

100 Sales Per Day Is All You Need To Have Financial Freedom For Life...
Even If You Do It Just ONCE...

This Is The Playbook For How I Turned \$600 Into A \$16M Exit

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My fellow entrepreneurs,

The following is the playbook for how I turned a \$600 investment into \$16 million.

I give this playbook away because I invest in entrepreneurs who use it, and I help them have a meaningful exit.

I've given this playbook to hundreds of entrepreneurs who used it to build 7-figure businesses.

I am 100% confident that this is *the plan that you've been looking for.*

My name is Ryan Daniel Moran, and I am writing this to you from my lake house in Austin, TX.

It's my vacation home, and I spent a little over a million dollars building it to my liking.

I paid cash for it.

I bought this house so that I could hold networking events and workshops here...

If you use what I outline in this playbook, I might invite you here to meet my crew of investors, influencers, or successful success stories.

In these pages, I am going to teach you how I build little businesses that make 100 sales per day. That matters, because you only need 100 sales per day to be financially free for life.

100 sales per day is enough to create financial freedom for life, and it takes about a year to get there. Some people get there faster.

I crafted this strategy after 12 years of beating my head against the wall, trying to become a successful entrepreneur.

I tried my hand at affiliate marketing, drop shipping, search engine optimization, creating content, and on and on...

I was fairly successful at it, too. I made a modest six figures selling other people's stuff.

Trouble was, I didn't actually have financial freedom.

In fact, I worked more than ever... had no social life... and I had no way for me to exit my business if I wanted to.

I would either work until I dropped dead... or I could give up the business.

There was no "way out."

But then, I discovered that if I *just had 100 sales per day*, then I could build a business that I could *sell...* and that could set me up for life.

I started a company with just \$600... and four years later, I sold it for \$16 million.

When I started doing this, I shared what I was doing on my podcast. A lot of people followed the steps and started having success, too.

One of my students, Alex, used it to generate \$19.7 million in four years.

Another, Sebastian, used it to create over \$30 million in five years.

I also have many, many case studies of people who used this to generate a cool \$1 million to \$5 million in just a few years.

That's when I realized that "this is how the big boys and girls play."

Now I invest in entrepreneurs that follow this system, and I help them have a multi-million dollar exit.

I can make way more money doing that than I could for consulting.

So... I teach this stuff publicly because I look for a few investments to partner with.

If they get to 100 sales per day, then I will consider investing in them and helping them have a really big payday when they exit.

If you use this information to build ONE tiny business that does 100 sales per day – that can be enough to have financial freedom forever.

I had to figure this method out on my own. It took me twelve years to perfect this, but I teach it for free to find the best ones to invest in.

In other words, I teach this because I am looking for partners.

If you follow the steps in this book, I might want to invest in your business someday.

But first... allow me to explain why this is important for you:

It is my opinion that many entrepreneurs waste “Level 10” skills on “Level 2” opportunities.

In other words, entrepreneurs waste their time on opportunities that won't make them very wealthy.

They learn to create content or sell products... or they learn how to market and collect leads...

But they spend that time and skill set selling low end courses or products, consulting, or “fast cash” methods that lead nowhere.

I know, because I did the same thing.

I learned how to market on Google and Facebook, create content, start a podcast, write persuasive sales copy, and all the things that are supposed to make money.

BUT... I didn't apply them to a “real business.”

If you asked me at the time, I would have said that I did not *want* a real business... *I wanted freedom!*

However... I soon discovered that this plan gave me more freedom than I ever knew was possible.

So, I will teach the playbook to you throughout these pages.

Once you “get it,” you will never view life or business the same again.

Secret #1: 100 Sales Per Day Is A Million Dollar Business

I used to tell people that “I help people build million dollar businesses,” but people did not believe me.

They said, “I could never have a million dollar business. I’m too new.”

Or they’d think, “I don’t know anyone who has a million dollar business.”

So I stopped saying “million dollar business.”

Instead, I tell people that “*I help entrepreneurs get to 100 sales per day.*”

But, the truth is... it’s the same thing, because **a million dollar business is just 100 sales per day.**

Here’s how the math breaks down...

100 Sales Per Day x \$30 = \$3,000 Per Day

Once you get a business to 100 sales per day at \$30, then it is selling \$3,000 per day.

