentially we were ... The way I'd planned it out, we needed about a million to build it out. That's when I was looking at traditional structure building, that type of thing. This will ... And now, we may not need that much. And then I also had an idea talking with Greg Johnson and also Jeff Lieber had the same suggestion at the same time and sent them separately, how about pre-sell some stays to fund the building?

Ryan Moran [00:13:15]

Stays on the land?

Susan Anderson [00:13:16]

Yeah. Yeah. So, it could be as simple as, hey, we're putting cabin number 1 and it's going to cost us, let's say, \$50,000. All right. So, if you do it, you can ... We can fund it before we actually incur any expenses. So, that's kind of smart. Then, so I may not actually need to do a 2nd raise if we do well on this.

Ryan Moran [00:13:37]

Yeah. The beautiful part of this is when we first started chatting about all this, you had this big vision and you were trying to bite off the entire thing at once, which is overwhelming for anybody. It's just like when I hear people say, or when people hear me say, build a million dollar business. What? No, I can't do that. But when we break it down into its micro steps, 4 products, 25 sales a day, \$30 dollars, all of a sudden it's, oh wait, I can go get my first product to 25 sales a day.

Ryan Moran [00:14:08]



And we fill in the details later. And this is such a beautiful example of that where at first it was, I have this 10 year vision and then, well, let's flip it and then, well now I need a million dollars. Okay. Actually, no, I need only \$100,000. Actually, I don't even need \$100,000. I only need \$75. And then at \$75, it can start cash flowing and now it's just sort of unfolding.

Susan Anderson [00:14:32]

Yes. Yeah. It really is.

Ryan Moran [00:14:35]

How are you feeling about the whole thing?

Susan Anderson [00:14:37]

I'm giddy. I mean, I alternate from wanting to vomit to being totally giddy, but if I'm not vomiting ...

Ryan Moran [00:14:43]

Why do you want to vomit?

Susan Anderson [00:14:45]

I actually haven't had that in quite a while now, but right up until closing, I was like ... And they bumped our closing early by about 3 weeks, which was ... I've never had that happen in all the houses I've ever bought. So, that was like ... But it worked out. And yeah.

Ryan Moran [00:15:03]

Tell me, I know you're ... Are you still trying to finish the \$100,000 dollar raise or what's the plan to fill that crack?

Susan Anderson [00:15:09]

I'm not quite sure what to do with that. Obviously, the more capital, the faster we can build, the faster we can get to cash flow. So, I might. But I could use some advice on that.

Ryan Moran [00:15:21]

Yeah. Let's talk about that, then. So, let's go there with our time. Tell me what's going on in your mind and where you feel conflicted.

Susan Anderson [00:15:27]



Yeah. So, the first investors, like you had advised, give them a little something, something extra, right? So, they're getting actually a total of 25% equity. They'll share that pool. The 2nd round was going to be ...

Ryan Moran [00:15:41]

Hold on. I want to make sure I understand, is that the first people ... The first \$100,000?

Susan Anderson [00:15:46]

Yes.

Ryan Moran [00:15:46]

So, wow. So, \$100,000 dollars, they're getting 25% of the land and the retreat center?

Susan Anderson [00:15:53]

Yeah. So, what they're getting is on the retreat center, once we have profits, which should be maybe this year, crazy, but they're going to have a distribution of profits every year for 10 years. Once we do the other brands, we're going to do a food brand and also a gardening equipment brand, they will ... Everything gets reinvested, reinvested until we exit and they get 25%, they share a pool of 25% of that exit.

Ryan Moran [00:16:23]

That's a really solid offer.

Susan Anderson [00:16:26]

I think so.

Ryan Moran [00:16:26]

From somebody who's never put together a raise before, that's a pretty sexy offer.

Susan Anderson [00:16:32]

I thought so.

Ryan Moran [00:16:32]

\$100,000 dollars backed by real estate gets you 25% of that business and the businesses that are built. Honestly, if you had asked me before I'd be like, that's too much, you're giving away too much, so.

Susan Anderson [00:16:51]



Well, therein comes to the 2nd round. So, I'm like, well, do I really want to give that much away? Do I want ... I don't know.

Ryan Moran [00:16:59]

So, let's talk about it. Tell me what's in your mind about it.

