

E37 - Tony Asks, How Do I Build A Community Of Buyers? Transcript

Ryan Moran [00:00:02]

This is the Road to \$1 Million. I'm Ryan Daniel Moran. Today, I'm going to be chatting with a long time Incubator member. His name is Tony. I'm thrilled to have Tony on the podcast because Tony has gone through a complete rebrand since he's joined the Incubator and he's started to implement the things that I've recommended to him in terms of the positioning of his brand.

Ryan Moran [00:00:24]

But he's still been a little bit stuck when it comes to sales and what we might just say is progress. So, I wanted to have him on the show so that I could dive a little bit deeper into his brand and how we can get him unstuck and get him moving towards the million. As a result of this conversation, he leaves with a very, very clear plan.

Ryan Moran [00:00:44]

Now, just so you know, I'm able to do this because Tony has been in the incubator for the last 8 to 10 months, so I've gotten to know his business, his mindset, and his goals. That's why I'm able to give him such clear, concise information. And as a result of this, he's able to walk away with a plan that he's going to implement over the next 90 days that's going to put him closer to the path to \$1 million.

Ryan Moran [00:01:05]

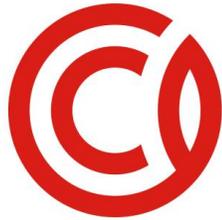
So, he walks away from this with a really clear plan. I think you'll really benefit from hearing the recommendations that I give to him that are specific to his business and I'm very confident are going to get him unstuck and on the road to \$1 million. Enjoy. And remember, whenever you're ready to start your road to \$1 million, come join us at Capitalism.com/1. Tony, good to see you, my friend. How's it going?

Tony Gjakaj [00:01:28]

Pretty good. How about yourself?

Ryan Moran [00:01:31]

Good, man. I've really enjoyed working with you in the Incubator over the last year. In fact, you're kind of the story I like to tell because I remember I was in New York city and I was on a



walk and I just had this idea about how you should reposition your brand. And you had just presented at pitch week.

Ryan Moran [00:01:48]

And I'm walking around New York city, and I was just thinking about your pitch and some of the things you said, and that's when I went and filmed that video that you really took to heart inside of the Incubator and you kind of changed the entire positioning of the brand based on that, which I think was a good idea and I'm honored that you valued my opinion. I was just hoping we could start with you talking a little bit about that transformation you've had as a brand, and then we'll go into how I can help you today.

Tony Gjokaj [00:02:15]

Yeah, so, basically when I started my brand, it was more so ... I had ... My goal in mind, I just didn't really ... I wasn't able to kind of articulate it the best I possibly could, but when I started a brand, I had the intention to create products based on serving myself of the present moment, where I was looking for optimized performance, certain ingredients that had to be dosed at a certain amount.

Ryan Moran [00:02:45]

I remember you were taking a very scientific approach and looking for the same things that you look at right now, which is fine. It's actually what I recommend most people do. But tell us about the shift that you had.

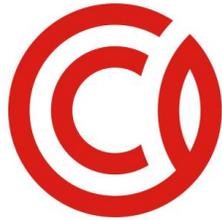
Tony Gjokaj [00:02:58]

So, when I was ... We can actually go into pitch week. So, when I was presenting during pitch week, I told them a brief moment of my story of where I was overweight, depressed, and suicidal. I would contemplate suicide regularly. And what I found was fitness kind of changed the trajectory of my life and it made me start to think better.

Tony Gjokaj [00:03:19]

It made me start to feel better and made me start to sleep better because I dealt with some bad bouts of sleep insomnia as well. And when I was presenting, I mentioned this for 30 seconds and then I was like, all right, let's move onto the scientific base, supplements and stuff. And then after the presentation, like you said, you're like, you told your story and you just completely glossed over it.

Tony Gjokaj [00:03:40]



And I remember that moment because that moment was like ... You're like, that's the thing that you need to talk about constantly. And right there was like, just presenting that, I was like, there's my million dollar opportunity. It's just, it's there. I have it in my hands, but I was completely off.

Ryan Moran [00:03:59]

Yeah, I mean, we often tend to overlook our stories and the things that we've overcome. And in your case, it gave you a very ... At least in my opinion, it gave you a very clear customer to serve. It's a clear transformation. The clear transformation is depressed sitting on the couch to in the gym, and your job is to serve that transformation. And that is a very clear customer. It's a very clear pain point. And it just jumped off the page at me as something that you were glossing over. And since then, I think you made some really good changes to your brand. Tell us a little bit about the brand and how I can help today.