That's \$90,000 per month. Or about \$1.1 million per year.

All it takes to have a million dollar business is 100 sales per day. That is enough to change your entire financial future.

It takes about 12 months to get to 100 sales per day.

That's why my book is called [*12 Months To \\$1 Million*](#). It's the step by step playbook to doing this. You can grab it on Audible or Amazon. Or the library. Or an illegal download site. Just read it and do what it says.

Anyway, what you need to know is that **100 sales per day is enough to start creating financial freedom.**

Most people work 30+ years so that they can have enough to retire. But getting to 100 sales per day takes just one year (in many cases).

I'll take the 12-month plan over the 30-year plan *any day*.

In fact, one of my students told me, *"I thought I was going to work for the rest of my life; now I see that I might not have to."*

That's the power of spending a year to get to 100 sales per day.

Since I started sharing this on my free podcast, my book, and my YouTube channel, **hundreds of people have told me that they achieved 100 sales per day.**

In fact, I recently held an event with over 500 people in attendance... and I asked the room: *"How many of you have 7-figure businesses?"*

Half the room raised their hands.

So, I know that my work has helped hundreds of people achieve financial success.

In fact... here are a few stories from people who listened to my podcast or watched my YouTube videos:

Judson Morgan: [How “100 Sales Per Day” Made Him \\$20 Million](#)

Leah Boomsma: [This Mom Of 4 Sells \\$140k/Month With ONE Product](#)

Evan Van Auken: [From Firefighter to Millionaire In 18 Months](#)

These are all stories of entrepreneurs with big dreams, but no plan. Once they started using the “100 sales per day” strategy, they became millionaires.

Secret #2: You Don't *Actually* Need 100 Sales Per Day

I know... I know...

I JUST said that you need 100 sales per day.

But you actually need less than that.

If you only have one product, then you need 100 sales per day.

But if you sell more than one product, then you need fewer than that.

Here's why: people buy multiple products.

If someone buys more than one product from you, then you need *fewer than 100 sales per day*.

Here's how the math works:

4 Products x 25 Sales Per Day = 100 Sales Per Day

The math works out the same. It's still 100 sales per day.

Sometimes people ask me, "*What is a good product to sell to get to 100 sales per day?*"

I ask them instead, "*What kind of brand can sell multiple products?*"

So... you can either have one product that does 100 sales per day.

Or you can have 4 products that do 25 sales per day each.

In my experience, getting 4 products to 25 sales per day is easier.

My favorite business model to do this is selling physical products. Here's why...

Selling physical "stuff" is simple.

You have "stuff" laying around your house that you bought online or on Amazon.com.

Once the product shows up at your house, the company is done.

There's no coaching... no fancy marketing... no consulting that you need to do.

You don't need to have a special skill to sell physical products.

Selling "stuff" allows you to focus on getting to 100 sales per day... without getting a life coach certification or creating a ton of social media content.

For example, my first physical products brand was a yoga company.

I don't actually do yoga, but all the cute girls in Austin, TX do yoga. They spend hundreds of dollars on yoga mats, blocks, towels, clothes, weird kombucha drinks... and all kinds of random "stuff."

I don't need to be an expert in yoga in order to sell yoga stuff. All I need is to find a manufacturer for yoga mats.

I built my yoga business and sold it to an investor in one year.

My second business was an exercise supplement company. I don't need to be a personal trainer to create great supplements. In fact, I just needed to find someone to create them for me.

I sold that company for over \$10 million. That's how I paid cash for my lake house.

One of my students sells running gear. Another sells crossfit gear. Another sells pet products. And all of them are millionaires.

One more example I like is Mark Sisson.

Mark was a 60-something-year-old blogger. His website was MarksDailyApple.com.

He spent several years blogging about the paleo diet, and then one day he developed a series of paleo condiments.

You might have heard of them - they are called Primal Kitchen.

Since he had a blog and a podcast, he sent people to his website to buy them, and they bought multiple products.

Four years later, he sold his brand for \$200 million.

But... What about you? How do you decide what to sell?

Here's my favorite way to answer that question:

Sell to a person who is *new at something*.

People buy multiple products when they start doing something new.

When someone starts doing yoga, they buy mats, blocks, towels, shaman-blessed-cacao-drinks-or-whatever...

