



## **E39 - Rocco asks, How Do I Get To 25 Sales Per Day ASAP?**

### **Transcript**

Ryan Moran [00:00:02]

This is The Road to \$1 Million. I'm Ryan Daniel Moran. What's up, everybody? Today I'm going to be joined by Rocco. Rocco is one of our Incubator members who's struggling with the question of getting to 25 sales per day. This was just a one-on-one chat that we had that is going to ... It's just going to fix your brain because I go into Rocco's brain, tell him what to do, take a couple thoughts out, sew them up, tie them together, give him a clear path to getting 25 sales a day.

Ryan Moran [00:00:33]

He leaves with a clear plan. He leaves with confidence. And this is what so many of you are missing on your road to \$1 million. So, this podcast is going to change that for you. I want to give you one disclaimer, I'm just getting over a sinus infection. I have sick kids at home, and those of you who are parents know, when your kids are sick, so are you.

Ryan Moran [00:00:53]

So, my voice is a little bit hoarse. I do a little bit of coughing, so please forgive me. The content is really, really good. So, if you have ever struggled on getting things off the ground, this podcast is going to be a game changer for you. Enjoy this episode with Rocco. Whenever you're ready to start your road to \$1 million, come join us inside The One Percent at [Capitalism.com/1](https://Capitalism.com/1). What's up, Rocco? How are you?

Rocco Flores [00:01:19]

Ryan, what's happening?

Ryan Moran [00:01:21]

Good to see you, dude.

Rocco Flores [00:01:22]

Hey, thanks for having me on.

Ryan Moran [00:01:24]

You bet. Tell me what's going on in your business.

Rocco Flores [00:01:27]



All right. So, that question drives me crazy because on one hand I feel like it's good, and the other hand it's not. So, I'll try to keep it simple. So, following the format Ines gave me, my primary goals. So, my primary long-term goals in the next 2, 3 years is still to have a million dollar brand. But right now, I'm just trying to get to that 25 sales a day initial goal.

Rocco Flores [00:01:56]

And I think that's kind of where I've been struggling and it's been bogging me down mostly mentally, I think, because I'll be able to have good relationships with people to come on the podcast or meet top people in the space and have people be like, Hey, this is good. I actually really like this. This is a really good product. This is a good brand. And then get these followers, have none of it convert to sales, it makes my mind ... It kind of makes my mind think ...

Ryan Moran [00:02:28]

It makes you feel stuck.

Rocco Flores [00:02:29]

It makes me feel unwanted. It makes me feel like I'm yelling at a bunch of people who don't want to listen. You know what I mean?

Ryan Moran [00:02:36]

I do. Now, I have a few questions to try to find the real problem here. One, is the primary products the protein bars, the meal bars?

Rocco Flores [00:02:47]

As of right now, yes.

Ryan Moran [00:02:49]

And are you planning on keeping it that way? Are you planning on rolling out more products? Give me ... Where are you wanting to go with this? I know the immediate goal is, How do I get this to 25 sales a day, but what else is in the vision?

Rocco Flores [00:03:06]

So, in the vision, so, we're a nutrition brand and we wanted to have a product for every single step, whether it's before the roll, during your training, after your training, the protein bars are in between throughout the day or even after just when you want that snack. In terms of the product timeline, what I was thinking of doing was, I was talking to Jason about this, for the 2nd quarter just focus on Amazon because I haven't been on Amazon yet. I've been on



Shopify the whole time. And he was telling me I haven't had enough traffic to truly make the assumption that people don't want the product.

Ryan Moran [00:03:49]  
I completely agree.

Rocco Flores [00:03:50]  
Yeah, so ...

Ryan Moran [00:03:52]  
You are finding reasons to give up rather than finding a reason to go harder right now, which, by the way, is super common. You launch, you don't have 25 sales a day right away, you're like, I knew this wasn't going to work. But what ... You launch and had a decent launch. Remind me what those numbers were.

Rocco Flores [00:04:14]  
I probably had maybe 25 sales the first ... Maybe the first 2 weeks. And ... but that was mostly from people in the Incubator and personal friendships.

Ryan Moran [00:04:32]  
Okay. What does that tell you, Rocco?

Rocco Flores [00:04:36]  
That relationships are everything.

Ryan Moran [00:04:39]  
There you go. Yes.

Rocco Flores [00:04:40]  
Relationships are everything.

Ryan Moran [00:04:41]  
You could interpret that 1 of 2 ways. You can interpret that as, No one wants my product except people that are connected with me, or that connection results in sales. And you've heard me say on coaching calls before, I think I picked on Tony about this, is when people aren't getting the immediate results they want, they build these very complicated-ass systems to try and make up for the shortfall, when in reality, all you really need to do is create more connections.



Ryan Moran [00:05:15]

And so, if you can put your focus on leads and connections, the sales will come while also building a sales system, which you do not have. Your sales systems are pretty much hoping that people come to your Shopify store and buy. So, I agree ...

Rocco Flores [00:05:35]

Essentially, yeah.

Ryan Moran [00:05:35]

I agree, that is not a good system. A better system would be what Jason recommended to you in the Incubator, which is being listed on Amazon and focusing on turning every single customer into a raving fan and a reviewer. That's a better system than hoping that they buy from your Shopify store. Another better system would be, I'm driving pay-per-click ads to my Shopify store and converting them and I'm following up with every single customer to make sure they have a great experience, right?

Ryan Moran [00:06:08]

But you just have no system at all, so that makes it difficult to predict how you're going to go get more customers. You can't even say on a podcast, Hey, this episode is brought to you by Black Belt Nutrition. Go over to Amazon, search for it, buy it, let me know on social media so I can send you a thank you, and leave a review if you love it.

