



E45 - Jules Asks, What Should My First Products Be?

Transcript

Ryan Moran [00:00:02]

This is the Road to \$1 Million. I'm Ryan Daniel Moran. Some of my followers have been following my content for years, and they've been waiting on the sidelines for the right time or the right idea in order to get off the sidelines and into the game.

Ryan Moran [00:00:19]

One of those students is a woman named Jules who has participated in our Facebook groups, who has followed my content and been active in engaging with my work on social media but she has never joined one of our courses, she's never gone through our trainings, and she's never given me the opportunity to coach her until just recently.

Ryan Moran [00:00:42]

Jules and I got on a call when she got off the sidelines and into the game and attended a coaching call inside of our mentoring community, which is called The One Percent. This is a community where we are helping people on their journey to a million dollars. We're helping them take the road to \$1 million.

Ryan Moran [00:01:00]

And since this was the first time that I got to engage with Jules one on one, I wanted to leave her with a very clear plan of how she could start to execute her road to \$1 million. And at the beginning of this conversation, she comes in a little bit confused, a little bit pulled in multiple directions.

Ryan Moran [00:01:20]

And I decided internally that I wanted this to be the shift for Jules because I knew so many people who were watching and so many people who were following my work can relate to exactly what she was struggling with. So, in this call, we clean up the direction of her brand, the exact products that she's going to launch in order to set the foundation for a million dollar business, we talk about her launch strategy, and we leave her with a crystal clear plan of her million dollar business.

Ryan Moran [00:01:50]

If you can relate to Jules and you feel like you have been on the sidelines waiting for the right time to get into this game, take inspiration from this call and come to one of our coaching classes inside of The One Percent, and I'm very confident that you'll leave with the same



amount of clarity that Jules left after this discussion. I hope you find inspiration in this coaching class with Jules. Jules, welcome to The One Percent.

Jules [00:02:20]

Hi, everyone.

Ryan Moran [00:02:23]

You're a long time lurker. I'm so glad to have you. What made you decide to ... You've been following my work for years. So, what made you decide to finally join?

Jules [00:02:35]

I think I wanted to join, I think, when I first came by you. I just didn't have the finance, just wasn't in a good place for it. So, I went on ... I was part of ASM, so I was working on launching a first product, and then I went from there and then tried out a few other different models, but I always came back to your content.

Ryan Moran [00:02:56]

Well, thank you very much. I take that as a compliment. Well, tell me what you're working on and how I can help.

Jules [00:03:01]

Okay, so right now I am focusing on the Facebook challenge. I had a couple of calls with Justus in the past couple of weeks and just focusing on the person, just focusing on finding my person. I'm still a bit unsure about what my three to five products are, but I believe that once I have ... Find my people, it's going to be a lot easier.

Ryan Moran [00:03:25]

That's right. So, do you want to find them right now?

Jules [00:03:27]

Yes.

Ryan Moran [00:03:28]

Okay, tell me what you're thinking about.

Jules [00:03:30]

So, right now I'm just documenting on TikTok. I am doing my landing page for the Facebook group and I'm emailing my existing list, which is 40 people.



Ryan Moran [00:03:41]

And are those 40 people, are those journal buyers or are those ...

Jules [00:03:46]

So, I think half of them are, and then a lot of them are people I've just connected with over the past year or so.

Ryan Moran [00:03:53]

Okay, and what's the thread that ties them all together? Why are they following you? Why are they on your email list?

Jules [00:04:01]

I think mostly because we are on a similar path toward building a business that will allow us freedom and we connect ...

Ryan Moran [00:04:10]

So, they're entrepreneurs.

Jules [00:04:12]

Yes, yes, entrepreneurs.

Ryan Moran [00:04:13]

Okay, got it. Okay, cool. So, keep going. Where are you thinking about going in terms of who you're going to target for this business?