Susan Anderson [00:17:01]

So, I mean, I'm not going to say it's a cakewalk finding investors. It's time-consuming and I get a little nervous and it's not my favorite thing in the world to do, but I've done it and I can do it. So, that's cool. But I wouldn't miss it if I didn't have to do it again. So, there's that. Also, so they're not having voting rights or anything like that, so it's not a matter of, oh, they're going to ...

Ryan Moran [00:17:25]

They can't tell you want to do.

Susan Anderson [00:17:26]

Right, exactly, because I don't need that. But I also ... So, I'm not sure, can I get to that \$900,000? Is that even feasible? Is that wise to do? What if I could do it with pre-sales and not have to give equity? I'm all about give equity if it makes sense, but I don't want to give away too much.

Ryan Moran [00:17:50]

Okay. So, what are you currently ... If you were to raise the rest of the money, how ... What are you leaning towards doing on the structure side?

Susan Anderson [00:18:00]

So, I would ... Initially, it was going to be 20% for them. They'd share a pool. So, obviously, looking at the math, I ran the numbers, those first people, theirs is only diluted by a few people and their return is huge. If I ... \$900,000, their return is not as huge proportionately unless I messed up the math, but it looked ... That looked right.

Susan Anderson [00:18:25]

People were like, oh, I would definitely want the first round. So, 20% more. So, it's just, it's not that big a deal. It's not money that I have in hand that I'm like, oh, I'll miss you. I've never met them. So, I don't miss those dollars because that's fine.

Ryan Moran [00:18:44]



As you're saying it, I'm thinking, this is why ... If you made any error at all, it's that you may have made the first offer too good for investors because you gave 25% to those investors. Actually, you didn't give 25% because you didn't get the whole raise. So, you actually, you gave up 17ish percent or so? 17ish percent for \$75,000 dollars, that may be the only thing you did wrong is you may have undervalued what you have.

Ryan Moran [00:19:22]

But we got there. So, let's not be upset about it. So, the thing that I might consider, and there's 4 people right now who are listening to this and they're like, Ryan, don't give her this advice because I want that last spot of \$25 grand. I would ... I might officially close the round for you and say, okay, that was an irresistible offer for me to be able to get the land, get the septic, and now I'm pursuing my dream, but that rich offer is now closed.

Ryan Moran [00:19:52]

And now I'm going to work on the 2nd piece of the raise, and you can free up those 8 points rather than give it to somebody else. And I would now make a less rich, but still compelling, offer for the next, I don't know, \$225,000 dollars. So, you're \$225 at ... You might sell another 17% for \$225,000. You see where I'm going with this?

Susan Anderson [00:20:22]

Yeah, yeah. Definitely. That would make sense. And it would definitely give us enough capital to really go fast as far as building.

Ryan Moran [00:20:31]

\$225 would?

Susan Anderson [00:20:32]

Yeah. Oh yeah. That would be amazing.

Ryan Moran [00:20:35]

So, and I'm trying to run the numbers while also give you advice and I can't do that at the same time, but you'll have to figure out what the appropriate balance is of reserving enough equity for a possible 3rd raise if you want to get to that full million while also making it attractive to your investors. So, I think that's the only thing you need to balance.

Ryan Moran [00:20:57]

You may have given away too much to those first investors, but awesome. God bless them. You'll love them until you die. They made your dream possible. And now you need to think



about it more as a, okay, now I'm getting more strategic capital, fair valued capital for the vision that I'm building.

Susan Anderson [00:21:14]

Right. Yeah.

Ryan Moran [00:21:16]

What would be that amount of money do you think?

Susan Anderson [00:21:17]

So, yeah. I mean, if we did another, I don't know, \$250, \$300, something like that, I think we could almost ... I'm running quick numbers, too. That would put in ... That would definitely cover all the geodesic domes and building them, probably furnishing them as well. So, it would really ... We'd probably be done.

Ryan Moran [00:21:42]

So, you'd be able to maybe complete the first stage of the vision with \$250 to \$300,000.

Susan Anderson [00:21:48]

I think so.

Ryan Moran [00:21:50]

Then I think that's what you think about. I think that you think about adjusting the pitch deck to be that for another \$250 and you've got ... If you've got 2 years of runway in terms of expenses, you have 2 years to be able to fill this so you don't need to be in a rush but you can have an open round, but you can always be taking investors just like you did on the first round.

