



The Business Opportunity No One Is Talking About Transcript

Ryan [00:00:00]

I'm going to give you an overview of the strategy that I see as the best way to win right now. The best opportunity that exists in the marketplace to start a business that very few people are doing. Now, I've had the benefit of having a head start in certain areas. For example, I made my first \$100,000 dollars a year from a college dorm room doing search engine optimization before that was a thing. Before YouTube, before social media, before even WordPress existed, I was learning how to make websites and get them to rank in Google.

Ryan [00:00:38]

And I was making 6 figures a year as a teenager and into my early 20's. Then, later on I was early to the game of Amazon marketing and building businesses that took sales on Amazon. Before everybody on YouTube and every entrepreneur was going out there and selling products on Amazon, I was there and I had a strategic advantage, a first mover advantage to be able to put my products there, learn how the platform worked, and then I built 7 figure businesses, one of which I sold for an 8 figure payday.

Ryan [00:01:12]

I'm going to give you a sneak peak into what I think is the next opportunity. In fact, it's not even the next opportunity. It's today's opportunity. But so few people are pursuing it that it's leaving a wide open marketplace for people to move into. So, you may have noticed that everyone and their sister is trying to be an influencer. They're either building an audience on Instagram and taking 19 photos a day with a bunch of stories and creating a ton of content or they're starting a podcast or they're building an audience on YouTube.

Ryan [00:01:44]

And there are plenty of people who do extremely well doing all of those things. But there's also a large majority of those front facing content creators who haven't yet broken out. And yet, at the same time there's a large group of would be entrepreneurs, I would say even the vast majority of those of you who really want to build a business and have financial business who don't want to put your face on everything and don't want to be creating a ton of content and would rather be behind the scenes building a business doing the quiet hard work of building the foundation to a successful business.

Ryan [00:02:27]



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You don't care about being famous. You don't care about creating a lot of content. You want to be a business person and you want to make money. Well, if I'm talking to you then the opportunity that I'm going to lay out today is going to give you a lot of clarity for where the best opportunity is and if you happen to be one of those content creators, I'm one of those people, then you'll be able to adjust your strategy to be able to really have a go at this from a business perspective.

Ryan [00:02:56]

Just so you know, there are a lot more people who are trying to be content creators than there are people trying to build legitimate businesses and that's where I'm going with today's strategy. So, there are plenty of people who have responsive audiences but are not making enough money to be able to be financially free and the best opportunity that I see in the business world is to partner with content creators who have audiences and who have reach and being the business person behind the scenes who creates the products, who creates the strategy to be able to build a legitimate business behind that person's content.

Ryan [00:03:41]

Have you noticed that there are a lot of celebrities that are launching physical products brands? For example, a friend of mine gifted me a set of like 12 bottles of white wine recently as a thank you for me helping them with something in their business and I was looking at the wine and I turned it over and on the back was a letter, like a little note from the founder and it was signed Cameron Diaz. I had no idea that Cameron Diaz, the actress, had a brand of wine. I had no idea.

Ryan [00:04:15]

And it's not just her. It's also other celebrities, specifically actors, who have alcohol or wine brands. Ryan Reynolds has one. George Clooney has one. And a lot of celebrities are launching businesses, specifically physical stuff, and they're making way more money than they ever made in their acting career. Specifically Ryan Reynolds has become very public facing for a lot of the businesses that he's a part of or that he has invested in and he's earning more as an entrepreneur and as an investor that he has as an actor, which is really saying something.

Ryan [00:04:52]

Another example of this is people like Jessica Alba who partnered with my buddy Brian Lee to start The Honest Company. That same back end person, Brian, not only built The Honest Company with Jessica Alba, he also started Art of Sport with the late Kobe Bryant. He also started Shoe Dazzle with Kim Kardashian. And he started other businesses as well that have done very well. Now, the vast majority of entrepreneurs, I think, identify more as Brians than



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they do as Jessica Albas. But the thing is, there are way more Jessica Albas out there than there are real business people who are starting products and setting the vision for that face to actually have a business and not just be a public facing person on the internet.

