

Capitalism.com  
— BE THE CHANGE —

## From Zero To Raving Fans - Creating A 6-Figure Launch In 6 Weeks Transcript

Ryan Timm [00:00:01]

Yeah. Yeah, in the first six weeks, we cleared \$100,000.

Ryan Moran [00:00:04]

You cleared \$100,000 in sales?

Ryan Timm [00:00:06]

Correct. We had virtually no email list. We had a ... We started a Facebook group with only a couple hundred people in the group ...

Ryan Moran [00:00:16]

What do you know? I know what you didn't have. What did you have to launch this thing?

Tristina Timm [00:00:20]

We got a lot of negative feedback, and so then we changed our formula, and so we are telling people, we're listening to you, we're listening to you.

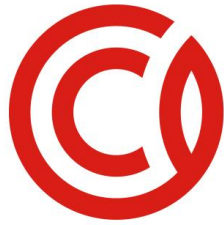
Ryan Moran [00:00:30]

Good morning, everyone. Good to see all of you. Welcome back to another class. I'm so excited to be with all of you today. I'm flying high on optimism. I just got back from dinner with Gary Vee in New York City, which is just a rejuvenating experience. He is not like you would imagine off stage. He's actually very calm and present, so I felt like it was almost like a bath for my brain.

Ryan Moran [00:00:55]

A bath of optimism, a bath of encouragement, and a revitalization to be in alignment with what we want to build, and so I hope to bring that to you today. Hope to bring that dose of optimism that you need in order to build million dollar businesses. And the case study that we will be talking about today, if I don't bring the optimism, I think this case study will bring the optimism to all of you that, yes, this plan still works.

Ryan Moran [00:01:21]



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

Yes, you're still sitting on a million dollar business, at minimum. And, yes, there is still a whole lot of opportunity and things to be excited about in our space in the internet business world. Before we bring on Ryan and Tristina, who are going to be sharing what they did in order to have a six figure launch recently. Yes, a six figure launch. Our target for our students is a \$10,000 launch. That is our first four minute mile.

Ryan Moran [00:01:45]

My job is to help you get off the ground inside The One Percent with a \$10,000 launch. I know some of you who are new here, you're like, is that possible? I joined because I read the book, and the book is good, and somebody else was seeing results. But a \$10,000 launch? Yes. In fact, if you did 1/10th of what we will talk about today, you're still on target for a \$10,000 launch.

Ryan Moran [00:02:07]

We'll cover that today. So, for all of you who are here live, go ahead and let's kick things off. What you need to participate is a cup, a mug, a glass chalice, a stein, a tankard, a thermos, a canteen, a jug, or a flask, and then you need to fill it with a liquid. I've got Four Sigmatic Chai that Tarot from Four Sigmatic gave to me. He's speaking at CapCon, which a lot of you will be at here in three weeks. Three weeks from today is CapCon, ladies and gentlemen.

Ryan Moran [00:02:32]

And then you need to join me now for the unparalleled pleasure, the thing that makes your Amazon sales go up, the thing that makes inflation go down, it's called the simultaneous sip, and it happens now. Go. Okay, Ryan and Tristina, you guys ready to kick this thing off? Let's go. How is the best looking duo in all of ...

Ryan Timm [00:02:54]

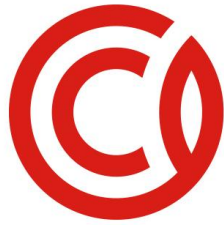
Doing good.

Tristina Timm [00:02:55]

We're alright.

Ryan Moran [00:02:56]

Good to see you guys. Now, I just want to make sure that I'm not misrepresenting anything. Is it true that you all had a six figure launch in the ...



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

Ryan Timm [00:03:05]

Yeah. Yeah, the first six weeks, we cleared \$100,000.

Ryan Moran [00:03:09]

In the first six weeks, you cleared \$100,000 in sales?

Ryan Timm [00:03:13]

Correct ...

Ryan Moran [00:03:13]

So, let's just ... I'm going to go all into it, but let's just cut right to the meat of it to kick things off. What did you do to have a six figure launch in your first six weeks? Tell us how it unfolded.

Ryan Timm [00:03:25]

Well, it's going to sound like a lot of magic, but quite honestly, I don't think it was. We had virtually no email list.

Ryan Moran [00:03:35]

No email list.

Ryan Timm [00:03:37]

We had a ... We started a Facebook group with only a couple of hundred people in the group by the time we launched.

Ryan Moran [00:03:44]

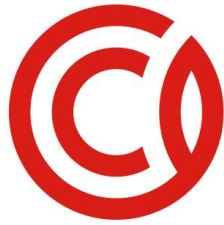
Okay. So, a small, tiny Facebook group, and I'm guessing you didn't carry that over from a different business.

Ryan Timm [00:03:50]

No. No, Tristina started it because when we developed our first samples, we'd reach out to people, get feedback, bring them into the Facebook group, and then we created a small audience that would constantly give us feedback on the product. And so, that's really it.

Tristina Timm [00:04:12]

Yeah, it started out as a focus group. Literally, I think it was 50 people that I just added into this group, and I'm like, who likes coffee syrups? Who likes coffee? Can I send you a sample and



Capitalism.com  
— BE THE CHANGE —

will you try it for me? And it was called something different than it's called right now. It was just called the focus group, the syrup focus group.

Ryan Moran [00:04:31]

As basic as it could be, as simple as it could be. Give us feedback about our product. Here's what we're up to. Will you try it and let us know if you like it?

Ryan Timm [00:04:39]

Correct. Yeah, because we thought the product was good. We wanted to get honest feedback from people, to be honest, before we went out into the market because reviews kind of make you or break you.

Ryan Moran [00:04:52]

So, you did not have an email list. You didn't have an audience. You kind of grinded one together as a focus group. Okay, I know what you didn't have. What did you have to launch this thing?

Ryan Timm [00:05:05]

You know what? We spent a lot of time kind of figuring out what products our current customer wanted to see in the marketplace. So, for everybody that's listening, we had a cocktail mix line for the last nine years, and we catered to a very specific customer in that space. And when we joined the Incubator group, it was funny because we were asked about, who are you selling to? Who's your customer? [INAUDIBLE 00:05:36] who we thought it was was not who it was.

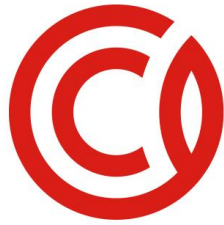
Ryan Moran [00:05:38]

Yeah, okay.

Ryan Timm [00:05:39]

And the reason was is because we did not do much in web or e-com. We were traditionally brick and mortar, so we were in thousands of stores around the country, but just because we sold to the store didn't mean we knew who was buying it from the store. We had an idea who was buying us, and when Tristina started surveying all sorts of people that bought us, we realized we had no clue who was actually buying.

Tristina Timm [00:06:05]



I mean, call a lot of people on the list. Literally, I just called them. I had a list of questions that I asked, and it was so nice to be able to actually talk to that customer and not just send out an email and be like ... Because I don't think that people care about those surveys as much, but they love to talk to people. And they were really excited.

Tristina Timm [00:06:26]

And I gave everyone a free bottle of margarita mixer, whatever they wanted, just to talk to me. So, it was really ... It was a very organic process. We really massaged those people in that group. I talked to every single person. We got a lot of negative feedback. And so, then we changed our formula.

Tristina Timm [00:06:45]

And so, we're telling people, we're listening to you, we're listening to you. And even today, we've already ... I mean, we launched in November these Sinless Syrups, but we've already changed the formula, again, because of the feedback from everybody in that group, which I think we're about at 1000 people now.