Ryan Moran [00:06:30]

You see what I'm saying? So, you're missing 2 things. It's a focus on leads and connections, and you're missing a sales system. And however you slice and dice those is up to you. We can just pick one for you on this call if you'd like.

Rocco Flores [00:06:51]

Yeah. I mean, you probably know more than I would.

Ryan Moran [00:06:55]

Okay. So, we talked about a couple of sales systems there. Which one feels right to you?

Rocco Flores [00:07:03]

Between Amazon and Shopify?

Ryan Moran [00:07:06]



Just between the 2 systems or if it's something else, what will you consistently do?

Rocco Flores [00:07:10]

Well, I think, ... Well, consistently in terms of following up with people, I've been doing that. I make sure I follow up with people.

Ryan Moran [00:07:18]

That's not what I asked.

Rocco Flores [00:07:18]

Okay. Okay. What would I consistently do? I think right now ...

Ryan Moran [00:07:23]

In terms of sales systems, what will you do?

Rocco Flores [00:07:25]

Sales systems. I think I'm going with Amazon. I'm going to try to go to that Amazon this quarter.

Ryan Moran [00:07:30]

Okay. Great. So, what do you need in order to see progress on Amazon towards 25 sales a day?

Rocco Flores [00:07:37]

What do I need to do? Or what do I need to see?

Ryan Moran [00:07:40]

What do you think you need to focus on in order to ensure that you're progressing towards 25 sales a day?

Rocco Flores [00:07:47]

I think building up that small ... Building up the batch of reviews, hustling for some reviews.

Ryan Moran [00:07:54]

Yeah.

Rocco Flores [00:07:56]



I was actually thinking of when my Amazon store ... It's up, but I'm just getting all the designs right now. I'm thinking of actually getting a booth and going out to these big parks in New York and having bars and just say, Hey, I'll give you a bar, but can you review it?

Ryan Moran [00:08:12]

Yeah. Look, it's not a scalable system, but I'm not going to tell you no. I think you should be beg, borrowing, and begging your way to 100 to 200 reviews. Yeah. And do you think that having 150 reviews would make your PPC ads convert a little bit better?

Rocco Flores [00:08:32]

I would assume so.

Ryan Moran [00:08:35]

Yeah. I would assume so, too. Right. Do you think that having 100, 200 reviews would increase your Amazon conversion rate a little bit better?

Rocco Flores [00:08:44]

I also would assume so, hope so.

Ryan Moran [00:08:47]

Yeah, I would think so. Yeah. Yeah. Do you think that having 200 reviews on Amazon would make somebody who listens to the podcast, once they go over to the Amazon listing, do you think it would make them more likely to buy?

Rocco Flores [00:09:01]

I think ... I would hope so.

Ryan Moran [00:09:03]

Yeah. I would think so, too. Right. It's so funny when we break it down to the simplistic how obvious it is.

Rocco Flores [00:09:14]

Yeah. And I think that's another thing where I get stuck is, I tell my roommate all the time, I think I wake up and when I see that I'm getting no sales, I start freaking out and I think, I got to do this, I got to do that, I got to do this, I got to do that. And then I end up doing none of it because I'm all over the place and I can't even focus on one thing.

Ryan Moran [00:09:31]



Yeah. So, what happens is you check your phone and see no sales, and you think what about that?

Rocco Flores [00:09:41]

I think I'm a loser. I think this business sucks.

Ryan Moran [00:09:45]

Yeah. Everything failed. It's never going to work. I'm never going to see momentum.

Rocco Flores [00:09:52]

And I feel like when I start my day like that, it's an uphill climb for the rest of the day. I got to climb another mountain today.

Ryan Moran [00:09:59]

Yeah. You feel stressed, overwhelmed, [INAUDIBLE 00:10:03] panicked. And you do what with that? A bunch of chaotic things, like test this, test this. Nothing works. Then you go to bed and you wake up and you do it again the next day, because that's working so well.

Rocco Flores [00:10:17]

And then make a bunch of coffee and get pissed off I drank too much coffee. Yeah.

Ryan Moran [00:10:23]

So, what do you think we could do instead?

Rocco Flores [00:10:28]

Keep it simple.

Ryan Moran [00:10:31]

I mean, that's a great general thing to say, but I mean, one, we could not check the phone first thing in the morning.

Rocco Flores [00:10:38]

Okay.

Ryan Moran [00:10:40]

I mean, that would be a good thing.



Rocco Flores [00:10:44]

Okay.

Ryan Moran [00:10:44]

What do you think is a different way to interpret no sales?

Rocco Flores [00:10:52]

Just something you got to figure out, something else ... Just something you got to learn how to figure it out.

Ryan Moran [00:11:01]

Yeah. Another way to look at it is, well, I'll just go get one. I'm just going to go get one sale. Do you think you could go make one sale before the day is over?

Rocco Flores [00:11:16]

How ... This is going to sound silly, but how ... I could probably go into a store, but how about in terms of ecommerce, how would I make that sale? Just engage with someone in conversation through, I guess, my IG follower list?

Ryan Moran [00:11:28]

You tell me, do you think that would get one sale?

Rocco Flores [00:11:32]

I don't know.

Ryan Moran [00:11:34]

You might. You might not.

Rocco Flores [00:11:36]

Yeah.

Ryan Moran [00:11:37]

Are there other things you could test to get one sale?

Rocco Flores [00:11:40]

My Amazon ... Building up my Amazon reviews.

Ryan Moran [00:11:43]

That's a good step.





Rocco Flores [00:11:46]

Okay. That's right. We got to focus on Amazon.

