



E50 - Annabel Asks, How Can My Brand Find More Focus To Hit 25 Sales Per Day?

Transcript

Ryan Moran [00:00:00]

Have you ever felt all over the place in your business? Like you couldn't keep up with all the different activities, but yet no progress seemed to be happening? This is obviously a common problem with entrepreneurs, and this is the focus of the conversation I had with Annabel, who is a member of our mentoring community and has multiple businesses with multiple ideas in multiple places that she wants to take things.

Ryan Moran [00:00:21]

And at the end of this conversation, we clean the whole thing up into one clear plan that is destined to be a million dollar business. Annabel started in 2017, and she's got two businesses with multiple products and two different sales channels and she thinks two different types of customers that she's targeting. But after this conversation, you're going to see how everything actually lines up together behind one clear plan.

Ryan Moran [00:00:48]

Annabel, it's great to chat with you again. Why don't you tell me a little bit about your business and where you're trying to go? I know we had a really nice conversation on a coaching call. Tell me where your mind has been and really what I can do to help you cross the \$1 million.

Annabel [00:01:03]

Yeah, well, thanks, Ryan, for having me on the podcast. And I started this business in 2017. It's been a while, so I've been selling ... I started selling on Amazon, then I had a WooCommerce store. So, it's been a path that has gone a few different ways. Now, just a quick recap from last time, I started a brand named Workvie, and that brand was doing well, and then one day I woke up, my listing was shut down, the product was not working.

Annabel [00:01:34]

There was a technical issue with the formulation. It took me a whole year to reformulate. And in the meantime, I started a second brand called Aroma Leaf, which is a brand that was based on scents. And it was about the connection that women, especially women who suffered with chronic pain, have with the products that they use. So, one of the things that's different



between men and women is that for women, they feel shunned when they smell like medicine and then they can't participate in family activities.

Annabel [00:02:05]

Most dudes, they don't care. They'll go out, they'll do whatever they want. And I felt like that was a very strong insight that I got from just talking to consumers, doing the research in the time where the other product was not around. And so, based on that insight, I created a formulation, went all in with this combination of a great smelling pain relief cream that really appealed to mostly women.

Ryan Moran [00:02:31]

Got it.

Annabel [00:02:31]

Now, I still had some customers from my original brand that they kept asking me, they're like, when is this coming back? This is the only product that I use. And that was a lidocaine roll on. And so, I just kept at it. And I brought that product back after a year, and it slowly started growing on Amazon organically. I wasn't really paying much attention to it. At one point, I have these two brands that ... I have two Shopify stores, two email lists, double of everything. And it's really messing with my attention.

Ryan Moran [00:03:03]

Yeah, your focus is split between two different companies.

Annabel [00:03:07]

Yes. And I feel like ... I love my customers and I want to be there for my customers, and the people who love the Workvie lidocaine roll on, they come back and they buy. And the people who love the Aroma Leaf, they come back and they buy. So, I have these two six figure babies that are not a seven figure teenager.

Ryan Moran [00:03:30]

And so, what you would like is to be able to find a way to combine these if possible, so that you can be heads down, working towards the million. Is that right?

Annabel [00:03:40]

That's correct.

Ryan Moran [00:03:41]



We want to get this out of the way as fast as possible so you can get back to building your business. And so, this is really about what makes Annabel feel like she has permission to do that. And I'm just going to share with you what I would do, and then you can tell me if you feel like if that fits or not. And if it doesn't, we'll come up with some different options. But since the ... Tell me, Workvie and Aroma Leaf, correct?

Annabel [00:04:02]

Yes.

Ryan Moran [00:04:04]

So, Workvie mostly does Amazon sales. It was 180, right?

Annabel [00:04:08]

Yes.

Ryan Moran [00:04:10]

So, it makes sense to me that you might even just leave that listing as is. You might technically even have two companies. But allow the Workvie product, and it's just one product, right?

Annabel [00:04:24]

Yeah, it's just one product.

Ryan Moran [00:04:26]

One product and 180,000 sales on Amazon is freaking great, right? That's ...

Annabel [00:04:30]

Yeah.

