



## **E22 Taz Asks, “Can I Choose Myself As My Ideal Customer?” Transcript**

Ryan Moran [00:00:02]

This is the Road to \$1 Million and I'm Ryan Daniel Moran.

Chris Van Loan [00:00:06]

Hey, hey. Today on the road, we wanted to share a call from a new member of The One Percent because while Taz is a new face in our community, we really believe in her. And part of that is because of the questions she didn't ask here. She didn't talk about coming up with some cool name or fancy logo or color schemes or trying to replicate what some other big brand is doing. Taz is focused on building a brand by creating a group of products that all serve the same person. Someone like herself. The One Percent is our mentoring group led by Ryan Daniel Moran, where he helps members build businesses and invest the profits. This is ideal for people who are starting their journey and need help with their vision and to be on a path towards a 1% net worth. And it's ideal for people who are already in the middle of their journey and are looking to build passive income by going through some of our investment trainings.

Chris Van Loan [00:01:07]

Ryan's right-hand man, the incredible business coach Justus Murimi joins us here on this call in The One Percent. And this is what really fires us up here over at Capitalism.com, helping people build real brands. When you're ready to join us and you'd like to get on the next call like this, head on over to [Capitalism.com/1](https://Capitalism.com/1), and we'll see on the very next one.

Ryan Moran [00:01:36]

I need you to pick our next participants.

Justus Murimi [00:01:40]

Yeah. Okay. Let me look through here. Someone ... Oh, I think ... I don't know if I'm saying her name right. It's Taz, or Taz. I think she just joined.

Ryan Moran [00:01:48]

All right.

Justus Murimi [00:01:48]

So I'm super curious.

Ryan Moran [00:01:50]



Let's throw a party. Taz, how are you?

Taz [00:01:53]

Hi, how are you guys? That's actually pronounced perfect, Taz. Yes. I just joined the community actually Monday.

Ryan Moran [00:01:59]

Welcome. Glad to have you.

Taz [00:02:01]

Thank you.

Ryan Moran [00:02:02]

How can we make this your best first week ever?

Taz [00:02:04]

So I just finished reading your book. My biggest thing right now is developing my micro niche. So what I know that I want to start with is I have an organic energy detox tea that I'm actually in love with. I found a tea manufacturer that can make it organic because a lot of the ones that are on the market right now are not fully organic, but I'm undecided. So, what I'm thinking is I made a list of four or five products that I would like to sell. So I'm thinking a sweat gel, a body detox to help with cellulite and things like that. Where I am confused is on a micro niche. So, I can go towards, let's say, millennial women dealing with cellulite, or I can get an energy tea to people who do fast and cardio.

Ryan Moran [00:02:51]

So, you're trying to find where this group of products fits in best for your person, correct?

Taz [00:02:57]

Correct. Correct.

Ryan Moran [00:02:59]

Am I correct that in some ways you are describing yourself?

Taz [00:03:03]

Absolutely.

Ryan Moran [00:03:04]



Okay. Tell me a little bit about yourself, where you hang out, if you've got kids, if you're married, where you live, just tell me about you.

Taz [00:03:10]

Okay. So, I'm 37 years old. I had my son young, so teen mom. He's in college right now. I have been in love with fitness and working out for the past 20 years, but I'm not a fitness trainer at all. That's not my thing. I like to encourage other women to take care of themselves and to work out. I think that older women should feel good and feel sexy. So being toned and trimmed and looking and feeling good is my thing.

Ryan Moran [00:03:37]

Okay, great. Tell me about some of your hobbies, who you hang out with, give me more.

Taz [00:03:43]

I work ...

Ryan Moran [00:03:44]

You're an empty nester now, correct?

Taz [00:03:46]

I have twins at a 12, but they're good, we're good. So, I work out often and always work out in the morning. I'm always trying to get it out of the way so I wake up and work out. That's what I do. And I'm very consistent with that. Hangout, Maryland is just reopening now, so the past 18 months hasn't been much of that.