Susan Anderson [00:22:18]

Oh yeah. And to be honest, so, the mortgage, the whole property was \$175,000.

Ryan Moran [00:22:22]

Oh, God bless Tennessee.

Susan Anderson [00:22:26]

So, our mortgage is \$1000 a month.

Ryan Moran [00:22:29]

Yeah.



Susan Anderson [00:22:29]

I mean, I could go drive Uber if I had to.

Ryan Moran [00:22:31]

Bring people to the property.

Susan Anderson [00:22:37]

Hey, check this out.

Ryan Moran [00:22:38]

Yeah. Okay. So, do you know where you would be getting that capital from?

Susan Anderson [00:22:43]

No.

Ryan Moran [00:22:43]

And I really should ask, do you want this to be a focus or do you need this to be a focus or do you need to answer this question now?

Susan Anderson [00:22:52]

I don't know that I need to, but I am ... My brain is definitely like, okay, I don't know anybody else. Where would I even put this up? I know one guy from Cap Inc had said, oh hey, here's this place where you can send cold pitches, just your slides. That's it.

Ryan Moran [00:23:07]

Who? That sounds awful.

Susan Anderson [00:23:07]

And I was like, I don't know. It's complicated. This is not just a, hey, I'm selling this one thing. It's, here's this complicated thing and they need 10 slides to explain that, and I got stuck.

Ryan Moran [00:23:21]

Now, I know you've been sort of documenting this on TikTok and your handle is @TheGardeningMom and you're documenting a little bit about the land and all of this. Do you have a link in your bio to your pitch deck?

Susan Anderson [00:23:38]



I do not. So, at one point I had talked with an attorney and they were like, don't make your pitch public. I'm like, okay. I don't know. It's not an attorney that we went with, but he was like, no, that can get you in trouble. And I was like, really? So I was puzzled by that.

Ryan Moran [00:23:54]

Have you asked the attorney that you went with?

Susan Anderson [00:23:55]

I'm going to ask ... Yeah. I'm going to ask the new guy.

Ryan Moran [00:23:58]

Yeah, please ask them because the first thing that comes to mind, and again, this is not legal or financial advice. I don't know what the heck I'm talking about. But I would consider ... I would ask your attorney if you can put a link in your bio that says, I'm building an entrepreneurial retreat center on my 35 acre compound in Tennessee. Click below to partner with me.

Ryan Moran [00:24:22]

And then that pops up a brochure of what ... That is your pitch deck, what you're building and what you're raising. And that way, you can just document the whole process of you building this place and investors can reach out to you or fill out a form that at least allows them to see the pitch deck.

Susan Anderson [00:24:41]

Oh, that definitely makes sense for sure. Because, yeah, I mean, how else do you do a thing like that?

Ryan Moran [00:24:48]

Right. Yeah. I mean, again, this is not legal or financial advice, but you may be able to create some sort of step between them seeing your content and you doing the raise, because in a lot of cases, you can't ... From my understanding is you can't do a pitch unsolicited to people that you don't have an existing relationship with unless they are accredited investors.

Ryan Moran [00:25:16]

I don't know if that's completely right, but it's something in those lines. So, if instead of you just seeing a pitch deck, there is a landing page that is a form, it says start a conversation with me, or fill out this form to see the pitch deck and then you have a phone call with them, then you send them the pitch deck, now a relationship has been established.



Susan Anderson [00:25:36]

That makes sense. I do remember hearing something about that. That's cool. The other thing that I was kind of thinking about is I've started building a little tiny email list. I got 45 subscribers. So, that could also be a thing, just saying, hey ... And I don't know all of them, which is cool. So, that might be a way to kind of start that as well.

Ryan Moran [00:26:00]

That's right. So, my order of operations for you is for you to modify the pitch deck to whatever the most recent offer is. And then you start this process of documenting it, but also sharing how people can invest with you in whatever way your attorney says is kosher.

Susan Anderson [00:26:22]

That's a good way.

Ryan Moran [00:26:23]

Since you're on a podcast right now of business owners and investors, how would people contact you if they wanted to hear more about what you're doing?

Susan Anderson [00:26:32]

Great. So, I'm susan@entrepreneurretreatcenter.com.

Ryan Moran [00:26:37]

So, is the website for your retreat center entrepreneurretreatcenter.com?

Susan Anderson [00:26:41]

It is.