When someone becomes a parent, they buy LOTS of things...

When someone starts working out, they buy protein powder, pre-workouts, supplements, etc...

When someone starts a podcast, they buy cameras and microphones and a new desk and software, etc...

When someone goes vegan, they buy new foods, supplements, some crazy new nut milk, and a high horse from which to judge people.

You get the idea... **when you sell to someone who is starting something new, then they will buy multiple products from you.**

If the average person buys TWO products, then you only need 50 new *people* to buy from you each day.

I think the easiest is 4 products that do 25 sales per day each.

So... how do you do that??

That is what we will cover next.

Secret #3: How To Get Any Product To 25 Sales Per Day *In 90 Days Or Less* With Free Traffic

OK, this is the fun part.

Remember... you only need 4 products that sell 25 sales per day in order to have 100 sales per day.

And 100 sales per day is a million dollar business.

A million dollar business can be enough to set you up for life, because it can be sold for millions of dollars.

So all we need to do is get each product to 25 sales per day.

Here is the best way to do that...

If you put your product on Amazon and send people to it, you can usually get to 25 sales per day in 90 days or less.

I like using Amazon.com because they do most of the hard work.

They do the shipping, the customer service, the packaging, and even a lot of the marketing (because almost everyone uses Amazon to buy stuff).

But here's the cool part about it...

If you send people to your store, then Amazon will start to advertise for you for free.

For example... one of my friends has a podcast about digestion issues.

He talks about his digestion products on his podcast, and he sends people to a special link that directs them to Amazon.

Since Amazon sees new people coming to their store, they start to "reward" him with free advertising.

It's kind of like when you go into Target and ask for a product from a little-known brand.

They will just tell you, "No, we don't carry that here."

But if *hundreds* of people start asking for it, the people at Target will say, "*Hey, we should probably start carrying this product.*"

If lots of people ask for it and want to buy it there, then they will start to put it on the best shelf space in the store.

Amazon works just like that.

If you send people to Amazon to buy your products, they will start to give you better “shelf space” by featuring you to their millions of customers.

For example...

My book, [12 Months to \\$1 Million](#), sold over 100,000 copies.

One of the reasons it sold so well is because I talk about it on my podcast.

When I send people to the Amazon listing, Amazon thinks that it is very important (which, of course, it is).

As a result, they occasionally *email it out to millions of customers*.

Guess what that does?

It sends my book sales through the roof.

That can happen for your products, too.

There are a ton of ways that you can send people to your products and get Amazon to advertise for you for free.

One of my students, Alicia, used free Facebook groups to sell millions of dollars worth of water bottles.

They are simple water bottles.

They are not special.

They aren't a brand new kind of water bottle.

It's just a normal, basic water bottle.

She used free Facebook groups to send people to Amazon, and she got free advertising as a result.

She got to 100 sales per day and became a millionaire before she turned 30. ([Here's a YouTube video of her talking about it with me.](#))

Here's another example...

One of the businesses that I invested in sends their products to people on Instagram and TikTok in exchange for a video review.

Since Instagram and TikTok videos can go viral, they get seen by thousands of people.

They used that strategy to get to 100 sales per day in *less than a month!*

Pretty cool.

That's all free traffic, too.

There are a lot of ways to get your products to 100 sales per day. Here are a few ideas:

- You can make TikTok videos ([Damien did this and sold \\$30k within a few days](#)).
- You can partner with bloggers and influencers ([Derek did this and sells millions of dollars of products](#)).

- You could make funny videos about your product ([Shannon did this and became a multi-millionaire](#)).
- You can spend some money on Facebook ads ([Moiz did this and made \\$100M](#)).

There are more ways to do it, but these examples will get you started.

Best of all, if you already have a blog, a podcast, an email list, or any other place where people see you...

Then you likely already have enough to get to 25 sales per day on your first product.

In other words, if you already create content online or have 1,000 followers on any platform, then you are sitting on at least 25 sales per day right now.

If you don't have that, it might take an extra few months.

In my experience, you can get a product to 25 sales per day in about three months after you launch.

Then, you can roll out the next three products pretty quickly after that.

Once you get to 100 sales per day, you have a business that is generating a million dollars per year in revenue.

That's when things get really interesting...

