

The 2 Things That ALWAYS Make Me Money **Transcript**

Ryan Moran [00:00:04]

There's two activities that, every time I do them, make me money. And in fact, it's really hard to lose money if you do these two things. And with all the information that is constantly bombarding our brains about what to do and what to focus on, I narrow down my focuses to these two things. I'm going to give them to you so that you can steal them and use them in your business. Business really comes down to two functions. It is getting leads and selling things to those leads.

Ryan Moran [00:00:29]

That is business 101, and I have had to find for myself what activities within those two buckets actually drive revenue because it's easy to get distracted by the instagram ad of the guy who is killing it with Messenger, or the dude who is selling a bunch of stuff on Amazon, or the person who says you should be a coach, or the girl who has the new hack for getting a million followers. All of those are distractions unless you know which activities actually drive up those two things, getting leads and selling things to those leads.

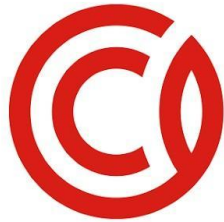
Ryan Moran [00:01:03]

Now, for me in my businesses, that comes down to how do I get leads and how do I sell things to those leads? Which means that the two activities that always make me money are creating content and creating products. The reason why that's always profitable for me is because that's how I fulfill the two functions of business of getting leads and selling things to those leads. I create content which leads back to opt-ins, or listings, or joining a Facebook group, or doing some other way that it becomes a lead for my business. And then creating product is obviously how I sell things to those leads.

Ryan Moran [00:01:41]

When you realize that all business activity comes down to those two buckets, you can now filter all of your activities and say, is what I'm doing getting leads or selling things to those leads? I work with a lot of ecommerce entrepreneurs and a lot of them are selling on Amazon.com, which is a great way to make sales for a product. But very few of them actually build a lead list, which means that they're flying naked in their business. They give almost no attention to building up leads and then selling things to those leads.

Ryan Moran [00:02:13]



Instead, they're just putting things for sale on Amazon, hoping that they rank for keywords, trying to manipulate the algorithm and then selling more over time. That is not a business. That is a temporary hack that could make money for the short term, and as soon as a change happens, you're toast. Ask me how I know because I've seen a lot of Amazon sellers get plastered as soon as the algorithm changed. It baffles me to this day how few Amazon sellers go out and run ads or create content to an email capture page and then deliver content to the email list.

Ryan Moran [00:02:48]

That's getting leads. And then in their follow up sequences, sell things to those leads by sending them to Amazon. Blows my mind that more people don't do this. You better believe that in my businesses, we are actively doing that. We are actively looking to get a lot of leads and then sell things to those leads rather than just put something for sale and hoping and praying that we sell more than the next guy. When you know that the two functions of business are getting leads and selling things to those leads, you can start to allocate the things that you're already doing to actually grow your business.

Ryan Moran [00:03:21]

For example, there are a lot of influencers who create a ton of content and they have followers, but they don't have leads. They don't have people who want to buy something from them. So, they have an audience, but they don't have leads and they don't have a business. One way to start to align that activity behind something that will grow your business is to put all of your content focus into building an email list that will warn people up for the product that you want to sell.

Ryan Moran [00:03:47]

Ryan, I don't know what to say to my leads. Once somebody's on my email list, how do I actually talk to them? My longest standing mentor, Travis Sago, put it very simply. He said just talk to them like they're a friend. People overvalue content. People think content needs to be how-to information or three tips to do something, and it's just so overdone. The way that you turn a lead into a hot lead is by connecting with them, treating them like a person, talking to them like a friend, which sometimes means asking them questions about how you can help them.

Ryan Moran [00:04:20]

Sometimes it means talking about what's going on in your business. I tell people that the minimum viable amount of content to create is a once a week business update that just talks about where you are as the founder of a company. If you did nothing other than send a weekly



roundup with all the things you're thinking about, the lays of what's going on in your business, the best reviews that you got, some feedback that was negative that you need to go back and address, and anything else that's going on inside the business, that makes leads warmer to you and more likely to buy from you in the future.

Ryan Moran [00:04:54]

Gary Vaynerchuk talked about it like making an episode of *The Office* for your business. There are people who want to follow the story of a business more than they want to get content from somebody. We love stories and characters, so the more that you can just peel back the curtain and show yourself and what's going on in your business and connect with your leads like they are a friend, the more likely they are to buy from you. In my business, what that looks like is I create a lot of content like this, and I do share tips, but I also talk about what's going on in my life, and I post on social media and I post on YouTube and I link all of it back to an email list.

Ryan Moran [00:05:32]

My email list is a free course. It's called *The Road to \$1 Million*. You can sign up at Capitalism.com/million. This is a free course where I'm teaching people how to become a millionaire, build a million dollar net worth. And with the rest of my content from there, I'm talking about what's going on in my business, what's going on in my life, I'm sending people over to my podcast, I'm telling them about new videos, and I'm telling them about the programs, services, and products that I'm launching at my company, which is called Capitalism.com.