Ryan Moran [00:04:31]

At least we'll call that a really nice start. So, if nothing else happened but that stayed on Amazon continuing to get organic sales, but then you brought the Shopify listing over to the Aroma Leaf brand, I mean, would that fix it? I mean, would that ... If you aligned your marketing efforts to be behind one brand called Aroma Leaf, and you let the listing for Workvie stay as it is but you brought the Shopify product over to that store, would that allow you to build the Aroma Leaf brand with Workvie being one of those products? Tell me how you would feel about that.

Annabel [00:05:10]



Yes. So, I can do that. In fact, since we had our call, that's one of the things that I've tried. I put a tab in my store that's called Workvie, and anybody who wants to buy Workvie can just click on that tab. And if they want it, it's there. And then I also have the roll on. I created the same product, but under the Aroma Leaf umbrella.

Ryan Moran [00:05:37]

Okay. So, I mean, it sounds like you're moving in the direction that I'm sort of suggesting to you. So, if Workvie stays on Amazon and is doing \$200,000 a year in sales, awesome. That's the first product that we got to 25 sales a day. And whenever you're marketing to your list, you're marketing from one voice, from one brand, from one person to your target audience.

Ryan Moran [00:06:02]

But your focus on growth is going to be under the Aroma Leaf brand, and now you've got one thing to worry about, but some of those customers come from this other product, so that, to me, would be the simplest way to unify the brand and allow you to make decisions from this place forward. The most important thing for you is just you have a business. It's a pain relief business. I mean, Aroma Leaf is a pain relief business, correct?

Annabel [00:06:30]

Yes. That's correct.

Ryan Moran [00:06:31]

So, you have a pain relief business, Annabel, period. You've got one product called Workvie, and customers are used to calling it that and buying it that. So, you're going to honor that. But from now forward, everything that you release is under the Aroma Leaf brand. It's on the Aroma Leaf website, it's on the Aroma Leaf Amazon account. And over time, you can bring the Workvie product into the brand that you are building. But you've got one business. Does that make sense?

Annabel [00:07:03]

Yes, that totally makes sense.

Ryan Moran [00:07:05]

The next part of this conversation gets a little bit technical, but it's important for me to understand where she thinks everything is going so that I can help her clear it up into one easy, simple focus. I think any business can be a million dollar business if you put all of your focus and attention on moving that business, but it's very difficult to get there when you've got your focus scattered all over the place.



Ryan Moran [00:07:31]

So, what I do with Annabel is help her align everything behind one clear vision so she can put her attention in one spot, and as a result of that, she'll have a million dollar business easy. What do you need in order to go from this decision in order to cross the million? Because it sounds like you're well on your way.

Annabel [00:07:50]

Yeah, I mean, I feel the other thing too is on Shopify, one of the things that has really helped me a lot has been the offer. That has made a significant change in my business since January in terms of, how do I make better offers that people are going to come back to?

Ryan Moran [00:08:09]

Wonderful. On the store itself, you mean, correct?

Annabel [00:08:11]

Yes, on my Shopify store. So, I have a funnel on there. I have an irresistible ... What I consider irresistible offer. It does sell. The repeat purchase. I feel like that's one of the pieces that I'm trying to work on. How do I keep these customers coming back when the price of the non-special offer ... Do you make a special offer forever?

Ryan Moran [00:08:36]

If you tell me that this is really impactful to your business, we can workshop this together. But I have to wonder, if you're creating a problem that is insignificant in the grand scheme of things, then that your focus may be better spent on what the next product is or how you get more customers for the existing product line. So, tell me where you think you need the most focus right now.

Annabel [00:08:58]

You're right. I mean, it's still acquiring that new customer because I'm not at 25 sales a day, and if we follow the plan, the product should be at 25 sales a day.

Ryan Moran [00:09:11]

Exactly. Annabel is being a little bit of a perfectionist here. I call this milking the almond. It's when you're trying to optimize something and squeeze as much out of it as possible, and you get so locked in to trying to extract as much from one activity that just isn't moving the needle.

Ryan Moran [00:09:31]



A much more healthy and a much more beneficial way of moving forward is just to start doing things and making things happen. And in this part of the conversation, you're going to hear more about what that means in the context of helping Annabel hit a million dollar business. Annabel, would you consider yourself a perfectionist?