Ryan Moran [00:11:47]

Now, let me ask you this a little bit differently. You've wanted to do this jujitsu podcast for months now. You've done a few episodes, I know. But you said at the beginning, well, if I don't have the sales, the momentum, I can't go get those guests. Can't go get the big guests. So, that thought is preventing you from reaching out to the people that you want to reach out to.

Ryan Moran [00:12:09]

I'm just curious, if you were to realize that thought was BS and you were to just go make great content, think there's a chance that somebody might hear you talk about the bars and buy one?

Rocco Flores [00:12:23]

I think I've gotten over that thought. I think actually I am confident on that, truly.

Ryan Moran [00:12:28]

But do you think that recording content might result in a sale?

Rocco Flores [00:12:32]

I would hope so, over time, yeah. Yeah. I think another thing is, though, when it comes to my content, and I'm going all over the place, I get sometimes nervous because I want to use ... I've kind of stopped using the product so much as content and more so just talking about the business and using the podcast.

Rocco Flores [00:12:52]

Sometimes I'm afraid, am I getting away though from the nutrition side of the business? Will that make people forget that we also have protein bars? Or you think that's just a fake? That's not really a ...

Ryan Moran [00:13:06]

You're only thinking that thought because you're thinking about not selling protein bars.

Rocco Flores [00:13:10]

Okay. Yeah. Yeah. No, it's true.

Ryan Moran [00:13:16]



I mean, Joe Rogan sold a whole lot of On It without having Aubrey Marcus on the podcast every time. He just said, this podcast is brought to you by On It. Go buy their supplements. That's it. Why? Because he had 5 million people listening. So, you don't need to be talking about protein all day long to sell protein. You just need to be serving your community.

Rocco Flores [00:13:49]

Is the podcast, the content being with the podcast, a way of serving the community?

Ryan Moran [00:13:53]

Yes, of course. Of course. And it connects with the community and it sells protein bars.

Rocco Flores [00:14:06]

Okay. So, that's my audience building.

Ryan Moran [00:14:09] [00:14:09]

So, we've already ... We've addressed a couple of very important points here, one being you need to have a sales system. We've decided what that is. You're going to put your focus on Amazon and getting a lot of reviews, begging, borrowing, and begging our way there, however necessary. Even selling them in the corner of New York City.

Rocco Flores [00:14:34]

I have a question. Is it for the Amazon sales system? Is it that simple? A matter of just begging and borrowing for reviews?

Ryan Moran [00:14:42]

Let's just say it's at least half of it.

Rocco Flores [00:14:44]

Okay.

Ryan Moran [00:14:47]

Are there other things you can do? Yes. You could run pay-per-click traffic. Pay-per-click traffic is going to work a lot better once you've got a few hundred reviews. And it's also more than that, Rocco, because you know what I'm going to tell you. Screenshot every single one of those positive reviews I post it on social media.

Ryan Moran [00:15:06]



Email them out to your followers, read them on your podcast, milk those suckers. When you get an amazing review, post it, talk about it, read it, send it to people. And then another one comes in. What are you going to do with that one? The same thing. Do you think there's a chance that doing that would lead to one sale a day?

Rocco Flores [00:15:31]

I would hope so.

Ryan Moran [00:15:34]

There's a chance. There's a shot.

Rocco Flores [00:15:35]

Yeah. Definitely wouldn't hurt.

Ryan Moran [00:15:39]

So, now we're getting the snowball moving a little bit down the hill.

Rocco Flores [00:15:44]

Yeah.

Ryan Moran [00:15:44]

You end up getting 20, 25, 30, 40 50 of those, you keep sending out care packages like you're doing. Now you're focused on ... So, we've covered the 1st piece, which is the sales system, getting reviews, sending pay-per-click traffic once you have a decent base of reviews. What's the 2nd thing you need to be focused on right now?

Rocco Flores [00:16:08]

I'm still writing this down. 2nd thing I need to focus, audience building?

Ryan Moran [00:16:11]

Yeah. A focus on leads and connections.

Rocco Flores [00:16:16]

Focus on leads and connections, that's right. Leads, connections, relationships.

Ryan Moran [00:16:22]

Leads are followers, subscribers, listeners, people on your email list. Connections are intimacy with the customers who are buying, connections with influencers, connections with fans,



members of your Facebook group if you have one. Notice how we're not adding anything new to your plate. We're milking what you're already focused on, just doing it more strategically.

Rocco Flores [00:17:01]

I agree. I think sometimes I try to ... Should I focus on a few influencers at a time? Or should I be searching for as many as possible? Another thing ...

Ryan Moran [00:17:12]

[INAUDIBLE 00:17:13] about the depth of your connection.

Rocco Flores [00:17:15]

Is there a connection? Okay, that's fair. But sometimes I ...

Ryan Moran [00:17:18]

As many as you can, while maintaining depth of connection.

Rocco Flores [00:17:22]

Sometimes I also get people who will ... I get some people who message me all the time, who've never bought anything but they literally ... They respond to every single post. They like every single post. They DM me every single post. They clap for my posts, or clap for my story, or send me a heart every single time but they never bought anything.

Rocco Flores [00:17:46]

And not that I'm saying those people are bad, obviously they're not bad. I think they're fans actually. But it just makes me ... It's ... All this stuff is new to me and it intrigues me how someone can be so ...

Ryan Moran [00:18:01]

So, what is your question about these fans?

Rocco Flores [00:18:03]

How do ... I guess, how do I turn these people into customers? Or do I not try to?

Ryan Moran [00:18:09]

Well, one thing you could do is you could consider saying, Hey man, thanks so much for engaging with all my content. I want you to know that I notice. I sell a protein bar specifically to people who do jujitsu. Have you tried it yet? That's an option.