Ryan Moran [00:07:03]

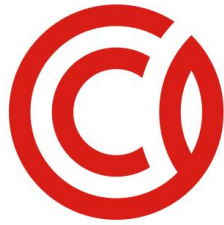
So, you had this other business, but no ecommerce experience. And this is a completely different business that you're getting into going from Margarita mixes to syrups. This is a very different business, different customer, different audience, different launch process. There's still a gap here in the overall story, right?

Ryan Moran [00:07:24]

I mean, you go from 50 people on a survey list to \$100,000 in sales in 6 weeks. Close this gap for people, because what we've established here is, okay, in middle of last year, you're in the same boat that most people who join our community are in. No email list, no experience in this space. One, two, skip a few, \$100,000 launch. What did you start to do to grease the wheels for the hopper?

Ryan Timm [00:07:53]

So, what happened is, when Tristina was interviewing the people who are buying our other product line, which was a low sugar, healthier version of a cocktail mix line, we realized that what they ... Their high consumption product that they used was coffee syrup in the morning. They liked flavored coffee, but they also, because they liked our product being low sugar, they wanted a sugar free option.



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

Ryan Timm [00:08:17]

Now, there's already a big brand out there that does sugar free coffee syrups, but it's a legacy brand that uses a lot of chemicals, a lot of artificial flavors, artificial colors. And so, the person that we really wanted to serve was getting forgotten in the marketplace, to be honest. They didn't have a clean version of the product that they're using.

Ryan Timm [00:08:44]

And so, when we developed the product line, we really kept that in mind. We could have made cuts in different areas in the formula to create a cheaper formula to create more of what would be considered much more similar to the current product line out there, but we wanted to make sure that we stay true to this customer and not deviate.

Ryan Moran [00:09:11]

So, you have this small group that you're paying attention to, you finally feel confident in the product that you're going to bring to them, which is its own process, right? That's its own journey of what you did to get the product made and tested and tweaked and working with a manufacturer, and that's ... We could probably spend 2 hours digesting exactly how you did that.

Ryan Moran [00:09:35]

But once you were confident in the product, there's still not a big group of people that you're launching to. So, where did all of the sales come from when you finally were in business?

Ryan Timm [00:09:46]

So, we ended up hiring a marketing agency to go out and help us get cold traffic.

Ryan Moran [00:09:53]

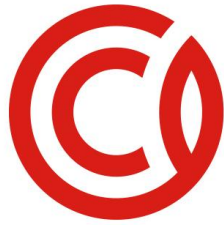
You went straight for cold traffic?

Ryan Timm [00:09:54]

That's right.

Ryan Moran [00:09:55]

[INAUDIBLE 00:09:55] in this space, but you guys went for it.



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

Ryan Timm [00:09:58]

Yeah. Yeah, we realized with the way our margins were on the product, we could ... As long as we're above a 2.5 ROAS, we're doing just fine. We want to get that up higher naturally. So we figured, okay, we're going to go after cold traffic because ultimately our goal is to have 100,000 people buying from us on a regular basis. So, how fast can we get 100,000 people to our portal?

Tristina Timm [00:10:27]

So, we did a three week pre launch and a lot of ads, and we're still doing a lot of ads, but it really ... It worked out pretty well. We got a lot of that group of people. We put them in our group, we invited them to our group, but we also just had a wonderful funnel from this marketing agency, and there's a lot of up sells. Our average order value is a lot higher than we originally thought it would be. So, the cold traffic funnel ...

Ryan Moran [00:10:56]

What did you think it was going to be and what did it end up being?

Ryan Timm [00:10:58]

Well, right now, we're sitting around \$50. We're trying to get it up even in that \$60 to \$70 range.

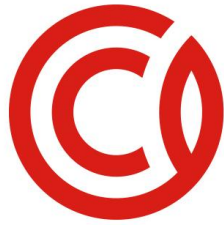
Ryan Moran [00:11:04]

I mean, that's perfectly reasonable. I mean, a \$50 day one customer value is perfectly reasonable. So, let's just dissect how this went. So, you were running top of funnel ads to email capture to get on a pre launch list and then bringing some of those people into the Facebook group? Perfect. So, everyone, did you catch that? That's traffic triangle 101.

Ryan Moran [00:11:28]

We have a traffic source, a conversion source, and an engagement source where the community lives. And you can chop that up however you want. The way that Ryan and Tristina did it was their traffic came from ads, they sent that to their conversion source, and they engaged them by inviting those people who hit the landing page over into the Facebook group, which is exactly how I build mine internally as well.

Ryan Moran [00:11:55]



Now, a lot of people will say, alright, and even it's coming up for me, when you're first starting out, you don't have any proof of concept. Running ads can be tricky. Running ads can be risky. So, what do you think was different or what did you ... How did you approach it differently that gave you the confidence to be able to do that?

Ryan Timm [00:12:14]

I think it was all the feedback we would consistently get from people, not only in the Facebook group, but we would do in person events, and ...

Ryan Moran [00:12:22]

So, a lot of product testing.

Ryan Timm [00:12:24]

A lot of testing, a lot of [INAUDIBLE 00:12:25] because in our underline, we've launched products and we just launched them out there and had no idea how they're going to work. We know we like them, but we didn't get the feedback. This, we were like, okay, we've got to put the time in to make sure because of the risk of the outlay of the capital, bringing on the marketing agency, going out heavy at Amazon. We had to make sure the product was good.

Ryan Timm [00:12:54]

Now, it didn't have to be perfect, and ultimately, that's where we always are working on our formulas to make sure, what is the feedback we're getting? We might have sampled it to a few hundred people, but it's not 20,000. So, that feedback you get off those reviews is huge, so make sure you're filling those gaps [INAUDIBLE 00:13:19]

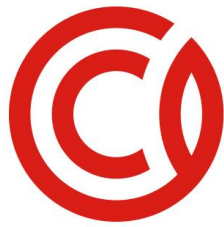
Tristina Timm [00:13:19]

I also think that we still have a long way to go. When we're doing these ads, we were targeting coffee lovers or people who are on low sugar diet. However, people who are going after these ... Who like these skinny syrups from this other brand, they're not going to like our product. They like artificial sweeteners, they don't care what they're putting in their body, they're excited that it's low sugar or zero sugar and that's about it.

Tristina Timm [00:13:46]

So, we're still tweaking things and we're still trying to come out as a brand who's not just sugar free, but also everything is all natural and it's going to taste different. And so, we do get the





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

negative feedback. We're working on it all the time. However, I think we're trying to attract a different customer as well. So, it is an ongoing process, guys.

Ryan Moran [00:14:10]

Yeah, makes total sense to me. So, you're running ads to the ... Basically a pre launch page. Enter your email address and you'll be first in line, is that right? Alright, so you're building the launch list, like 12 Months to \$1 Million, right to the T, perfect execution there. How long was it before you actually took a sale?

Ryan Moran [00:14:32]

So, you're spending money on ads and a marketing agency now. How long was that gap in between you're spending money before you make a sale?

Ryan Timm [00:14:42]

It was four weeks, five weeks.

Ryan Moran [00:14:47]

So, a month, you're like, okay, we're going to spend some money and some time building the audience, engaging the launch list before we pull the lever. You built an email list of a few hundred people?

Tristina Timm

Yeah, I would say pre lunch [INAUDIBLE 00:15:00]

Ryan Timm [00:15:01]

And then pre lunch, we pre-sold for a couple of weeks at that point, once we knew we'd have product ready to ship. And so, that actually spurred ...

