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## E47 - Daniel Asks, Would You Invest In My Tequila Brand? Transcript

Ryan Moran [00:00:02] This is the Road to \$1 Million. I'm Ryan Daniel Moran.

Chris Van Loan [00:00:07]

Hey, Capitalists. It is that magical time of year again, Pitch Week, where members of the Capitalism Incubator are pitching their brands Shark Tank style to find smart money investors that will help them scale big. And this week, Daniel is pitching us on Spirits Cohort. What he's envisioning will be a different kind of direct to consumer tequila brand for the people.

Chris Van Loan [00:00:32]

The reason we share these pitches is so that entrepreneurs and aspiring entrepreneurs like you can learn what excites investors and makes them want to put up their own money. Hear how Daniel tells us about his team, their experience, and their big vision to tackle a huge growing market.

Chris Van Loan [00:00:53]

And, of course, we share these pitches so that more growing brands will come into the [capitalism.com](https://capitalism.com) community, and Ryan and the Fund can invest in great business opportunities. If you're interested in learning more about the Incubator, our mentoring group that helps entrepreneurs scale businesses they can sell, visit [Capitalism.com/inc](https://Capitalism.com/inc). That's [Capitalism.com/inc](https://Capitalism.com/inc). And if you're at a point where you're looking for an investor, visit [Capitalism.com/Fund](https://Capitalism.com/Fund). All right, strap in and let's hear about Spirits Cohort.

Daniel [00:01:35]

All right. Thank you.

Ryan Moran [00:01:37]

Go get them, champ.

Daniel [00:01:39]

Hi, I'm Daniel. I'm cofounder of Spirits Cohort. Let me introduce you to our brand with a short video. We're four normal guys who love tequila, and we wanted to find a tequila that we enjoyed sipping, like we do a whiskey or a bourbon. But we were overwhelmed by the cost and the shopping experience that it took to find our favorite.



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Daniel [00:01:58]

So, we decided to do something that has never been done and involve you to help us create the tequila with us. We started by finding a distillery in Jalisco, Mexico, one of the five regions where tequila comes from that liked our idea and was willing to partner with us. Then we worked with our master taster who bought into our mission, and he started to send us samples.

Daniel [00:02:21]

And as you can probably imagine, this was a lot of fun. It was exciting to taste and rate, but we had to select one of these to be our favorite. And if we chose one, we would just add it to the thousands of options that were already out there and we haven't solved our original issue. And apparently plenty of celebrities are already doing this, but we want to involve you.

Daniel [00:02:40]

We want you to receive a tasting kit and select a tequila that will be the official release of Tequila de la Gente. So, we've narrowed down the options from the master taster to the last four, and we want you to experience what it was like to receive a package of unreleased tequila just like we did, so that you can sit down with your friends and family and rate and then vote for your favorite.

Daniel [00:03:03]

After all the votes are in, we'll have selected the tequila that will be crowned Tequila de la Gente. It truly is a tequila for the people, by the people. At Spirits Cohort, we put together a great team. We're all Mexican American and this is a true passion business. Celebrities are capitalizing on tequila and it's an amazing spirit, but we're going to highlight the heritage and the culture that we're so passionate about.

Daniel [00:03:33]

Albert, he's our chief financial officer and he knows what it takes to run a successful multi million dollar business. He brings his business expertise to the team. He took a \$200,000 investment and created a \$5 million oil and gas trucking business. Albert and I have also patented an oil and gas technology that covers US, Canada, and Mexico.

Daniel [00:04:00]

Jorge, he's our operations officer and he brings his attention to detail and he runs our logistics along with [INAUDIBLE 00:10:33] our product experience. He's managed with tight deadlines,



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involving a complex list of inventory, like shipping containers with 1000 plus items to 27 different countries.