Ryan Moran [00:26:43]

What do you have on that website right now?

Susan Anderson [00:26:44]

Not much. There's a blog post. And I broke it as soon as I built it, but I got a guy because I'm following the owner's model. So, instead of sitting there freaking out, trying to fix this darn thing, I got a guy. It should be looking pretty good soon.

Ryan Moran [00:26:59]



Tell me a little bit about the vision for the business and the compound. Honestly, Sue, I was just so freaking impressed, I bragged to everybody that would listen about what you've done. I mean, you're 54. You've wanted to do something like this for so long. We sat on the podcast. You were like, but this seems too easy. And I said, no, it's not easy. You're just uniquely qualified based on 54 years of experience of living your life to do exactly this.

Ryan Moran [00:27:28]

And you ran with it. I can't tell you how many people that I'm close with ask me for advice, and then don't do anything. And you, as a team member at Capitalism.com, went and did it. I can't stop bragging about you. I just can't stop.

Susan Anderson [00:27:41]

She did the thing.

Ryan Moran [00:27:42]

So, I've only really thought up to this point of the vision. I mean, you've blown me the eff away by doing the work and closing on the property. I'm so freaking impressed. So, tell me the other part of the vision. Tell me what happens now because I really haven't heard you talk about this much.

Susan Anderson [00:28:05]

Oh, yeah. All right. So, you've heard of Sun Valley, right? Where all the billionaires go. It's an outdoor thing.

Ryan Moran [00:28:10]

I'm actually not familiar.

Susan Anderson [00:28:11]

Oh, you've got to look that up. All the good guys there. So, it's basically kind of like summer camp, but for billionaires. Well, we're going to have essentially sleep-over camp for entrepreneurs. So, we're going to have quarterly retreats, no pitching. It's just you go, you're in your grubbies, you're camping, you're ... Whatever.

Susan Anderson [00:28:32]

All your music, live music, food, booze, everything covered. So, kind of cool. Quarterly. And then when we're not using the property for the quarterly retreats, it'll be open to entrepreneurs to come and book, kind of like with Airbnb. Maybe actually on Airbnb. We'll



see. And so, with that then, the goal there is they could come ... Maybe they have a quarterly, maybe they're writing a book, maybe they just want to bring their team, whatever it is.

Susan Anderson [00:29:00]

But come, get off this computer for some time, we could even put lock boxes in the tents. But the goal is I really want people to get off their screens and go just sit in nature for a little bit. Go walk, go sit, whatever you want to do, take a dip in the creek. I don't care, but be off your screens for a while because my secret goal is that they're going to get so addicted to spending time outdoors, that they start doing that at home, too, and maybe growing some of their own food because that's ... I think that's important for people to learn how to do.

Ryan Moran [00:29:31]

And are you going to have a garden on the property?

Susan Anderson [00:29:33]

Oh yeah.

Ryan Moran [00:29:34]

So, tell me about that.

Susan Anderson [00:29:35]

Oh my gosh. So, we're going to have a little barn, so there's probably going to be chickens once we're up there enough to watch them because chickens are fun. And growing all this food, fruit, veggies. We're going to have to fence it in because there's deer and bear. Yay. And then flowers throughout. I just, I love growing flowers.

Susan Anderson [00:29:55]

We're going to have rose bushes here. Every one of the spots, I want it to be where you're just jaw dropped for how gorgeous it is. And then, so when we start the food brand, I'm going to be using my kitchen as the prototype kitchen and we're going to work with a co-packer because I don't really want to be in food manufacturing, but we got a co-packer that'll work with that.

Ryan Moran [00:30:16]

You know, it's funny, Sue. I know I gave you some of this as ... I helped you with this idea, but I'm just so freaking impressed. This is just ... I'm listening to this and I'm remembering some of this was my ... So, I helped with the idea. I'm not trying to take credit.



Susan Anderson [00:30:32]

Yes. You did. You did.

Ryan Moran [00:30:33]

And I'm just so freaking impressed. It's like, this is so fun.

Susan Anderson [00:30:37]

Now see, you're giddy, too.

Ryan Moran [00:30:38]

I am. Yeah, I really am.

Susan Anderson [00:30:41]

Dude, wait until you're on the property. It's crazy.