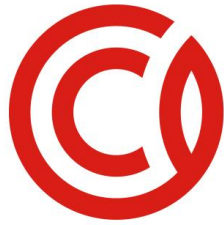
Ryan Moran [00:15:09]

So, you didn't even have product ready?

Tristina Timm [00:15:11]

No.

Ryan Moran [00:15:11]



Oh, it just gets better, ladies and gentlemen. Not only do we not have a list, do we not have an audience, don't have experience in the space, we also don't have product. Great. And we still come out of the gate with sales. So, four weeks of building the audience, building up the email list, engaging with them, asking them questions, bringing them into the Facebook group, having one on one conversations, total grind stuff, right?

Ryan Moran [00:15:34]

So, launch day comes, you still don't have product. You're just going to take pre sales. So, what's going on in the minds of this family as you go to hit the button to take orders for a product that isn't ready yet? You just wake up and you're like, it's going to be a great day?

Tristina Timm [00:15:54]

We were ... I mean, we're very excited about it. We know these manufacturers, so we have had a relationship with them for the last eight years. Things go wrong all the time, definitely, but it wasn't like, oh, we're going to wait another six weeks. We knew them enough. We've been to the facility many times before, so we weren't that nervous that it wasn't going to ... That there was going to be a major disaster. So, I think it was really excitement for us. And we just did this again. We just pre launched for our next trio. Well, which shipped a week ago.

Ryan Moran [00:16:33]

[INAUDIBLE 00:16:33] for the second product?

Tristina Timm [00:16:34]

Yes, for the second trio.

Ryan Moran [00:16:36]

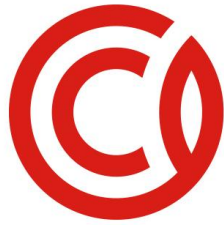
So, let's go there in just a second, but first, you hit send on the launch email and what happens? What's the first day like?

Ryan Timm [00:16:47]

It was interesting. I mean, it was fun. We've never had a Shopify site, we've never had really much going on, and all of a sudden to see the dings coming through on your phone, and it's exciting. You think, holy shit, this is working. You just never know, to be honest.

Ryan Moran [00:17:04]

What was the peak of the margarita business? What was the top end of that?



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

Ryan Timm [00:17:12]

The last few years, we've been flat at about between \$1 million and \$1.2 million. That was mainly brick and mortar. I mean, we did ... You could purchase off of our website in the past, but we were only doing about \$5-6 grand a month in total between our website and our Amazon presence, so there really wasn't a lot there.

Ryan Moran [00:17:37]

So, 8 years, you peak at about \$1.2, then you come out of the gates with a few thousand dollars in sales your first week with this new business. What does that do to your brain? What are you thinking at this process? Is it, I got something? Is it, what have we been doing all our lives?

Ryan Timm [00:17:59]

Yeah, it's ...

Ryan Moran [00:18:00]

What's it like when that starts to pop?

Ryan Timm [00:18:03]

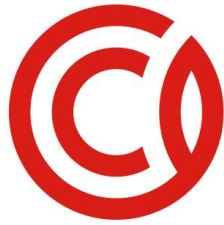
It's all of that. I'll back up a little bit because once COVID hit, being a primarily brick and mortar brand, buyers stopped bringing in new product. Between supply chain issues and out of stocks, and they didn't really know what was going to happen. So, we couldn't grow. There was nowhere to go. And so ...

Tristina Timm [00:18:22]

It definitely changed our mindset where we were now excited for the future, where before we were like ... This is how ... This is what we do. We work on this together. We homeschool our kids, and this is all we had. We were spiraling down a little bit for the last couple of years. So, we knew that we had to do something. We had to change, we had to adapt.

Ryan Moran [00:18:47]

Yeah, that's scary. And kudos to the two of you for, while you're scared, starting a new business. Most people will go into total defense mode. People are still in total defense mode because there might be a recession coming, or there's a banking scare, or because it's cold outside, and you all are like, our business is struggling, we're going to do something different.



Capitalism.com  
— BE THE CHANGE —

Ryan Moran [00:19:09]

That takes a tremendous amount of courage to pull that trigger and to be willing to go through the grind period of talking to customers and spending money on advertising in order to build that launch list. And this is why I say that if you're willing to just accept the grind and go through it, you'll come out of this with gold, you'll come out of this ahead. And if you do the hard stuff for a year, you pass all the people who are trying to succeed with short term tactics and strategies after eight to twelve months.

Ryan Moran [00:19:43]

So, we're not even at that point yet, we're six months in [INAUDIBLE 00:19:48] your business. You came out of the gate with a few thousand dollars, which makes total sense to me. I think we could have predicted that. But \$100,000 in six weeks? There had to be something else that went well in order to have that type of volume.

Ryan Timm [00:20:05]

Amazon was going really well.

Ryan Moran [00:20:07]

Amazon started picking up.

Ryan Timm [00:20:07]

Okay, yeah. So, the timing on our launch, we strategically timed it for end of November to play into holiday buying season. So, we had a holiday collection, which was three SKUs. We had our classic collection, which was three SKUs. And then we did a simple syrup. All the same metrics. Keto, sugar free, clean label.

Ryan Moran [00:20:31]

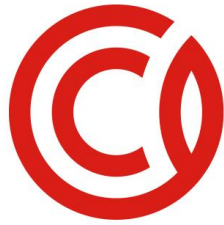
Is kleto the combination ...

Ryan Timm [00:20:32]

Kleto, yeah. That's our word for it.

Ryan Moran [00:20:34]

Is that ... That's the new diet we're starting.



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

Ryan Timm [00:20:37]

Yeah.

Ryan Moran [00:20:37]

The keto diet.

Ryan Timm [00:20:40]

So then, we knew if we had a strong six weeks in fourth quarter, then we'd parlay that into the New Year's resolutions for people, and we now have a solution for them that they didn't have before. A lot of people are in ... Cutting out alcohol, cutting out sugar, trying to lose weight.

Ryan Timm [00:21:03]

So, we wanted to time this where we strategically had a strong launch. If we would have launched, I would think, in April or March, I don't know if we'd have the same results, but I think it's because we did it during around the buying frenzy for this type of product.

Ryan Moran [00:21:21]

Yeah, and that gives ... That surge gives you more volume to get reviews and follow up with customers, and get feedback while it's still early. And if you can maximize on that first three to six months of getting feedback and video submissions and reviews, that sets you up all year to make ads and to make content and to screenshot reviews and post it on social media.

Ryan Moran [00:21:48]

It gives you a really good foundation to work from. But what did you do in the ... From January 1 to March? Did sales accelerate, decelerate, stabilize? What did they look like after you got through that rush?

Ryan Timm [00:22:04]

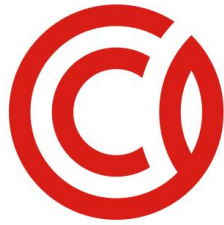
They're good. We had some out of stock issues on Amazon because our capacities on Amazon ...

Ryan Moran [00:22:12]

They stuck at first.

Ryan Timm [00:22:13]

They suck. [INAUDIBLE 00:22:15] the second we get a shipment in, it'd be sold out in a day.



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

Ryan Moran [00:22:21]

I mean, there are worse problems to have, but that is a problem.

Ryan Timm [00:22:25]

Yeah, because the replenishment time would take a while. So, we saw some peaks and valleys, and then they've really increased our capacity. So now, as we're starting to send in shipments, we're sending in a lot where in the past ... We're sending in about four or five times of what we were able to do in the past.