Annabel [00:09:50]

I wouldn't, but people have called me that before.

Ryan Moran [00:09:55]

Okay. Because I'm bringing this up because what is consistent in the problems you're bringing up is that there's this assumption that it all needs to align up perfectly and make sense, but it really just needs to be clear enough for you to make the next decision. And so, you've got stuff that you're bringing in the way of making the next best decision. And what's most important is that you just make the decision.

Ryan Moran [00:10:27]

All the action, all the good stuff happens after you make the decision. So, we just need to make the decision and go. So, whether you do a special offer forever or not, or for first time customers or what have you, it's all okay. It's a matter of what gives you the momentum and the clarity to make the next decision, which is going to be, how do I advertise to get more people in the door, and how do I build my email list so that I can launch the next product profitably? So, what's the next decision that you need to make to further your road to \$1 million?

Annabel [00:11:02]

How do I advertise to bring in more customers?

Ryan Moran [00:11:05]

Wonderful. So, let's talk about customer acquisition, because if you crack that nut, then all these other problems sort of fade into the background.

Annabel [00:11:18]

Right.

Ryan Moran [00:11:18]

Tell me where you're getting customers right now that's working and what you're considering doing next.



Annabel [00:11:25]

So, right now and for the last few years, I've been doing Facebook ads. And I do get customers from Facebook ads, but when I go into the existing groups and I add more budget and more budget, it starts ... It falls apart and then you have to rebuild it.

Ryan Moran [00:11:46]

Yeah. I mean, that's common. But what does fall apart mean?

Annabel [00:11:51]

It means that the cost to acquire a new customer just continues to rise. The group gets exhausted, the groups that I'm targeting.

Ryan Moran [00:12:00]

Yeah. So, when you go wider, the cost to acquire the customer goes up.

Annabel [00:12:04]

Yes, significantly.

Ryan Moran [00:12:06]

This is to be expected. How much of a change are you seeing? Do you have that data?

Annabel [00:12:13]

Yeah. So, I could go ... When I'm at a budget of around \$30 per day on a particular group, I can acquire customers around \$28.

Ryan Moran [00:12:26]

Okay, good.

Annabel [00:12:27]

When I go to \$100 per day for a group, it can go up to between \$60 and \$80 towards to acquire that customer.

Ryan Moran [00:12:35]

I see. Okay, got it. And have you given that an extended period of time to see if those numbers level off? Tell me about that.

Annabel [00:12:45]



Usually I'm quick at the triggers. I hold things between three and seven days. One of the things that I'm trying now is just to let it be, so I'm not increasing the budget necessarily, I'm just kind of letting it sit there.

Ryan Moran [00:13:03]

Yeah. So, this would be my invitation to you, Annabel. I would like for you to just increase the budget a little slower and more incremental increases, which will give you the space to optimize the offer. So, what we're seeing here is that the offer is not dialed in for scale just yet, but that's a fixable problem. So, our goal with customer acquisition is to lose as little as possible, not to profit right out of the gate. So, you're acquiring customers for \$28, and the purchase orders, on average, are what? Ballpark that for me.

Annabel [00:13:48]

They're around \$40.

Ryan Moran [00:13:49]

Okay. And then you have cost of goods, so you're probably breaking even, is that right?

Annabel [00:13:54]

Yes.

Ryan Moran [00:13:56]

Okay. That's ...

Annabel [00:13:56]

I'm breaking even in the acquisition. It's just not in the volumes that I want it to be in.

Ryan Moran [00:14:02]

Sure.

Annabel [00:14:03]

And then people come back in the repeat and then that's kind of how I make it work.

Ryan Moran [00:14:05]

Perfect. This is ... Your mindset on this is exactly where it needs to be. So, what we need to do is see how quickly we can turn that dial of going to \$50 a day, \$75 a day, then \$100 a day. Because if we see that there's breakage from \$50 to to \$75, this is where we need to optimize. That means that we need to start adding additional up-sells into the flow. It means we need to



be more aggressive with our email marketing. It means we might need to split test pricing or split test different things on the sales page in order to increase our conversion.

