



5 Business Ideas That Will Make You \$1,000,000 In 2023

Transcript

Ryan Moran [00:00:03]

In this video, I'm going to give you five multimillion dollar business ideas that you can rip off and steal, and if you build them, I think you have the perfect timing to launch these businesses and become a millionaire in 2023. I've helped hundreds of people build seven figure businesses by following a month model that is getting four products to 25 sales a day.

Ryan Moran [00:00:21]

That's 100 sales a day, and at a \$30 price point, that's \$3,000 a day, or just over a million dollars a year. And I think these five business ideas are hot and ready for the market as it stands right now. Here's the first idea that you can launch in 2023 that will make you a millionaire.

Ryan Moran [00:00:36]

It's a physical products brand in the mental health space. Mental health is finally seeing its day in the sun. Celebrities and influencers are talking about their mental health journeys, and companies like BetterHelp are making it more easy for you to get help from qualified professionals.

Ryan Moran [00:00:52]

But there's still a lack of physical product brands in the space. Now, the easy thing to sell to this space is supplements, because there are plenty of good supplements that have been shown to be beneficial for mood, for serotonin and dopamine production, and for overall mental health.

Ryan Moran [00:01:08]

But there are things that you can sell beyond just supplements, too. Dave Asprey made it popular to change the lighting in your house to remove what he called junk lighting, and he connected junk lighting to mental health. So, if you make it easy for people to replace the lighting in their homes, you make it easy for them to take the next step in their mental health journey.

Ryan Moran [00:01:29]

And since meditation is also booming in the mental health space, selling meditation cushions or anything that will make it easier for someone to start or keep their practice is a great additional line to put into that product brand. So, you have supplements, you have lighting,



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and you have meditation accessories. That creates a very complete brand for a business that is booming right now.

Ryan Moran [00:01:54]

You're at the early stages of a huge trend of mental health, and now would be a good time to make a splash in that market. The second million dollar business idea for 2023 is Web3 consulting. Even if you're not a Bitcoin bug and you've never bought or sold an NFT, most businesses understand that Web3 is going to change the way that we do things and pretty much the way that all businesses are run.

Ryan Moran [00:02:20]

Yet, very few businesses understand how they're going to make the transition from Web2 to Web3, because most people can't even see how that's going to play out. If you know anything about Web3, you know more than most people. And if you have an eye for seeing where the trends are going and how businesses can make a pivot to take advantage of the opportunities in Web3, you will be one of the first consultants in the space and you'll have very excited and high paying clients.

Ryan Moran [00:02:49]

Here are a few ideas that you can use in your Web3 consulting businesses. Building communities around NFTs. The beauty of Web3 is how it creates community around products and around ideas. So, if you use Web3 to create a new community within a business, you have a very valuable service offering.

Ryan Moran [00:03:08]

The second idea is value-added NFTs. If you have ways to create new experiences or new brand unlocks that a company can give to their customers and they do it around an NFT, you can simply be the bridge between those ideas and the implementers, which means that if you bring a tech person to the table and you do a basic launch of that NFT, you have another very valuable service that you can offer your clients.

Ryan Moran [00:03:33]

Now would be a really good time to get into this space because there are very few people talking about the buzz of Web3. It's only the real creators and the long term business owners that are paying attention to it, which means you'll have the best clients by getting your foot in the door right now.



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Ryan Moran [00:03:49]

The next seven figure business idea is an outdoor adventure brand. Van life, camping, RVs. If you have a brand that helps people get outside, you've got great timing right now. We all know that we should be outside more. We all want to go camping or to do some outdoor adventure and none of us do it because it's just so easy to stay inside.

Ryan Moran [00:04:13]

Businesses like Outdoorsy and RVshare have exploded over the last few years. There's an entire industry now of people who own RVs and now they're just renting them out as a business. Anything that you create as a brand that helps that industry grow is a great time to be in business.

Ryan Moran [00:04:34]

That means selling accessories for your RV that helps them stand out to people who are renting it. It means selling outdoor gear. It means selling things that are fun to take on a camping trip and easy to store in the RV. It means furnishing tiny homes and any nice accessories that are often missed when people are on the go, on the road, or in a tiny home.

Ryan Moran [00:04:57]

Anything that makes it easier for them to be outside and enjoying the great outdoors is a very good business to be in right now. The way that I would launch a business like this is I would go to influencers who are in the camping, the RV space, the travel space, and I would partner with them to build an email list that was around your vision of helping people to get outside.

Ryan Moran [00:05:21]

This widens the base of customers that you can sell to because you're not just selling a hiking brand, you're building a brand that is about getting outside, which means you have a bunch of micro influencers that you could partner with that believe in that vision. You're not just selling products, you're representing a movement of people getting outside, which means you could even be selling in the gardening space.