Ryan Moran [00:22:43]

Yeah. And so you're managing both sales channels right now. You've got Shopify and Amazon, and they're both growing, I presume.

Ryan Timm [00:22:52]

Yeah. Yeah, we ... Going through kind of learning how to do the ecommerce through you guys, we were like, well, we should pick one, and then we're kind of like, screw it, let's just go for it.

Ryan Moran [00:23:03]

Not my typical advice, but you guys have made it, so ...

Ryan Timm [00:23:08]

Yeah.

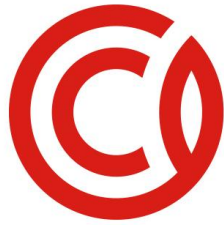
Tristina Timm [00:23:09]

I did it like if you ... You're starting from nothing, to pick one and go all in on that one. But we already had a presence on Amazon, and honestly, a lot of our ads that are on Facebook or Google, I think a lot of people see that and then they go to Amazon anyways, so it's ...

Ryan Moran [00:23:29]

Yeah. What's interesting is it is very difficult to build an Amazon presence and build a Shopify presence. That is very difficult to do. But if you build a Shopify or your own funnel presence, you can catch the spillover on Amazon. It doesn't mean that you're going to be ranking for keywords or optimizing for ACOS.

Ryan Moran [00:23:53]



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

It's tough to do both of those things, but you can definitely catch it while you're creating this momentum that is coming off of Amazon, meaning through ads. So, in a perfect world, that's what everyone would do. But for most people, they've got to focus on one or the other. So, were you advertising on Facebook? YouTube? Google?

Ryan Timm [00:24:17]

Just Facebook. Google got layered in a little bit after the new year, but our spend on Google is about 1/10th of what it is on Facebook because we're still optimizing things. Our site, we need to optimize the conversion rate, get that higher.

Ryan Moran [00:24:34]

I mean, you guys are six months in. If you weren't still optimizing things, I'd be like, hey, guys, we got some optimization to do.

Tristina Timm [00:24:44]

Yeah, there's still a lot to do. I think that's for every business, and it doesn't matter how far into it you are, you have to adapt all the time.

Ryan Moran [00:24:52]

Of course. What has been the highest grossing sales day so far?

Ryan Timm [00:24:58]

I think our highest day would have been about \$4500 or so.

Ryan Moran [00:25:04]

That's a good day. Good for you guys. Good for you.

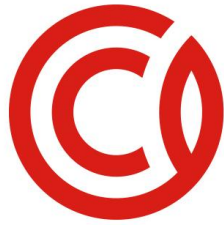
Ryan Timm [00:25:07]

So, it's been fun because if I look at our Q1 sales this year versus last year, Q1, we are already ahead of Q2 of last year.

Ryan Moran [00:25:18]

Say that over time.

Ryan Timm [00:25:20]



So, the sales we've done in the first quarter of this year is already ahead of Q1 and Q2 of last year.

Ryan Moran [00:25:29]

Amazing.

Ryan Timm [00:25:30]

So, we're up about 160%.

Ryan Moran [00:25:33]

That's great. Are you guys stoked?

Tristina Timm [00:25:36]

Yes. There's still a lot to do, and I mean, it's hard. It's hard. You had done an exercise with us one time to kind of look back at the last three months or six months or a year or something, and it's important to do that because a lot of times you don't celebrate the little wins. You just ... I mean, for us especially, we're just like, okay, yeah, but now what?

Ryan Moran [00:25:57]

Right. I just did that exercise last week and I was like, man, you forget how much progress you make in three months, six months, twelve months. We just see where we have to go, this mountain in front of us that we have to climb, and so we just see this gap that gets wider and wider and wider. And so, I know from experience that I know there's probably days that you wake up and you're like, shit, we have so much work to do to have an exit or to maintain ... Are we going to maintain our sales from last month?

Ryan Moran [00:26:27]

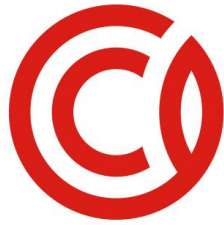
What if that was a fluke? Shit, there's a negative review. Is this going to kill all of our momentum? This ad isn't performing anymore. Did we sell all of the syrups that we're going to sell? Have we tapped the market? All of that mental junk happens, unless you guys are immune to it.

Tristina Timm [00:26:43]

No.

Ryan Timm [00:26:45]





Yeah. I mean, I think some of the bad reviews on Amazon got to us a little bit, but instead of taking it personal, I was like, okay, well, let's just make the formula better.

Ryan Moran [00:26:54]

Good for you.

Ryan Timm [00:26:55]

And especially our experience in the food products side is that you can benchtop things and you can create your formulas, but when you go to a mass scale production, sometimes things don't come out exactly the way they were in your original formula. So, it's good not to get your ego too involved, I would say, in it and look at it for what it is and ... Because it's not your baby.

Ryan Timm [00:27:21]

It's like, okay, let's make it better, and it's just a product. Through those bad reviews, and understand that you're not going to please everybody. But a lot of these people do have legitimate points on the product, so let's address this.

Ryan Moran [00:27:35]

That's an honest answer. You were starting to tell us about the second product launch, and I'm really curious what the momentum is like after you go and do this a second time. First time, you don't know how many people are going to buy it, you don't know what the reviews are going to be like. Second time, you know a little bit more and you have a customer base now, so ... And I think you said that you pre launched the second product too. So, tell us about what the second launch was like in comparison to the first.

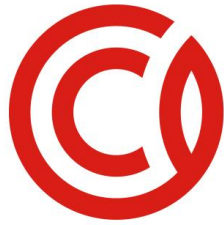
Tristina Timm [00:28:03]

Well, I think ... Well, first of all, you can talk numbers, but we talked to that Facebook group and we asked them, what do you want? We had polls and we talked to people and were like, which would you rather have, white chocolate or dark chocolate? So, we went through and we talked to our customer again and they really helped us develop this next line. So, we had toasted marshmallow, salted dark chocolate, and a hazelnut. We call it [INAUDIBLE 00:28:32]

Ryan Moran [00:28:32]

All flavors. The same product but different flavors.

Tristina Timm [00:28:35]



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

Absolutely, yes, same product. So, we, again, sent out samples, a lot of samples, so that people could try them and then give feedback. And the feedback on these were fantastic. Maybe it was because they already loved us because of the first one, but it was really ... It was a lot easier, I feel like, on the second one to get the hype out there. And then we pre launched for three weeks.

Ryan Timm [00:29:01]

Yeah, yeah. But quite honestly, we met with our marketing agency and we all kind of agreed that we didn't do a great job on this pre launch.

Ryan Moran [00:29:10]

This most recent one?

Ryan Timm [00:29:11]

Yeah, we didn't have our SOPs really dialed down in a great way. We were kind of flying by the seat of our pants. So, the pre launch went good. We saw definitely a big uptick in sales. The inventory has not been received on Amazon yet. That hopefully will be soon. So right now, it's mainly all Shopify sales. But it's good. I'd say we saw a pretty good lift throughout that pre launch phase. A lot of our emails were converting to sales, which, in the past, that really wasn't the case. So, we're starting to get that warm traffic layered in there.

Ryan Moran [00:29:49]

And you're getting repeat buyers, you're getting people who are finally sold for the first time. They see this as a real business now. You have higher conversions because you have reviews from the first product. You've done this before at this point. Do you know what the sales were for that three to four week period when you were pre launching the second product? Meaning, on the new stuff.

