



E44 - Joe Asks, Is My Target Audience Too Specific? Transcript

Ryan Moran [00:00:02]

This is the Road to \$1 Million. I'm Ryan Daniel Moran. Today I'm going to answer a question that comes up very, very commonly inside of our consulting calls, our community calls, even with my one-on-ones with private clients. And that is, is my audience too specific? This comes up a lot when people are identifying who their who is. Am I too broad? Am I too specific? How do I know when I've found the right who?

Ryan Moran [00:00:30]

This comes up on this conversation inside of The One Percent and I wanted to share it with all of you because this comes up so often. You hear me talk about the importance of nailing that ideal person that you want to serve in your business, and some people will go way too specific while others will be way too general. They don't even have a who, they just say it's busy moms.

Ryan Moran [00:00:54]

And as a result, they never really identify the person that they're trying to serve. So, in this conversation, we look at an example from one of our members, we clean it up and allow him to have the clarity to move forward now that he has his who. I hope that after you listen to this, you'll have more clarity about who you serve on your road to \$1 million. And whenever you're ready to join us, you can do so over at Capitalism.com/1. Hope to see you there.

Justus Murimi[00:01:27]

I'm looking forward to this. He's a stud. We'll come back. Let's get Joe. Joe's a ... Coach Joe.

Ryan Moran [00:01:38]

Coach Joe. Hey man.

Joe [00:01:40]

How are you guys doing? This is great, man. This is ... The information so far is just a bit overwhelming. It's so mind blowing. So I appreciate you big time.

Ryan Moran [00:01:47]

Good. How can we help?

Joe [00:01:49]



I'm going to give you a short context about it the best I can, and then my question. So, Justus and Leah actually helped me figure this out big time, this person is based on me, this is ... My who is athletes turned entrepreneur. Why? Because athletes never retire. Now, business is their new Super Bowl chase, right?

Joe [00:02:07]

So, our hero is ... He just finished playing sports. He wants to start a business, maintain his athleticism, and go on the move, right? He wants to become Dwayne Johnson. So, he's going to run into low energy, higher stress, less sleep, all these different problems. Now, in a podcast that you had with Thin Line Anthem, one of the guys that ... I think his name was Steve. He said something that stuck with me.

Joe [00:02:29]

He said from a bleeding neck standpoint. So, when I think about that, I'm like, do I ... Should I niche down further? So, for example, I'm thinking about the first product being for sleep, and I'm thinking about, for example, it being for sleep with a big focus on post-concussion syndrome, because 3.8 million athletes experience concussions every year, and how it affects insomnia for some brain recovery for mental health.

Joe [00:02:55]

And then obviously you get fatigued throughout the day and irritability and all these different things. There's all these problems that it causes. So, should I be niching down that far to something like post concussion syndrome or do I keep ...

Ryan Moran [00:03:07]

You're fine. You're totally specific enough. You just mentioned a pain point for a specific person. You don't need to go more specific than the person. You go more specific with your product line, not with the actual person. You're plenty specific. Athletes who are just retired and are starting a new adventure is perfectly specific enough.

Joe [00:03:28]

Okay, cool. Amazing. Okay. So then, more like if I mention things like post concussion syndrome or things like that, that's when I'm talking about side benefits of the product or things like that.

Ryan Moran [00:03:39]

Maybe you can say how it fits into one person's life, but to build a whole brand around that I think will prevent you from doing the other things that you want to do and talk about the



other things that you want to do. So, you can slip it in there, but it doesn't need to be the foundation of your entire brand message.

Joe [00:03:58]

Okay. Perfect. Very cool.

Ryan Moran [00:04:02]

What types of athletes are you working with right now?

Joe [00:04:05]

Well, I've been coaching for the last 10 years and I'm also an acupuncturist, but I specialize in injuries for athletes. So, most of the relationships I have are with high level college athletes and pros that they come to me for knee injuries, back injuries, things like that. And they always have questions about all kinds of things. They love to talk about nutrition and sleep and all these ... All this different stuff. So, yeah, that's basically my wheelhouse.

Ryan Moran [00:04:35]

Yeah. So, every single one of those pain points that you just described is a product. Knee pain, back pain, sleep, post-concussion, mental performance, stress, these are all products. So, your bulls-eye is the retired athlete. That is your bulls-eye and your story is you're a coach who's also an acupuncturist and you've seen it all. You've seen what works and doesn't work and you specialize in athletes. See where I'm going?

Joe [00:05:08]

Yeah, absolutely. Absolutely. That's awesome.

Ryan Moran [00:05:10]

Perfect brand umbrella for you. Good work, Joe.

Joe [00:05:16]

Thank you. Thank you very much, man. I appreciate it.

Ryan Moran [00:05:17]

Good to see you.

Justus Murimi [00:05:19]

Way to go.



Ryan Moran [00:05:21]

What a good day, Justus. What a good day.