Tony Gjokaj [00:04:39]

So, what I've been doing with the brand is just really talking about mostly just talking about my personal experiences of the past and how I got to where I was today. A lot of the stuff that I do now is more so I use exercise as a way that's preventative to manage large bouts of stress, anxiety. And with knowing some of the types of the stuff on the brain, it's like, prolonged bouts of stress can lead to depression, suicidal thoughts, and all that stuff.

Tony Gjokaj [00:05:07]

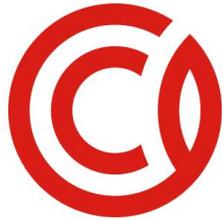
So, today I use it more as a preventative, but I also help people. If they're experiencing that process with depression, anxiety, I want to show them what I basically did that helped me a lot. And I have ... Sometimes I'll sit down with one of my buddies, Chris. He's actually in the Incubator as well. His goal is to lose weight. He's dealt with experiences like PTSD. He takes antidepressants and stuff like that.

Tony Gjokaj [00:05:32]

So, we've been documenting his journey and just sitting down, I do weekly consulting calls and then he documents his process. And I ... Recently, he mentioned that he cut ... His doctor told him that he can now cut his antidepressants in half. So, I know that there's something there. There's a solution here that we can use. And I'm not saying it's going to be the cure-all to everything, but it's something that people can do to help with their depression and anxiety. And sometimes it can help a ton, so.

Ryan Moran [00:06:05]

And do you mean exercise specifically or do you mean your products?



Tony Gjakaj [00:06:08]

So, exercising specifically. My goal is to promote a more active lifestyle and the products basically facilitate that journey. Right now, we have a pre-workout to just get on the go, get up. Your face and hands tingle, you get fired up, ready to go do your cardiovascular workout or go to the bench press. We talk about from the couch to the bench press, so.

Ryan Moran [00:06:33]

Yeah, let me just tell that story very quickly. I've thought about sharing that video that I made for you publicly, but it's all your brand and I want to protect all that. But basically what I suggested to Tony was I suggested a complete rebrand of the business and suggested his products should be all about, how do you make those small lifestyle changes that help somebody go from depressed to the bench press?

Ryan Moran [00:06:59]

And first thing, take a pre-workout and go for a freaking walk. You're on the couch, okay, drink this and just go. You'll want to go do something. And one of those suggestions I gave you was make a really good protein pancake mix. Why? Because if somebody's eating your sugary breakfast, that throws their insulin levels off and they're going to be more erratic and more anxious throughout the day.

Ryan Moran [00:07:19]

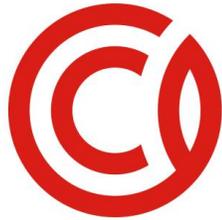
So, give them a really good, low carb ... My goodness, a low carb, high-protein pancake mix that, all right, here's your breakfast. Now, we got 2 things. And I think I gave you an idea for a sleep formula too, just knock you out. But that would be product 3. And now we've hit the 3 major areas, breakfast, working out, and sleeping.

Ryan Moran [00:07:43]

Tell me somebody who's not going to be less depressed if they're eating a high-protein, low carb diet, they're getting outside and moving every day, and they're sleeping really well. And now everything else is additive to that. So, that was my overall recommendation for what I thought Tony should do with the brand and he's been going in that direction, which I think is a smart move. Tony, I want to make this hour as helpful to you as possible. So, how can we help you on your road to \$1 million?

Tony Gjakaj [00:08:10]

So, I actually got a question for you. I know we've been talking about this. We've been talking about this recently, where we are ... Where I'm dealing with this shiny object syndrome, where



I'm jumping around and trying to do all these things. And it just, it led to me getting burnt out. And I feel like my shiny object syndrome, I kind of sat down and kind of analyzed it and I was like, it's a result of me being super impatient and I'm really trying to jump at all these things to see what is going to pop off, but in reality, it's like, just so you ...

Ryan Moran [00:08:39]

I'm trying a bunch of things hoping that one of them takes off.

Tony Gjokaj [00:08:42]

Yeah, pretty much.

Ryan Moran [00:08:44]

So, tell me some of the things you're trying. Tell me ... And give me an exhaustive list. What are all of the things that you're testing and try?

Tony Gjokaj [00:08:51]

Okay. So, what I've been doing, for content sake, I've been posting on multiple platforms. I have a platform that's called Medium. It's a publishing platform. It does really well because there's ... For this, I don't really have an issue with it. It's more so since people on that platform use writing as a sort of therapeutic, they find my content and they really like it a lot and it resonates a lot with them.