Ryan Timm [00:30:09]

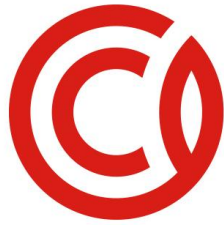
On the new collection, I think we did somewhere north of \$8,000 on just those flavors.

Ryan Moran [00:30:17]

So, \$8000 in pre sales on the new flavors.

Ryan Timm [00:30:22]

Right.



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

Ryan Moran [00:30:22]

And so now, you're starting to hit Amazon. Amazon is starting to check that in. So, you'll have a total of, what, six flavors at that point?

Tristina Timm [00:30:31]

We still have our holiday collection out there as well. So, we have nine flavors plus a simple syrup.

Ryan Moran [00:30:37]

Okay [INAUDIBLE 00:30:38]

Ryan Timm [00:30:38]

Yeah. So, our plan is, every quarter, to launch three new flavors and eventually having roughly 30 to 40 something flavors in the marketplace. That's why it's important for us to really dial in that pre launch plan and not fly by the seat of our pants.

Tristina Timm [00:30:58]

So, yeah, we're working with our marketing agency right now. We have a really great pre launch plan for the next time so that everybody is on the same page, and four weeks out, three, two, one, and then go. So, I think this last one, it really ... I mean, yes, the excitement was there, especially from the Facebook group, and we got some really great feedback and reviews, but now we know what we want to do and how to organize it better.

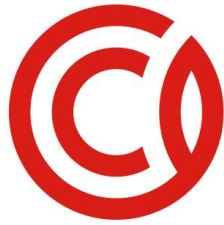
Ryan Moran [00:31:25]

What did the marketing agency that you worked with do well that you would suggest other brands emulate when they're launching or promoting a new product?

Ryan Timm [00:31:34]

Before we designed the ... So, when we created the product, we didn't have our price point figured out, and we had an idea of where we wanted to go out in the marketplace, but I think what ... Looking back for me was working with them on our exact cost of goods, our exact fulfillment cost, your freight cost to get it to the customer, and build your margins around your true costs, not what you're kind of thinking it is.

Ryan Moran [00:32:05]



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

And that's on the guessing of the [INAUDIBLE 00:32:08] where the [INAUDIBLE 00:32:10]

Ryan Timm [00:32:10]

Yeah, because that way, if you say, okay, we're going to ... If we don't get 2.5 ROAS, you're losing money on your customer acquisition. And so for us, we were able to identify where our breakeven point is on the customer acquisition and our ad spend and make sure that we're not just spending money to spend money. We might be running a little negative for a while, but we know as sales tick up, and all these metrics start to work together, it's just the formula works. That's where we spent a lot of time with them on the upfront to get that dialed in.

Ryan Moran [00:32:53]

That makes sense. And it's okay to lose money up front for a while. We have one brand in the portfolio that loses, on average, \$10 per sale when you factor in ads, costs. We break even on acquisition, but you factor in costs and shipping and everything, you lose about \$10. We're fine with that, because if we were to spend ... And I don't mean to freak anybody of you new people out, but if we have \$100,000 in capital, as an investor, which is my role on the team, and we burn through all that \$100,000, have you failed or have you bought 10,000 customers?

Ryan Moran [00:33:36]

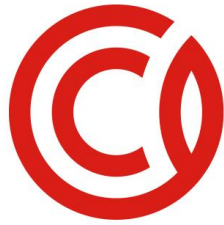
That's how we see it. And so, now those 10,000 customers are going to come by and order again, and they're going to buy the next product, and they're going to leave reviews, and they're going to give us feedback, and they're going to come buy on Amazon. And so, we see that as a very healthy use of capital, not as a waste, and a lot of brand owners don't see it that way, or they're just starting out and so the idea of losing \$10 per sale is scary to them, as it would be for any new business owner.

Ryan Moran [00:34:02]

But you guys understood that if you play this well, this brand, especially having one competitor in the space and that competitor is pretty darn big, knowing that if you work your way into this market, this is a \$25 million company, it's a \$25 million exit if you play this well. Were you thinking that long term ahead at the start of this, or was it more about, okay, we just want to see if we can make something happen?

Ryan Timm [00:34:31]

No, it was building out a five year plan and looking at a potential exit down the road, or if we're having a great time with it, then we'll stick with it. But get it to a point where you are



having fun with it, because quite honestly, it started to get not fun, the old business, the brick and mortar side.

Ryan Moran [00:34:50]

Well, you [INAUDIBLE 00:34:50] eight years and you're still at \$1.2 million. I mean, of course. We crave momentum more than we crave anything else. I think a lot of times we get stuck over this idea, what's my passion? What's the right way to do things? How am I going to make this work?

Ryan Moran [00:35:10]

All we really crave is the joyous unfolding, and that looks like momentum. It feels like growth. It feels like we're chasing something. And you guys are chasing something right now, which is probably deliriously exciting.

Tristina Timm [00:35:27]

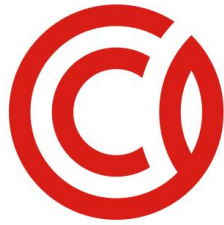
I felt this before we came on with you. We're like, what makes this enjoyable for us? And I think because we are our customer, it helps. We love to make the coffee drinks at home, and we love that it's zero sugar because we lead a very healthy lifestyle. And so, we are that customer, so it's fun for us every day to be like, what do we want? What do we want now? Or, oh, we never thought of that. And so, we're learning as we go, but it's our personal growth and our personal story as well.

Ryan Moran [00:35:59]

I'm just having this thought as you're saying this, but when you're building a product that you genuinely consume or like yourself, you're really building a community of people like you, which makes it much more fun to show up and serve versus if you're selling to a group of people that looks and acts nothing like you. You can do it, it just feels a lot more like volunteer work than it does like creating something of value. Ryan, you're having an ah-hah moment right now.

Ryan Timm [00:36:36]

Well, you can put yourself in their shoes a lot easier, you know? So, we put ourselves in our customer's shoes. We wanted to kind of always give them ... We like our coffee and then we like our happy hour and our weekends and things like that, too, and so ... But we just didn't always like the extra sugar involved and all the extra calories that go involved, and I think that's the community ...



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

Ryan Timm [00:37:02]

We want to be there for those celebration moments in life, you know? Over a great cup of coffee or happy hour with friends. We want to give them products that they can continue to do ... Have those great moments in life without all of the extra junk, to be honest. And so ...

Ryan Moran [00:37:19]

Tell us about what's coming next. I mean, we're acting like this is the pop the cork celebration, but really just at the start. I mean, we're six months post launch. Six months, maybe not even six months.

Ryan Timm [00:37:38]

Five, maybe?

Tristina Timm [00:37:39]

Yeah, no, we do have a lot of dreams and plans up here, but like Ryan had said before, three new flavors every quarter. And I saw ... One of the comments here, somebody wanted ... We didn't know this was a thing, but fruit flavored water. They put flavoring in just water, and I didn't know that this was a thing. I mean, I do electrolytes and stuff like that, but I didn't know they just wanted the fruit flavor.

Tristina Timm [00:38:06]

So, we are developing that right now so that will help to serve that customer. And then we're also thinking, barbecue sauce or jerk seasoning, or these other sauces or dressings. This might be in another year or two, but it keeps us thinking about our customer and how to serve them.