Ryan [00:05:45]

When I'm advising or considering investing in a brand, one of the things I'm looking for is a strategic advantage, some sort of secret weapon that the entrepreneur has that gives them a leg up over everybody else that's trying to do this. Most of the time, the biggest area of an advantage that an entrepreneur can bring to the table is some sort of an audience, and that can be a partnership with an influencer or it can be a background in running ads or some other way to get the product in front of the ideal customer as fast as possible.

Ryan [00:06:19]

One of my favorite ways to do that is to simply introduce an entrepreneur to an influencer. It's something that Brian Lee taught me. He's built several billion dollar companies and he always starts with an audience. One of the things that we do inside of the Capitalism Incubator is we bring in some influencers from our network, so as you're plugged into this group of entrepreneurs, there's also investors and there's influencers and audiences there that give you a higher chance of success.

Ryan [00:06:49]

If you're the type of entrepreneur who wants to build something great, something that you can scale and maybe sell, you can find out more about what we do over at Capitalism.com/inc. That's Capitalism.com/inc.

Ryan [00:07:03]

Moving forward, the new celebrity is the upcoming influencer. It's the upcoming content creator who is doing content on YouTube, Instagram, and other platforms. And since most of them are overlooked by big businesses, you have an opportunity to serve as the business owner behind content creators.

Ryan [00:07:26]

A friend of mine here in town, his name is Steve, did exactly this. A few years ago he noticed that there was an Instagram influencer with about 30,000 followers but a really engaged group of followers. And he reached out to that influencer, his name is Zac, and said, "I really like your content and I would love to help you grow this channel." Now, he was doing healthy recipes for pizza and healthy cakes and other recipes that were perfect for people who are tracking their macros and still delicious.



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Ryan [00:07:59]

And Steve reached out to Zac and said, "I'll serve as the growth engine behind all of this." Which was great news for Zac because he was still working a full time job and just wanted to be able to create more content. When Steve came in and started being a little bit more strategic about the way they grew, their audience really blew up. But more importantly, they went from doing sponsorships which felt kind of forced and not very value driven to building a 7 figure business that now allows both of them to be full time entrepreneurs and to go all in on their audience.

Ryan [00:08:38]

So, my suggestion for where the puck is heading, where the next opportunity is, is to create partnerships with content creators and influencers and to leverage their audience to build whatever business excited both of you the most. Now, at this point you're probably thinking, okay, that sounds like a cool idea that might work, but how would I actually start something like that? And how can I ensure that that would even be successful?

Ryan [00:09:05]

Well, the starting point for making sure that this strategy works for you is to begin to add value to relationships with people that you might like to collaborate with in the future. I always suggest that if you're just getting started in the game that you go after content creators who are just starting to break out. That might look like individuals who are creating content for an audience of 10,000 people. They have 10,000 followers instead of a million followers. But their audience is engaged and they're creating content in something that genuinely interests you.

Ryan [00:09:38]

So, that might look like you just being plugged into the community that you're already interested in. If you follow certain Instagram influencers or YouTube creators and you're really engaged in certain individuals and you know that if they keep going in this direction that they're going to grow a much bigger audience, there's a chance that you can open up doors for them and start building a relationship with them.

Ryan [00:10:04]

Now, most people will overlook these small content creators but I like to remind people that in the book *12 Months to \$1 Million*, the formula to getting to a million dollars is simply 4 products that sell 25 sales a day at a \$30 dollar price point. 4 products time 25 sales a day is 100 sales a day, and at a \$30 dollar price point that's about \$1.1 million dollars in top line



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revenue per year. You don't need a following of 100,000 people to be able to get 4 products selling 25 sales a day.

Ryan [00:10:43]

You actually only need a few thousand or even a few hundred because as the snowball starts to build, so does your sales momentum and your word of mouth. So, even very small audiences can be hugely impactful for getting a business off the ground and on the way to being a 7 figure business. So, if you can open up relationships with individuals who have even a few thousand followers, if they're active, if they're passionate, and they're talking about something that genuinely interests you, then it's an opportunity to consider.