Justus Murimi [00:05:23]

Dude, I'm telling you, I was in The Grind mastermind, and then ... I had orientation earlier this month and then The Grind mastermind. The brands that are being built and the clarity that a lot of these people have is insane. Just insane. I think 5 Days to 7 Figures helped a ton, and just people in the community listening and I think some of the ...

Justus Murimi [00:05:43]

Even some of the Incubator students coming into The One Percent and just sharing what they've learned and the clarity ... For him, look, he's in front of his customer every single day. So, in my mind, I'm going, dude, once you have a high level pro or college person, bring them on your podcast, talk about their pain points, give them some wisdom, share the podcast, get on an email list, talk about the conversations you just had.

Justus Murimi [00:06:08]

Now you're an expert in the field. You're helping these people recover and your brand is really easy from there. This is ... The fact that they're in front of the people with the pain and they're already seen as the expert gives them such a shortcut towards brand building. And this is ... There are a lot of these people coming in, so I'm pumped.

Ryan Moran [00:06:30]

And the type of content you could do around that of ... Solo casts talking about so-and-so who just retired and started a business, right? Talking about Tom Brady's un-retirement. How is Tom Brady able to go back to work at this age? What is he doing right? How is he able to maintain this? Next episode, how athletes can age like Tom Brady. I mean, there's so much content that can be done on that brand. You nail that person and you have conviction about it, everything else is just there ready for you.

Justus Murimi [00:07:08]

I love it. I love it. Any last ... Gosh, I said this last time, any last words. That is parting words. Last words is terrible.

Ryan Moran [00:07:16]

Yeah. You're in the right place. Every single one of you, you're in the right place. It's tempting as an entrepreneur to look at your path and compare it to other people's paths and think



you're in the wrong place. The path you're on is the right path. Go through it, not around it. You're in the right place.

Ryan Moran [00:07:51]

We've done this before quite a few times. So, where can you find certainty and conviction that you're on the right path towards your seven figure business? That's the game. That's the game, because the minute you're certain about it, it will happen. The minute you are certain about it, you start taking the actions and taking the steps and going in the direction of building it, of doing the right things.

Ryan Moran [00:08:32]

You're in the right place. And if you need to outsource your belief to Justus and I for a little bit, that's okay. We can believe hard enough for both of us. You're in the right place. This is the right path. Keep following it. This is fun, Justus.

Justus Murimi [00:08:52]

Man, I'm about to punch a hole in this wall.

Ryan Moran [00:08:54]

Let's go. Let's punch some holes.

Justus Murimi [00:08:55]

Are you kidding? Jeez. Give me some On Switch. I need some Off Switch now just to settle down. This is great. We love you guys. You guys are rock stars. Keep going. Make sure if you got any takeaways today, mention it in the Facebook group, in the community so other people that couldn't make the call today could hear from this and learn from it. And join those masterminds, get on those mastermind calls so you can continue to be a part of the community. Meet often.

Ryan Moran [00:09:24]

And someone needs to tag Rose Ivy in a post. Where has Rose been? Where is Rose? I love her brand and she needs to be here.

Justus Murimi [00:09:38]

No kidding.

Ryan Moran [00:09:39]



Someone needs to reach out to Rose Ivy and tell her to come back. We like her brand. It's a million dollar business. Let's go.

Justus Murimi [00:09:49]

Yes. All right. I have even more questions for Ryan, but unfortunately we're out of time. I will talk to you guys later. We love you. Have an amazing day.

Chris Van Loan [00:10:00]

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

Katarina [00:10:05]

I would definitely join ... I would join One Percent. It is ... There's so much learning to do in there, but you'll get so much business from other people and helping each other with that. And as long as you give, because you have to give to get, right? So that ... If you need help and everything, you've got to figure out, what is it that you can offer?

Katarina [00:10:25]

Every week I have a goal. Every week I do a give. So, I think all week, what can I give the group? What is ... Even if it's something small, it might be something small, it might be something bigger. But based on what I've been reading this last week, what is it that I can help everybody with? So, figuring out how you can refer somebody to somebody else.

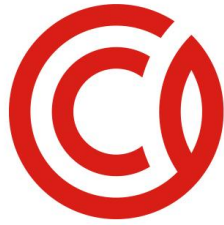
Katarina [00:10:42]

Whenever someone has ... Like the guy that Christopher [INAUDIBLE 00:10:46] with the spice thing. I said, well, contact Mayra, find out so you can collaborate with each other, and that's the kind of thing that will help you in One Percent. But if you just go in there and sit there and not participate, you're not going to get much out of it.

Ryan Moran [00:11:02]

If you found value in this podcast and you're ready to go deeper, here are three resources where we can help you. One, you can grab my book 12 Months to \$1 Million on Audible or Amazon. It has over a thousand reviews and it's the playbook to building a seven figure business. Second, 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 [00:11:26]



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