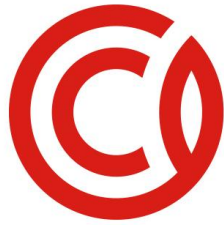
Ryan Timm [00:38:30]

That's where that Facebook group comes in so handy because they'll tell you what they want, and you don't have to go out and try and guess. And so, building that audience for us was super important to continue to build it because we could guess, but it's a lot easier just to ask them.

Ryan Moran [00:38:46]

And did you say that your group is about 1000 people deep?

Tristina Timm [00:38:49]



It is, and we have not had any paid traffic to go. It's all organic. It's just people who we invite into the group. So, they're all fans. There are a thousand people who actually like us, which is nice. It's not just somebody on your feed who's sponsoring these posts and you're like, oh, that looks good, that looks good. It's people who joined and answered questions to get into the group.

Ryan Moran [00:39:14]

Yes. Okay, so what if you could go back in time would you do differently that you will adjust for further product launches or future product launches?

Ryan Timm [00:39:25]

We touched on the pre launch, just having a standard operating procedure that we're all lockstep in with our marketing agency, where everything is just neat and tight and just much better. I think with our agency, we've had success, and we've had some things that we really are constantly pushing back on with them, too.

Tristina Timm [00:39:53]

I think getting more involved in that process, if we could go back in time, we would have.

Ryan Moran [00:39:59]

In the marketing process?

Tristina Timm [00:40:01]

Yeah, the marketing process. The paid ads, for example. We didn't know much about it, and we just let them go. And now, we're kind of kicking ourselves a little bit. We're like, should we

...

Ryan Moran [00:40:12]

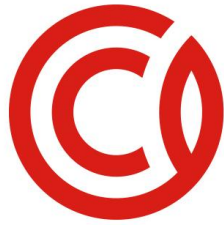
Why is that? What would you have done differently?

Tristina Timm [00:40:14]

As for ... I mean, we get weekly reports, but I didn't know what they meant until I was like, that looks good, that line that you ...

Ryan Moran [00:40:21]

Okay, got it. Yeah.



Tristina Timm [00:40:23]

I want to dig in deep now, and I want to know exactly who they're targeting, when they're targeting, and then adjust with them. Their vision might not be our vision, and so we want to make sure we're attracting that right customer.

Ryan Moran [00:40:39]

Yeah. Well, I hope you guys are very proud. We are very proud of you. So, congratulations. And we're just starting. Is it cool having some Q and A?

Tristina Timm [00:40:48]

Yeah.

Ryan Moran [00:40:49]

All right, cool. So, let's start ... I was going to go to Brandon Camp, but he doesn't have his camera on, so I don't know that he's here, so we're going to go to Rob Santos to start. So, Rob, I'm coming to you in three, two, one. Morning, Rob. How are you?

Rob Santos [00:41:02]

Doing good, thank you. Ryan, I'm glad to see you made it back in one piece from New York.

Ryan Moran [00:41:07]

Yes, yes. Gary left me in one piece. He did not murder me and bury me somewhere in New York City. We're all good. Rob, tell us what's going on and how we can help.

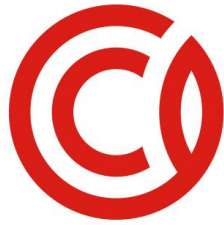
Rob Santos [00:41:15]

Yeah, yeah. So, Ryan and Tristina, absolutely spectacular. I am in total shock, partly motivated, partly trying to get [INAUDIBLE 00:41:27] my shell, right? To digest what ... You guys are amazing. So, really, congrats. And I'm going to be a customer, by the way. I was buying your competition. I didn't know you guys existed, but from today, I'll [INAUDIBLE 00:41:37]

Rob Santos [00:41:38]

So, yeah. So, my question is going to the famous traffic triangle, which is the magic question on how you guys built that list at the beginning with the agency. So, you said that you created a funnel. So, you were doing ads and putting people in the funnel, but the only output of the funnel was the Facebook group. So you were simply selling ...





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

Tristina Timm [00:41:58]

No.

Ryan Moran [00:41:59]

Facebook group was the back end, essentially. right?

Tristina Timm [00:42:01]

Right. Yeah. So, the funnel would go to a sale.

Rob Santos [00:42:05]

Okay. Okay.

Tristina Timm [00:42:06]

Yeah. There's up sales, down sales, but when you get the sale, then you get the email address. And honestly, on these ads, the way that we would get people to go into our group is when people would comment on the ads, oh, we love it, or this sounds fantastic, I would literally just drop them a note, and Ryan would, too. Each individual person, we would say, I'm glad you like us. Please join our group. And we put the link right there, and then they'd go right to the group.

Rob Santos [00:42:31]

So, you were feeding the Facebook group post sale?

Tristina Timm [00:42:37]

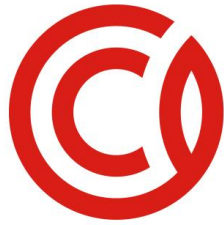
Sometimes.

Ryan Timm [00:42:38]

That, or, like Tristina said, there was a lot of comments on the ads, and you could reach out to those people. You didn't know if they bought or didn't, but we would spend a lot of time reaching out to them and say, if you like it, please join. Share recipes, you get great ideas, we do giveaways and things like that.

Rob Santos [00:42:57]

Okay, okay. You were doing it more as a loyalty one, not actually trying to generate sales after the group you created in Facebook.



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

Ryan Moran [00:43:05]

That's strategic, Rob. I want to insert this in here because a lot of times we think ... If we hear somebody had a six figure launch, that's amazing. There must be a really dialed strategy. I must do it exactly how this strategy was done. They're not telling me the secrets. And the answer is they built the group in the grind. What is the grind? It looks a lot like work.

Ryan Moran [00:43:33]

It looks a lot like following up with people and interacting with people who leave comments on your ads and sending emails to the list and saying, hey, do you know we have this thing? And seven people invite another friend in. If you've heard at the top of this call, it was only a few hundred people. You've heard me say you will be stunned at how few people you need in order to have a \$10,000 launch. And so now, six months after a six figure launch, not even, now we're building the processes.

Ryan Moran [00:44:03]

Now we're actually saying, okay, how can we be even more strategic with this? But there's not a secret SOP written down somewhere, Rob, that puts buyers into a Facebook group. It just looks like being good to people and being a person and getting them onto your launch list, documenting the process, and having some sales. Does that make sense?

Rob Santos [00:44:22]

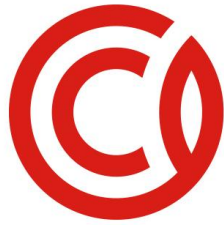
Yeah, absolutely. Just one thing more, which is on pricing. This is to you guys, but maybe also more to Ryan, which is I am very different to the rest of the One Percenters in the sense that at least my idea, and you guys now gave me the challenge of maybe rethinking that, but at least my idea is to go with a very premium pricing, selling a backpack \$500, so totally different to consumer goods, recurring purchase. So, when you're trying to do that, I think it has to be a bit different in terms of how you're going to ...

Ryan Moran [00:45:01]

What is it, Rob? When you say it has to be different, what is it?

Rob Santos [00:45:07]

The amount of, let's say, time on the consideration phase that a customer is going to be until they decide to purchase.



Ryan Moran [00:45:16]

Or the person changes, the person that you target changes. You heard Tristina's talk about how their product is not perfect for everyone. Tristina, you're saying your main competitor, I can picture them, but I can't think of their name. I know exactly who it is ...

Tristina Timm [00:45:34]

Jordan's Skinny Syrups.

Ryan Moran [00:45:36]

What's that?

Tristina Timm [00:45:37]

Jordan's Skinny Syrups.