Jules [00:04:22]

So, initially it was entrepreneurs, aspiring entrepreneurs, and then in the past week, I think I've switched that to being ... Pivoting that to being high achievers that experience depression.

Ryan Moran [00:04:34]

Oh, interesting. Tell me more about this.

Jules [00:04:37]

So, Justus did a little digging, made me cry.

Ryan Moran [00:04:42]

Justus will do that. Justus will make you cry.



Jules [00:04:45]

He brought me all the way back to when I first came up with the idea for the journal, and that was a really hard time in my life. So, we talked about that for a good 30, 40 minutes, and that's where I felt like ... It wasn't when I was trying to be an entrepreneur. It was when I was trying to get out. I was just trying to solve the pain and get away from the pain, and that's where I was.

Ryan Moran [00:05:07]

I'm really liking where this is going. So, let's just play with this for a second. Let's just say, people who are going through a hard time, people who are going through a change. Whether that's entrepreneurs or it's parents or whoever it is, it's just people who are in transition and going through a hard time.

Ryan Moran [00:05:22]

What else ... Now, I recently went through this. I went through a lot of change in the last year. So, what would someone like me or someone like your person buy or seek when they're going through this transition, when they're going through a hard time?

Jules [00:05:40]

I've asked myself this a lot, and for me, if I thought about when I was in that position, I wasn't looking for any products. I was looking for friendship. I was looking for a lot. I was looking for someone to connect with, and that's why I think doing the challenge and connecting with people are going to be that first step because that's what sort of ...

Ryan Moran [00:06:03]

Hold on. You're very quickly going into the how. You're very quickly going from how I serve this person to how I get as many of these people as possible. We can get there, but let's stay in what this person needs, wants, and what they might buy. Friendship and community is one sector of this, so I will ask you two questions. You can answer them however you want.

Ryan Moran [00:06:29]

What does someone buy in this ... Or what does someone seek when they're craving friendship and connection, and/or what else does this person buy or seek besides connection? You can answer either one.

Jules [00:06:46]

It's really tricky. I thought it would just be anything that would boost my productivity or mindset because these are [INAUDIBLE 00:06:59]



Ryan Moran [00:07:01]

At the time, you thought that, right?

Jules [00:07:03]

Yeah.

Ryan Moran [00:07:03]

Okay. So, what did you seek or buy while trying to boost your productivity?

Jules [00:07:07]

Well, I was always eating healthy stuff.

Ryan Moran [00:07:12]

Okay. Snacks.

Jules [00:07:13]

Yeah. I made sure I exercised every day. I can't think of anything else. I didn't really consume much, I was just ...

Ryan Moran [00:07:21]

Did you take any supplements?

Jules [00:07:23]

Just probiotics and ...

Ryan Moran [00:07:27]

Okay. So, why did you take ... Jules, I think you're sitting really close to something, and so I'm going to be a little pedantic in this conversation because I think you're really close. And for those of you who are watching, I predict that you are about to have some braingasms watching Jules.

Ryan Moran [00:07:46]

And Jules, I'm not picking on you, but I'm picking on you a little bit. Jules is one of those people that has been following my work for a long time and thinking about this for a long time, and you're about to see some things click. And I want you to tune into this because some of you have been thinking about it for a long time and you're about to see how close you are. Okay. So, Jules, you mentioned snacks.



Jules [00:08:14]

Yes.

Ryan Moran [00:08:15]

You mentioned probiotics. Now, and there's something interesting here. Why did you take probiotics while you were going through a hard time?

Jules [00:08:23]

I think I just had that quick moment. So, I take probiotics because I've always ... I've had gut, I guess, issues and problems with digestion for a while. And even before ... Three years ago, before I was in this stage, I was in university and that was when I first ever encountered depression/anxiety. And what I learned going for my psychologist was that anything that was happening in my brain, my gut would feel it.

Ryan Moran [00:08:55]

Yes. She's getting it. She's seeing it, ladies and gentlemen. She's seeing it.