Daniel [00:04:22]

Adrian, he's our sales officer. He's been involved in the alcohol industry for 15 years and has been involved in two alcohol startups. He is our industry insider and he's managed and grown brands throughout the Southwest US with over 20 million in yearly sales. I'm a Chief Marketing officer, and with my technical background and experience in launching products to the market, I'm bringing the technical and marketing expertise to the team.

Daniel [00:04:53]

I've created, branded and brought to market software which has led us to working with Austin Eastciders, Lone Star, Pabst Blue Ribbon, Houston Rockets, and the LA Clippers. So, what have we done so far? We've acquired debt and still maintain 100% equity. This has allowed us to have a successful pre-launch phase.

Daniel [00:05:16]

We've hosted several different tastings to help us improve our copy, customer experience, and refine our packaging. We've produced packaging and it's in Mexico, ready to be filled with Añejo tequila. We've launched our custom built rating technology. More on that to come where we'll talk about the data that we plan to capture and how that's going to be valuable.

Daniel [00:05:41]

We put into play the owner's model and implemented our marketing systems. In fact, if you go to our Instagram page, you'll see those systems already in action. We've also nailed down some really great partnerships that we believe are going to be crucial to help us scale, and this is where we're putting our focus on, and here are just some of those examples.

Daniel [00:06:04]

Okay, now, what I'm about to tell you is hard to believe, but it's true. The Rock is holding hostage the name Tequila of the People, even though he's launched his brand under the name Tara Mana. That's right, the Rock, Dwayne Johnson, is trying to steal our registered trademark and this is going to be a PR gift from the Hollywood gods to build a true David and Goliath story, to create a common enemy and position ourselves as the unlikely hero.

Daniel [00:06:40]



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We've attempted to reach out to The Rock directly and amicably. We have a full marketing plan in place to make sure that this is a huge win for TDLG, and we've already reached out to TMZ. So, here's the quick and dirty details of our path forward and how we plan to come to market as we've planned. We submitted our trademark for TDLG.

Daniel [00:07:06]

These are the initials of Tequila de la Gente, and we already use these initials to identify the flavor profiles, which you can see on the profile stickers. This aligns with our current branding and allows us to go to market quicker. We do eventually expect to get the original trademark, but we don't want to wait that process out. So, how do we plan to sell it? Let's look at our go to market strategy.

Daniel [00:07:32]

This is the beauty of selling spirits via ecommerce. Our partnerships will enable us to launch in 39 of 50 states on day one. Our research shows that California, Texas, and Florida represent the highest sales of tequila, so this is going to be our focus areas at launch. Those three states combined purchased 98.4 million bottles in 2020.

Daniel [00:07:58]

And some of these states offer same day delivery. It also allows us for rapid growth, to easily add new products, new brands with the same partnerships. And we plan to leverage partnerships with accompanying brands, influencers, along with paid ads. So, who are we planning to sell our kits to? Well, we're focusing on those that care about experiences and stories over products.

Daniel [00:08:27]

We started with eight personas, and we've narrowed it down to four focused personas, but with one common thread. So, let's talk about our customer's journey. The steps on the right are an analogy for our customer's journey, and as a customer moves up the steps, the offering increases in value and cost. We'll start off by offering informative and entertaining content on our Instagram page.

Daniel [00:08:52]

Our PDF is a book that we've written of all the tequila knowledge that we've gained with a focus on blind tasting. And those are going to be offered for free with the goal of building our email list and following, which we're successfully doing today. 20% of our Instagram followings



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are signing up for our email list. And then we'll launch our tasting kit and begin accepting boats throughout a yearly campaign.

Daniel [00:09:20]

And we'll introduce the winner and begin the sales of the full size bottle. After that, we reignite la gente, that's our customer base, by introducing them to a new tasting kit and start the process all over again. So, why spirits and white tequila? Well, because spirits is an \$800 billion dollar industry globally. Why tequila? Because it's the fastest growing category in the past decade.

Daniel [00:09:49]

Tequila volumes have grown over 235%, with an average rate of 6% increase a year. The tasting kit will fit in the high end category, which has grown 831%. The winning bottle will be in the super premium category, which has skyrocketed to 1330%. See, we're positioning ourselves in the highest growth categories and people are ready to buy online.