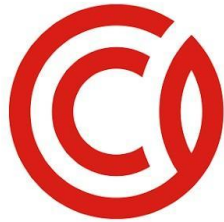
Ryan Moran [00:06:00]

It's not rocket science. I talk to my leads as if they're people who know me. And you know what? A lot of my leads do know me. I have workshops at my house. I do events where I know people by name. There have been people who have been following my work for 10, 12, 15 years because my connection with my audience matters to me.

Ryan Moran [00:06:17]

Now, I don't have the biggest audience in the world, but I have a multimillion dollar business from connecting with my audience. And in fact, I've built several multimillion dollar businesses with this exact playbook of talking to leads like they're friends and then telling them about the products that I have. When you know the person that you're speaking to, when you know the types of people that are your leads, it's pretty straightforward to figure out where they are in their customer journey and what they're going to want to buy.

Ryan Moran [00:06:48]



If you think about it like the hero's journey, a hero, your customer, is on a journey to go through some sort of transformation. And on the road to their transformation, they're going to hit trials and tribulations in their transformation journey. Your job as the business owner is to be the mentor on the journey and to create products and services that make overcoming those trials and challenges as easy and fast as possible.

Ryan Moran [00:07:13]

So, the two things that always make money, for me, they're creating content and coming up with products to sell. And the reason for that is because they fulfill the two functions of business, which are get leads and sell things to those leads. If you're stuck in your business, it's because you're not doing one of those two things. You're not nurturing leads and you aren't selling things to those leads. And in my experience, most business owners aren't doing either of those two things.

Ryan Moran [00:07:38]

If you have something to sell, then most of your efforts should go into building leads and nurturing those leads, and chances are you aren't doing that. When was the last time you posted on social media and you replied to every comment? When was the last time that you created a piece of content that sent people over to a landing page where they could enter their email address, and then you reached out manually to all those leads to find out what they needed and to tell them about your product?

Ryan Moran [00:08:03]

And if you spent 90% of your time building your lead list, do you think that you would sell some shit? Yes, I can guarantee that you would sell some shit. At first, it's one, two, five people a day. And you know what? I just relaunched a business that I sold back in 2017 and bought back. I'm doing exactly this with about ten people a day who are buying my stuff. We didn't come out of the gate with 100 sales a day, we came out of the gate with a new product that's doing about five to ten sales a day.

Ryan Moran [00:08:33]

And you know what we're doing? Following up with those customers, asking them for reviews, taking screenshots of the reviews, posting them on social media, emailing the list, warming them up and telling them about the new vision for the company, and doing all of the hard stuff at the beginning of a business that nobody wants to do. I just know that it's those steps that take a business from 10 sales a day to 100 sales a day. Most people just aren't willing to do that.



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Ryan Moran [00:08:55]

So, if you're stuck in your business, schedule on your calendar this week that you are going to get leads and nurture those leads to buy your stuff, and you can start by creating something where they can enter in their email address and send all of your content, all of your traffic, all of your ads over to that thing. And then later, you can sell them things.

Ryan Moran [00:09:14]

If you want to become one of my leads and see how I nurture the people who follow my content and I lead them towards things to buy, you can funnel hack me by going to Capitalism.com/million. That is a free 30 day course where I slowly train the people who follow me to build a million dollar business and have a million dollar net worth. I slowly give them action steps and mindsets and assignments and things to listen to that will slowly train the way that they think and see the world so that they naturally feel compelled towards a million dollar net worth.

Ryan Moran [00:09:50]

I made it strategically so that just about anybody can go through this free course and start to think about building a net worth of a million dollars, and as a result, start to do the things that will take them there. And the assignments that I give them will just pull them towards that end result. If you want to see how I do it so that you can copy me and use in your business, go to Capitalism.com/million and you can copy me and funnel hack me.

Ryan Moran [00:10:13]

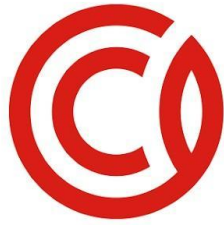
I'm Ryan Daniel Moran. I run Capitalism.com, where we help entrepreneurs build compelling brands, get to 100 sales a day, and have a multimillion dollar exit. If you want help, find free help and resources in the description of this video, and I'll see you in the next video. Thanks for watching.

Ryan Moran [00:10:28]

If you've read my book, listen to the podcast, or watch any of my YouTube videos, and you're asking yourself, where the heck do I start? Where do I begin my journey to my million dollar business? We got you today. My team and I just completed a new kickstart class called 5 Days, 7 Figures. This is the best on-ramp class for any of you who are ready to begin your seven figure journey.

Ryan Moran [00:10:54]

In this five day class, you're going to choose your ideal market, what products to launch, come up with a plan to get each one of them to 25 sales a day, and you'll know at the end of the



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class exactly what your business is going to be, how you're going to get it to a million, and exactly what your next steps are to get it off the ground.

Ryan Moran [00:11:14]

It's a five day class, it costs \$100, and when you're done, a member of my team will get on the phone with you and review your homework directly with you. When you're ready to start, go take the challenge at Capitalism.com/5. That's the number five. 5 Days, 7 Figures.

Capitalism.com/5.