Ryan Moran [00:05:44]

All of those niche industries have one thing in common, and that's the belief that people should be outside more. If you create a brand with that vision and that intent, you'll have a bunch of micro influencers that want to rally behind it and you'll have very loyal customers who want to follow and buy from you for years to come.



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Ryan Moran [00:06:03]

The fourth seven figure business idea is Airbnb marketing. In the last two years, Airbnb was flooded with new listings because people were buying second homes and taking advantage of very low interest rates. However, now that the market has changed, there are a ton of empty Airbnb listings that are not getting attention and there are a lot of rich people who have an unused asset sitting unrested.

Ryan Moran [00:06:32]

And guess what? There are no teams, there are no marketing agencies that are big enough to service really high end clients. So, that's where you come in. Standing out on Airbnb is pretty darn easy. You need really good photos, you need good reviews, you need good copy, and you need a few things that stand out about the house itself.

Ryan Moran [00:06:53]

If you come in as a consultant and/or a marketer, and your job is to drive up listings and your profit comes from getting a percentage of the bookings that come from your marketing, you are in a very easy business to make a lot of money. The reason for this is because you're turning unused listings into more profit and you can do it without spending any money of your own.

Ryan Moran [00:07:19]

That means the profit margins for you will be really high and you could have a large group of high end clients that are paying you, and once the work is done, it's pretty passive income. The way that you would do this service for them is by getting very good at a few things, specifically writing copy and getting reviews.

Ryan Moran [00:07:41]

And if you want to go one step further, build an email list of travelers and send your favorite Airbnb listings to that list of travelers and they'll be the ones that you represent. Get good images, get great reviews, and write excellent copy, and combine that with a process to get new bookings from off of Airbnb to the listing and you'll have a wonderful high profit business that's easy and fun to manage.

Ryan Moran [00:08:08]

And your clients will be really rich, successful people who are more than eager to write you a commission check. And the fifth seven figure business idea for 2023 is influencer monetization.



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There are more influencers today than ever, but there are actually fewer people paying for advertising to those small audiences.

Ryan Moran [00:08:28]

And the reason is because the economy has changed. There are fewer big brand deals happening for even the biggest of influencers. So, a lot of people who are used to making a lot of money by monetizing their content are now scrambling and looking for new opportunities.

Ryan Moran [00:08:44]

I would recommend that you bring opportunities to the table that are not just straight partnerships. For example, I, as a brand owner, look for equity deals with the influencers that I work with, but there are very few, if any, agencies that are trying to broker these equity deals between influencers and brand owners.

Ryan Moran [00:09:05]

If you become the go-to person for brand deals and equity partnerships for influencers, your name and brand will spread very fast because your clients have a lot of reach. Most people who are partnering with influencers are either just getting them sponsorship deals or they're building courses and masterminds and the old model that's getting kind of tired.

Ryan Moran [00:09:29]

So, if you bring equity deals to the table or you have other strategies to help those influencers monetize their audience, you'll have a great business. My favorite way to do this is to help influencers turn their following into an email list. For example, partnering with an influencer to get their audience to subscribe to their weekly newsletter, and then using that weekly newsletter to do a roundup of content with product recommendations, endorsements, and what's going on behind the scenes is a great way to build a raving fan base.

Ryan Moran [00:10:01]

Tim Ferriss does this with his 5-Bullet Friday. When you subscribe to his email list, you get one email a week with five ideas that come from Tim's brain. They include podcast recommendations, content that you might have missed, or some of his favorite products that he's trying or testing right now. I happen to know that it costs \$50,000 to get a PS recommendation in Tim's newsletter.

Ryan Moran [00:10:27]



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In fact, the price has probably gone up by now, and there are so many influencers that could have that kind of reach and command that amount of advertising if they were just to build a weekly newsletter around their following. If you become the girl or the guy that builds that for influencers, and you bring equity sponsorships to the table, man, do you have a fun business that spreads like wildfire and has very high profit margins.

Ryan Moran [00:10:53]

So, those are five business ideas that you can start this year and be a millionaire by the end of 2023. These are all emerging trends that are early in their growth, and there's very few competition for people like you to start them. My name is Ryan Daniel Moran. I run Capitalism.com and I help entrepreneurs build compelling brands, get to 100 sales a day, and have a multimillion dollar exit.

Ryan Moran [00:11:17]

And if you found value in this video, share it with a friend and let me know in the comments. Thanks for watching. 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.

Ryan Moran [00:11:32]

It has over a thousand reviews and it's the playbook to building a seven figure business. Second, you can join our community of entrepreneurs who are following a plan to build a 1% net worth by building businesses and investing a profit. You can get plugged in at Capitalism.com/1.

Ryan Moran [00:11:50]

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.