



My Exact Plan To Make \$100 Million Transcript

Ryan Moran [00:00:04]

I'm going to talk about my plan to make \$100 million dollars over the next seven years, because I have a plan that I'm going to execute. And for a long time, my content around business and entrepreneurship is very serious, very logical, and what I realized, if we're going ... Getting the ah-hah about where my career, I think, wants to go in the next chapter is realizing that the logical part of me was what was keeping me stuck.

Ryan Moran [00:00:35]

So, for a long time, I was trying to figure out my mind about how to become a millionaire and then a decamillionaire or a centimillionaire, that's \$100 million dollars. And I was trying to do it in my head, figure out the best way, figure out the best plan, and they all felt really limiting and really kind of ... Icky is the wrong word, but it felt like it wasn't really me.

Ryan Moran [00:00:56]

It felt like it wasn't a reflection of me. And I recently put together something that felt like it was more in alignment with what I want to do because someone observed in me, they said, I notice in you that when you create a goal that is about what you're going to accomplish, what you are going to check off, that you have resistance to it.

Ryan Moran [00:01:20]

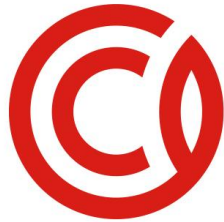
So, for example, \$100 million dollars. Having that goal and just thinking about the end goal doesn't have juice for me. It doesn't have excitement for me. I want it. Sure, who doesn't want \$100 million dollars? But it doesn't have the life that it needs, the energy behind it that creates action that is compelling forward.

Ryan Moran [00:01:41]

But for me, I notice that I get really excited about accomplishing a goal with someone else. I get really excited about creating something alongside someone else. That creative engine where I am creating with someone else, I have a lot of juice behind. And so, I've created the possibility and now the plan of how to create \$100 million dollars in equity value alongside my students.

Ryan Moran [00:02:12]

And equity value means to me, a value of businesses, a portfolio of businesses that's worth \$100 million dollars if it was sold. And I get so much energy, so much desire is generated for



me, when I think about doing that alongside other people, especially my audience and my students. And it has a whole different energy behind it, behind ... Besides just creating a \$100 million dollar business on its own.

Ryan Moran [00:02:40]

That feels like ... It feels heady, it feels like work, but creating \$100 million dollars of equity value alongside people that follow my work that I work closely with sounds like a lot of freaking fun. So, in this video, I'm going to outline exactly what that looks like and what my sneaky plan is to have \$100 million dollar net worth alongside my students and my audience.

Ryan Moran [00:03:03]

So, for those of you who don't follow my work, my name is Ryan. My primary business is Capitalism.com where I help entrepreneurs build seven figure businesses that they can sell. In 2013, I started an e-commerce company called Sheer Strength Labs that I partnered ... My partner, Matthew, and I started with \$600 and we grew that to a business that topped out at about \$9 or \$10 million in top line revenue.

Ryan Moran [00:03:28]

We sold that for \$15 million in 2017. We held back some equity. The company that we sold it to went bankrupt so we didn't get all of the money, but we still had an eight figure exit. It changed both of our lives. I live off the passive income that I get from the investments that I made from that exit, and now my primary focus, my primary business, is helping entrepreneurs build seven figure businesses.

Ryan Moran [00:03:52]

I have plenty of students who have built bigger businesses than I had, but they started with our last \$3,000. I mentored them, I coached them, and now they run really big businesses. I have students that have had eight figure exits, nine figure exits, seven figure exits, and the path works, the plan works.

Ryan Moran [00:04:10]

And I have been teaching that model and mentoring entrepreneurs and building an audience in the world of entrepreneurship for ... Well, since I started that last company, so almost 10 years, but over the last couple of years, I had been taking equity stakes in some of the businesses that I mentor, some of the students that I am bringing along for the ride.

Ryan Moran [00:04:31]



I'll show you an example. This is a brand called Sinless Snacks, and Sinless Snacks, their primary product is a keto marshmallow crispy treat. It's freaking delicious and you should go buy them on Amazon if they're in stock. We can barely keep them in stock because people love them so much.

Ryan Moran [00:04:49]

And I love this company, and my partner and I invested money into this business and we have built a small team of people that is going in and helping the founder, Nick, grow this business. And what we'll do is we help raise the capital for this business, we help him cast the vision and ensure that he has the operational support to be able to build a really great business.

Ryan Moran [00:05:14]

I love getting to play mentor to the founder of this business, my partner loves playing financier to this business, and the core group of people that we have inside of that fund gets to go in and do what they do best to help that business grow. And what gets me excited more than ... Even more than starting another business myself, is helping Nick, the founder of this company, get a big win. I want this guy to win so bad.

Ryan Moran [00:05:41]

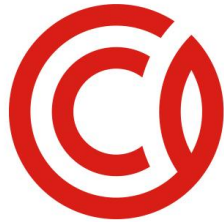
He wants it so bad. He works hard, and I love being able to come in and help him create a business that changes his life, and most importantly, really excites him. And I love bringing the resources to help him be freed up to do the things that he does best that he wants to bring to this world, which is creating amazing food products.