Ryan [00:11:23]

So, once again just to recap, it's my opinion that the best opportunity in the business world right now is to partner with content creators and micro influencers because they are the celebrities of tomorrow. As Gary Vee likes to say, your phone is the new generation's television. So, celebrities that we put on a pedestal are going to give way to today's influencers. And the more relationships that you can build with people who are creating a lot of content, the more you put yourself in a position to develop a relationship with 1 or 2 that you can consider building a business around.

Ryan [00:12:01]

But what kind of a business would you start? There are 2 business models that I think make it predictable to hit 7 figures if you already have an audience that you're working with. The first is my favorite and it's physical products brands. Just like celebrities are starting physical products brands, I would suggest that you consider the same thing. If you are under 40 years old, you still have a strategic advantage to get ahead of the curve by partnering with content creators and creating products and listing them on Amazon.com.

Ryan [00:12:34]

All of the infrastructure that used to be necessary to build a 7 figure or even an 8 figure business is now gone. All you need is to have a product that somebody else makes, access to an audience that somebody else leads, and for you to be able to set the strategic vision for that business to unfold. And my recommendation would be for you to select 4 products that you think you could roll out to the same type of person and get to 25 sales a day.

Ryan [00:13:07]

That alone can take you to 7 figures in a matter of months whereas that used to take years. The second strategy that you might want to consider is using the influence and the reach that a



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content creator has and building info products around them. So, not to get too technical on you but my favorite strategy for something like this is to build email lists that become your customer base for products that you'll release to a group of people.

Ryan [00:13:40]

So, for example, there's somebody that I have been coaching who does a lot of content for female ... I won't call them bodybuilders but women who are changing their physique by lifting weights, and she's overcoming objections of, working out will make you bulky, or you shouldn't deadlift if you're a woman. And she is creating content that is about those topics. And I've been suggesting to her that she create an info product that is all about sculpting your body and getting a feminine physique through bodybuilding, through weightlifting, through the exercises that she talks about publicly.

Ryan [00:14:21]

And if she does that, she'll kill it. She'll crush it because she has a different spin on the market than most people would do. And that also opens up opportunities for someone like her to create a clothing line, a supplement line, a protein line, a food line, a work at home line, any kind of physical products that could launch alongside the info side of things. Those 2 models are my favorite business models, especially for people who are just getting into this game.

Ryan [00:14:51]

And if you have the connection to someone who already has the eyeballs, who already has the attention, you give yourself a huge strategic advantage that most people are clamoring for for years by creating content and building their own audiences. If you just go partner with the audience that's already there and you are the business person behind it, not only can you build a 7 figure business quickly but you can have multiple businesses. You can be the person who is the quiet force behind all of these influencers who are building exciting companies.

Ryan [00:15:26]

And their only job is to keep creating content and talk about the products that they own because you're a partner with them. That is the fast way to getting to 7 figures even if you've never done this before. I literally wrote the book on this topic. It's the one that I referenced earlier called *12 Months to \$1 Million* which is literally the 12 month plan to building a 7 figure business. I don't care if you buy the book or not. The foundation of the book is to build a small enough audience to be able to get 4 products to 25 sales a day at a \$30 dollar price point.

Ryan [00:16:02]



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But what most people missed when they read the book was that if you have the audience, it can happen even faster. If you have a blog, if you have a YouTube channel, if you have an Instagram following, or if you partner with a person who does, you can get to 7 figures extremely quickly. I know it's an extreme example, but Kylie Jenner built a billion dollar company in 2 years not from being a reality star but from having a social media following that she then leveraged to build a physical products brand.

Ryan [00:16:36]

She didn't become a billionaire through sponsorships. She became a billionaire by starting her own company and using the audience she had to create a raving customer base that became valued at a billion dollars. Now, of course there's only one Kylie and you're probably not going to partner with her. But there are thousands of other influencers who have small enough followings to where you can still get their attention but big enough to still be able to smack a launch just like you're going to smash the like button on this video and hit that business to 25 sales a day and get to a million dollars a year. That's the best opportunity that exists for new entrepreneurs right now.