Tony Gjokaj [00:09:14]

But then the problem comes as, okay, I'm going to post ... I have it here and I'm going to post it on LinkedIn, I'm going to post it on this, I'm going to post it on that. And then all of a sudden, I'm like, I'm all over the place, so.

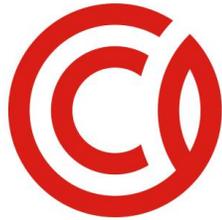
Ryan Moran [00:09:25]

Okay. So, you're posting on multiple social channels. What else are you trying and testing?

Tony Gjokaj [00:09:30]

So, another thing that I actually asked in our One Percent call was ... It was like, should I be making workout programs to sell and things like that? And in addition to that, I also had an idea. I was like, should I be making another book series or something like that? So, it was just like, I'm basically overwhelming myself with all these things and trying to juggle it all.

Tony Gjokaj [00:09:51]



And as we've talked about, I have trouble trying to just dial it in and go in this one direction because I feel like I'm not seeing enough progress, but I know it's there and it's brewing, but then this ... Back of my mind, it's like, what if I got to do this and this pops off compared to this?

Ryan Moran [00:10:10]

Right. Okay. And Tony, the vibe I'm sort of picking up from you is that you're spending a lot of your energy thinking about what the best strategy is. And you're looking to align that behind a clear and consistent path forward. Is that a correct summary?

Tony Gjokaj [00:10:27]

That's correct.

Ryan Moran [00:10:28]

Okay, cool. So, what I'm kind of picking up from you is you're not ... It feels like you're working a lot, but we're not actually working a lot. We're thinking a lot because ... Okay. So, I can relate, I've been there. I totally get it. So, I think what might be helpful is for me to just tell you what to do for the next 90 days. Is that kind of what you're looking for?

Tony Gjokaj [00:10:52]

That's perfect.

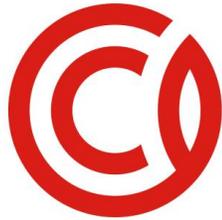
Ryan Moran [00:10:54]

All right. Great. So, I've given you some of this feedback and I need you to stop thinking about it and just start doing it. So, your audience is very clear. It is you 5 years ago. It is the guy who is overweight, depressed, and on the couch. That is ... And remember, that's your bulls-eye. That is not necessarily everyone that you will attract. It's just who you're going to speak to because you need that core raving group of a few thousand people who absolutely love you that help make this a million dollar brand.

Ryan Moran [00:11:25]

And once you're a million dollar brand, then you can worry about messaging to other people and all that jazz. So, you're smiling. I'm guessing that means that you've been thinking about all of those other people up to now? Okay. All right. So, I have good news for you, bad news for the world. There are millions of overweight, depressed, anxious people out there who desperately need your help.

Ryan Moran [00:11:49]



It's good news for you, bad news for the world. And as we said, I think it's ... I forget what the number is. It's 7 men a day commit suicide in the United States. Your goal is to make it 6. Your goal at every piece of content is out there to serve that depressed male that you know you can help. You know that if they do these 3 things, you can help them. It is your moral obligation to go serve this person by helping them sleep, by giving them a good breakfast, by giving them one good thing they can do, which is take a pre-workout that gets them so jazzed that they at least have to go for a walk.

Ryan Moran [00:12:30]

Okay. So, your job is to make ... And I wouldn't give this advice to everybody, but I'm giving this advice to you because you are good at making content and because your person is so clear, you should be making content for that person at least twice a day. Now, twice a day means a 1-minute Reel or TikTok that you're repurposing in multiple places. So, I don't know about you. It takes me about 4 or 5 minutes to make a selfie TikTok. Are you on TikTok right now? I sound like [INAUDIBLE 00:13:02] are you on TikTok?

Tony Gjokaj [00:13:05]

I'm on TikTok right now.

Ryan Moran [00:13:06]

All right. And what are you posting, once a day? Less?

Tony Gjokaj [00:13:09]

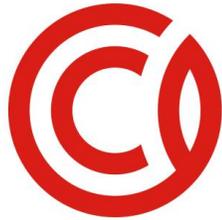
About once a day most of the time on average.

Ryan Moran [00:13:12]

Okay. And just for context, inside The One Percent we have this strategy I call the traffic triad, and the traffic triad is you need 3 places to get somebody in order to make them a raving fan. You need a traffic source, you need what we call a hopper, and then you need a conversion mechanism. Traffic sources, exposure. That's TikTok. It's posting on Medium. It's posting free stuff on LinkedIn. It's what I'm doing right now, which is the podcast.

