

Matt Asks, “How Can I Stop Overthinking And Just Launch?” Transcript

Ryan Moran [00:00:02]

This is the Road to \$1 Million. I'm Ryan Daniel Moran. Today's going to be a short consulting call that I did with one of our members, Matt, who was wrestling with some analysis paralysis. This comes up a lot on the Road to \$1 Million. How do I know when it's time to launch or when do I know who my person is? How do I just fucking go? How do I get out of my own overthinking and press the go button?

Ryan Moran [00:00:27]

And I can tell that he's got a lot of different opportunities and directions that he could go, so we clean this up for him and allow him to just see the next step forward and get this thing off the ground. If you've been thinking about your business for more than about six months and you're ready to just get this thing off the ground and go, this is going to be a consulting call that will really help you out.

Ryan Moran [00:00:48]

And I would love to help you inside of The One Percent, which is where we recorded this conversation. You can join the Road to \$1 Million and start yours over at Capitalism.com/1. All right, let's dive in.

Justus Murimi [00:01:02]

Well, let's get Matt in here. Let's go with the guy that doesn't like us.

Ryan Moran [00:01:06]

Let's go with the guy.

Matt [00:01:09]

That is bad. I'm sorry but I'm holding somebody off. I'm in a closing, but I wanted to ...

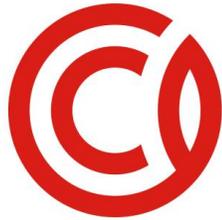
Ryan Moran [00:01:17]

Are you in real estate?

Matt [00:01:20]

Well, our product isn't, but personally have two real estate syndication companies.

Ryan Moran [00:01:24]



Awesome. Tell me about the real estate syndication companies.

Matt [00:01:27]

I have a capital group that invests into multifamily, specifically in the Southeast. We ventured into Texas last year, but we have a few assets that we just sold off in Michigan. We're not big on not ... We were talking about that, but I'm not big on Midwestern states right now, focusing primarily in the Southeast.

Matt [00:01:47]

So, we repositioned and then working on a couple of development projects. So, we're super excited about those. And then we have a residential company that we have a small fund for that we just turn assets into a wholesale and whole-tail. So, we've grown that over the past couple of years and it kind of gives a lead funnel to our capital company.

Ryan Moran [00:02:09]

Good for you. I'm aware that capital is not the biggest problem in the world when it comes to real estate right now, deal flow is. But if you ever run into a capital problem, I really want to bring multifamily deals to my investor group. If you were here at the beginning of the call and you heard me talk about that, I very much want to bring multi-family deals to my investor group, so please keep me in mind if you decide to do syndications and you need capital there.

Matt [00:02:36]

Okay. Yeah, absolutely. That'd be great. We're working on actually a really, really big land entitlement deal right now that we're likely to bring a family office into, but I might bring it to you beforehand and we can chat through some things.

Ryan Moran [00:02:49]

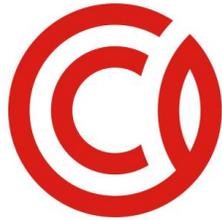
Sounds fun. Coll. So, how can we help you with your other business today?

Matt [00:02:54]

Yes. So, I have my partner on here right now, Dustin. He's in this business and we're super excited about it. We love it, so. But it's our first venture in the product world, right? So, we read your book, but we do ... We just do have a few questions. So, do you want me to kind of give you the elevator pitch real quick, kind of behind ... I'm sure you want the premise of it.

Matt [00:03:17]

So, about two or three years ago ... Longevity is a big thing to me. So, longevity has been predominantly our focus. We want to make sure we maintain optimal health.



Ryan Moran [00:03:29]
You look great for 67.

Matt [00:03:31]
Yeah. I told my dad the other day. I was like, I want to feel like right now at 36, I can do when I'm 80, right? One of the things we just were looking into specifically, Dustin is a nutritionist and actually my personal trainer as well, but we focused on how food, right, is inflammatory ... It can be an inflammatory or de-inflammatory in the body. Right?

Matt [00:03:59]
So, one of the things three years ago that I started doing to actually reduce my caloric intake, reduce inflammatory items in my body is eating my kids' pouches. Right? So, I eat my kids' pouches all the time. I literally will take them, I'll get them from Aldi's or wherever and I'll like, just eat kids pouches a lot, right?

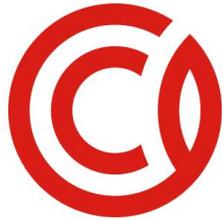
Matt [00:04:16]
Well, I slowly started realizing, I was like, this doesn't have the robustness that I need from purely ... From my body standpoint. I was at that point, about 200 pounds, and I worked out relatively every day. Dustin has since trained me in different ways, and I met him about a year ago and we really started brainstorming these things together.