Rocco Flores [00:18:29]

Okay.

Ryan Moran [00:18:30]

Another option is for you to say, since you engage with so much of my work, I'd love to hear your opinion. Can I send you a box on the house?

Rocco Flores [00:18:39]

Okay.

Ryan Moran [00:18:42]

They're probably going to say yes in either case, and what do you think that you're going to do when they follow up with you and said that it's the best protein bar they ever had?

Rocco Flores [00:18:53]

What do I think I'm going to do?

Ryan Moran [00:18:54]

What do you think you're going to do when you get that feedback?

Rocco Flores [00:18:58]

Post it.

Ryan Moran [00:19:01]

19:00

Speaker 2

Yeah. And you're going to ask them to leave a review, too.

Rocco Flores [00:19:03]

Yeah, I'll post it, ask them to leave a review, then post that review, send it to my email list.

Ryan Moran [00:19:10]

There you go.

Rocco Flores [00:19:10]

Document it.



Ryan Moran [00:19:11]

There you go. You're laughing like it's so simple.

Rocco Flores [00:19:15]

Yeah. I really would love to find a way to, I guess, make all this stuff simpler or ... Because like I said to you earlier, I feel like I wake up and I put everything on my plate. I got to do this, I got to do that. I got to do this, I got to do that. And then I feel like behind it all ...

Ryan Moran [00:19:29]

Based on what we've talked about, what are the biggest things that move the needle?

Rocco Flores [00:19:34]

Relationships and a sales system.

Ryan Moran [00:19:39]

So, what would that look like in a day-to-day aspect?

Rocco Flores [00:19:43]

Okay. So, today, Amazon, I have someone who's helping me design my Amazon store to make it look all pretty. So, just following up with him, saying, Hey, how's everything going? It's pretty simple.

Ryan Moran [00:19:56]

Would that help you get reviews?

Rocco Flores [00:19:58]

No, but it would help my Amazon.

Ryan Moran [00:20:00]

Something you can do today to get reviews.

Rocco Flores [00:20:03]

I think go to everybody who's already purchased and who enjoy the bar and left me reviews on my Shopify site and say, Hey, can you give me a review on my Amazon store? I would really appreciate it. Yeah, it would really help me build up the brand. That could be one.

Ryan Moran [00:20:19]

That's an option.



Rocco Flores [00:20:22]

It's an option.

Ryan Moran [00:20:24]

Another would be to post on social media and email all of the people who have reached out and say, Hey, my goal with this is to reach the entire jiu-jitsu audience. I'm going to be doing my Amazon launch here pretty soon. Is there anyone here who would be willing to give me some feedback that I could use on my Amazon store? And then people reply to you, you say, Awesome, can you go post this on Amazon? And you give them the link.

Rocco Flores [00:20:52]

Oh, hey, if you give me a 5-star review, I'll send you a free box.

Ryan Moran [00:20:55]

Don't say that.

Rocco Flores [00:20:55]

No?

Ryan Moran [00:20:56]

It's against terms of service. But you ask for their feedback and then you can send them to Amazon to leave it.

Rocco Flores [00:21:02]

Okay.

Ryan Moran [00:21:03]

Ask for their honest feedback and people will give you positive feedback. Ask them to leave it on Amazon.

Rocco Flores [00:21:09]

Okay.

Ryan Moran [00:21:09]

Another would be for you to go through your entire text list and ask for a personal favor.

Rocco Flores [00:21:16]



A human review of my Amazon site.

Ryan Moran [00:21:18]

Yeah. Hey, I'm launching a business and I need a favor. Okay if I ask you?

Rocco Flores

Yes. Okay. Yeah. I mean, that is all ...

Ryan Moran [00:21:27]

You could do all this stuff today.

Rocco Flores [00:21:29]

I could do all that stuff today.

Ryan Moran [00:21:30]

And tomorrow and the next day until you're at 200 reviews.

Rocco Flores [00:21:35]

So then, what if I did this? What if I just focused on getting 20 reviews a day for 5 days straight? So, 100, but then I don't do anything else? Let's say I just focused on 20 reviews a day and I don't post on TikTok or Instagram or email. Would I still be moving forward or would I still be falling behind the other side? Is that a silly question?

Ryan Moran [00:21:57]

Absolutely, it's a silly question. Yes. Because you would have 100 reviews. And how many do you have now?

Rocco Flores [00:22:06]

On Amazon, zero.

Ryan Moran [00:22:08]

So, do you think that 100 reviews puts you behind where you are now?

Rocco Flores [00:22:12]

No. I don't think so.

Ryan Moran [00:22:14]

You are really determined to figure out where you are falling behind.





Rocco Flores [00:22:18]

Yeah, I would say so.

Ryan Moran [00:22:19]

And what I just heard you say would be monumental progress. Now, let me ask you this, Rocco. Do you think that having 100 reviews on that listing would make the next TikTok theoretically convert better?

Rocco Flores [00:22:31]

I would think so. I would think it'd be ...

Ryan Moran [00:22:32]

Wouldn't hurt.

Rocco Flores [00:22:34]

It definitely would not hurt. No.

Ryan Moran [00:22:35]

Wouldn't hurt. Yeah. So, is that a good use of your focus for the next 5 days?

Rocco Flores [00:22:42]

I would say so.

Ryan Moran [00:22:43]

Now, what happens if you only get 10 reviews a day, Rocco? Have we failed?

Rocco Flores [00:22:46]

No, because I still have 50 reviews. I still got 50 more than I do now.

Ryan Moran [00:22:51]

Yeah. Yeah. Maybe you go for another 5 days and you get the full 100.