Ryan Moran [00:13:42]

It's wherever you're getting exposure. That's your traffic source. Your hopper is a place where you engage with them regularly. You engage with them deeply. That can be a podcast. I'm doing it with you right now and there's thousands of people listening, who are starting million dollar businesses. So, this is also a way that I engage with the audience. It could be a



Facebook group. It can be a LinkedIn group. It can be wherever you are really nurturing that group of people.

Ryan Moran [00:14:08]

And then your conversion source, in most people's cases, is email. That's where you are sending the notification to buy something. That is the highest converting conversion source, so we're going to say it's email. So, for you, I think your strategy is your traffic source is going to be TikTok and Instagram. Your hopper is going to be Facebook groups. And your conversion source is going to be email.

Ryan Moran [00:14:32]

So, your strategy is to pull the lever on the traffic source as many times as possible on Instagram and TikTok. So, take 30 minutes every day to make 2 TikToks, repost them to Instagram. The call to action will be 1 of 2 things. It will be to join your Facebook group, where you're going really deep with these guys, and/or the call to action for that free PDF that you wrote about the things that you do that help you stay off anxiety and depression. Are you with me so far?

Tony Gjokaj [00:15:06]

I am.

Ryan Moran [00:15:07]

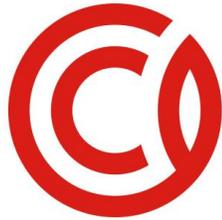
Okay. How does all this seem and sound right now?

Tony Gjokaj [00:15:11]

It's there, it's this clear defined path and I need that. It's super helpful. It's one of those things where I really have to focus on doing that. When I'll ... In the past, when I posted videos, I just would post them rather than ... Whether or not it's going to be in the caption or anything like that. Just talking about, hey, we got an ebook series for you guys, and then in addition to that, we also have a Facebook group for you guys. I have to really get into a habit of just constantly posting that, so.

Ryan Moran [00:15:42]

Yeah. And one way that you could do that is in your bio on Instagram and TikTok, you can link over to the landing page that gives them both the PDF and the Facebook group. So, that link in your bio, on both of those social media channels, says, I help men go from depressed to under the bench press, or I help men stave off anxiety and depression by getting them to the gym, or however you want to phrase that.



Ryan Moran [00:16:11]

And the link goes over to an opt-in. Opt-in sends them the PDF and adds them to the Facebook group. So, it's one call to action, but you get them in both places. Does that make sense?

Tony Gjokaj [00:16:22]

It makes perfect sense. Thank you.

Ryan Moran [00:16:23]

Cool. So, every time you make a piece of content, you don't need to do a call to action. You've got to give value so people find you and join the Facebook group and join the email list. So, that's part 1, that's your traffic. You're going to roll that dice as many times as possible, get people onto the email list, get people into the Facebook group. And now you're going to have people joining every day. You're going to get opt-ins every day. You'll get people on the Facebook group every day. So, that's part one. Part 2 is for you to go deeper with these guys inside the Facebook group.

Ryan Moran [00:17:00]

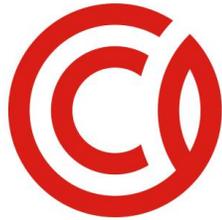
And what I would suggest is that you schedule a live once a week where you are encouraging them, taking questions from them, and sharing about your journey. Just go live, say their name. We use StreamYard for this. StreamYard is a great service that you can go live in the Facebook group and you can save the video as well. So, what do you think you could do with those lives that you do once a week?

Tony Gjokaj [00:17:32]

Something that comes to mind, it could be a certain topic of discussion and then if people have questions in that regard ... Or I can just initially do a little topic of discussion where it's a brief presentation of 10 to 15 minutes of this specific topic, and then just answering questions of just anything in particular afterwards, if anyone has any underlying questions about the topic or anything else. And then, just ...

Ryan Moran [00:17:52]

But also I want you to remember that these guys are going to come to you and be like, dude, my dad died 4 weeks ago. What's your pre-workout going to do for me, mother trucker? And your job is just, dude, I'm so sorry. I'd love to send you some free stuff, but right now I just want you to know that you're in a place where people care and if there's anybody watching this who has gone through this, please reach out to Aaron and have his back.



Ryan Moran [00:18:30]

You're building a community in that way. You see that?

Tony Gjokaj [00:18:35]

That's real.

Ryan Moran [00:18:36]

Yeah. Do you see that, how that difference is palpable? You're not just teaching. Your job is to build a community. That's the purpose of the hopper. Now, once you've recorded, once you've done that live, what do you think you could do with that content?