Ryan Moran [00:14:38]

But right now, you're going from ... You're making a jump in advertising, which is healthy. It's what you should do, but you're coming to conclusions that may not be fully thought out. You're just seeing that when you increase the budget, you can't do it profitably anymore. The truth is, you might be able to do it profitably at \$100 a day if you were to increase the average order value. And you can increase the average order value in a variety of different ways, but you haven't yet given yourself the time to be able to develop those processes because you're just jumping from 30 to 100 and back to 30. Does that make sense?

Annabel [00:15:17]

Right.

Ryan Moran [00:15:19]

So, my invitation to you is to increase it a little slower, and in that time, run the split tests that you need to be able to do in order to increase the average order value and that conversion rate and see if you can make it make sense to run at \$75 a day. And when the answer is yes to that question, then we increase the budget again, and then we continue on that path.

Annabel [00:15:44]

How do you think about seasonality in a business? Because sometimes, for example, I'll start off super strong in the year, the summer is a low, and then it goes back up. But I'm still trying to force those numbers during the summer months, and I come back and I tell you, it's not working.

Ryan Moran [00:16:02]

I don't know your business well enough to know if there are actually seasonal adjustments to those sales, but there's a couple of things that you can think about. You can think about launching additional products so that you have a wider base of things that people will buy at different times throughout the seasons that will give you different options to promote. And it means being more aggressive in your organic promotions during the slower months.

Ryan Moran [00:16:26]

That's how you'll maintain profitability while still allowing your customer acquisition processes to get you more people in the door. So, we rarely want to turn off the faucet of new customers. Sometimes it just doesn't make financial sense for us to run advertising at certain times. For



example, I can't run advertising during the heat of election cycles because there are super PACs who are just outbidding me like crazy, so I turn down the dials during those times and I'm more aggressive with my organic promotions.

Ryan Moran [00:17:01]

But if there's not crazy swings and I can still acquire customers at almost a breakeven, I want to build up that treasure trove of customers so that I can promote to them during the next hot season or do organic promotions during the slow seasons so that I can maintain profitability.

Ryan Moran [00:17:19]

Annabel came to this conversation feeling distracted and confused and all over the place, but once we clean up the focus, this is a very simple business. Now, she wants to start new things and experiment with different tactics. But once we've clarified exactly the type of business that she has and the person that she's targeting, the next natural step is to launch additional products that get to that 4 products at 25 sales a day at a \$30 price point, which is a million dollar business. Watch how clear things get as soon as we just decide that there's one customer, there's one direction, and there's one brand going in this direction. Watch this.

Ryan Moran [00:18:03]

What is the product line in the ... In this brand? Besides ... I know you have the pain relief Workvie, but in Aroma Leaf, what are the different product offerings?

Annabel [00:18:16]

So, in Aroma Leaf, I have the creams in 4 oz in three different scents, lavender, orange, spearmint. I have them in the mini size, the travel size, which is a 2 oz. So, the special offer is the big one, you get the little one free and a discount. I also made the Workvie roll on, I made it for Aroma Leaf. So, that's an up-sell that I have now. So, some people come and they get that pack, and then for 20% off, they up-sell with the lidocaine roll on. I have our new back applicator, which is you put the roll on in this thing, and then you can use it for your back.

Ryan Moran [00:18:59]

Okay, got it.

Annabel [00:19:00]

I have some compression gloves, compression socks, compression knee sleeves.

Ryan Moran [00:19:06]



And I'm going to guess that the things that are not creams and instant relief, that makes up 10% of your sales. Not even?

Annabel [00:19:16]

Not even.

Ryan Moran [00:19:17]

Okay, great. So, I found your problem now. You are an, quotations, "instant relief brand". The consumable part of this is what your customer wants. But in Aroma Leaf, you really have one product. You just have it in different sizes and different scents.

Annabel [00:19:37]

Yes.

Ryan Moran [00:19:38]

So, this is the time your mental energy needs to be thinking about what that third product is, because you've got Workvie and Aroma leaf, what's the third product? Everything else is an accessory to the core products that you have. So, your missing piece right now is where we add in a third product because you're doing 25 sales a day on one, and I think you're close to 25 sales a day on Aroma Leaf, right?

Annabel [00:20:05]

Yup.