Rocco Flores [00:22:57]

Maybe I get addicted to the review asking.

Ryan Moran [00:23:00]

Maybe, or maybe you hate it, but 10 days from now you have 100 reviews.



Rocco Flores [00:23:05]

Yeah. Do reviews really ... Because I haven't sold on Amazon yet.

Ryan Moran [00:23:09]

Yes.

Rocco Flores [00:23:09]

Reviews make that big of a difference on Amazon?

Ryan Moran [00:23:11]

Yes.

Rocco Flores [00:23:12]

And then from there I can do pay-per-click ads to speed up the process.

Ryan Moran [00:23:15]

Yes. Holy crap. We're 2 weeks in and we got momentum, brother.

Rocco Flores [00:23:19]

Okay.

Ryan Moran [00:23:23]

Now you're running pay-per-click ads, you're getting some sales, they're converting. Then you keep posting content. Now you're getting sales from it. You see how this ...

Rocco Flores [00:23:32]

So, I could just ...

Ryan Moran [00:23:32]

[INAUDIBLE 00:23:33] this is flowing?

Rocco Flores [00:23:34]

So, I could just use my sales, just focus on my sales system and then just even just base ... I can just base everything around that for the next few days.

Ryan Moran [00:23:43]

Yeah.



Rocco Flores [00:23:44]  
Make it easy on myself.

Ryan Moran [00:23:48]  
It's not easy. It's just clear.

Rocco Flores [00:23:50]  
Okay. Okay.

Ryan Moran [00:23:53]  
The reason why my stuff works is because it gives you clear things to focus on. 4 products, 25 sales a day, \$30 dollar price tag. You got your first product, we're getting it to 25 sales a day. What are we going to do to get there? Get 100 reviews. How are you going to do it? I do not care. Go sell on the corner of New York City like you suggested. Don't go. Just text everybody you know and ask them. Do whatever it takes to go get 100 reviews. Not easy, just clear. And now you've got some momentum. You turn on pay-per-click, you got some momentum. It's not zero.

Rocco Flores [00:24:28]  
Yeah.

Ryan Moran [00:24:29]  
And now you're doing the podcast and some people are converting. So, now you wake up and you got 3 sales. You're like, momentum.

Rocco Flores [00:24:38]  
So you think ...

Ryan Moran [00:24:39]  
[INAUDIBLE 00:24:40] one goal. I'm going to give you one goal here, Rocco, and that's 5 sales a day. I just want you to remember this moment. One time when I was first starting Sheer Strength Labs, I told a coach that my goal was to get to 100 sales a day. And he asked why, and I said, because 100 sales a day will be a million dollar business and I've never had a million dollar business before.

Ryan Moran [00:25:03]



He said, okay, where are you at right now? And I said, 5 sales a day. And I felt like such an ass saying I was at 5 sales a day and my goal was 100. That felt like such a cavern of progress at the time.

Rocco Flores [00:25:17]

Yeah.

Ryan Moran [00:25:19]

5 sales a day to 100. And you know, it happened within months. So, I want you to remember when you have your first 5 sale day that you're right on track with me.

Rocco Flores [00:25:31]

Okay. 5 sale day. That's the next big golden, my 5 sale day.

Ryan Moran [00:25:37]

Yes. Doesn't that feel easier? Doesn't that feel lighter?

Rocco Flores [00:25:44]

Than 100 sales a day?

Ryan Moran [00:25:45]

Or even 25.

Rocco Flores [00:25:47]

Yeah, it does.

Ryan Moran [00:25:49]

You have a plan of getting 5 sales a day. You're just going to hustle your way through reviews, run some pay-per-click ads, create some content and not worry about how it converts. Post every review. If you do that, something will happen. Not nothing will happen.

Rocco Flores [00:26:12]

Yeah. You know, I think ... Okay. Yeah, I agree. Why do you think ... So, why do you think ... Shopify is ... So, Amazon is really that much better than Shopify, huh?

Ryan Moran [00:26:24]

No, it's not better. It's not better or worse. It's more expensive. You don't get up-sells. People can leave you negative reviews. It's not better. It's clearer for you personally to get sales



because it gives you a system to follow with easy benchmarks and daily habits. If you told me, Look, my skill set is running Facebook ads and optimizing funnels, I'd be like, dude, you belong on Shopify, go run some ads. Do your thing. Reply to every comment on your ads, send it out to a few influencers, take your reviews that you get from people and run them as ads. But you didn't say that. It's not better or worse. Neither one.

Rocco Flores [00:27:13]

I also wanted to ask a question.

Ryan Moran [00:27:14]

You're looking for the best way. There isn't the best way. There's just the way you'll do.

Rocco Flores [00:27:17]

Okay. I wanted to ask a question earlier. We were talking about the content and everything and documenting. This is something that I started actually doing. I was afraid to do it for the longest time. I've been launched 4 months. I just started doing it probably 2 weeks ago. And Damien actually inspired me ... And Damien and Tony inspired me to start doing it.

Rocco Flores [00:27:40]

So, content, I can't help but sometimes feel guilty when I post my documenting content, my business, because even though it's a jujitsu MMA business, I can't help but feel guilty when I'm showing me talk about emails with people, or just doing stuff that isn't jujitsu or MMA or nutrition focused.

Ryan Moran [00:28:00]

What is your question?

Rocco Flores [00:28:01]

I guess the question is like, what do you think ... What do you think about that? Do you ... How do I feel that people ... How can I feel positive about the whole documenting process journey?

Ryan Moran [00:28:12]

You could stop caring about what they think of you.

Rocco Flores [00:28:15]

Is it that simple?