Tony Gjokaj [00:18:55]

You can definitely repurpose that into the clips for our traffic sources for number 1.

Ryan Moran [00:19:01]

Yeah. You could post them to YouTube. You can make them podcasts. You can turn them into clips. You can do all of those things. If I were to give you one, I'd tell you just upload them straight to YouTube. Upload them straight to YouTube. In the description, link over to the same page. Squeeze page that also adds them to the Facebook group. And your call to action is real simple.

Ryan Moran [00:19:28]

It's like, if you are a man who is struggling with anxiety and depression, we have a community and resources that will help you go from depressed to bench press, or however you phrase it. We'd love to have your back. Go here. That's your description on every video. And so, every week, now you're effortlessly creating content for your people and you're building the traffic source and now the engine is starting to move. And the sales are coming from that PDF that you wrote that highlights your products and how you use them. Still with me so far?

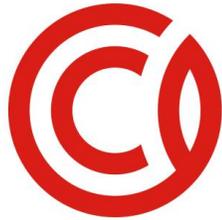
Tony Gjokaj [00:20:05]

Yes.

Ryan Moran [00:20:06]

Cool. Give me your feedback on the strategy thus far.

Tony Gjokaj [00:20:09]



It's very clear and defined, and based off of just our brief conversation, it's ... Just writing it down, too, I mean, I've been taking notes. It's something that I can just have against the wall as a constant reminder. Do these things and things will work really well. So, I have to really just ingrain this in my brain every single day constantly so I don't lose sight of that.

Ryan Moran [00:20:33]

Yeah. So, let's break down what your day might look like. You wake up, you do your morning routine and you get to the gym, you do all that stuff. 9:00 AM rolls around and you make 2 short form pieces or more. What I like to do is if I'm planning on posting 2, I record 3. So, right now on my TikTok account, I have 8 that are saved as drafts. Whenever I record them, I add them to drafts. I save them.

Ryan Moran [00:21:02]

I post once in the morning, once in the afternoon and I always post what I think is the best video in the drafts. So, if I go through a 2-day period where I have a dry spell, I've still got 8 in the can that I can post and I'm just always picking the best one. So, I'm always thinking about trying to beat them, beat the next one, but I don't have to post the one I recorded that day. I post the one that I think is best of the 8.

Ryan Moran [00:21:30]

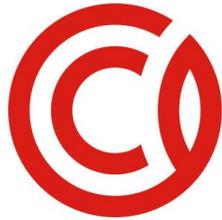
So, you wake up, you make 2 or 3 pieces. That's your first hour. Then you email the list. I would email the list 3 times a week. One with sending them to whatever content is live, sending them to the latest YouTube video, their most recent recording that you did. That would be Monday. Wednesday, I would tell a story or an insight from you. Tell a story about a transformation you saw in the group, brag on one of your students or your customer's, brag on one of your community members, share what's going on in the community.

Ryan Moran [00:22:10]

Some sort of community highlight or insight from Tony, that's Wednesday. And Friday, highlight a product, a review, or some sort of right hook, some sort of ask. You're highlighting a review that came in, you're highlighting someone who posted a picture of them using the product, you talking about why this product helps with anxiety and depression, something that's more of a right hook on Fridays. That's 9:00 AM to 10:30. If you do only that, we're going to see progress.

Tony Gjakaj [00:22:50]

I like that. It's a very ... How can I say this? It's very simple, but it gets me far away from the thinking that I'm doing a lot of work and actually doing a lot of work.



Ryan Moran [00:23:04]

Yeah, yeah. This is the work and this stuff will make a meaningful difference. That's 9:00 to 10:30, take a break until 11:00 or whenever, or 10:45. And then the next thing that I would do before lunch is I would be interacting with or reaching out to influencers that you think you would like to connect to that have that 6,000 to 50,000 followers. So, that is your connecting time, that hour before lunch is when you're connecting with other people in this space.

Ryan Moran [00:23:45]

Then, you have lunch. After lunch, that's your flex time. I would block out on your calendar certain times to just connect with or answer comments that come in inside the Facebook group. Save them for the next Q and A. Reach out to them and say, hey, make sure you're on the live on Thursday, or whenever you're going to do it. This would be the time for you to schedule lives in the afternoon.

Ryan Moran [00:24:17]

It's the time for you to go deeper with your community. I block out an hour a day to do connecting with your community or planning the live or going live. You see where I'm going with this?

Tony Gjokaj [00:24:33]

Yeah. Cool.