Daniel [00:10:17]

Drizly is an ecommerce retailer and delivery app. Think like Uber Eats for alcohol. Well, Drizly reported 350% increase in 2020 sales, and spirits are predicted to represent 39% of all ecommerce sales in the US by 2024. And we want to make sure that we're ready to capture that. So, how do we plan to do that? Our two year projections show that we're going to generate \$13 million in two years.

Daniel [00:10:49]

Each order from our distillery produces 10,000 kits, which generates \$825,000, and we plan to have six orders, which is 60,000 kits in year one and 10,000 orders in year two. So, to put these sales into perspective, let's compare our projections to these well known tequila brands ... These well known tequila brands that sold in 2020.

Daniel [00:11:14]

As an example, Sauza sold 12 million bottles. Hornitos sold 22.8 million bottles. Our plan is very attainable, and being that we're starting off very conservatively. So, let's look at where we fit in and why we're excited for you guys to join us. We look at the market size. 250,000,000 consumers are buying spirits online, and they're generating \$5.7 billion here in the US.

Daniel [00:11:43]



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And tequila represents \$1.2 billion of those sales. Now, our tasting kits are going to be sold with a 50% to 55% gross profit. Our tasting kit is going to sell at \$107. With cart add ons and bundles such as tasting glasses and merch, we can increase this product, the cart price, by \$30 to \$100. And we'll be able to introduce new products to our customer base to create a very scalable model.

Daniel [00:12:13]

And that's why we love being here in the room with smart investors like yourselves. We're merging a traditional spirits market with ecommerce. And when looking at product releases, we plan to release an Añejo and Blanco next year and add an extra Añejo the following year. Okay, let's talk about market activity, specifically acquisition.

Daniel [00:12:38]

We're positioning ourselves to be acquired with an eight figure exit. Here are some examples of the acquisitions in the past few years. Giangio acquired Casamigos for a billion dollars. Bacardi bought Patron. And lately, Uber acquired Drizly for \$1 billion. So, let's talk about competition. Are we the only ones? Well, we're creating a new category. TDLG is the first crowdsourced brand.

Daniel [00:13:06]

Now, post-pandemic, all major brands are moving to ecommerce, and this is the reason why we need to move fast. We plan to expand our crowdsourcing model into adjacent categories like mezcal [INAUDIBLE 00:19:44] even whiskey, and we want to position ourselves to be acquired by one of these national brands. So, how do we attract this acquisition?

Daniel [00:13:31]

Well, this is what's really exciting about what we're doing. We're building scale and growth into our strategy. Here's how. First, we're offering direct to consumer convenience and experience. Two, we're building a loyal fan base with our custom developed crowdsourcing platform, which enables our customers to participate on product creation.

Daniel [00:13:56]

Third, we're collecting consumer data. This is another differentiator. We're doing something so different from traditional spirits company. See, the way the traditional spirits company works today is they just know which regions are buying a product, so they ship more product to those regions' distributors. But we're getting to know our customers and we're developing a



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product with them, which allows us to collect valuable data that traditionally large spirits companies would love to have.

Daniel [00:14:30]

All three of these combined are our secret sauce. And this is the asset that we're creating. This is our proprietary system that enables the explosive growth. It will allow us to have future product launches in high growth sectors with higher than average margins. So, when looking at value that we're building, we base it on the first three years of projected revenue to create a valuation of \$23.9 million.

Daniel [00:15:00]

With each order, we create a revenue of \$825,000. You can see here that we project to start with two kits in year one and add another kit ... Add another each year after that. So, how are we going to accomplish all this? Well, we want to add some smart money to our team. We are here to partner with you.

Daniel [00:15:25]

What we're looking for is \$2 million in funding in return for 20% equity in Spirits Cohort. We're also open to partnerships for equity. We already have the proper people, marketing channels, and distribution in place and we know Spirits Cohort, with the additional funding, simply allows us to move faster and move and have first mover advantage.