Ryan Moran [00:45:39]

Well, that's not who I was thinking of.

Tristina Timm [00:45:41]

You thinking of Torani?

Ryan Moran [00:45:42]

Yeah, Torani [INAUDIBLE 00:45:44] So, they use ... I think it's aspartame [INAUDIBLE 00:45:48] sweetness.

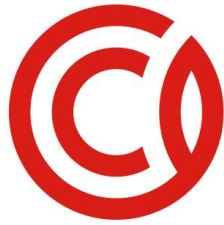
Ryan Timm [00:45:49]

Sucralose.

Ryan Moran [00:45:50]

Okay, which it doesn't bother some people. Some people, passionately against it. Right? This is the enemy. I saw a study once that confirmed my suspicions and I'm angry at sucralose. And so, that audience will absolutely pay 25% to 50% more to not have sucralose in their syrup, and they'll even compromise if the taste doesn't punch them in the mouth as strong.

Ryan Moran [00:46:20]



So, your person is different, and you've said that if you advertise your product to somebody who was a Torani superfan and is like, pump, give me an IV of sucralose, that person will not pay and will probably complain.

Ryan Timm [00:46:35]

I agree.

Tristina Timm [00:46:36]

And they have been.

Ryan Moran [00:46:38]

They have been. Okay, there you go. So, Rob, that's the answer is the person that you target will change. Not necessarily ... Sometimes the buying cycle will be longer, but I will also tell you, at Capitalism.com, we have our most expensive product, as of right now, is \$18,000. It's called the Capitalism Incubator. Say, one year long incubation. We bring investors to the table, help you with your pitch deck.

Ryan Moran [00:47:06]

You get a one day at my house with me. It's an intimate program. Our lowest level product, we just launched. We just launched it. It's \$99 a month. It's called the Road to \$1 Million. This sales cycle is just as long for those two things. Why? Because they're a different person. And I will tell you, I probably get more complaints from the \$99 one.

Rob Santos [00:47:34]

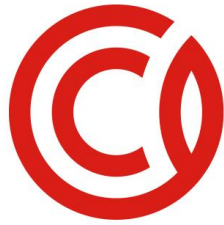
Yeah, we agree there. We agree.

Ryan Moran [00:47:35]

So, the person who is willing to invest \$18,000 into growing their business, I can give them one thing, and I very confidently can say, if you don't get a million dollars in value out of this, you should ask for your money back because I could talk to you about inventory financing and showing up with a term sheet, and that will raise your valuation by a million dollars.

Ryan Moran [00:47:56]

That's a 30 minute conversation, and I know it's the right shift for somebody. Give those same two tips to somebody who's like, I don't know about this \$99 a month thing, and it will go like



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

this. The difference is the person, Rob. Yes, the strategy may change, but the lifecycle of the sale may or may not be exact [INAUDIBLE 00:48:18]

Rob Santos[00:48:21]

Okay. Awesome. Awesome.

Ryan Moran [00:48:22]

Got it?

48:21

Rob Santos [00:48:22]

Big thanks, and congrats again.

Ryan Moran [00:48:24]

Yes. Congratulations, Rob and Tristina. Rabbia, I'm coming to you. Good morning. How are you?

Rabbia [00:48:31]

Good. How are you?

Ryan Moran [00:48:33]

Hi. Am I saying your name correctly?

Rabbia [00:48:35]

It's Rabbia.

Ryan Moran [00:48:34]

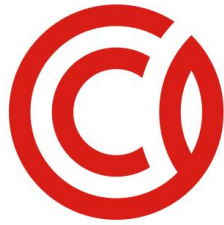
Rabbia. All right, Rabbia. Tell us about your business and how we can help.

Rabbia [00:48:39]

So, my business is a product for women with hair loss. And just to give a bit about my background because that relates to my problem is I'm a pharmacist and I've got a private practice where I do a lot of hair restoration treatment.

Ryan Moran [00:48:51]

Fantastic.



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

Rabbia [00:48:54]

So, it came to ... I realized that I actually have an amazing product which really works, but it's prescription only. So, now I'm kind of thinking, would I be able to scale this business if I took Amazon out the picture?

Ryan Moran [00:49:11]

Well, are you taking sales on Amazon right now?

Rabbia [00:49:13]

No, I'm taking sales in my private practice, but I've got an email list and I've got a following of about 3000 people for my clinic on Instagram.

Ryan Moran [00:49:23]

And that's a product that comes with a prescription attached to it, correct?

Rabbia [00:49:28]

It does, but I can do the prescriptions being a pharmacist.

Ryan Moran [00:49:32]

Yeah. Okay, but you have to do them manually, essentially. This is not something that you could sell mass market and have prescriptions attached to them, correct?

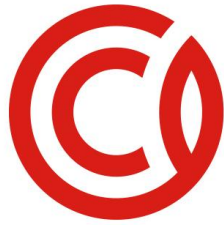
Rabbia [00:49:42]

So, I found a compounding pharmacy where I can do prescriptions online, but like you say, it is something that will be attached to me, so I will be having to do the physical prescriptions and sending them to a physical compounding pharmacy.

Ryan Moran [00:49:58]

This is for ... This is including Ryan, Tristina, and myself, none of this can be taken as medical or legal advice. We are people you found on the Internet. Nothing that we say should be taken as advice on anything. This is for entertainment purposes only. Okay. Rabbia, is the primary ingredient in your product what requires a prescription? And could you develop something that did not require a prescription?

Rabbia [00:50:30]



That was my original plan. So, my original plan was never to do this until it occurred to me that I've got a product that works. Why am I not trying to get that out to hundreds of people? But yes, my original plan was to do something that was zero prescription drugs.

Ryan Moran [00:50:47]

What's your confidence level that you could create something that did not require the prescription?

Rabbia [00:50:53]

I've got a pretty good idea of what the ingredients would be and I know they would work. I've seen studies and things on it, but I'm just 110% sure that the prescription ones are going to work. I've seen them work.

Ryan Moran [00:51:06]

Okay, great. So, here's my ramblings on this. Let's just say in the theoretical world that you decided that you were going to pull the prescription and just sell a product without a prescription. You have enough story, credibility and results to be able to crush that product. It will work, right?

Ryan Moran [00:51:30]

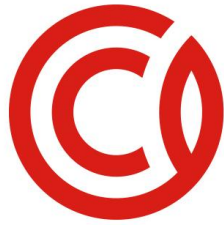
From a marketing perspective, this is a dream. You've got a clear market with a clear problem that's growing and they're willing to spend money on it, and those people are easy to target. Plus, you have credibility in the marketplace and the story of I wanted to provide something that people didn't have to get a prescription for. That is such a beautiful, high converting marketing message.

Ryan Moran [00:51:57]

From a sales perspective, it will crush. Just so you know, it will do very well regardless of which direction you go because if you pull the prescription, you're still going to sell millions of dollars worth of the solution. With that said, I can't comment on what the legalities of the process are for selling a product with a prescription, but there are companies that do it, right?

Ryan Moran [00:52:23]

There are ... The accessibility to buy prescriptions online has expanded dramatically, and so those processes exist. But what you might do is focus on the product and then partnerships



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

with some of those pharmacies. I don't know what the female version of Roman is that does women's health care and you get everything online, but those things exist.

Rabbia [00:52:52]

Yeah, they do.

Ryan Moran [00:52:53]

My advice would be to develop two products. If you've got something that works really well, awesome. And go develop the one that doesn't require a prescription because that marketing message is perfect, and the two will feed each other beautifully and it can even be the same audience.

