



How I'm Building A \$100M Mindset Transcript

Ryan Moran [00:00:04]

I recently went through a class that was put on by my friend and mentor, Brooke Castillo, that was about transformation. It was about setting bigger goals for ourselves. It was about training our mindset and our thought processes to accomplish something that we previously thought was not possible for ourselves.

Ryan Moran [00:00:22]

And the goal that I chose that I wanted to work on was a \$100 million dollar net worth over the next seven years. I just turned 35 years old. In seven years, I'll be 41 or 42, and the idea of having a \$100 million dollar net worth sounds like an appropriate goal for me based on where I am in my journey.

Ryan Moran [00:00:40]

I shared this on social media, and someone wrote in with such an amazing question that prompted a lot of thought from me. They asked, what does a \$100 million dollar mindset look like? Or what does it take to cultivate a \$100 million dollar mindset?

Ryan Moran [00:00:57]

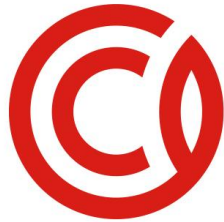
And I simply responded to the question by saying, I don't know, ask me when I get there, or ask me when I'm closer. I don't have a \$100 million dollar mindset right now. That's why I don't have \$100 million dollars. That's why my net worth is not near nine figures. And it made me think about what I need to do and think about and who I need to surround myself with in order to start to cultivate that fertile ground for the \$100 million dollar mindset to really grow.

Ryan Moran [00:01:27]

So, I decided to do a series where I contacted some of the entrepreneurs that I respect the most who have built eight or nine figure companies that also did so by focusing on their mindset. Said differently, they're individuals that I saw a direct correlation with the way they changed their thinking and the results that they got in their life.

Ryan Moran [00:01:53]

As a precursor to this mindset series, I want to share with you some of the thought patterns or the mindsets that I've been learning recently. In the last 18 to 24 months, I've been put through the ringer. I've had great opportunities and really big losses over that time, too. I've made



millions of dollars. I've lost millions of dollars. I've had investments work out really well, and I've had investments just knock me on my ass.

Ryan Moran [00:02:21]

I made one of my companies the most profitable it's ever been. I bought back a company that I sold six years ago for \$15 million. I bought it back for under a million dollars. So, I've been through these wins and these losses over the last 18 to 24 months, and I've had to cultivate a really optimistic, positive mindset in order to get through it and in order to give myself the space to grow through that, because there were times that I really wanted to shrink, times that I felt really beat up, times I felt like a failure.

Ryan Moran [00:03:00]

We all go through that stuff, and it's the mindsets that we practice through that that determine whether or not we come out on the other side stronger or if we let it defeat us. So, with that, I want to share with you some of the mindsets and the thought patterns that I've learned and have been practicing that have taken me now to a place where I feel more optimistic than ever, I feel more confident than ever, I feel like my success is more inevitable than ever.

Ryan Moran [00:03:33]

I feel like I'm in it, I feel like it's happening. And that's taken work, it's taken effort. But now that I have that muscle built, I see opportunity everywhere. I see evidence of my own success. And when you get into one of those grooves, that's the game. That's everything. And so, I hope you find value in these lessons that I've learned over the last 18 to 24 months.

Ryan Moran [00:04:03]

So, the first lesson I want to share with you is that you can train yourself into belief, you can train yourself into seeing opportunity, you can train yourself into optimism, you can train yourself to see evidence of your own success. Out of all the people that I spoke to, exactly zero of them said that they never felt any doubt.

Ryan Moran [00:04:28]

One of the people I talked to, Trevor Blake, who's made hundreds of millions of dollars, he said, I feel doubt all the time. Doubt is constantly there, but I work at it. I am aware of my doubts and I realize that they're not true if I don't give them any airtime, and I only give my attention to the thoughts that bring me towards success.