Secret #4: How I Turned \$600 Into \$16 Million... And Helped My Crippled Friend Make A “Cool” \$4M

100 sales per day is a million dollars per year.

If your profit margin is 40%, then you are in the top 2% of income earners in the world.

That's a nice living for most people.

But... there's a big secret that most entrepreneurs don't know:

Once you cross 100 sales per day, you have a business that you can sell... sometimes for millions of dollars.

I had no idea this was possible until one of my mentors told me about it.

His name is Robert, and he plays a big game. Heck, HIS mentor is Gordon Logan, the billionaire founder of Sports Clips.

Robert is a no BS kind of a guy, so one day I asked him a question:

“Hey Robert... how did most of your rich friends make so much money?”

He paused for a second. *“That's a really good question,”* he said.

He thought about it. *“Well... all of them have businesses. But not every business person is successful.”*

He continued: *“I know a lot of people who made a lot of money for a while but lost it, so they aren't rich anymore.”*

After a few minutes, he nodded his head, seemingly happy with an answer that he had discovered in his head.

“I’ll tell you how my rich friends made their money: they built a business and sold it.”

That answer changed my life.

THAT was the insight that I was missing.

That led me to a big idea: the way to generate huge amounts of money is to build a business and sell it.

So I set a goal for myself to grow my business to 100 sales per day and *sell it for a huge amount.*

A few years later, I sold my business for \$16 million!

I started that business with just \$600, and a few years later, it was worth \$16 million.

Before I discovered this, I thought selling a business sounded CRAZY.

“I could never do that,” I thought to myself.

But once I saw that it was possible to get to 100 sales per day, my whole life changed.

I am not the only person who has done this.

Once I sold my business for millions, my students and partners started to see that it was possible, too.

People started selling their businesses for huge amounts.

For example, my friend Jared was in a freak accident that left him crippled.

He eventually recovered, but his hospital bills bankrupted him.

He was (obviously) pretty upset about this, so he started looking for ways to make more money.

Somehow, he found a video of me talking about getting to 100 sales per day, and he followed the steps.

It took a lot of effort, but he got to 100 sales per day.

After he got there, *he sold his business for \$4 million.*

When he started, he was bankrupt and crippled, but then he made millions of dollars.

In other words, it doesn't matter where you are starting today. You are one year away from 100 sales per day.

Just in case you think that story is farfetched, [here's the recording of Jared sharing his story.](#)

Once you get to 100 sales per day (which you can do in 12 months or less)... you can sell the business for a huge amount (if you want to).

That is how my students have received checks for \$4 million... \$7.6 million... \$19.7 million... and even more... even though they were brand new entrepreneurs.

I could tell you more stories, and some of them would surprise you.

For example, one of my students - a husband and wife team - sold a business for over \$100 million, and it was only a few years old.

They were both under 35.

That is truly remarkable.

Most people don't have that kind of success, but you don't have to. My student, Jenna, got just a fraction of that, and she is happy as a clam.

You can [listen to her story on this podcast interview](#).

Anyway...

All you need is to get 4 products to 25 sales per day. And, I can help you do that.

Why I Want To Help You Get To 100 Sales Per Day...

I believe that this plan is the most predictable path to becoming a successful entrepreneur.

Remember, 100 sales per day is a million dollar business. And you can sell that for a huge amount.

I teach this model because I run my own personal Shark Tank. I invest in businesses and mentor the entrepreneur in exchange for a piece of the business.

As a result, I get to be a part of companies that will be worth millions of dollars when they follow my advice.

That is why I teach this stuff and why I want my students to be successful.

The sad truth is, most people don't do anything with what I teach them. Only about 1% ever do anything with what they learn.

Which is interesting, because 1% of people in the world are millionaires.

I teach this stuff because I want to invest in the 1% of people who actually do something with this opportunity.

My “secret plan” is to partner with those entrepreneurs to help them have a bigger exit.

If I can help you sell for \$10M instead of \$1M... then I've helped you make an extra \$9M.

And if I own 20% of that company... then we are both really happy.

For example, [I partnered with Jake when he was at 50 sales per day, and now he is on pace for a \\$15 million exit.](#)

Jake got started by following the free advice that I publish online.

Then I helped him grow it past 100 sales per day.

He will likely have a \$15M- \$20M exit, and I will get a piece of that.