Daniel [00:15:47]

So, let's look at how we plan to use that funding, production costs, growing our team, and marketing because we want to continue implementing the owner's model. Successful businesses have the right product at the right time. And with the boom of celebrity tequila, people want a voice to affect the products that they buy. There's a movement happening.

Daniel [00:16:09]

And with our focus on data and direct to consumer approach in an old industry, now is the time. Join us in this movement to give the people the voice that they want. You can contact me using the email on the screen, but my team and I are here to answer questions.

Stan Way [00:16:25]

Capitalism.com community, please give your love, if you're live with us here on Zoom, to Daniel in the chat. Give him some ... Hashtag it up. Thank you so much, Daniel. I love watching the faces of investors and people when there are pitch decks being presented, and I saw



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Stacey taking notes voraciously. So, I'm going to ask to hear from Stacey first. What questions or thoughts do you have after hearing Daniel's pitch deck?

Stacey Lauren [00:16:55]

Yeah, it's really funny. I actually went to Cap Con last year and I was actually thinking of starting an alcohol brand. So, I explored the space both to start a business and also to invest, so I'm really interested in this space and you did a really great job on the deck in terms of ... I love that tasting idea. That's brilliant.

Stacey Lauren [00:17:13]

And I was wondering, my first question is, is that going to be a thing that you're going to continue to do? So, you're going to have them pick the tasting, their favorite one, and then they're going to pick it, create that bottle, and then are you planning ... If that works, you're planning on redeploying that same strategy with different tequila, or is that a one and done kind of a thing?

Daniel [00:17:31]

You've got it exactly right. So, we plan to have that experience and enable them to have that in-home experience that we had, and then we relaunch with a new spirit. For example, blanco tequila, and they do the same tasting with blanco and then we launch with the winner, with the winning bottle and 750 full size.

Stacey Lauren [00:17:52]

And then, at this point in your trajectory, are you not planning on doing any tastings at all in the stores? Are you just going online? Is that your first plan?

Daniel [00:18:02]

That's correct. Yeah. We plan to have direct to consumer experience and we plan to have lots of great content on social media so that they can see what this experience is like.

Stacey Lauren [00:18:13]

Okay. And then I think my biggest concern ... Well, sorry, let me tell you the other good thing that I loved first was The Rock. I love that you're using that as an opportunity. I think as an investor, that's a really good thing to show ... I think most people would be, oh my gosh, he's coming after us. But instead, you're showing your grit by actually being able to present it like that. So, I really liked that.





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Stacey Lauren [00:18:36]

And then ... But as an investor, my biggest concern was I didn't see any alcohol experience on your list. I saw a beverage startup. I think it was Adrian. I was wondering if you've considered having someone on your team that has experience with alcohol or if there is someone.

Adrian [00:18:52]

Yeah, I'm here. So, been going on upwards of 20 years now in alcohol space, traditionally beer on the distribution side. Nowadays, everybody's acquiring everything, so a lot of my wholesalers are liquor, spirits, beer, wine, non-alc. So, yeah, absolutely. One of the startups, again, if anybody remembers Not Your Father's Root Beer, but that was probably the biggest one that we did.

Adrian [00:19:16]

That was with Pat Spring company back in 2015. Huge success. Again, it was a great experience. And then currently, like I said, just left another startup. So, yeah, I'm here. We got a lot of experience, just a round table.

Stacey Lauren [00:19:31]

Okay, and then I want to keep it open for everyone else, but I would have more questions offline in terms of spreading it nationally in the beginning. We don't need to talk about it now. But in terms of ... I've heard that with alcohol brands, it's better to start in one location and then spread it. Logistically, just legally, and all that kind of stuff. But that could be more of an offline kind of a thing afterwards.

Stan Way [00:19:53]

Awesome.