Ryan Moran [00:20:06]

Okay, so do you know what that third piece is going to be?

Annabel [00:20:11]

I don't.

Ryan Moran [00:20:13]

Okay. If you did know, or if you were playing, what do you think it might be? What else does this customer that buys instant pain relief buy?

Annabel [00:20:26]

In my head there's ... So, I had developed a foam formula that works amazing, but it's another pain relief consumable. And my customers, they don't want to trade one for the other.



Ryan Moran [00:20:43]

Do you know that?

Annabel [00:20:47]

Well, from the fact that when I launched the Aroma Leaf lidocaine roll on, my cream people didn't switch over, they added to their cart.

Ryan Moran [00:20:57]

That's awesome. That's exactly what should happen. So, they're buying both is what you're saying?

Annabel [00:21:02]

Yes.

Ryan Moran [00:21:05]

Okay, amazing.

Annabel [00:21:06]

I guess that's one route that I can go. It's this warming foam formula. The thing is, each of my formulas is \$20,000. It's crazy.

Ryan Moran [00:21:16]

As a [INAUDIBLE 00:21:16]

Annabel [00:21:19]

Not even to purchase the product. That is the cost ... So, I already paid for the formulation, and then you have to pay for something that's called product validation, which is all the testing that is involved with an FDA regulated product.

Ryan Moran [00:21:31]

Okay, and is that already done? Because you did have this product at one point, you said.

Annabel [00:21:37]

No, I've never launched it. I had the formula made, so I already dropped \$10,000. It's dropping another \$10 to validate.

Ryan Moran [00:21:46]



Well, then what was this you said about knowing that people added it to their cart? You had it for sale ...

Annabel [00:21:50]

That was the ... No, no, no. That was the lidocaine roll on with the cream.

Ryan Moran [00:21:55]

Okay, I understand.

Annabel [00:21:56]

But not the foam. The foam would be a new thing.

Ryan Moran [00:21:59]

So, here's ... First, let's talk about the benefit of having this third product. You can immediately add it into your up-sell flow and increase the average order value. You can immediately have it listed on Amazon and you can market it to your list and get reviews and sales from day one, which will seed that listing and get it to continue to grow. Tracking with me?

Annabel [00:22:24]

Yes.

Ryan Moran [00:22:25]

Great. So, we know we have the assets and the foundation to be able to add a third product and increase all aspects of the business. Another product on Amazon, another thing that we put into our up-sell flow. It fixes several of the problems that you are facing right now. So, you will have to make the decision of when it makes sense to drop that \$10K for the certification or whatever you called it.

Ryan Moran [00:22:51]

But that is the next logical step. So, we can try ... We can talk about ways to optimize the acquisition flow. I have a couple of ideas I'll share with you, but the next step that really creates the big chunk of momentum is going to be that third product. Do you agree or am I missing something?

Annabel [00:23:12]

No, I agree. I guess for me, I was waiting for Aroma Leaf to hit a certain threshold. So, the roll on, it's around 30 to 40 units a day that that sells.



Ryan Moran [00:23:26]

Great.

Annabel [00:23:26]

And the way that I think about it is just, the investment that is required to get it started, I'm like, okay, so I have the cream, and now I'm going to ... But I haven't gotten to that point, and now I'm going to introduce another pain relief form.

Ryan Moran [00:23:41]

I see. What are the sales of the cream?

Annabel [00:23:45]

So, the sales of the cream today are around anywhere between 15 units ...

Ryan Moran [00:23:54]

I mean, per day. Units per day.

Annabel [00:23:55]

15 units per day.

Ryan Moran [00:23:57]

Okay, so we're not terribly far off.

Annabel [00:24:00]

No.

Ryan Moran [00:24:00]

Okay. Do you want to sell more on Shopify, Amazon, both, indifferent?

Annabel [00:24:08]

I want to sell more on Shopify because then that customer ... I know who they are. When you wake up to a shutdown listing, that's the worst thing ever.

Ryan Moran [00:24:21]

But you ... Everybody thinks everybody else's platform is awesome because ... I remember at one point in the ... When we were going into 1000 retail stores in our supplement brand, and we were walking in the retail stores and we were like, these people don't even need reviews.