Rabbia [00:53:12]

But that was my question because they both serve the same purpose, they both solve the same pain points. So, which one do I start with, essentially?

Ryan Moran [00:53:23]

If you've got one ready, start with that. Build the audience for it and take some sales. And while you're getting cash flow from that, develop the other one as well, because I have diabetes in my family. I've taken Metformin and I've taken Berberine. My doctor is like, they both work. One is a prescription, one doesn't. One's more expensive, one isn't. One comes with these benefits ... I've taken both.

Ryan Moran [00:53:51]

And most people in the longevity field have taken both. And so, there is a chance that the same person buys both of those or they buy one and they come back and buy the other one. I would start with the product that's right in front of you, build an audience for it, and while you're doing that, develop the product that is more [INAUDIBLE 00:54:11]

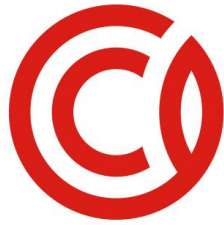
Rabbia [00:54:12]

Okay. I got you. Thank you so much.

Ryan Moran [00:54:15]

Of course. Great to see you. Thanks for being here. Ryan and Tristina, did you need a prescription to sell Sinless Syrups?





Tristina Timm [00:54:23]

Did not. Did not have to deal with [INAUDIBLE 00:54:25]

Ryan Moran [00:54:27]

Did you guys run into any claims or legal things being in the food space that you had to navigate?

Ryan Timm [00:54:33]

No. If we make a claim right now on the bottle that we've been tempted, it says no artificial anything on it, and from an ingredient standpoint, that's true. Now, when it comes to ingredients, you can have processing aids and things that if somebody dug down into too deep, you may run into some issues. So, I've been throwing around the idea of taking that off the messaging.

Ryan Timm [00:55:00]

But outside of that, no. I mean, when it comes to gluten free, there's certified gluten free, then there's gluten free, there's a difference. And so, it's just a matter of what you're willing to pay for testing. You can make claims to a point, but if you need it certified, that's a whole different answer.

Ryan Moran [00:55:19]

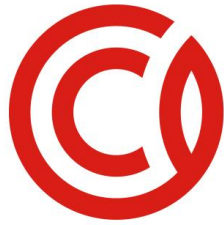
Makes sense. Alright. Let's do one more. We're coming to Caitlin in three, two, one.

Caitlin [00:55:26]

Hi, guys [INAUDIBLE 00:55:26] Doing well. Happy to be here. Thank you, guys. So, my question is actually for Ryan and Tristina. So, you guys kind of shattered my paradigm when you talked about a product in the food space, and you have developed several at one time. So, I'm currently in the process of formulating our first product, a high protein, low sugar family snack or a family optimization brand, but the first product is a snack.

Caitlin [00:55:50]

And it's a process for the one product. So, I'm trying to think ahead, and once I'm starting to take sales on that one, I want to immediately start formulating some other things because I now understand how long it takes. Can you guys speak to maybe it's just a mindset shift or maybe it's actual X's and O's that you've learned? How did you start developing many different products at one time? Because I would love to learn that.



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

Tristina Timm [00:56:13]

Do all of your products ... Are they similar?

Caitlin [00:56:19]

So, in this specific line, yes. I can just shift out a few different ingredients and keep the core formulation the same and then shift some of the flavoring ingredients that make up them different.

Tristina Timm [00:56:28]

That's the best way to do it in our experience. We have a base formula. We just put in different flavors. So, we're not redeveloping, we're not reinventing the wheel every single time. They're very, very similar. So, if you can just shift a few things, and then ... We'll get a sample in and we're like, we need to do a little bit of this and a little bit of that.

Tristina Timm [00:56:48]

And it does take a long time, where a month later, we'll get another sample and we're like, still not right. So, it does take a long time. We leave about six months at least before we want to launch it. So, we're working on next ...

Ryan Timm [00:57:05]

First quarter products.

Tristina Timm [00:57:06]

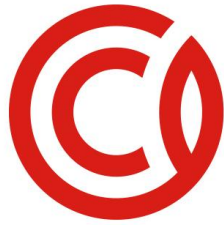
First quarter products, yeah, for next year already. So, write it all down, be organized, think of your roadmap. And then ... But if they're similar enough products, that does make it a lot easier.

Caitlin [00:57:19]

And you're using the same manufacturer for multiple, and they're just running different formulations with some key different ...

Ryan Timm [00:57:24]

Yeah. We formulate, for the most part, ourselves, and then we will lean on some other people to fill some gaps that it's like, we just can't get this taste out of it, or we need this. And so, are you outsourcing your formulation to your manufacturer?



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

Caitlin [00:57:42]

So, you actually hit on something really funny. So, we started with a local baker, and we got pretty close where we wanted, but we knew as soon as we scaled, it was going to taste totally different, and I don't want to go through that pain point when I was on Amazon starting to get the comments [INAUDIBLE 00:57:54] take the extra step to get it through the food scientist to get it reformulated now so that it met the requirements and the water consistency and all that stuff. So, yes.

Ryan Timm [00:58:06]

So, are you going to own your formula, or does your manufacturer own your formula?

Caitlin [00:58:10]

Right now, we do. Yeah.

Ryan Timm [00:58:14]

Okay, that's good because a lot of times those manufacturers, if they formulate it for you, if you leave, they own the keys to the castle. So, anybody that's getting into food, my advice to you is always, always, always own your formula. Manufacturers will give you an off the shelf formula, and if you're upset with them, they lose your product. You no longer have a business. So, it's so important for everybody to make sure you own the formula.

Caitlin [00:58:41]

That's awesome. That's awesome. Thank you so much.

Ryan Moran [00:58:45]

Thanks, Dylan.

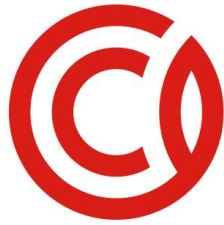
Caitlin [00:58:46]

Appreciate it.

Ryan Moran [00:58:48]

Ryan and Tristina, congratulations. Thanks for being here, guys. I hope you are as excited as we are excited for you.

Tristina Timm [00:58:55]



We are. [INAUDIBLE 00:58:57] was really nice. I can't remember his name, but with the worship hat on, he had said it's just, how do you manage your time? And I really think it seems so overwhelming. You have a million things to do, and it seems like I'll never get all of this done. But once you ... The Incubator program was really great for us because it took one thing at a time and then we did that. Check.

Ryan Timm [00:59:23]

Yeah, yeah. We didn't really have to think that hard of what our next step was. It was just literally following the roadmap that was there. That's the honest to God truth.

Ryan Moran [00:59:34]

Well, congratulations, guys. We're super proud of you. We're really excited about your growth, and we can't wait to see what happens over the next six months. Gosh, it's been six months. Congratulations, guys. Great to see you. Thank you for being yeah.

Tristina Timm [00:59:46]

Thank you.

Ryan Timm [00:59:47]

Yeah, thank you.

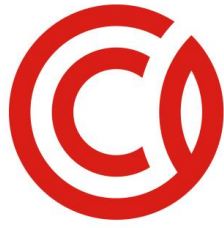
Ryan Moran [00:59:48]

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.

Ryan Moran [01:00:07]

This is the best on ramp class for any of you who are ready to begin your seven figure journey. 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 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 [01:00:34]



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

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](https://Capitalism.com/5). That's the number five. 5 Days, 7 Figures.  
[Capitalism.com/5](https://Capitalism.com/5).