Daniel [00:19:53]

Sure. That's the beauty of using the partnerships that we have with online distributors. They're connected, and they know about the local regulations, so I'll leave it at that.

Stacey Lauren [00:20:02]

Okay.

Stan Way [00:20:04]

Awesome. Thank you so much, Stacey. I love ... No wonder you were taking voracious notes over there. Ryan, I would love to hear from you.



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Ryan Moran [00:20:12]

Yes. So, I think in your pitch, your best slide was the \$800 billion opportunity. This is where ... This was actually your pitch. Your pitch was showing the market size, it was showing your comps, and that was a very effective slide. I just sat through 20 minutes of your pitch, and I don't know what your business is. I don't know what your product is. I don't get it.

Ryan Moran [00:20:38]

So, you started with a video showing this campaign idea, and then you went right into the team, completely skipped over the big idea and the product line and the opportunity. I sort of have an idea of what your business is after 20 minutes, but you have a gigantic hole in your pitch of saying, this is our big idea, and this is our play, and this is our go to market strategy. Gigantic hole.

Ryan Moran [00:21:10]

So, I'm a little confused because I just heard you talk about these opportunities, and this team in the industry size, never clearly said, this is our product. You think that you did it in your video, and that's why you went from video right to market size. But your video was more like, let's get the people involved in tequila. And as an investor, I'm like, well, okay, that's a marketing video. What's the business?

Ryan Moran [00:21:41]

So, you've got a gigantic hole that you've got to fill. There is one ... It's easy to fill, but you made assumptions that we all knew what your business was, and you cannot make that assumption. Now, there's one thing just as an investor, I groaned, and it was your \$13 million in projections and you saying at conservative estimates.

Ryan Moran [00:22:07]

You gave projections on what you're going to order, not what you're going to sell. So, I'm looking for your ... What your secret weapon is when it comes to how you're going to sell this thing. You kind of skipped over ... You mentioned this thing of ... That influencers and celebrities are partnering with brands and bringing them to market.

Ryan Moran [00:22:27]

You should milk that and you should talk about the relationships that you have that you're bringing to the table. Now I can relate it to the other brands in the space that are launching.



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And then the last thing that I would say I think you assumed we got that I think you need to bring to the table is your why behind it.

Ryan Moran [00:22:47]

So, this was a very how-heavy or I should say what-heavy deck. I think you need to spend more time at the beginning talking about why, and why you're different, before you go into projections and team and all that. That's my feedback.

Stan Way [00:23:05]

I would love ... Typically, we don't do this, but Daniel, I would love just to hear your short response to what Ryan just said.

Daniel [00:23:12]

Okay, yeah. So, thanks for the feedback, Ryan. So, what we're selling is a tequila tasting kit. They order the kit. This is our product, and they get this, and it arrives in their home, and they taste it, and then they rate, and we launch with the winning bottle. We collect the votes, we collect their tasting profiles.

Daniel [00:23:32]

And so, that is our product, and we do that over and over again with launching a new spirit. So, that enables us to capture this data and build new products with the people that are interested in tequila, interested in the in-home tasting experience.

Ryan Moran [00:23:50]

The first product ... That was more clear than what was in the presentation. So, the tasting kit is the first product, is that correct?

Daniel [00:24:01]

Correct.

Ryan Moran [00:24:02]

Okay, so you take the winners and you scrap the losers?

Daniel [00:24:06]

Yeah. We want the people to choose.

Ryan Moran [00:24:08]



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So, does the recipe change every quarter? Different recipes change every ...

Daniel [00:24:13]

Every year. Every year, we launch with the new spirit.

Ryan Moran [00:24:18]

Every year you launch with a new spirit, or a new group of spirits?

Daniel [00:24:22]

A new ... Well, so, the first year, we're launching with Añejo and Blanco. So, in the time where we're collecting the votes for Añejo, we launch with the Blanco so that we can continue to capture the sales and continue to develop the brand with our consumers.