Ryan Moran [00:28:16]



Yeah. And you're what? 20 or 21?

Rocco Flores [00:28:22]

I'm 24.

Ryan Moran [00:28:23]

You're 24. Okay. So, you're 24. Oh, sorry. It's Damien that is 20. You're 24. You care about what other people think of you when you're 24. Every 24 year old does, unless you're the Buddha. So, that's not ... I'm not judging you that you care about what people think. I care about what people think of me, too. Less than I did when I was 24. Hopefully more than when I'm 44.

Ryan Moran [00:28:49]

That ... Gradually you stop caring, but that's why you feel guilty. You're afraid of the judgment of other people leaving you a comment on social media saying, what is this shit? You're trying to sell me something. I get that 29 times a day. I posted a video today on TikTok, has 8,000 views, about how to make a million dollars in a year. The comments are hilarious.

Rocco Flores [00:29:20]

Are they talking shit?

Ryan Moran [00:29:20]

Oh my goodness. They're so entertaining.

Rocco Flores [00:29:24]

Yeah.

Ryan Moran [00:29:25]

Right? Once you get 10 an hour, either you're an asshole, which has happened before. I've been like, actually I was kind of an asshole in this post. Or you realize that, wow, people bring a lot of judgments to the table.

Rocco Flores [00:29:41]

Well, so, then how did you ... Did you always have that confidence to not care about it? Or was there a ... Was it gradual to a tipping point?

Ryan Moran [00:29:45]



Absolutely, it was a learning curve.

Rocco Flores [00:29:48]

Learning curve.

Ryan Moran [00:29:50]

Totally. Yeah. Because you learn eventually that people aren't really judging you, they're judging themselves. I mean, if I were to pull up my phone right now and read you the TikTok comments, there are things like, Easy for you to say, which means that they doubt themselves. Or somebody saying, This guy just wants to make money off you. I totally do. I sell mentoring for entrepreneurs. I hope you all buy my stuff. I hope everybody listening to this podcast comes and buys my stuff. And if they don't, that's cool. I just don't get bothered by it.

Rocco Flores [00:30:34]

Yeah. I guess it bothers me because, yes, okay, it's a reflection of themselves, but like we just were saying earlier, I'm still at that phase where I still care. So, even though it's a reflection of themselves, I feel like I haven't had the clarity to see through all that yet.

Ryan Moran [00:30:49]

So, give me an example of a comment that someone might make on your social media.

Rocco Flores [00:30:54]

Honestly, I haven't had any yet. That's the crazy thing. I haven't had anything negative that happens to me.

Ryan Moran [00:31:01]

I'm upset about something that hasn't happened yet.

Rocco Flores [00:31:04]

That's exactly the problem. It's crazy. And I know it's crazy. I hate it. And I hate it and I know it's ...

Ryan Moran [00:31:07]

It's not crazy. It's like, okay. Have you ever gotten hurt in jujitsu?

Rocco Flores [00:31:13]

Yeah.



Ryan Moran [00:31:14]

Were you afraid to get hurt in jujitsu?

Rocco Flores [00:31:17]

No.

Ryan Moran [00:31:19]

You weren't afraid to get punched in the face or being choked out?

Rocco Flores [00:31:23]

No, I ... Have I ever been? There's been times I've been nervous before a class, but I've never really ...

Ryan Moran [00:31:29]

When you first started, you didn't get up to the mat and be like, oh crap, this dude is bigger than me?

Rocco Flores [00:31:33]

Sure, sure. Sure, yeah. Yeah.

Ryan Moran [00:31:36]

Yeah. That guy is bigger than you. He's going to hurt you.

Rocco Flores [00:31:40]

Oh yeah, yeah, absolutely. All the time.

Ryan Moran [00:31:41]

Once it happens a few times, are you as afraid?

Rocco Flores [00:31:45]

No.

Ryan Moran [00:31:46]

Great.

Rocco Flores [00:31:47]

I'll tell you what, it takes a long time though.





Ryan Moran [00:31:50]

Yeah. I've been making content for 14 years.

Rocco Flores [00:31:54]

Yeah.

Ryan Moran [00:32:00]

Here's the thing, Rocco. You suck at making content right now and that's okay.

Rocco Flores [00:32:04]

Okay.

Ryan Moran [00:32:04]

I am better than average at making content and that's okay. That's where I am. You're new.

Rocco Flores [00:32:13]

Sure.

Ryan Moran [00:32:14]

You're super early.

Rocco Flores [00:32:16]

Yeah.

Ryan Moran [00:32:17]

So, go make some mistakes, man. It's like, we talked about TikTok a couple of times. I just, I've been experimenting on TikTok just to see what works, see what my talking points are. And I'm just posting videos every day, get my talking point out, try ... And I suck right now. I suck. But it's part of the process.

Rocco Flores [00:32:40]

Yeah, absolutely. I guess it's just like, I don't know. It's just nerve-wracking. It's kind of like, I've never really put myself out here like this before. If you look at my first ...

Ryan Moran [00:32:49]

What a cool opportunity.



Rocco Flores [00:32:51]

Absolutely.

Ryan Moran [00:32:52]

Yep. I want to clean this up a little bit, Rocco. First of all, we just talked about the sales system. You're fairly clear on this, right?

Rocco Flores [00:32:58]

Yes, yes.

Ryan Moran [00:33:00]

And we're ... We've talked about the audience-building, connection, relationships, part of this, right?

Rocco Flores [00:33:05]

Yes.

Ryan Moran [00:33:04]

The rest of it is just the drama in your head.

Rocco Flores [00:33:08]

Yeah.

Ryan Moran [00:33:10]

So, the work for you to do right now, outside of what we have just covered as those 2 main pillars, is for you to get pumped about your business.