Matt [00:04:37]
So, anyways, now we're ... We've actually hired a food scientist. We've built out basically adult pouches that we wanted to bring widespread. The company is called Nootricious, N-O-O-tricious. And predominantly what we have a focus is chemical releases within the body, right?

Matt [00:04:57]
So, we try to eat foods that create cortisol levels ... Spike cortisol levels in the beginning ... The early mornings, hyperglycemic, more serotonin releases midday, and that had melatonin releases at the end of the day to allow your sleep performance to be high.

Ryan Moran [00:05:14]
I follow. Yup.

Matt [00:05:16]



So, anyways, we're building in the cognitive enhancements, and so, I would say before, post ... Pre kids' pouches, I would take 5-hour Energies quite a bit. Obviously, there's not a lot of longevity in that. So, what we, Dustin and I, sat down and creatively went through was how do we incorporate nootropics into our pouches that also have a fatty based substance in them that also have hyperglycemic, more smoothie base. And then our serotonin where ... Our melatonin ones have more tart cherries, various foods that kind of aid you in that process, right?

Ryan Moran [00:05:53]

So, Mat, I'm totally tracking with you. I totally get it. So how can I help?

Matt [00:05:58]

All right, so, I mean, I put ... So, we have our food scientists, we have our products. Now we have actually ... So, we have five different products that we have ready to release, but to be honest with you, we're overthinking a little bit the e-commerce based thing. I realized, when we come into Amazon, we want to ... I did Daily Harvest for a while. Didn't love it because I would have to pour it in a blender, I'd have to cook it in a pot.

Matt [00:06:23]

I didn't like that. I needed something easy because I'm on the move. Right now, I'm actually trying to go into a closing right now, but I swear, I was super pumped to talk to you. So, I want to get this out, but we're kind of overthinking the intrinsics of the e-commerce leg of our website, how all these things. And we know 15 people that do this, right?

Matt [00:06:46]

And it's like, oh, now picking one. I almost wanted just to kind of come to you guys and be pulling together that network. Who's had ... From a food-based standpoint, we want to make it more subscription-based in our business model where people ...

Ryan Moran [00:07:00]

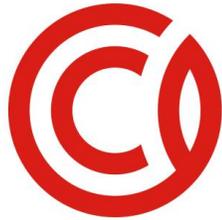
So, Matt, the question that I'm picking up from you that you're not asking is how do I stop overthinking it and just follow a plan.

Matt [00:07:07]

And get that ... Yes. So, exactly. How do we just start incorporating it and not overthink our website design from an e-commerce standpoint?

Ryan Moran [00:07:17]

How do I not overthink this thing that I'm thinking about?



Matt [00:07:21]

Yeah. I mean, it's crazy. I'm a business owner, but I'm like, all right, we got ... We just want to keep ... We are moving, though.

Ryan Moran [00:07:27]

The answer to your question is to simply prioritize the things that move the needle, which are audience, launch strategy, community. So, if we were to cut everything out, because you were like, I have an hour a day to work on this thing, I would say, okay, a few things that we need to plug in.

Ryan Moran [00:07:50]

Capital, you're probably good on, but you could do a raise if you wanted to do this quickly. So, if we ignore that for now, it's who are we launching to? Do we have a community or an influencer that we have partnered with? Honest question, do we?

Matt [00:08:05]

Yeah, it needs to be bigger, but yeah.

Ryan Moran [00:08:07]

Okay, how big is that audience right now?

Matt [00:08:09]

I have a ... From a branding standpoint, I try to brand through my physical presence ...

Ryan Moran [00:08:16]

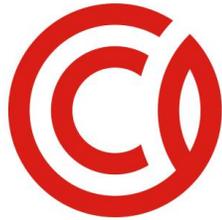
How many people [INAUDIBLE 00:08:18]

Matt [00:08:19]

15,000 currently, 15,000 followers. I have 15,000 thousand followers on Instagram, but, Ryan, we do have an email list through our wholesale marketing that's 10,000. So, we hit that every week. I want to utilize that. I want to ... I was reading your article the other day on micro-influencers with mailing lists. I have access to a lot of mailing lists that we can affiliate. So, I want to do that to ...

Ryan Moran [00:08:50]

But hold on, hold on, hold on. Before we go there, you have enough of an audience on social combined with enough of a distribution base via email that all that needs to happen is you



need to siphon off the hottest buyers onto a hot list and email them once a week about the status of the product. That's it. So, that means, did you say 15 or 50,000 people on Insta?

Matt [00:09:17]

15. 15.

Ryan Moran [00:09:19]

And are those people that are following you for real estate advice or people who are following you for health advice?

Matt [00:09:23]

I mean, that's the thing. It's kind of all over the place.