I make way more money *partnering* with people like Jake than I would by selling ads on my podcast or something like that.

So, I'm looking for more partnerships like Jake.

I help entrepreneurs build compelling physical products, get them to 100 sales per day, and have a multi-million dollar exit.

I look for people who implement the “100 sales per day” strategies that I teach so that we can have a big exit together.

That is MY incentive for teaching you this model.

There is no more predictable way to be financially free, in my opinion. And right now, there is a major window of opportunity to do it.

Simply launch four physical products and get to 100 sales per day. That's the goal.

Now you know it. And you will never forget it.

Secret #5: How To Partner With Me To Get to 100 Sales Per Day & Have A Multi-Million Dollar Exit

I teach entrepreneurs how to build compelling brands, get to 100 sales per day, and have a multi-million dollar exit.

I want to partner with the entrepreneurs that follow this model.

Once you get to 100 sales per day, you can decide to partner with me or keep building the business on your own and keep all the money yourself.

I know that I have to help a lot of entrepreneurs get to 100 sales per day in order to find a few that I can partner with.

Not everyone is going to partner with me.

Take Jason Franciosa, for example.

Jason was down to his last few dollars in his bank account when he discovered this business model.

Jason was really into CrossFit, so he started selling products for people who work out.

When I offered to invest in him, he decided to keep growing the business on his own.

It took him longer than some people to get to 100 sales per day. Instead of one year, it took him two years.

But he still got to 100 sales per day.

That's OK with me. I'm super proud of him, and we are good friends to this day.

He went from nearly broke to becoming a multi-millionaire in a few years. [Here's a podcast episode of us talking about it.](#)

I only invest in businesses that already sell at least 100 sales per day.

I can help you do that in 12 months... but often takes less time than that.

If you are an entrepreneur, but you know that you can't sell it... I can help you launch a brand within that business.

You can sell the brand and *keep the existing business*.

If you create content online through a podcast, social media, blog, or an email newsletter, then I can help you launch your brand and get to 100 sales per day *very quickly*.

If you are starting from scratch, I can still help you get to 100 sales per day, but you might be better off just listening to my free podcasts first.

Once you cross 100 sales per day, then I can help you sell for a meaningful exit.

When I built and sold my business, I made a ton of mistakes. Had I known what I know now, I could have made an "extra" few million.

I wish there was someone like me to show me the ropes. I would have sold my business for way more money.

So I created a mentoring community to help entrepreneurs get 100 sales per day, and I partner with the ones who take the most action.

Since I've had a couple exits myself (and helped many entrepreneurs have similar results), I can replicate the success by partnering with the members of my mentoring community, called The One Percent.

I've had a hand in helping hundreds of people to become millionaires. I've helped a handful of people become decamillionaires, too (that's \$10 million).

Heck, one of my friends started at 100 sales per day, and then he sold his business for over \$600 million dollars. [Here's a YouTube video of me interviewing him at one of our live events.](#)

That's a crazy amount of money. You probably don't need that much - but I want you to see what is possible.

The first step is to launch a brand that gets to 100 sales per day, and I can help you do that.

My goal is to partner with entrepreneurs who have 100 sales per day, so that I can help them grow toward a big exit.

That way, we both win.

But first, we need to get you to 100 sales per day.

The whole process takes one year, and it looks like this:

Months 1-3: You select the best products and take your first sale.

Months 4-6: We focus on getting the first product to 25 sales per day.

Months 6-12: We release three more products and get them to 25 sales per day each.

At that point, you can decide if you want to work with me to have a multi-million dollar exit.

My goal is to partner with entrepreneurs – that's the business I am in.

First, we need to get you to 100 sales per day. And I can work with you to help you do that, since I want to invest in the best ideas.

I can't invest in everyone, but I can work with groups of entrepreneurs as a mentor as they move to 100 sales per day.

I also have successful students and other people that I invested in come back to help me mentor the next group.

In order to join, you must apply to work with me and our mentors.

We have to make sure that you're the kind of person that we can help.

Some people just don't have the ability to stick to something for a full year. I can't help those people.

Others just can't reserve the 10-15 hours per week to work on a business right now. I understand that.

That's why you have to [apply to work with me and my team of mentors in The One Percent](#).

But before you run off and fill out the application...

Allow Me To “Unsell” This To Keep The Wrong People Out...