Jules [00:09:00]

So, if I was stressed or whatnot, my stomach was stressed and I was always bloated. I was having ... I couldn't eat anything. I was getting really frustrated to the point where I was hurting myself. I was really ... I just wanted to rip my gut. I just wanted a different ... I just wanted a stomach transplant. I just really didn't like my stomach.

Jules [00:09:18]

And I kept blaming it on the fact that I had bad digestion issues. But it was all in here. It was all in the mind. And even now, I see that when I'm feeling happy, I don't have as many stomach problems. I don't think about my stomach. I don't focus on what's going on with my stomach. I'm just chasing things that excite me, things that ...

Ryan Moran [00:09:42]

Yes. [INAUDIBLE 00:09:45] Also, Jules, let me ask you something else. Do you know where serotonin is made?

Jules [00:09:52]

No, I don't.

Ryan Moran [00:09:55]



It's made in the gut. It's made by bacteria in your gut. You see where I'm going with this?

Jules [00:10:08]

Yes.

Ryan Moran [00:10:10]

Okay. So ... I'm so excited right now, Jules. So, Jules probiotics ...

Jules [00:10:19]

Yes. This is great because I finally have the second thing that actually I feel really strongly about that. Okay. Probiotics.

Ryan Moran [00:10:25]

Okay. All right, so we now have a couple of things that you feel strongly about. But do you see how this is very quickly becoming a mental health brand? Journaling can be very effective for mental health. Taking care of your gut can be very good for your mental health. You mentioned exercise, you mentioned healthy snacks, these are all things that matter.

Ryan Moran [00:10:51]

You could probably also look up the studies between mental health and dark chocolate. So these are all consumables around mental health, plus the journal. Is there anything else that might start to round out what would make it easier for someone to take care of their mental health?

Jules [00:11:16]

A big one for me was meditation. [INAUDIBLE 00:11:18] A product for that. It was mostly listening to meditation podcasts, and I subscribed to Headspace. So, I'm trying to think of something physical that they can ...

Ryan Moran [00:11:31]

Maybe there are ... I sometimes use ... There's this meditation spray. Spray it on ... And it sort of helps relax you during meditation.

Jules [00:11:40]

Okay.

Ryan Moran [00:11:43]



Another thing I want to bring up with you though, Jules, is you may ... I'm going to use the community example on this. You said people really need community. If you focus on the community but you don't worry about making it the product, it is a way to really build a raving audience that loves your stuff without you having to monetize the community.

Ryan Moran [00:12:14]

You could say the same thing about meditation. For example, if you have a partner or a team member or a community member who does guided meditations and you release, and you release them for free, you're still serving that person and that person becoming a raving fan even though they're not giving you money.

Ryan Moran [00:12:36]

And does that make them more likely or less likely to buy a meditation cushion from you or a greens powder from you or a probiotic from you? Makes it more likely. Would you agree with that?

Jules [00:12:48]

Yes.

Ryan Moran [00:12:50]

So, your job is to now see the person struggling with depression and say, how do I serve this person? You've given me several products that you feel conviction about, and then you have these other ways that you can serve them that build audience, that build community in service of that person. How are you feeling right now?

Jules [00:13:16]

Excited. I've got ... I have ... We have the Facebook group and then just seeing all the different ways that I can serve them during that challenge as well throughout the week, and meditation was one of them. Just offering them all the guides and resources that I had when I was going through that time.

Ryan Moran [00:13:31]

Yes.

Jules [00:13:33]

And helping them move just from the position of being in that dark spot to feeling like hope is there and they can start the transition to moving to abundance and ...



Ryan Moran [00:13:44]

Do you remember when you were depressed, how much you just wanted a glimmer of hope?

Jules [00:13:50]

Yeah, yeah.

Ryan Moran [00:13:54]

A glimmer of hope meant everything.

Jules [00:13:58]

Yeah. It was all I had and that ... Yeah.