Ryan Moran [00:04:49]



Another person that I spoke to, Stacey Boehman, a few years ago, she was making a few hundred thousand dollars, living a nice life, but she trained herself to believe that she could build an eight figure company. And we talked about that process, about how she trained herself and the thoughts that she practiced in order to steer the ship of her mind towards success.

Ryan Moran [00:05:12]

And so, I was left with this understanding that you can practice the mindset that you want. Oftentimes we think that we're destined to have a scarcity mindset or to be crippled by fear or doubt, or we feel alone in the fact that we don't always believe that we're going to be successful, but we can train that like a muscle, we can train that like a dog.

Ryan Moran [00:05:38]

And you can cultivate the type of mindset that brings you to the seven figure business, or the eight figure business, or the nine figure business, whatever you want. And just like it takes practice to get good at a sport, or to build a muscle, or to eat the right foods, your thoughts and your mindset are exactly the same.

Ryan Moran [00:05:57]

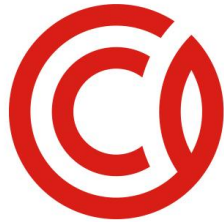
Your mindset is not permanent. It's changing all the time. And so, if we are mindful of that and if we are intentional around the thoughts that we practice, we can create the type of mindset and thought patterns that lead us closer to success. The second thing that I've learned is that it takes just as much work to cultivate a million dollar mindset as it does to cultivate a \$100 million dollar mindset.

Ryan Moran [00:06:24]

It actually takes just as much work and effort to build a \$10 million business as a \$100 million dollar business, and there might be exceptions to that, right? I think you kind of have to go through a million dollars before you get to \$10 million. But one of the things that I picked up from these conversations and just from my own experience is that it takes just as much thought work or mindset work to cultivate that \$10 million or \$100 million dollar mindset as convincing yourself that the million dollars is possible.

Ryan Moran [00:06:58]

For example, I still get a lot of pushback from people who don't believe that making a million dollars in twelve months is possible, but I've seen it hundreds of times. But somebody who doesn't believe that has to do a significant amount of mindset work or seeing evidence of it being true in order to believe that they can make a million dollars in twelve months.



Ryan Moran [00:07:19]

And then they can receive the information that's in my book, 12 Months to \$1 Million. But that same person could spend that time and energy cultivating a \$10 million mindset or \$100 million dollar mindset. And the actions are very similar. You still need to create products, you still need to run advertising, you still need to create partnerships or hire people, cast a vision.

Ryan Moran [00:07:41]

But if you're going to do it, you might as well go big. You might as well put yourself in a position where you're going to force yourself to actively work on a mindset that takes you farther than you ever thought was possible. You're going to get there anyway, you're going to build it anyway, so why not prove to yourself that something incredible is possible?

Ryan Moran [00:08:05]

Now, in my own experience, I found that if I go too outside my belief, if I go too far out, then all this doubt creeps in and I actually have to work harder at the mindset stuff and it can hold me back, so I like to put my targets just outside of what I believe is possible so that very quickly, I start to train myself to be further along than I thought, see evidence of it, and now there's momentum that is building towards that.

Ryan Moran [00:08:32]

So, the idea of building a \$100 million dollar net worth in seven years is just outside of what I thought was possible. But now as I work on the mindset and I work on the belief, I'm starting to see evidence of it. I'm starting to see the how show up everywhere. I'm starting to see opportunities, and that is really exhilarating because I'm proving to myself that I can cultivate a mindset that I didn't think was possible before.

Ryan Moran [00:08:57]

And it's exciting to know that that's just the next step on a very long journey of entrepreneurship and creating wealth and success. And the third thing that I've learned recently is that you can make any business or any decision the right decision. You can make any partner the one. You can make any business the perfect business for you.

Ryan Moran [00:09:20]

Oftentimes we look for the circumstances to match our expectations before we really get in alignment with that, before we really believe in it. We like to see the evidence before we believe, but something that I've learned from these conversations with successful



entrepreneurs is that you can have the belief first. You can say, I believe that this business is a \$100 million dollar business, and then you can create the evidence.