Ryan Moran [00:06:02]

I personally own 20% of this business, 20%. That's what I personally own of that brand. And so, if that company goes on to have a \$25 million exit, then that would be \$5 million in my personal account, my personal pocket. And I love the idea, I love the thought, of having that type of result for 20 of my students, or 10 of my students if it makes \$10 million, or four of my students if it makes \$25 million, but having \$100 million dollars in equity value that I have helped my students make gets me really, really freaking excited.

Ryan Moran [00:06:46]

So, in order to do that, the numbers would need to play out something like the following. I wrote this down because numbers are hard. If I own 25% of a business as an advisor or an investor and on average, they sell for \$20 million, that means that I'd make \$5 million each. I would need to have 20 exits, right?



Ryan Moran [00:07:08]

If I own 50% of a company that averages a \$20 million exit, then I need to have 10 exits. 10 exits at \$10 million, right? Now, how am I going to do that? That's what I'm going to share with you next. I have two things that I work on at Capitalism.com that I didn't realize could be pivoted a little bit until I set this goal.

Ryan Moran [00:07:31]

But once I set this goal, I started to see all the opportunities that were right in front of me that could help me accomplish this goal. And I think that's one of the key lessons and takeaways from this video is that when you set a goal that feels out of reach for you, but you sit with it for a second, it's strange how the brain starts to align behind that and that's exactly what happened for me.

Ryan Moran [00:07:55]

As I started to plan out this idea of, what if I could create \$100 million dollars worth of value for the students that I work with, all of a sudden I started seeing the opportunities where I did not see them before. For example, I have an incubator, it's called the Capitalism Incubator, where I help entrepreneurs get clear on their vision, build a seven figure business that they can sell, bring relationships and resources to the table.

Ryan Moran [00:08:18]

We bring investors to the table if they need capital, we bring partnerships to the table if they need that. But we just sell that. We sell that, anybody can buy it, and I don't take equity stakes in these businesses. And I started to think about, okay, if I only need 20 standout students to have \$25 million exits, and I would make \$5 million of that, how does that change my approach to something like the Incubator?

Ryan Moran [00:08:44]

And then something happened. I was contacted by an influencer with a very large following and he wanted to start a brand. And I love this person's content, I love the industry that this person is in. I've been a follower of his for a long time. And I know that if the right operator was partnered with this influencer, there's an eight figure brand to be made.

Ryan Moran [00:09:09]

And it dawned on me, well, wait a minute, if my focus was on bringing the relationships like that influencer, I'd bring them into the incubator, and saying, hey everybody, I want to start a company around this influencer. I will bring this relationship to the table and I will bring \$500,000 in working capital for the right operator, but what you need to do is you need to go



through the Incubator and you need to cast a vision, you need to build the pitch deck, and you need to build a relationship with this influencer.

Ryan Moran [00:09:40]

And I bring the opportunity to them and then I go raise the capital and help them build the network, take 20% as an advisor and as an investor, and let my student have that opportunity with that relationship and to build that business, that puts me in a position where I get to do what I do best, which is network, help mentor the entrepreneur, bring resources to the table.

Ryan Moran [00:10:04]

And I can empower that entrepreneur to build something that changes his or her entire future. If they own 20 to 40% of that business and it becomes an eight figure business, we've changed their life. And we brought the opportunity and the relationships to them. I love that idea. I love the idea of just focusing on bringing relationships and opportunities to my people, letting them have it, and then sponsoring and partnering and advising the brands that I am now incubating in my own incubator.

Ryan Moran [00:10:38]

And so, I've created the possibility that I can bring all of the opportunities that I have to my incubator students, give them to them, and then partner with the ones that are doing a great job. I have a team of five people inside of my fund, the Capitalism Fund. One person oversees finance, one sees marketing, one sees operations, my partner raises capital, I am the mentor and chief of deal flow, if you will.

Ryan Moran [00:11:08]

That core group of five people can be plugged into any business as a Swiss army knife of operations and empower pretty much any entrepreneur that we raise through the incubator to be able to go from seven figures to eight, or six figures to mid seven, and have a really nice exit. And so, my plan is to bring opportunities to my audience and take this group of five people and use that as the operations team and the board to take those 10 to 20 businesses that we own a stake in and help them have eight figure exits.

Ryan Moran [00:11:47]

And that will create \$100 million dollars in equity value over the next five to seven years. That is fun to me. Now, here's my sneaky funnel. This is the behind the curtains sneakiness to it all. I get to create content that shows you how to build million dollar businesses, and some of you will pay me money to go through a process to be mentored to build seven figure businesses.



Ryan Moran [00:12:17]

And my sneaky funnel behind it all is that I'm going to partner with 10 to 20 of those businesses, take equity stakes in them, raise capital for them, bring relationships to the table, mentor them and incubate them to have an eight figure exit, and we're all going to make a ton of money building businesses that actually create amazing value and are doing business with people that we like doing business with. Isn't that such a cool model?

Ryan Moran [00:12:41]

Isn't that just a sneaky model that I get to just show up and give and tell you all the secrets and hold nothing back knowing that some of you are going to be paid to go through a process to actually build seven figure businesses, and then some of you are going to want to partner with me on a really exciting business, and I will bring the resource to the table and have a ridiculous exit?