Ryan Moran [00:24:37]

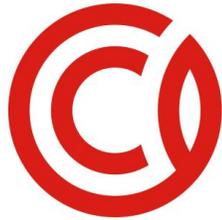
And that's solid. That is a really solid start and we really only just outlined about 3 hours a day at work. Process out loud. Tell me what's on your mind.

Tony Gjokaj [00:24:51]

This is exactly what I needed. It's one of those things where it's like, it's clear, it's concrete, and I can just repetitiously do this every single day and I feel like being excited about my person and who I'm serving, this is not a problem. This probably requires little to no energy off my own self and off my heart. And I just, I feel like it's going to come natural to me, especially the live calls. I feel very comfortable talking to my audience and stuff. So, I'm actually super excited about this.

Ryan Moran [00:25:20]

Yeah. And the cool thing about this is when you reach out to somebody during that hour before lunch, you could say, hey, I run a community of 3000 guys who are depressed. They'd



love to hear from you. Do you want to join me on the Thursday call or the Friday call or whatever it is? And now it's real content, right? You have community calls where you're just being with people, and now some of ... You're bringing in guests.

Ryan Moran [00:25:43]

It's becoming like a show. And as that grows, the community will grow. And as the community grows, the email list grows. As the email list grows, sales grow. And on and on and on it goes. But the thing you will have to remember is that your person is the depressed and anxious guy who's on the couch. That is where you have to remember and remind yourself. You are not marketing to fitness buffs.

Ryan Moran [00:26:13]

You're marketing to people who don't even care about that right now. Some of them will. Some of them will go through a brief transformation, then say, how good can this get? And those are the heroes that you celebrate publicly, but it's just as much of a transformation in your brand of someone who was saying, I was thinking about hurting myself and now I have a girlfriend. And that's the impact this brand can have on these guys.

Tony Gjokaj [00:26:41]

[INAUDIBLE 00:26:41] it gets me super.

Ryan Moran [00:26:45]

You're not saying much, which just based on what I know about you, that means that you're like, I think you got it.

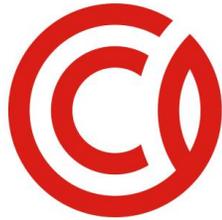
Tony Gjokaj [00:26:50]

You did. You nailed it. Every time we have a conversation, it comes natural to you to just pull out exactly what I'm ... The issue I'm dealing with, you're like, I know it. I feel like you're like, I've been there. Let me help you out with that.

Ryan Moran [00:27:11]

Well, I mean, full disclosure, it's because I've struggled with all of these things. And just so you know, what was it? 2 days ago, I was having a call with 2 team members and I was like, I'm completely overwhelmed and I don't know what to do about it. And it took an hour and a half for us to simplify the process. And then it was like, oh, I'm the problem here.

Ryan Moran [00:27:31]



I'm saying yes to everything. I'm not following procedures. It was just ... So I do it, too. I get it. What else, if anything, do you want to cover today that would be a good use of your time?

Tony Gjokaj [00:27:43]

I had a few questions in mind, but you answered the majority of them. I do have a question, probably about the influencer process. I'm okay with interacting with, getting in contact with influencers and stuff. But after ... Let's say I get in contact with them and I send them free product. I have to ... I have a terrible time at following up. I have an issue with following up the process. I feel like ...

Ryan Moran [00:28:14]

Tell me what you mean. Do you mean if someone doesn't respond, you're terrible at follow up?

Tony Gjokaj [00:28:19]

No. That, I don't have an issue with. It's after the process. Let's say they're like, oh yeah, you can send the product my way. I have an issue with following up after that process, when I send through the products and stuff. I don't know if it's a ... I'm trying to figure out if it's more me procrastinating or some type of initial fear. I just don't ... I'll send a product and I'm not like, hey, you get it yet? What's going on with that? Type of thing. I feel like I hesitate in that regard and I'm trying to analyze why, but I can't really ...

Ryan Moran [00:28:50]

So, there's 2 ways we could address this. 1 is we could analyze it. Or 2, you could block out an hour every Wednesday to follow up with the people that you send out product to.

Tony Gjokaj [00:29:02]

Fair enough.

Ryan Moran [00:29:03]

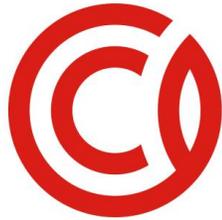
We can try and psychoanalyze it, or you could prioritize it.

Tony Gjokaj [00:29:09]

Fair enough. That's actually ...