Ryan Moran [00:04:07]

Yeah. Okay. So there's a story about you that's really interesting. I mean, you've had to overcome some adversity in your life.

Taz [00:04:13]

Absolutely.

Ryan Moran [00:04:14]

I mean, a teen mom raising a kid, now starting a business, raising two more kids, right? You've got a really cool story that is emerging here. As a side note, I'd encourage you to go through one of the classes in The One Percent called Profit Driven Purpose, the one that Justus led. It will help you get that story out and on paper and get a little bit more clarity around where the purposeful things that you're doing that you're not seeing right now. Justus is really, really



good for that kind of stuff. So, but there's this really neat story forming around you overcoming adversity and still pursuing an abundant life, right? You have this story about you really want older women to feel beautiful and one of your products is a detox tea and another is a cellulite gel.

Ryan Moran [00:05:00]

These are all things about overcoming problems and yet still going for it, no matter what life throws at you. And so my encouragement to you would be to speak to the 19 year old version of Taz. That may not be your perfect demographic, but it's the message that you are communicating, right? It's like lessons to your younger self that other people your age and older will also resonate with and will support the brand as a result. So, I think your market, I think your first kind of notion of millennial moms, that's who you are and that's who you know and who you speak to. That's enough of a bullseye for you to build an audience, speak to them, and launch products to them. I don't think you need to get more specific by saying fast and cardio, or struggle with cellulite. Have just millennial moms, especially moms who have had some adversity. That's enough of a bullseye for you to build an audience along the way.

Taz [00:06:00]

Okay. That was one of my main major questions. Thank you.

Ryan Moran [00:06:02]

You're welcome. What else?

Taz [00:06:04]

On the past call, you were saying don't go into too many markets, so is a tea ... I don't want to do teas. Teas and topical. Is that too different to be in the same category?

Ryan Moran [00:06:16]

I don't think so. My advice to Trung was that he had three very different businesses. He had a digital products business, he had an apparel business, and he had a supplement business. And you can do that, but you need to build one really well first. For you, you've got all physical products that are consumables. I don't see any conflict in those. Just remember the first one, pick your gateway product. And then you go with the other products that are the next logical steps for that millennial mom who has overcome adversity and you'll have no problem. It will be a very linear logical plan for you.

Taz [00:06:54]

Okay.



Chris Van Loan [00:06:54]

You know, the most common questions Ryan always gets seem to come back to what products should I sell? And that makes sense. And it's great how Taz really is thinking about the audience she wants to serve. But you can hear that there's still some stress, some concern over picking the wrong products in her voice. And while you don't have to build a brand to serve people like yourself, it is a great way to start. Ryan often tells people to just ask their ideal customers what they want, to float some ideas by them. But when that ideal customer is someone like you and you're scratching your own itch, coming up with that killer line of products is just so much easier. Look, people are what make you real money. Not products. Think of it this way. A product is a one-time transaction, but a brand says something about a person. It tells a story that goes beyond the product. The consumer connects on a deeper level. So you don't just want sales. You want loyal customers. And with Taz's story and life experience, she brings a lot to the table when it comes to understanding how to speak to women, just like her.

Taz [00:08:16]

And, is it ... Do you think that would be too typical for Amazon, starting there for a sales channel?

Ryan Moran [00:08:23]

Not at all. Not at all. Nothing ... Very little has changed since I wrote the book. The only thing that has changed since I wrote the book is that half of the examples that I talk about are now bigger, more profitable, or have exited for millions or billions of dollars. That's the only thing that has changed. The strategy is all the same. And the thing ... This is a great question you ask here, Taz, because this comes up a lot. It's like, I learned all this stuff from you, but is Amazon saturated? Am I watching the same product as everybody else? This comes up a lot. I know I sound like a broken record, but the thing that differentiates everything is the audience. Look around and tell me if you can find anyone that you know of that is speaking to millennial moms who have overcome adversity and are speaking about life lessons and hard work and overcoming challenges and are selling physical products that make a meaningful difference in their day. Can you think of anybody who is doing that?