Rocco Flores [00:33:23]

Get pumped up.

Ryan Moran [00:33:24]

For you to be genuinely excited about your business. And that means finding something to be excited about.

Rocco Flores [00:33:31]

Something in terms of a product or content or even ... Or just a vision, just a vision?

Ryan Moran [00:33:37]



Anything that you're genuinely pumped about. You're pumped about the vision, right? I've heard you talk about it.

Rocco Flores [00:33:44]

Yeah. And I'm pumped about ... Yeah, absolutely. I'm pumped up ... Last week, I saw someone at the gym with the bar there, or the bar was on the ground. It was Ethan. And I was like, oh shit, I have a product inside of a jiu-jitsu gym. Someone ...

Ryan Moran [00:34:01]

First of all, that's an email or a piece of content. That's a good mock piece of content for you right now. What's up everybody? It's Rocco. Hey, I just want to share some really cool news. Check this out. My bar is in this gym. It's in the gym. We're super early right now, so this is a big deal for me right now. And by the way, any of you who have bought at the gym or on Amazon mean the world to me. I'm super early in my entrepreneurial journey. I really just want to build a great community of people who are doing jujitsu. I love all you guys. Thank you so much for your support.

Rocco Flores [00:34:34]

It's that simple.

Ryan Moran [00:34:37]

Yeah. And that mixed in with the next piece of content, which is you going and you documenting how you just got your ass beat, some big guy choked you out ...

Rocco Flores [00:34:50]

But I still have the ... But I'm still fueling up properly.

Ryan Moran [00:34:54]

No, I didn't ... No. I just mean you documenting jujitsu.

Rocco Flores [00:34:57]

Oh, okay. Sometimes I feel like I'm not good enough at jiu-jitsu to document jiu-jitsu. I guess [INAUDIBLE 00:35:04]

Ryan Moran [00:35:04]

I feel like I'm not good enough about entrepreneurship to document being an entrepreneur. That's what makes the journey interesting. It's what makes it relatable. It's what makes people want to follow you for the improvement.



Rocco Flores [00:35:19]

Yeah. I actually want to ...

Ryan Moran [00:35:20]

I'll tell you what. My audience shrank, it shrank, when I sold my business. Why? The journey was over. And I mean, it shrank a lot.

Rocco Flores [00:35:36]

Really?

Ryan Moran [00:35:37]

My audience fell to 30-40% when I sold my business.

Rocco Flores [00:35:43]

Is she going to build it back?

Ryan Moran [00:35:43]

Now that I wasn't building a business anymore, I was a guy who had sold a business. Took me years to recover, right? And part of that was like, I'm finding my new talking points again. It's a new part of the journey. Do you know what I wish I had done it that time? Document the process of me finding my voice again after having an exit. That's far more interesting than me telling you how to have an exit.

Rocco Flores [00:36:09]

Yeah. I got to focus more. I've got to embrace more of being the entrepreneur. I just think sometimes I think I got to be the competitor to sell this rather than actually just being the entrepreneur who's just trying to build a brand.

Ryan Moran [00:36:21]

You are a competitor. You're both. It's what makes you unique.

Rocco Flores [00:36:23]

Yeah, I guess so. But I'm not like a ...

Ryan Moran [00:36:27]

You are not an expert at jujitsu. You're building a community of people who do jujitsu and that includes you.



Rocco Flores [00:36:36]

Yeah. Yeah. I guess that's true.

Ryan Moran [00:36:39]

You're good enough, man.

Rocco Flores [00:36:42]

Sure. I agree.

Ryan Moran [00:36:44]

And you made a great food product, and you're building a great brand, and your branding is awesome and it tastes delicious. I've eaten 4 in a day before. Never asked me to review the product.

Rocco Flores [00:36:57]

I think I have. Okay, I know for a fact I've sent you an email. I know for a fact I've sent you emails saying, Hey, Ryan, how has your product? How was it?

Ryan Moran [00:37:05]

Okay. Did you send me a link to Amazon and follow up?

Rocco Flores [00:37:10]

No, I didn't follow ... I guess I was concerned ...

Ryan Moran [00:37:12]

You see where I'm going with this?

Rocco Flores [00:37:13]

Yeah. Yeah. I think that's another thing. I think that's another problem I have. When I don't get the first initial response from people in anything, whether it's my customer or my influencers, I get worried that I'm bothering people. If you don't respond to me first, oh, okay. Nevermind. I'll leave you alone forever. I got to realize that I got to hustle for ...

Ryan Moran [00:37:35]

So, one thing you can do there, Rocco, is go for an easier yes. Hey man, I'm following up. I just want to make sure everything got there okay. Have you tried them? Everything good?

Rocco Flores [00:37:45]



And then from there ...

Ryan Moran [00:37:45]

You could have sent me a Facebook message and been like, Ryan, meant the world to me that you bought my product. I think you did that actually. And then been like, I'm anxious for your feedback. Tell me what you think. That's an easier yes than please go leave a review.

Rocco Flores [00:38:06]

Yes, sir. Just ask them for feedback.

Ryan Moran [00:38:10]

The last thing that I want you to think about is every day when you wake up, can you find something to be excited about regarding your business? That is the habit that you replace checking the phone with. Instead of checking the phone, you grab a journal and you write about what's going well in your business.

Rocco Flores [00:38:35]

Okay. Write about what's going well, what I'm doing good. Write about what's going well.