Ryan Moran [00:30:44]

So, I'm hearing ... I get the Airbnb part that you'll rent it out and it'll be a nice retreat center for entrepreneurs. Help me understand the quarterly thing. Is this a mastermind you're putting together? Is this a group? What exactly is this?

Susan Anderson [00:30:59]

Oh, Baby Bathwater is another example. You're familiar with them?

Ryan Moran [00:31:02]

Okay. Yes. I've been there. I've spoken about it.

Susan Anderson [00:31:03]

Okay. So, kind of like that, but those guys, they take it somewhere amazing in the world. So, Greece or Spain or wherever they're going. This'll be same place all the time because if you're Baby Bathwater, that's super cool, but what are the odds you're going to go to multiple ones? It becomes ... It's a little bit of a do. So, my goal is that people will, oh, every 2nd quarter that's where I go. I go to this retreat because entrepreneurs ...

Ryan Moran [00:31:28]

Are you ... Is that separate from the Airbnb piece?

Susan Anderson [00:31:31]



Yeah. Yeah. So, the primary use is the retreats and then the fillings are the Airbnb in between retreats.

Ryan Moran [00:31:38]

But the ... Are you going to host the retreat, is my question.

Susan Anderson [00:31:42]

Yeah. Yeah.

Ryan Moran [00:31:43]

So, you're, every quarter as a business, going to host a retreat for ... With open booking.

Susan Anderson [00:31:50]

Yes.

Ryan Moran [00:31:50]

Anyone could buy a ticket for the retreat, come in and network with entrepreneurs, et cetera?

Susan Anderson [00:31:56]

Yes, exactly. Exactly. And we'll get people ... We've got some speakers that have already kind of given me a soft yes that I'm like, oh, super cool, and mostly it's just going to be kind of like when we were at the retreat, that online ... Journey of the Online Entrepreneur.

Ryan Moran [00:32:12]

Yeah, where we met.

Susan Anderson [00:32:13]

So, that was very intensive. This will be light, lighter than that. So, you'll have some speakers, a lot of networking. Hey, you guys want to go ride horses? I got a guy. This kind of a thing so that they're mostly chilling and networking and doing deals.

Ryan Moran [00:32:30]

So, you will, every quarter, plan some sort of retreat that you're essentially selling spots for, and that's the business and that's what you mean when you say investors are getting distributions from profits, they're getting the profits from those retreats.

Susan Anderson [00:32:47]

Yes. And the Airbnbs.



Ryan Moran [00:32:50]

And then the Airbnb is where you fill in the gaps and that's also ... Your investors are getting a cut from those profits as well. This is so fun.

Susan Anderson [00:33:00]

I know, right? And that's going to help to fund the food brand. That's the first one. That doesn't take a whole lot.

Ryan Moran [00:33:07]

Oh yeah. So, let's keep going. So, from here, you're going to build brands on the back of what you're building here. So, tell us ... Talk about that.

Susan Anderson [00:33:14]

So, guess what will be served to all of our guests throughout the year?

Ryan Moran [00:33:18]

The food that ...

Susan Anderson [00:33:21]

Jams and jellies and marinades and stuff that I'm making. Plus I want to bring in anybody who's got a product from our community, if they ... We'll stock it if it's an appropriate fit for the retreat center. So, I've already ... We already did a test drive on Hunter Cane's Sugar Plums. They got a thumbs up. So, that kind of thing.

Susan Anderson [00:33:41]

So yeah, this will be served there. I'm thinking entrepreneurs know how to share the word. So, that's a good built-in little marketing team in a sense. And yeah, so we'll build the food brand first and it's adaptogen rich jams, jellies with really cool flavor combinations. So, it could be honeysuckle. Who has that? Come on. Rose petal. I mean, there's really cool stuff that we can make with that.

Susan Anderson [00:34:07]

And then once that exits, then I want to do a gardening equipment brand. So, it will be a subscription box and, hey, this month we're growing stuff to go in soup or whatever like that. And then, oh, here's these lifetime type of tools that ... Haruko knife or whatever, gardening ... Really good gardening equipment. And exit that too, and all that by the time I'm 65.



Ryan Moran [00:34:30]

I have to say, if you haven't already made promises that you're going to give equity in those brands to investors ...

Susan Anderson [00:34:42]

I have to the first round. Yes.

Ryan Moran [00:34:45]

Okay. To the first round. I would be careful of including that.