Being an entrepreneur is hard. Otherwise everyone would do it. My best mentees *always wanted to be entrepreneurs*.

My best students already have something going on... like another business, a blog, a podcast, or something like that.

I can help them launch their brand to their audience or existing customers and get to 100 sales per day.

I do work with some brand new entrepreneurs, but at my current fee, I usually recommend that they just listen to my free podcast first.

However, some of my “brand new” people did go onto have massive success.

I helped a 19-year old kid sell for over \$3.5 million...

I helped a husband-and-wife team sell for \$19 million IN CASH...

I helped a small-town boy sell for over \$7 million... all from the mentorships and groups that I’ve put together.

But... this is NOT “easy.”

It is very simple, but you still have to do the work.

And it is NOT “fast.”

It takes a full year to get to 100 sales per day.

And working with me is NOT “cheap.”

Working with me one-on-one costs \$100,000.

That’s why I created The One Percent as a mentoring *community*, so that I could help more people, without them having to pay me my absurd consulting fee.

It also allows me to bring in other mentors and success stories to help each other out.

Plus, we get to spend time together at events and meetups around the world. It's more fun to do this as a community.

That's why The One Percent is a business mentoring *community*.

The One Percent costs \$10,000 for the year.

That's enough time for you to launch your business and get to 100 sales per day.

We can also finance it for you so that your payments come out of profits in the business.

YES, results are guaranteed. But NO, this is not for people who are just "thinking about it."

This takes a serious commitment for a year.

This window of opportunity will NOT be open forever. We are in a VERY special window right now.

So if you feel drawn to this - or even a hint of interest - we need to start working on your plan so that you can get your first product to 25 sales per day over the next few months.

Otherwise, you will be in the 99% of people who do nothing with what they learn.

And I believe that (almost) *anyone can do it*.

Take Chad Maghielse, for example.

Chad did not have any special skills or any previous business success.

But he loved his dogs.

So Chad launched a few dog products and got them to 100 sales per day.

Chad did not want to be the next Jeff Bezos - he just wanted to have financial freedom.

So he quickly sold his business for over \$1 million dollars. [Here's a podcast episode of him talking about it with me.](#)

He took the money and invested it, and he lives off the passive income. I've seen this happen for countless entrepreneurs. And I believe it to be the most predictable path to big success.

If you are still here, wondering what to do with all of this new information, remember this:

100 sales per day is a million dollar business.

And you are one year away from 100 sales per day.

And [I can help you get there inside The One Percent.](#)

One more thing you should know... **the One Percent is about more than just me.**

My successful students come back and help the other members of the community.

And I feature some of my students on the podcast and YouTube channel, too, and the community rallies to support them.

You will be following in the footsteps of many entrepreneurs who had a dream.

One of them was bankrupt and crippled when he started.

One of them was a burnt-out corporate attorney with four kids when she started...

One of them was a failed entrepreneur with only a few dollars in his bank account when he started...

And another was on the brink of divorce because his wife was making more money than him.

All of them got to 100 sales per day, and today they are all millionaires.

If you can follow directions, go through the hard times, and commit ONE YEAR to the rest of your life...

Then I invite you to [start working on your plan to get to 100 sales per day.](#)

Remember... 100 sales per day is a million dollar business, and I have helped hundreds of entrepreneurs get there.

Oh, and ONE MORE THING...

I've heard every excuse, and we've overcome all of them.

"But I have kids," you might say.

So do I. And so does Greg... in fact, he has 7 of them. If you have less than seven kids, then I've already solved that excuse.

"But I've tried to start a business before, and it failed." Well, you probably tried to do it alone and without help. That's what this is for.

It just comes down to if you want to do this or not. [If you do, then your next step is to fill out this form to start working on your business.](#)

Rooting for ya,
Ryan

P.S. It is my opinion that most entrepreneurs waste their efforts on businesses that won't lead to freedom.

You can't sell a coaching business.

You can't just stop producing content for a YouTube channel or a personal brand.

However, you can build a sellable piece of your business *without compromising your current cash flow.*

If you are in this for freedom, then I implore you to use your skills to build a business that you can sell.

If you would like to work with me and my team to get to 100 sales per day and have a meaningful exit, [then I invite you to apply to work with me and our community inside The One Percent.](#)