Ryan Moran [00:14:00]

Can you imagine a business, Jules, where your job was to be the glimmer of hope for people who are in despair? Now, what would that look like? That looks like saying, there are lots of ways to start to turn this ship around, and I studied all of them. And my job is to give you a few things that can be that glimmer of hope.

Ryan Moran [00:14:30]

And sometimes, that is just taking the pre-workout that allows you to go for a freaking walk. Sometimes that is the sleep supplement that is really good, that is really strong, so that your morning is 10% better. Sometimes that is the meditation spray that gives you a 20 minute break to yourself. Sometimes that is the gut supplement that allows your body to produce more serotonin.

Ryan Moran [00:15:02]

This is your business, not mine. I'm just riffing off some of the ideas we talked about. So, that could be the journal that gets somebody back into a better mental place. So, all of these are glimmers of hope. And how awesome is it that you get to build a business that creates glimmers of hope for your audience? Does that make you want to go in on serving these people?

Jules [00:15:29]

Yes, yes.

Ryan Moran [00:15:31]

Yeah. Does that make you want to interview people who have had transformation stories about wanting to end their lives and sharing their medications or their processes or their thought



loops that helped them transition into getting their life back? Does it make you want to do that?

Jules [00:15:52]

Yeah, 100%.

Ryan Moran [00:15:53]

Does it make you want to create content about the despair you felt and how you overcame it and work ... And be in the comments of people who are struggling? Does that make you want to do that?

Jules [00:16:06]

Yeah. I think more than anything, it's making me feel emotional. That's where it's hitting, so I know this is going to be ... It's this painful thing.

Ryan Moran [00:16:16]

Yeah. Now, let me ask you something, Jules. This is going to be a little bit of a weird question. If you had that business and you only made \$10K a month profit, would you be happy running the business?

Jules [00:16:33]

I'd be happy, yeah.

Ryan Moran [00:16:36]

Yeah. And I asked that specifically because, to me, and in this business, \$10K a month is not a lot. If you don't have a \$10,000 month within about six months, you're just not making decisions. You're just not moving forward.

Ryan Moran [00:16:58]

So, if you only ever got to the point where it was profiting \$10,000 a month, but you are happy running this business, it's still a win for you, which is what you're telling me. But I am here to tell you, and please get this, please tattoo this in your brain, if you can focus on the business that you're really happy running, not the one that you think will get you to a profitability number, if you just focus on building the business that you're really thrilled to be running, you will blow through the \$10,000 a month.

Ryan Moran [00:17:39]



And here's why. Because you'll care about your person, you'll care about your product, you'll do the things that make a business grow, and you won't be doing them from a place of wanting to get something, you'll be doing them from a place of creating real value and transformations for these people.

Jules [00:17:59]

Yeah. I see it, I do. I think ... Making \$5k in profit was just my goal for the longest time. That's all I wanted.

Ryan Moran [00:18:13]

I want you to delete that goal, A, because that goal is way too small, and, B, because that goal is not helping you move forward. It's simply not, because you shared with ... You told me this. I don't know this about you. You told me that joining The One Percent was a difficult financial move for you recently.

Ryan Moran [00:18:36]

The One Percent is not expensive. So, you having this goal of \$5,000 a month profit, it's not getting you to an abundant place. In fact, that's like ... You have a very low bar for yourself because you're used to operating in a little bit of scarcity. So, I want you to flip the whole thing and I want you to start thinking about, how do I create a business and a path for people that gives them glimmers of hope?

Ryan Moran [00:19:08]

And when you ask that question rather than how do I get to the \$5K a month, the business will grow. I'm just going to flow a little bit more. If ... Let's just pretend that in your brain you are able to really let go of the goal and you were really committed to creating unbelievable products and just serving these people and just sharing your heart with them, because I know you care.