They can launch any product they want because they don't need to worry about what people are buying, they don't need to worry about reviews.

Ryan Moran [00:24:46]

They're in the store and they buy. And then we sat down with the broker and the broker was like, man, you Amazon guys got it made. You don't need to worry about large purchase orders, you don't need to worry about fulfillment. And so, everybody thinks that their platform is the sucky one and everybody else ...

Annabel [00:25:04]

Yeah, the grass is greener.

Ryan Moran [00:25:06]

Exactly, but the grass is greener ...

Annabel [00:25:06]

What are the benefits ...

Ryan Moran [00:25:08]

... Wherever you water it, Annabel. So, if ... So, let me just go into it. How often are you hitting your list and running promotions?

Annabel [00:25:20]

I run promotions ... So, I email my list four times a week ... Or four times a month. Four times a month. So, weekly. And then I run promotions two times a month.

Ryan Moran [00:25:32]

Okay, and how long are those promotions?

Annabel [00:25:34]

It can vary from a weekend to a 24 hour sale.

Ryan Moran [00:25:39]

Okay. All right. Not bad. I mean, you're doing fairly well with this. The long ... There's two things that I would suggest that you do. I would do some Amazon campaigns for the cream, and that means ... I am watching ... I just watched your blood pressure come up, but I mean doing some specific Amazon promotions where you are encouraging people to go buy on Amazon.



Ryan Moran [00:26:04]

My favorite way to do this is I've done our Amazon store sucks promotion, where it's like, hey, we're late to the game, but we're finally on Amazon. Here's a discount code for you to get it or not. Just go get it on Amazon. Get full price orders from that external traffic that will juice up the Amazon algorithm. And then I would do public thank yous for reviews.

Ryan Moran [00:26:28]

So, this is, so and so left this review, thank you so much. If you haven't left a review, please go ahead and do so. By the way, here's a 50% off code for our store for all of you who have left Amazon reviews in the past, just as a way of saying thank you. Right? You're not incentivizing the review. You're actually thanking them. It's a nice little workaround that you can use there.

Ryan Moran [00:26:50]

So, I would like for you to run some Amazon-specific campaigns to your list. And on the Shopify side, your real momentum is going to come from having an ad that just hits. Most people are optimizing the headline and the price, but the biggest, lowest hanging fruit is going to come from having an ad that really hits.

Ryan Moran [00:27:17]

So, your focus should be on the ads that you're running on Facebook that convert, and customer testimonials are hard to beat. Getting people to say in a video format how your product impacted them, those have a high chance of beating your control. But putting ... As you're scaling your budget, split testing ads is where I would suggest that you put your focus.

Ryan Moran [00:27:43]

That two-pronged approach of focusing on Amazon, running pay per click ads there, getting reviews, highlighting those reviews, screenshotting them and posting them on social media, publicly thanking people, getting the reviews, and the additional sales on Amazon will start to juice up that momentum while also split testing different ads on Facebook.

Ryan Moran [00:28:06]

I believe that that two-pronged approach will more than take you through 25 sales a day. That will give you the momentum that you need and the permission to be able to go place that \$10,000 payment to get that third product certified. I'll pause here and see if there's anything that you feel like is off in my analysis.

Annabel [00:28:26]



No, I feel like it's spot on. One of the things that I wasn't allowing myself to give permission was, you either do Shopify or you do Amazon, and I think that this combo is just ... We get them into Shopify, send them to Amazon, come back.

Ryan Moran [00:28:49]

I would give different advice to somebody who wasn't doing both already. I would give different advice to somebody who was just launching this brand. I would say, look, just go hog wild on one channel, but you've already done 80% of the work on both. It's just a matter of focus. And you've done enough work up to this point to where your focus can be split testing ads and putting some love towards Amazon, and those two things together will take you to 25 sales a day. How big are the email lists on both brands?

Annabel [00:29:24]

On the Workvie brand, the email list was around 900. On the Aroma Leaf brand, the email list is closer to 5,000.

Ryan Moran [00:29:33]

Okay, great. So, this is fun because as soon as you align this in your mind that it's one brand, now your email promotions are much more effective. Now you can cross promote one customer to the other customer. So, if you do those three things, which is send some love to Amazon, merge the brand so you've got one central message, one central social media, one central email list, you do that and you split test your Facebook ads, you may be pacing a million in the next three to six months.