Ryan Moran [00:09:26]

It's your personal brand? Is it your personal brand?

Matt [00:09:29]

It's my personal brand [INAUDIBLE 00:09:30]

Ryan Moran [00:09:31]

Perfect. Then what you start doing, because I guaran-freaking-tee you, you have not made a video saying exactly what you told me, which is at 80 I want to feel like I do when I'm 36, here's what I've been doing about it. I guarantee you haven't done a video about that.

Matt [00:09:45]

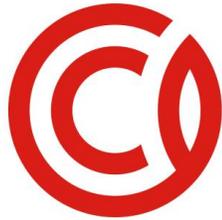
I have not.

Ryan Moran [00:09:45]

Okay, great. So, that is the first video that you do to warm up your 15,000 people to get them onto a hot list so that you have a group of people that have followed you from your personal brand or your distribution email list. When that's at 1000 people that you are sending emails to once a week about the status of the product, you now have enough of a hot list to do a pre-launch to go sell a few hundred units, which lights the fire or people who are going to leave reviews on Amazon or your Shopify store so you can get it to 25 to 50 sales a day on the first product. Still with me?

Matt [00:10:20]

A hundred percent with you.



Ryan Moran [00:10:22]

Sweet. And I didn't even mention a freaking website.

Matt [00:10:26]

No.

Ryan Moran [00:10:27]

Not even at all.

Matt [00:10:29]

Oh, wow.

Ryan Moran [00:10:29]

Not even at all. It didn't even occur to me. Are you following what Damien is doing on TikTok?

Matt [00:10:39]

What's that?

Ryan Moran [00:10:39]

Have you followed what one of our case studies, Damien Law, has ... Have you seen us post about this at all?

Matt [00:10:44]

No, but I ...

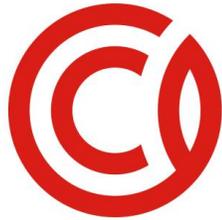
Ryan Moran [00:10:45]

So, one of our case studies, our students in the Incubator, his name is Damien. He's been posting content on TikTok every day and just sending people to his website, which by the way, his website is just to get first in line for the order page. It's just a basic old squeeze page.

Ryan Moran [00:11:01]

And he has 5,000 people waiting for launch day. He's already pre-sold a thousand units, right? You're doing the exact same thing. You're emailing the list you have, you're talking to the audience that you have, documenting the process of this brand, putting them onto a hot list, which is a very basic squeeze page, getting them ready and hot to buy.

Ryan Moran [00:11:20]



As soon as it's ready, you turn on the order button. You're taking sales, you're nurturing those people, getting them to leave reviews, you have momentum. Then you think about building a website.

Matt [00:11:31]

That's amazing. All right, cool. That's it? That's it.

Ryan Moran [00:11:39]

That's it.

Matt [00:11:39]

Yeah. That's it. That's huge. I love it. Thank you guys so much.

Ryan Moran [00:11:44]

Anything else? I mean, I feel like that was way too easy.

Matt [00:11:48]

You know what? Sometimes it is. That's kind of how we've been operating. I'll give you an update, but we're going to start with that.

Ryan Moran [00:11:56]

If all you did was finalize your product, nurture that community onto a hot list, and do a launch and follow up with those customers, you're pacing at least \$10,000 a month in sales, which is the very beginning for you to build off of to take to \$100,000 a month in sales and have a business that you can grow and sell.

Matt [00:12:19]

Absolutely massive. No, it's huge.

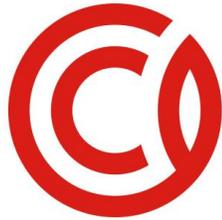
Ryan Moran [00:12:22]

And anything you do outside of that, choosing the product, building the hot list, having the exit, or having the launch, is a distraction. Do that as fast as possible, have your first \$10,000 month, and then we build on that foundation.

Matt [00:12:36]

Love it.

Ryan Moran [00:12:37]



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— B E T H E C H A N G E —

Got it?

Matt [00:12:37]

Yeah dude. Thank you so much.

Ryan Moran [00:12:39]

You're welcome. Good to see you, Matt. Thanks for being here.

Matt [00:12:42]

All right, guys. Have a good one.

Ryan Moran [00:12:43]

I like this new talking point. All you need to do is build the product, build the community, have a launch, make \$10 grand, grow from there. We need to have a talk about how we get people to just freaking sprint to that. 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.

Ryan Moran [00:13:11]

My team and I just completed a new kickstart class called 5 Days, 7 Figures. This is the best on-ramp class for any of you who are ready to begin your seven figure journey. In this five 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 [00:13:45]

It's a five 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 five. 5 Days, 7 Figures. Capitalism.com/5.