Susan Anderson [00:34:49]

Good to know.

Ryan Moran [00:34:49]

And the reason is just because you've already given out ... Hearing your vision, you've given ... You've made a really irresistible offer, in my opinion. And kudos to us, we came up with that together on the last podcast. But now that you've explained it and you've filled around, you may want to raise the money for the jam company separately and if you've already given up 25 to 45% to people who have invested in the land, you don't have the flexibility to be able to do that. You picking up what I'm laying down?

Susan Anderson [00:35:25]

That's true. Yeah.

Ryan Moran [00:35:26]

And something that I have learned and I've passed on to you in some capacity is that when someone invests in you, that's their risk, not yours. And we have similar backgrounds. You and I both have a tendency to kind of way over deliver because we feel bad in a way. I mean, I feel ... Full disclosure, I feel that way in our program sometimes.

Ryan Moran [00:35:52] [00:35:52]

Our team had to beat me up this week of Ryan, you don't need to overextend yourself for all of our students. Our students need you to be in a good zone. Go on freaking vacation and come back charged. Don't burn yourself to the crisp. And I have a tendency to overexert myself from that feeling of I'm now indebted to people. And that really comes up when you've raised money from somebody.

Ryan Moran [00:36:19]



But you've already delivered, bought the land. You've got the business that's going to cash flow. That is way more than enough. So, if you can protect the equity of the other brands, I would, because you might need fresh powder to be able to ensure that those brands are successful.

Susan Anderson [00:36:35]

That's smart. Yeah. Don't put pedal to the metal quite yet. And honestly, once we have ... Once this retreat center is cash flowing and profitable, I can personally fund the food brand to get rolling from that. So, that makes a lot of sense and it's way easier in the pitch if I'm not going, here's 3 things we're doing. It's all 1, but it's 3, but it's 1.

Ryan Moran [00:36:57]

Yeah. So, Sue, you are 54 years old. Are you having the time of your life?

Susan Anderson [00:37:04]

Oh, my gosh, yes. I felt like a giddy little kid running around in the field when we were up there. It was just ...

Ryan Moran [00:37:13]

I was hoping we could kind of close with you speaking to this because I've shared with you privately, 2021 was a really rough year for me and you've really inspired me from the perspective of somebody 20 years my senior having the best years of her life. So, I was just hoping that you could speak to people who are younger than 54.

Ryan Moran [00:37:40]

And I mean, I know your story. There's been times ... You've gone through really rough patches where you wanted to give up. So, I don't think you would have forecasted that at 54, you were doing the business that was most exciting to you. So, could you just speak to the young folks like me who don't know shit?

Susan Anderson [00:38:00]

Yeah. I mean, I don't ... Honestly, I don't know that people really know what they want until they're a little bit older. You think you know, but you don't really know until you've had some mileage and seen some shit go bad and really bad. I mean, some people have seen that, but I think that helps to really clarify what matters the most to you.

Susan Anderson [00:38:22]



And once you can identify that, and it might take you decades to do that, it's actually possible to create ... What do I love? When have I felt the best? What has been the happiest feeling that I've had? And then, wow, well, how could that play out in the real world? What could I do? And that's how I ended up with this. Some of the happiest times that I've had have been at retreats on stuff. I've gone to a lot and I love them.

Susan Anderson [00:38:49]

And there's always that kind of the after summer camp feeling like, oh, I miss this. That's what I'm creating, and there's no reason you can't just go make what you want like that. And there are people out there who are really smart who can help you do it, like Ryan Moran or others.

Ryan Moran [00:39:05]

Thank you.

Susan Anderson [00:39:06]

And it's like you said, it's not a matter of biting off this whole huge elephant. It's tiny, tiny steps. And if you take them, things gather momentum and you get kind of pushed by your momentum, which is very exciting to see. It's not hard, necessarily. There are times that are hard, but it's, as a whole, moving towards something you really want to do, and you feel like it's a calling, that's a beautiful thing.

Ryan Moran [00:39:33]

And that's so beautifully said that when you have that clarity of what you want and your full force on it, things do tend to unfold effortlessly. Or at least naturally. It still takes work, but at least naturally, serendipitously, or however you want to put it. The question is, how do you figure out what you want? How do you figure out what that is for you?