Ryan Moran [00:29:11]

And either one is fine. I love to psychoanalyze things, but you could just schedule 30 to 60 minutes to follow up with everybody.



Tony Gjokaj [00:29:20]

You solidified it for me. Thank you.

Ryan Moran [00:29:21]

I will also tell you that the deeper you go with someone, the easier the followup gets. So, what that means is if you get someone on a podcast, or in your case, a live, it's much easier to feel comfortable following up with them than if you've never interacted face-to-face with them. So, if you follow up with somebody and get them on a podcast, you've now connected with them, the follow-up is a lot easier.

Ryan Moran [00:29:48]

So, based on this conversation, you now have multiple ways that you can build that connection. By bringing them into the group, by doing a podcast or YouTube video with them, all that jazz.

Tony Gjokaj [00:30:01]

Cool. That pretty much answers everything I was thinking about on my mind right now. And I really appreciate that. This is exactly what I needed.

Ryan Moran [00:30:10]

I've told you this privately, I really believe in what you're doing. And the minute you believe in it as much as I do, you are home free, my friend. You are absolutely home free. So, do you follow Brooke Castillo's work?

Tony Gjokaj [00:30:27]

I don't, but I do listen to ... I've listened to the podcast, the part 1 and part 2 that you did. Yes.

Ryan Moran [00:30:31]

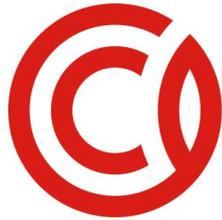
That we did together?

Tony Gjokaj [00:30:33]

Yeah. That was amazing.

Ryan Moran [00:30:34]

Yeah. So, I mean, I think you would benefit from following her work and here's why. I think it would be a good practice for you and your journaling or whatever time you spend solo to just



work on your thoughts. And what she would recommend is you do a thought download. Here's everything that's on my mind. And then looking at it and looking at which thoughts are serving you or aren't serving you.

Ryan Moran [00:30:59]

In your case, you have ... You just have doubts. I'm not sure this is going to work. I'm not sure this is the best strategy. I'm not sure I can help this person. I'm not ... There's doubt in your mind and the work for you is for you to find evidence of the inevitability of your success. Things like, Tony, there are millions and millions of dudes who need your help. Evidence.

Ryan Moran [00:31:23]

Ryan Daniel Moran believes in this brand so much that he personally reaches out to me to tell me this. And that one time I connected with that guy, he bought the product and he loved it and he reviewed it. Finding evidence for why this is the best path for you and practicing those thoughts instead of your doubtful, stressful thoughts I think is a good use of your brain power right now.

Tony Gjokaj [00:31:49]

But yeah, that's exactly what I needed. Definitely do. Listening to also the Capitalism Conference one when you 2 sat down. That was incredible as well. I listened to that a couple of times and I definitely need to follow her work regularly. And I can just instant ...

Ryan Moran [00:32:08]

You don't need to, you just need to do the work, which is managing the thoughts in your mind. Tony, I feel like we've addressed most of the world's problems. We've got time. Is there anything else I can do for you?

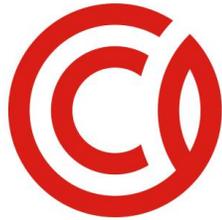
Tony Gjokaj [00:32:27]

Honestly, nothing comes to mind at the moment. I'm sure after. So, some things ... But right now I'm actually pretty good.

Ryan Moran [00:32:35]

Then what I want you to do is I want you to test this for 90 days. I want you to test this for ... And I only gave you a half day's work, a half day's work every day for 90 days. And with the rest of your time ... And I would shoot to have all of these things done by 1:00 PM 1:00 or 2:00 PM, early afternoon. Front-load this work.

Ryan Moran [00:32:58]



And we just kind of mapped out that schedule because that gives you a wide open period from 2:00 to until you go to bed to read, to consume content, to take the phone call with that strategic contact that ... Schedule all your calls for after 2:00 PM. After that is when you can do the time that you're ... The stuff that you're probably prioritizing right now. Thinking, reading, studying, taking meetings, calls, all that stuff that you're prioritizing right now, you save for after 1:00 or 2:00 PM and now you've got that long uninterrupted time where you've been productive, you've seen progress, and you can think about that other stuff.

Ryan Moran [00:33:42]

Do that for 90 days and I bet we're having a different conversation because you've got thousands of people on an email list at that point, you've built a couple strategic relationships at that point, your product sales are starting to tick up at this point. And what are you doing in sales on an average basis right now?

Tony Gjokaj [00:33:58]

They're usually on average around \$2,500 a month.