Ryan Moran [00:30:14]

So, that will give you the margin to be able to justify this \$10,000 expense of certifying the third product. So, with the merging of these two brands, you now have more of a focused following for when you do highlight the review. When you do the promotion, you're now getting more organic sales, which have high profit margins. That approach gives you the margin to be able to justify this \$10,000 expense, and now we have three products in striking distance of 25 sales a day, probably more, because ...

Ryan Moran [00:30:54]

The reality is, Annabel, I should have said this earlier. You've heard me talk about how when you launch that second product, you get an exponential effect. It's not ... For math and clarity, yeah, it's 4 products, 25 sales a day at \$30. But in reality, when you have the first product doing 25 sales a day, and then you launch the second product and it gets to 25 sales a day, the



crossover creates an exponential increase, right? You've heard me talk about this, I'm sure, correct?

Ryan Moran [00:31:24]

The thing is though, Annabel, you haven't had that because you've had two brands instead of two products under one brand. So, by merging them, you give yourself the shot of having those exponential returns. This is why I'm not concerned about the slow sales on the second product. You haven't given yourself that opportunity to have that focused marketing attention.

Ryan Moran [00:31:49]

So, if you do what we talked about, I'm pretty confident that you're going to see those exponential returns. Then you add in the third product, and Annabel has a million dollar brand. Good work, Annabel. I'm excited for you. Keep me posted, okay?

Annabel [00:32:02]

I definitely will.

Ryan Moran [00:32:03]

All right, great to see you. The road to \$1 million is a very clear process. It's pick one type of person, create four products that that person would want to buy, it's build a small audience that you can launch to, have a \$10,000 launch, and then start building from \$10,000 to \$100,000 a month. The process takes about a year in a lot of cases to have a million dollar business.

Ryan Moran [00:32:29]

It's simple, but it's not easy. It's not easy because we get all these conflicting opinions and voices and you're seeing all these people on social media and you decide to go in this direction and that complicates this direction. Sometimes, just having one conversation with somebody who has done this hundreds of times can help clean things up and get you back on the road to \$1 million.

Ryan Moran [00:32:49]

If you're a member of The One Percent, you can apply for a hot seat just like Annabel. So, inside of your member's area, just go ahead and apply for a spot and I'd be happy to help you clear things up so that you're back on the road to \$1 million. I'm Ryan Daniel Moran with Capitalism.com. Thanks for watching. I'll see you next time.

Chris Van Loan [00:33:08]



Capitalism.com
— BE THE CHANGE —

And now, a quick word from Jared, one of our members in The One Percent.

Jared Springer [00:33:14]

I was bankrupt and crippled to making a million dollars in a year, and then I grew that business and kept growing it. So, my whole world changed financially very quickly. It was amazing how fast it was able to transition and turn once things got rolling. Ryan and Capitalism.com pretty much taught me everything I knew about e-commerce, and specifically branding was the biggest thing that I think Capitalism really does well.

Jared Springer [00:33:44]

And they focus on teaching their students about building a brand and just teaching business to people. Everything he teaches is stuff that he's done. It's not from theory that you're going to learn. It's all stuff that he's done. So, I think the biggest thing that Capitalism.com helps you with is that you're getting to learn from somebody who's done the exact thing that you want to do, which is the most important thing in the world.

Jared Springer [00:34:07]

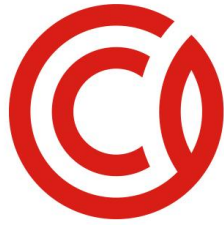
That's how you fast track your results. So, if you want the fast lane and to get your results really quickly, you go to Capitalism.com and you have them show you what to do so you don't make all the mistakes and you get there really quickly. And it was the best money I ever spent because I went from bankrupt and crippled and all this other stuff to a million dollar a year business in one year, which is exactly what he teaches, and I was like, holy crap, this stuff works. So, it was a very healthy exit and was able to let me focus on many other things in my life and not have to worry about that stuff anymore.

Ryan Moran [00:34:42]

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 [00:34:56]

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.



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