Ryan Moran [00:39:57]

And then that's a genuine question to you because you said it can take decades, but also 6 months ago when we did the first episode, you were really clear on what you thought you wanted and I just repackaged it for you. So, is that a rare case that you just happened to know what you wanted at that time? Or do we all have it? And then, that's a genuine question.

Susan Anderson [00:40:18]

Yeah. That is a good question. So, I know a lot of ... For me, finding out what I want involves finding out what I don't want. And unfortunately, that means living it. So, that's how you learn the lesson of I never want that again, that type of thing. When you get a little bit older, also, you become acutely aware of the passage of time. It's loud.



Susan Anderson [00:40:41]

And that helps to clarify some things, too. I'm not going to sit and spend my evenings watching 6 hours of TV. I just, I can't tolerate it. So, if I find something that it feels like it slows down time, which is, for me, being outside, that's a huge thing. It's like, okay. And just very present. Oh, wow. There's birds. I feel a breeze. I feel the sun. It's a whole different experience. And then, it's like, you stumble onto these tiny little moments of happy.

Susan Anderson [00:41:09]

It's not, here's this bucket load of everything you wanted. It's a matter of gathering ... I call it gathering the happy. Tiny little moments and they add up and you're like, huh, how can I do more of this? And Trevor Blake's book *Three Simple Steps* is the thing that got me outside in the first place. And I'm like, I really like this, being outside. I love growing things. This is amazing. So, you just start to recognize that feeling when you're doing different things and then it's like, that could be a business. Other people want this too.

Ryan Moran [00:41:42]

I remember when you called me and you said, I've been outside gardening, just practicing quiet time according to what I read in Trevor Blake's book, and you had the big ah-hah of making the jams. And that led ... That was one breakthrough. And you might say from a spiritual perspective, that was the breakthrough that you could handle that led you to the next breakthrough, which was our podcast, which led you to the next breakthrough. And that's pretty fun.

Ryan Moran [00:42:18]

That's a pretty cool idea. And so, the way I'm processing this is in stillness, we get the bread crumb to the next thing that we want. And what I've experienced for myself is that discovering what you want is not about thinking about it. It is about creating the space for it to peek its way through. It's almost like it's behind the curtain, but we need to let the curtain peel back and that comes from stillness. It comes from quiet. It comes from space. And in entrepreneurship, we tend to drown it out with more seeking and searching. And so, that's what I'm processing as you're saying that.

Susan Anderson [00:43:01]

That's a beautiful way to put it. Absolutely, absolutely.

Ryan Moran [00:43:04]

I think I got it.



Susan Anderson [00:43:05]

Yeah, I think you do, too.

Ryan Moran [00:43:07]

It's rare on this show that I'm getting advice from somebody and I am just so freaking impressed with you, Sue Anderson. You have really inspired me. Congratulations on everything you've done.

Susan Anderson [00:43:19]

Thank you. I just, I am so dumbfounded by the fact that you've given me such great advice and you've been there as a support and when I'm freaking out. Ryan, how do I ... I mean, your presence and your wisdom, that's a huge gift to me. I do not take it lightly.

Ryan Moran [00:43:37]

EntrepreneurRetreatCenter.com, was that it?

Susan Anderson [00:43:39]

Yep. That's it.

Ryan Moran [00:43:40]

And would people actually find a link to the pitch deck there, or do they need to email you for that?

Susan Anderson [00:43:45]

They'd need to email me. I can put ... I can ... Yeah. I'll make it by the time ...

Ryan Moran [00:43:48]

If you're legally allowed, check with your attorneys, but sue@entrepreneurretreatcenter.com if you want to see the pitch deck.

Susan Anderson [00:43:54]

Susan@. Yeah, sorry.

Ryan Moran [00:43:54]

Susan@. Okay. You might want to make it Sue, too, because I just screwed it up.

Susan Anderson [00:43:58]



That's a good idea.

Ryan Moran [00:43:59]

All right, my friend. Great to see you. Congratulations.

Susan Anderson [00:44:02]

Thank you, Ryan.

Chris Van Loan [00:44:05]

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

Dr. Travis Zigler [00:44:11]

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 [00:44:29]

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 [00:44:53]

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 [00:45:14]

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 [00:45:38]



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— B E T H E C H A N G E —

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 [00:46:08]

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 [00:46:36]

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 [00:47:01]

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. That's capitalism.com/inc.