Ryan Moran [00:38:40]

Just, what opportunities are opening up? What you could do today to move the needle a little bit. And I'll tell you what, that's interesting content. What's up, everybody? This is Rocco. It's 6:40 AM. Usually I check my phone right now. Instead of doing that, I made a list of things I could do to move the needle a little bit. And honestly, right now I'm sitting at zero reviews on Amazon, so my goal today is to get 10 of them. I'll keep you posted on how it goes. Boom. 7 of those people are like, review on what? My protein bar. Send me a link.

Rocco Flores [00:39:14]

Okay. Do you think I can tell people that my business ... Am I able to ... Do you think it's a good content for me to outright be like, sales are not doing well right now, so this is what I'm doing to do better.

Ryan Moran [00:39:26]

Yes.

Rocco Flores [00:39:27]

Yeah?



Ryan Moran [00:39:28]

I wouldn't say sales are not going well. I'd be like, Hey, I'm super early in the process. Some days I get sales. Some days I get no sales, but I'm really early and my goal right now is just getting 5 sales a day. I'm so hungry for this right now. I'm giving them out to everybody I know, sending them to influencers. Because when you're ...

Ryan Moran [00:39:48]

In your brain, when you think sales aren't going well, that is what you're projecting out to people. But if you're like, I am early and this is going to happen, you're projecting excitement and positivity and confidence. I'll tell you this, Rocco, I went through a really hard time financially a while ago where just some investments didn't work out the way that I thought they were going to. And I spent a good 2 to 3 months feeling sorry for myself. No one wants to be around me when I feel that way.

Ryan Moran [00:40:26]

And then finally, once I stopped crying and I zoomed out and looked at my life in the macro, I was like, here's where I came from, poor kid from Cleveland. Here's where I'm going, owner of the Cleveland Guardians. And right now we're at a dip. You know what that means? It's a really good time to buy stock in Ryan Daniel Moran.

Rocco Flores [00:40:51]

Hell yeah. Fuck yeah.

Ryan Moran [00:40:54]

People would be ridiculously stupid not to buy stock in Ryan Daniel Moran right now. Why? Because I just had a dip, little dip, Bitcoin dropped in value.

Rocco Flores [00:41:10]

Still going back up.

Ryan Moran [00:41:11]

That thought ... I mean, you hear the way I'm talking about it right now. And that change in thought changes how I project out to people. That's what needs to happen for you right now. It's like, it's so early. I know this is going to happen. And when you have that knowing, you speak from a very different place. You connect with people in a different place. You show up on that podcast from a different place. That's why I want you to do that inner work sidestep with the Amazon sales system and the audience building and connections. And that will fuel you. Picking up what I'm laying down?



Rocco Flores [00:42:00]

Yes. So, this is my ... This is what I'm taking. So, Amazon reviews, use reviews as your content. Document your Amazon building as your content. Send out 10 boxes a week. And the email, use it as emails, too. And honestly, I'm just going to try to do that.

Ryan Moran [00:42:19]

Good. All of those are ...

Rocco Flores [00:42:20]

And just try to be positive and excited more about all of it.

Ryan Moran [00:42:22]

All of those are good things. All of it is magic when you flip the internal switch.

Rocco Flores [00:42:29]

Yeah. I'm working on my internal switch.

Ryan Moran [00:42:33]

And that comes from journaling about what's going well, documenting what's going well.

Rocco Flores [00:42:38]

Documenting what's going well. And being real about what isn't?

Ryan Moran [00:42:41]

And here's the other thing. Seeing each of these micro steps as important. It is not a small deal to go get 10 reviews. That's progress. See it as such.

Rocco Flores [00:42:56]

Okay. So, be proud of your little wins. All right. Yeah. Sometimes I can't help feel like I can't celebrate until the big pictures arrive.

Ryan Moran [00:43:05]

I understand. Dude, the grind is the best part when you believe in it.

Rocco Flores [00:43:12]

Okay.

Ryan Moran [00:43:12]





When you believe in it, it's the best part.

Rocco Flores [00:43:16]

Did you always enjoy the grind when you were doing it?

Ryan Moran [00:43:19]

Yeah, because I believed in it.

Rocco Flores [00:43:22]

Okay. So, I got to believe. I believe. It's that simple.

Ryan Moran [00:43:25]

I was at ... The worst part is when you're at the top of the mountain and you're afraid of falling off. Getting there sucks because you get into defense mode. What if I lose it? But when you're up the mountain, you're like, I can see the freaking mountain top. Let's go. Then you get up there and you're like, eh, it's fine. Where's the next mountain? Believe in the mountain top and enjoy the climb.

Rocco Flores [00:43:50]

Yes sir. All right.

Ryan Moran [00:43:51]

Everything we've outlined will get you there.

Rocco Flores [00:43:54]

Amazon sales system, and using this content. That's what I'm doing.

Ryan Moran [00:43:58]

Yes sir.

Rocco Flores [00:43:58]

All right. Thank you, Ryan.

Ryan Moran [00:44:00]

Good to see you, my man. Keep me posted.

Rocco Flores [00:44:03]

Yes, sir. I will be reaching out to you.



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— B E T H E C H A N G E —

Ryan Moran [00:44:05]  
All right. See you, bud.

Rocco Flores [00:44:06]  
All right. Bye-bye. Thank you.

Ryan Moran [00:44:08]  
If you've read my book, listened to the podcast, or watch any of my YouTube videos and you're asking yourself, Where the heck do I start? Where do I begin my journey to my million dollar business? We got you today. My team and I just completed a new kickstart class called 5 Days, 7 Figures. This is the best on-ramp for any of you who are ready to begin your 7-figure journey.

Ryan Moran [00:44:35]  
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[00:44:56]  
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](https://Capitalism.com/5). That's the number 5. 5 Days, 7 Figures. [Capitalism.com/5](https://Capitalism.com/5).