Ryan Moran [00:19:37]

If that was your only focus, I guarantee you somebody reaches out and is like, Jules, I really like what you're doing. Are you taking on any investors right now? I guarantee you that there would be an influencer that reached out to you and be like, you want to come on my podcast? I really like what you're doing. I promise you that stuff will happen.

Ryan Moran [00:20:04]



And those are the things that will just crush ... \$5000 a month is just like ... You'll be like, that was cute. But you have to do it because it's the business you want, not because it will bring the result.

Jules [00:20:19]

Yeah. Yeah, 100%,. I think it was that whole mindset shift, I think, in the past year, too, where I've just stopped thinking about the \$5K, the \$10K, and now it's just about finding my people. So, I definitely I am thinking a lot bigger now in terms of what I want to create, what I want to build. It's no longer about this \$5 or \$10K, although I know if I had \$5 or \$10K ... If I was making \$5 or \$10K a month, I'd be happy, but it's no longer the goal is ...

Ryan Moran [00:20:45]

Let me just clean up that thought a little bit, because there was some gunk in that thought. So, what you're really saying is, if the business was producing \$5,000 to \$10,000 a month, you'd be satisfied with what you could take off the table with this business. Not I would be happy, but that's all you need in order to feel like you're on the right track, which is amazing, because now you can roll everything into this business.

Ryan Moran [00:21:16]

You can just go hard on this business, giving to people and rolling out more products. And, Jules, I cannot overstate how quickly this can happen if you just tune into that and that is your only aim. Picking up what I'm laying down?

Jules [00:21:40]

Yes. That's what I was saying about if I had the \$5K, \$10K, that's when I would leave my job, I would go into this full time. I can actually use that to then reinvest, reinvest, reinvest, and make this bigger.

Ryan Moran [00:21:54]

You don't need to do it right now. You don't need to quit the job right now. You don't need to go all in right now. Your job right now is to start creating glimmers of hope with your products, with your content, with your comments, with your interactions. In fact, if you don't have a name for this business, Glimmers of Hope is a pretty good name.

Jules [00:22:22]

I do need a brand name, so ...

Ryan Moran [00:22:23]



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Okay.

Jules [00:22:25]

I love it. Thank you, Ryan.

Ryan Moran [00:22:26]

Jules, I'm so excited you're here, and I want you to know, first of all, we so got your back, right? We so have you. You're in the right place, but also, I can see it, so my job is to hold that for you until you believe it as much as I do. But I will remind you, this business is a layup.

Ryan Moran [00:22:54]

Sometimes we need to be reminded that we're on the right track. It's this man's opinion, and I don't know everything, but I know building million dollar businesses pretty well, I can tell you, I believe this is a very good track for you.

Jules [00:23:12]

Thank you, Ryan. I need that.

Ryan Moran [00:23:14]

You're welcome. I appreciate you. [INAUDIBLE 00:23:15] All right, see you, Jules.

Jules [00:23:19]

See you.

Ryan Moran [00:23:20]

Heck of a first call for Jules, wouldn't you say?

Chris Van Loan [00:23:26]

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

Dr. Travis Zigler [00:23:31]

I'm Dr. Travis Zigler, and along with my wife, Dr. Jenna Zigler, who 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 us financially free to getting us out of debt, student loan debt that we've had since we became doctors in optometry school.



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Dr. Travis Zigler [00:23:49]

And when we sold, we were doing close to \$450,000 a month. I started with 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 [00:24:13]

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 has done for us.

Dr. Travis Zigler [00:24:35]

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? 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. But if you join, this is a proven system.

Dr. Travis Zigler [00:24:59]

I mean, 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. It has to do with you. 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.

Dr. Travis Zigler [00:25:25]

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. 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.

Dr. Travis Zigler [00:25:39]

It worked for me, it's going to work for you, too. It's just, you got to jump over the mental hurdles, because, 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 [00:25:57]



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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 [00:26:13]

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).

Ryan Moran [00:26:26]

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.