Ryan Moran [00:24:43]

What happens to the ones that get scrapped? You just don't bring them back again and then you have hero SKUs that you publicize?

Daniel [00:24:50]

Yeah, that's the plan is we have the people to choose, and that's it. The beauty of this is we could use those, and we do have plans to use those other ones that maybe ... Maybe the votes are so close, and we save this one and we just bring the close winners, the close seconds in another kit.

Ryan Moran [00:25:11]

So, the plan is to get the data and then choose the ones that stick around for a long time based on the votes.

Daniel [00:25:20]

Correct.

Ryan Moran [00:25:21]

And they order this one time and you do it based on that? So the kit is the first product. I'm catching up, but obviously this is a hole if I'm not getting it. There's a hole here that needs to be stated right at the beginning. And once again, I think you think you explained it in the video, but that was more of a marketing campaign that was very well done but there needs to be driven home what the big idea is and why this is different and why you stake your claim here.



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Daniel [00:26:01]  
All right, thank you.

Stan Way [00:26:03]  
Awesome. Thank you so much, Ryan. Alicia, I also saw you taking notes over there. What feedback or questions would you have for Daniel?

Alicia Reynoso [00:26:11]  
Yeah, for sure. Well, first of all, the biggest thing that really caught my eye, just because obviously I love community, is that your brand is focused on putting the people in charge of developing the products. I thought that was the coolest thing because that is ... I've seen a lot of power in when your customers feel like they have ownership of your brand and your products.

Alicia Reynoso [00:26:35]  
So, I think that model, having them sample and everything and then pick the product based off of what your community has picked is extremely powerful because it gives them that ownership and the excitement that it's their brand too. So, I think that's really cool. But kind of playing off what Ryan said, I got really excited because I kind of understood that, but then I didn't see that elaborated on.

Alicia Reynoso [00:26:56]  
I thought that was the biggest thing that set you apart from just being another tequila company is that you have this really cool model that makes your customers be a part of it in the sampling and everything like that. So, I think if you would have elaborated a lot more on that, that would have been super powerful for Ryan and being just a little bit more clear on that model.

Alicia Reynoso [00:27:16]  
So, my two biggest questions I had based off of that and having your customers involved is, one, will you have a place, a Facebook group or something, that you facilitate to have your customers that are sampling your products share their experiences together? Sampling and being like, this one's great, this one's not great, and kind of go through that experience to build that camaraderie around your products.

Alicia Reynoso [00:27:43]



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And my second question is, will there be some sort of exclusivity or a launch to those that actually do the sampling? So, they go through the process, they sample it, they're VIPs, they built your product. Will there be some sort of extra benefit for being in that process too? I think those two things are my biggest question on how you plan to do that with your brand.

Daniel [00:28:07]

Yeah, thanks for the questions. So, to answer the first one was we definitely want to build a community with our audience, and we want that connection with them. So, those groups are definitely in some way going to be created, whether we build a custom app or something like online community, whether it's on our domain or whether we use Facebook Groups is still TBD, but that's definitely our plan, is to build that community and that camaraderie.

Alicia Reynoso [00:28:36]

Cool, cool. And then, will there be that exclusivity? So, they do order the sample, and then it's like, they get a pre launch or something before it goes to market to everyone. Is there something like that in place for you?

Daniel [00:28:48]

So, the exclusivity that we want to build is we actually want them to take part in designing the final bottle.

Alicia Reynoso [00:28:54]

Oh, that's cool.

Daniel [00:28:56]

So, those that take part are going to be able to contribute their ideas on how this final bottle that we launch with the 750 full ... 750 millimeter bottle will be designed by the community that participate in the vote.

Alicia Reynoso [00:29:11]

Okay, cool. Cool. Yeah. I think if those things were elaborated on, because that is the thing that separates you, that model, when I ... When you started going into it, I'm like, that's really cool. I wish I liked tequila, because I would do that. If it was a wine company, I'm all in and I'll sample all of those, but I like that model of having your community be a part and taste it and share with it and just kind of go back and forth with each other, and that would be extremely powerful. So, good job on that.