Ryan Moran [00:09:51]

In the same way, you can believe that you're the perfect person for this project. You can believe that your partner is the one. You can choose your beliefs, and then you can find the evidence for them. My mentor, Travis, likes to say that all the important stuff happens after you make a decision anyway, so just make the decision and then start taking actions, and the actions will be in alignment with the decision that you made.

Ryan Moran [00:10:19]

But oftentimes we like to gather all this information, see what the right decision is. Well, you make it the right decision based on how you act after you make the decision. So, if you're wrestling with different business ideas, the real way through it is to just pick one, because all the good stuff happens on the other side of that decision.

Ryan Moran [00:10:40]

So, you make the business the one. A lot of people look at data in the marketplace, or what somebody else is doing, or what's worked for another business, and they say, see, it worked for them, that's what I should do. But that seems to stifle entrepreneurial creativity, whereas if you say, this is my vision and this is my business, and I'm going to make this a \$10 million business, I don't know how yet, but I'm going to do it, and you're open to any route that can take you there, that's where I have found that the most creative momentum comes from, rather than looking at what everybody else is doing and then trying to model that.

Ryan Moran [00:11:18]

I spent so many years trying to figure out the how, trying to figure out the perfect way, trying to figure out what the best way to do something was, wanting the step by step formula. And actually, that desire has made me a really good teacher and instructor because I'm able to speak in that way and give people permission to take the next steps.

Ryan Moran [00:11:40]

But the reality is that we only truly know the steps in the rearview mirror. Brooke Casillo said to me once, she asked Ryan, did you know how you were going to sell a company for \$15 million? I was like, no. She says, when did you know it? I said, when it happened. And she said, exactly.

Ryan Moran [00:11:59]



Oftentimes we want the step by step playbook to something, but the real step by step is to make the decision and cultivate the belief, and then the path starts to show up. You can make any decision or any business the right one or the one. It's about the way that you look at it, the perspectives that you bring into it that ultimately determine if it's going to go in that direction or not.

Ryan Moran [00:12:25]

Throughout this series, you are going to hear from entrepreneurs who have built eight and nine figure companies, and you're going to hear some of the same principles shared, but with different words and from different perspectives. And at the end of this series, we'll wrap this up with some of the most common perspectives and mindsets that were shared throughout this series from this group of entrepreneurs.

Ryan Moran [00:12:47]

And I hope that throughout this experience, you discover that this is the journey. We often think that we need to change our mindset to change our results, but the changing of the mindset, the person that you become, is truly the experience. And when you change that, then you change everything around you.

Ryan Moran [00:13:10]

A painful lesson that I've learned recently is that I am at the center of all the results in my life. I'm at the center of all the failures, of all the bad days, of all the failed relationships, of all the business losses. I'm the one at the center. And so, if I change me, then I change all of those other things as well. That is truly the game that we're playing.

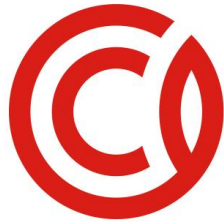
Ryan Moran [00:13:37]

That is real freedom, becoming the person who is capable of having everything that you want rather than waiting for everything that you want to give you the validation of who you are. And if that resonates with you, then you're really going to resonate with the episode with Chris Duncan, who wrote one of the best books I've read in the last several years.

Ryan Moran [00:13:58]

That podcast is going to blow you away, but this entire series is going to challenge you and change you, so make sure you are subscribed so that you don't miss it. And after you listen to this series, I hope you'll let me know what you thought in the comments or by shooting me an email at ryan@capitalism.com.

Ryan Moran [00:14:15]



Capitalism.com
— B E T H E C H A N G E —

Thanks so much for being a part of this community and I can't wait for you to experience this series. I hope you enjoy it as much as I enjoyed making it for you. I'm Ryan Daniel Moran with Capitalism.com. Thanks. I'll see you soon.

Ryan Moran [00:14:28]

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 [00:14:43]

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. 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. That's Capitalism.com/inc.