Ryan Moran [00:34:01]

Okay. So, a handful of sales a day.

Tony Gjokaj [00:34:05]

Yeah.

Ryan Moran [00:34:05]

On how many products?

Tony Gjokaj [00:34:07]

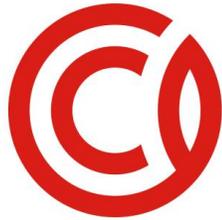
Well, we did talk about in the past, I created it as an Amazon business. So, I had a bunch of skews and what I did was I'd been selling through the inventory of previous skews and just getting rid of them, so now it's coming down to these 2 products that I have. A majority of my sales come through my pre-workout and then I do have this other sleep powder that's been selling every once in a while as well.

Ryan Moran [00:34:30]

Okay. So, that's the 2 products you're going to keep?

Tony Gjokaj [00:34:33]

Yeah.



Ryan Moran [00:34:34]

What is the review count on those?

Tony Gjokaj [00:34:36]

So, my pre-workout has about 22 reviews. The sleep one has about 7.

Ryan Moran [00:34:41]

Okay. All right. Great. And how do people find it? Are they finding it with pay-per-click? Are they finding it organically through social media? How are they finding out about you?

Tony Gjokaj [00:34:50]

Most of the sales that come through Amazon will come from their organic Amazon posts. I will do a weekly post that, yeah, it's brought some organic traffic to my store. And in addition to that, I've been doing PPC as well.

Ryan Moran [00:35:04]

Okay. So, full disclosure. I know nothing about Amazon organic content. That's super interesting. I'm now wondering if you can repurpose some of the stuff we've talked about onto Amazon organic, but you'd know about that more than me. What I just heard you say, though, is that you're doing 25 ... How many sales is that a day between those 2 products? Is that 5 or 10?

Tony Gjokaj [00:35:24]

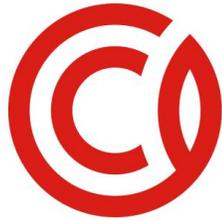
I think it's ... If I'm not mistaken, it's about 2 or 3.

Ryan Moran [00:35:27]

Okay. So, on 2 or 3 sales a day between those 2 products, you're doing \$2,500 dollars a month in sales. You've got no reviews. You've got almost none. And so, there ... The other thing that I would add into this schedule is you need to go send product to everyone you know and beg, borrow, and beg your way to 100 reviews on these 2 products.

Ryan Moran [00:35:56]

I wish I'd asked this question at the beginning, but you need to go give away ... Send product to friends, send them to customers, send them to people who are in your Facebook group, send them to people on your email list, send them to people inside the Incubator, send them to everyone you know, and beg, borrow, and beg your way to 100 reviews.



Ryan Moran [00:36:19]

When we're at 100 reviews on each of these, and you're maintaining at least 4.5 stars, and you're posting consistently and you have an email list and the community, now we are talking. Now you are on the road to a million dollars. And that will take you 90 days to do all of those things and we are having a very different conversation, I predict, within 90 days. Can you give me everything you have to do those things for 90 days?

Tony Gjokaj [00:36:46]

Absolutely. I'm on it. If it's only going to take 90 days to just get this thing going crazy, I'm all for it.

Ryan Moran [00:36:55]

Yes. And by the way, crazy is growth that is noticeable, customers who are raving fans, customers who are leaving reviews, people in your community sharing it with other people. Let's take the financial side out of it because that's a secondary result for you. You believe in this, you care about this. That will be the results. Where the numbers fall, we'll see and then we can come back and do another episode and see if we can make those numbers move.

Ryan Moran [00:37:25]

But for now, 90 days is what it will take for you to have a community that wants your stuff, that recommends your products, that is leaving reviews, and is excited about your brand. Feel me?

Tony Gjokaj [00:37:36]

I do. I'm all for it.

Ryan Moran [00:37:38]

All right, my friend. Keep me posted. It's great to see you.

Tony Gjokaj [00:37:40]

Good to see you, too. Thank you so much. I really appreciate it.

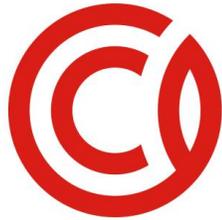
Ryan Moran [00:37:43]

I'm rooting for you. I really believe in what you're doing. So, give me 90 days.

Tony Gjokaj [00:37:46]

I'm definitely on it. I'm fired up.

Ryan Moran [00:37:48]



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— B E T H E C H A N G E —

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

Ryan Moran [00:38:08]

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

Ryan Moran [00:38:36]

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