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Daniel [00:29:39]

Absolutely. Thank you. Yeah. We hope to convert you, by the way.

Alicia Reynoso [00:29:43]

I'm sure. I just ... When I was 19 ... Or not 19. 21, I had too much tequila in my day.

Daniel [00:29:51]

Yeah. This is so different from what you had at 19, but I'd love to share that with you.

Alicia Reynoso [00:29:57]

Perfect. I'm excited to try it.

Stan Way [00:29:58]

All right. Excellent. Alicia, make sure you get your address over to me, and I'll make sure that Daniel sends you some. That's how conversions happen. That's how conversions happen.

Alicia Reynoso [00:30:08]

Perfect.

Stan Way [00:30:09]

All right. Daniel, thank you so much for sharing with us. There is a small cringe among the masses when Ryan says I don't get it, and I loved seeing that on speaker view, but I know that that also makes Daniel and his next version of his pitch deck all the better. So, thank you so much, Daniel. Anyone who is watching who is interested here in the chat, obviously reach out. I'm more than happy to put you in touch or you have Daniel's information if you caught it off the screen. So, thank you, Daniel.

Ryan Moran [00:30:40]

Good work, Daniel.

Chris Van Loan [00:30:41]

And now a quick word from Dr. Travis Zigler, one of our members from the [capitalism.com](https://capitalism.com) community.

Dr. Travis Zigler [00:30:47]

I'm Dr. Travis Zigler, and along with my wife, Dr. Jenna Zigler, we started a brand called Eye Love. We had our exit in June of 2021, so that was a huge milestone for us both from making



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us financially free to getting us out of debt, student loan debt that we've had since we became doctors, in optometry school.

Dr. Travis Zigler [00:31:05]

And when we sold, we were doing close to \$450,000 a month. I started with [capitalism.com](https://capitalism.com) back in 2017, 2016, around that time, and I joined the Tribe first, which was the equivalent to the Incubator now. The biggest thing, and I think this is the fear that brings us all back, is they're afraid of investing and getting that return on your money.

Dr. Travis Zigler [00:31:29]

And so, my fear of investing in myself, I'd never done anything like that up to that point. And my wife wasn't there, and I joined without consulting her, which was ... I don't recommend doing that, but it was probably one of the best decisions we've ever made, because it's just amazing what an investment in yourself with [capitalism.com](https://capitalism.com) has done for us.

Dr. Travis Zigler [00:31:50]

And nothing changes after an exit or a financially freeing exit or anything like that, but how is our life different from joining [capitalism.com](https://capitalism.com)? It's our therapy. Ryan is known as the entrepreneur's therapist for a reason, and it's because when you talk to him, he gets you out of your own head.

Dr. Travis Zigler [00:32:11]

But if you join, this is a proven system. People have gone through this and they've come out the other side better. If you join this and you don't get results, it's up here. It has nothing to do with the course. It has nothing to do with the people that are in [capitalism.com](https://capitalism.com). It has to do with you.

Dr. Travis Zigler [00:32:33]

You need to look in the mirror because you can get the exact same course as the person sitting right next to you, and you guys will both have two different results, and it's all because of the mentality that you take into the course. If you go into it ... Or joining the networking or the mastermind. I

Dr. Travis Zigler [00:32:47]

If you go into it with a negative attitude that this isn't going to work, it's not going to work for you, so don't join it. But if you go in ready to go, it's going to work. It worked for me. It's going to work for you, too. It's just you got to steer, or jump over the mental hurdles, because,





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— I N C U B A T O R —

believe me, you will hit roadblocks like you wouldn't believe, both in your personal life and in your business life. And that's what this is here for. It's here to help you get through those.

Ryan Moran [00:33:13]

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 1000 reviews, and it's the playbook to building a seven figure business.

Ryan Moran [00:33:28]

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. 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).