Ryan Moran [00:13:02]

What I noticed when I started masterminding this out on this piece of paper right here, see? That piece of paper, is that my focus started to get aligned behind that goal, behind the five-year goal rather than the two month goal. And all of a sudden, I realized that I need to start speaking, not to the masses of people, but to the 20 people in my audience that I know are sitting on an eight figure exit.

Ryan Moran [00:13:34]

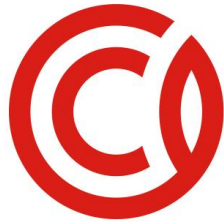
I need to start putting my attention towards finding those 20 standouts. I need to start putting my attention on looking for relationships and resources that I can bring to my group that is going to be right for those 20 standouts. And as a result of doing that, I will help everybody else in the peripheral as well.

Ryan Moran [00:13:54]

I will create better opportunities for our members, I'll create better opportunities for our students, I will give more in my content because now, I don't care if you buy our stuff, just go build the model. I'm looking for 20 people. Go do it. We can help you if you want. Our stuff is really good. You should probably buy our stuff, but now I can just give.

Ryan Moran [00:14:16]

And all of a sudden, I realize that putting my focus and my alignment behind a goal that requires that I partner with other people sets me free to actually create and give to everybody, and that's just a fun place to be. And it created a juice in me and an excitement in me that I did not have before, that I didn't feel compelled by before, but I feel compelled by it now.



Ryan Moran [00:14:48]

And so, this is my way of announcing that that is my goal, creating \$100 million dollars in equity value alongside my students over the next five to seven years. And that in order to do that, I'm going to need to partner with a core group of people and bring the idea, the relationship, the funding to the right person, find the right operator and mentor them.

Ryan Moran [00:15:14]

In fact, I'm working on something right now. I will probably announce it publicly if it happens. I am working on the first opportunity that we will put through this system, and that is that I have the brand to build, the influencers to build it around, the capital, about half a million dollars worth of capital, and I have that core group of operators within the funds that is willing to mentor the right person and we're going to do a search for the right brand manager who will come on and take a small salary, a small equity piece, have the ability to earn more over time and be building that business.

Ryan Moran [00:15:52]

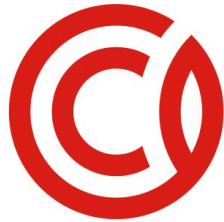
It'll be their opportunity. That'll be their business, but they'll report to us and we'll create the opportunity and the systems and the process and the mentorship and the capital and the relationships that are needed for that person to win, but it's got to be the right person. And so, my job is now go find the right person from my audience to nurture and mentor en route to having a \$25 million business that I own a piece of, and then doing that 10 times over the next few years, or investing in businesses like this one and helping that person go have a multi-million dollar exit.

Ryan Moran [00:16:31]

Man, we're doing such cool things at Capitalism.com right now. This is another one of my students, Damien, he made this low sugar cookie company. It's called Effin Good Snacks. You should go buy these. I don't own a stake in these, but I hope he lets me invest in them. These are low sugar cookies that are freaking delicious.

Ryan Moran [00:16:51]

I think it's EffinGoodSnacks.com. I'm so proud of this kid. He went through the incubator, he launched this business with very little money, put his heart and soul into it, and I just want to root for this kid, and I want to root for our students and I want to partner with our students. And I love the fact that my goal now is not to make \$100 million dollars for myself, but yes, that's the goal, I will have to create hundreds of millions of dollars through my students.



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— B E T H E C H A N G E —

Ryan Moran [00:17:20]

And everybody else is going to be like, but the recession, man. They're going to be like, but interest rates, man. And I'll be like, I don't know how I'm going to do it. I just know we're going to partner with students with the aim of creating amazing businesses. And maybe we'll do it or maybe we'll not. It sounds like a lot of fun.

Ryan Moran [00:17:42]

And it feels good to be in a position where I'm focused on having fun in business again. I want everyone who watches this video to know that there's nothing holding them back from building the business that they really want. There's nothing holding you back from having a seven figure business or an eight figure exit.

Ryan Moran [00:18:01]

I want you to have it. Our mission at Capitalism.com is help create a million millionaires because if you align up behind what you really want to create, there's so much opportunity out there, regardless of what the media says. There's just so much opportunity. And I hope I get to be a resource on your journey.

Ryan Moran [00:18:22]

And I hope we get to meet at an event or in one of our communities or just in the comments of this video. But I really believe you can win. I really believe we all can win and I really believe that we can make this world even more abundant than it already is. So, thank you for watching. It means the world to me, and I'm really rooting for you. Take care. See you on the next video.

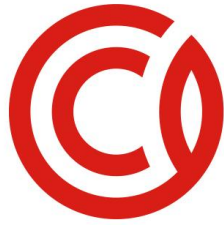
Ryan Moran [00:18:43]

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. This is the best on-ramp class for any of you who are ready to begin your seven figure journey.

Ryan Moran [00:19:10]

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 [00:19:31]



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It's a five day class, it costs a hundred 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.