Taz [00:09:28]

No.

Ryan Moran [00:09:31]

That's the answer to your question.



Taz [00:09:33]

Perfect. Thank you so much.

Ryan Moran [00:09:34]

You're welcome. Great to meet you.

Justus Murimi [00:09:36]

Wait, real quick, Taz, are you documenting your journey right now in building this business?

Taz [00:09:42]

I started on Instagram, and I have only about 10,000 followers there, but honestly speaking.

Ryan Moran [00:09:48]

I have only 10,000 followers on there?

Taz [00:09:51]

It's a lot of creepy guys. It's more guys than women.

Ryan Moran [00:09:54]

I have creepy guy followers too, Taz. [INAUDIBLE 00:09:57] The loudest ones. I get messaged from weird old dudes too.

Taz [00:10:03]

But yes, I am documenting my journey on Instagram.

Ryan Moran [00:10:05]

Good. Because 10,000 people is plenty enough to do damage.

Justus Murimi [00:10:09]

That is plenty. That is plenty. And do you, when you post, are you speaking to millennial moms or is it more of you working out? What are these ...

Ryan Moran [00:10:20]

That's who you mean by creepy dudes.

Justus Murimi [00:10:22]

Are you attracting creepy dudes because you're like, you look good on camera?



Taz [00:10:27]

Right.

Ryan Moran [00:10:28]

Yeah, she does.

Justus Murimi [00:10:29]

Okay. I was like, how do I word this in a way to not offend her?

Taz [00:10:32]

I feel like I need to speak more to who I'm speaking of and not ... Selfie in the gym type thing. I need to put more of a message out there.

Justus Murimi [00:10:43]

When you think message, think story. This is where it becomes my story is enough to build a powerful brand to a place ... Your story, sharing your story, sharing hacks to how you've gotten where you've gotten and handle the things ... You're speaking to the millennial mom by sharing that story while sharing that I've been through all of this and I'm building a business to help other millennial moms. So just share to that. Your struggle is every millennial mom's struggle, so the more you do that ... But 10,000 is more than enough to do some serious damage.

Ryan Moran [00:11:17]

Taz, a good person for you to just look up how she does it is Tia Maori. Do you follow her?

Taz [00:11:22]

Oh, yeah. I know who she is. Yes.

Ryan Moran [00:11:24]

Yeah. So, she does a really good job of kind of representing the story and representing the type of person that she wants to serve.

Taz [00:11:29]

Okay, perfect. So Purpose Driven Profit is my ...

Ryan Moran [00:11:33]

Correct.



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Taz [00:11:34]

Got it. Okay. Thank you guys.

Ryan Moran [00:11:37]

All right. Great to meet you. Thanks for being with us. Justus, I love doing this.

Justus Murimi [00:11:42]

This is so much fun.

Ryan Moran [00:11:44]

Can we just do this all the time?

Justus Murimi [00:11:45]

I know. I had to catch a call yesterday and I was having the time of my life.

Ryan Moran [00:11:48]

You think people will get bored of us if we do this every day?

Justus Murimi [00:11:52]

I wouldn't get bored of us. I think that's all that matters.

Ryan Moran [00:11:55]

If you found value in this podcast and you're ready to go deeper, here are three resources where we can help you. One, you can grab my book 12 Months to \$1 Million on Audible or Amazon. It has over a thousand reviews and it's the playbook to building a seven figure business. Second, you can join our community of entrepreneurs who are following a plan to build a 1% net worth by building businesses and investing the profits. You can get plugged in at [capitalism.com/1](https://capitalism.com/1). And third, if you're looking to go deeper and build a seven figure business that you can sell, you can work closely with us inside the Capitalism Incubator, and you can get on the waiting list and find out what we do over at [capitalism.com/inc](https://capitalism.com/inc). That's [capitalism.com/inc](https://capitalism.com/inc).