



Ajit Nawalkha- How To Monetize Your Purpose & Passion Transcript

Ryan Moran [00:00:04]

Welcome to the show. I'm Ryan Daniel Moran, and today I'm releasing this podcast that was recorded at my new lake house here in Austin. And it is with Ajit Nawalkha. This is special to me because I met Ajit years ago very briefly when I heard him give a talk at an event that I thought was fantastic.

Ryan Moran [00:00:30]

And what I loved about what he taught was he basically broke down the path to a \$100 million dollar business. Don't worry about that. What resonated with me was that whole stage process. It was very similar to what some of you have seen me teach in the stages to get to \$1 million. Well, Ajit says, screw that, I'm going to go to \$100 million. The same concept, though.

Ryan Moran [00:00:55]

The idea of building a business for where you are and forgetting everything else, just focus on where you are and build that out and then you can worry about building everything else. So, I was super jazzed that Ajit flew to Austin, Texas to hang out with me at my house to record this podcast. And then he hits me right away with this idea. He's like, yeah, I don't teach that anymore. I've learned something different.

Ryan Moran [00:01:20]

What the heck are you talking about? And he goes on to talk about how he now focuses on the real end result, which is the life that you want. And then you reverse engineer that and you build the business for that. Well, I'm in a period in my life right now where that's becoming more and more important to me, the idea of just building the life that you want rather than just whatever the number is that you think of that you want.

Ryan Moran [00:01:46]

I'm kind of coming full circle on this one. So, this conversation was really interesting because I thought he was going to come in with the stages of business, and instead he came in with the stages of business with the context of building a real life. As human beings, we're so tempted to say, give me the hack, give me this system. And there are those, those can be really helpful, but we missed the point if we're not building something that we're really excited about.

Ryan Moran [00:02:11]



I know. I've done ... I made that mistake. And so, I wish that I had this resource. I wish I had this conversation, this episode available to me when I started my career or at least when I started to hit pay dirt. Enjoy this conversation. Milk it for everything that it's worth and let me know your thoughts on Instagram. I'm @RyanDanielMoran. Enjoy this chat with Ajit Nawalkha.

Ryan Moran [00:02:35]

Hey, One Percenters. Welcome to Capitalism.com. Today, I'm joined by Ajit Nawalkh. Ajit, welcome to the lake house. Thanks for coming.

Ajit Nawalkha [00:02:44]

Thank you for inviting me, man. I'm glad to be here.

Ryan Moran [00:02:46]

I'm drawn by your bracelet here for a second. I know this reference. Why do I know this reference?

Ajit Nawalkha [00:02:52]

These are my values that I wear on my sleeve. It serves as a ... My intent for our ... It's a company that does this.

Ryan Moran [00:02:58]

I feel like I've had one made for me in the past and I just noticed it and I obviously don't have it on. Man, that's just embarrassing. So, I first met you when I saw you give a talk about ... You basically deconstructed the \$100 million dollar path if I remember correctly. And what resonated with me about that is I have kind of distilled the \$1 million dollar, and even the \$10 million dollar vision, into a systematic process, and you laid it out one step further, the \$100 million dollar process.

Ryan Moran [00:03:29]

And what was interesting to me was the focus that you kept on if you're at this stage, this is what you need to focus on. I was hoping you can comment on that before we talk about everything else.

Ajit Nawalkha [00:03:39]

So, there's different stages and states of an entrepreneur in a business. So, stages of businesses is basically at a different stage of business, there's a different requirement that a business has. For example, when somebody is just starting out as an entrepreneur, it's a lot about their time, their effort, their product finding and all of that good stuff.



Ajit Nawalkha [00:03:59]

But once the business gets off the ground, you need a little bit more team structure and you need all those types of things. Now, I used to lean into saying, hey, here's exactly what you need to do for a million, and \$10, and then \$50 and then \$100. But I kind of have had a greater realization in the past years where I believe that because the businesses and the models are evolving so fast, plus the entrepreneurs are so different as human beings, it might be unfair for me to distill and say, okay, this is step 1 and then you do step 2 and step 3 because I found that as I was laying that down, it was taking away from the creativity of the entrepreneur and it was boxing them instead of freeing them to say, where is it that you really want to go?

Ajit Nawalkha [00:04:45]

And then, you find the way alongside it, along the way, because I do believe entrepreneurs are smart, committed, hardworking individuals, and that's not what I have to help them with. I think what we have to help entrepreneurs with is to have a different perspective and to be able to look at things differently that will allow them to be able to find what's that path for them versus what's the pattern.

Ryan Moran [00:05:07]

Yeah. I've discovered in my own journey that when you shut off that creativity, that's when burnout happens. And I've run into so many entrepreneurs who are like, give me the formula, give me the model, and sometimes a framework or a specific menu of strategies can be really helpful. But as soon as you try to deconstruct exactly the steps, you kill off all the magic that really makes the entrepreneur an entrepreneur. I know you've dealt with burnout as well and I'm curious if that had anything to do with the changing of how you present the model. Tell me about your burnout.

Ajit Nawalkha [00:05:43]

Absolutely. And it also ... Firstly, what happened was I was running a wonderful company called Mindvalley at the time. I was the CEO of the company. Then I kind of got burnt out. Not just burnt out in the sense of just I was overworking, but I had actually lost control of my life. I was making great living, but I wasn't living a life.

Ajit Nawalkha [00:06:01]

So, I was making a ton of money, but I wasn't really having the joy of that money. I wasn't concentrating on my health, on my relationships, my friendships, my relationships with my



parents, my colleagues, all of it was kind of just getting by. And I was ... I had to ask myself the question of saying, is that the life that I want?

Ajit Nawalkha [00:06:19]

And that question led me to firstly discover it for myself and it also challenged me to ask these questions to other entrepreneurs, to find the answer for myself and as I was coaching them to find answers for them. And we found that systems are great to study. Systems are great to kind of get an insight from, but systems are almost never successful when replicated.

Ajit Nawalkha [00:06:44]

How many times has somebody bought a Facebook advertising course and tried to say, I will do exactly what Mr. X says and Mr. Y says or Ms. Y says and I'm going to replicate it in my business and it worked. Never, it never works. It's just not how it works. It works by saying, okay, I'm going to learn from the person and now let me make it my own.

Ajit Nawalkha [00:07:05]

Right? But the classic mistake is I'm going to learn from the person, copy exactly what they're doing, but that's the difference. You're not that person. So, it works for them, yes. But what will work for you is what will work for you, and that's the invitation, that's the realization I had as I was working with these [INAUDIBLE 00:07:20] for myself is that honestly, systems are great and we need to learn them and yes, it's great for training, but the biggest flaw that happens and the biggest mistake that happens is people forget their business is them. It's a lot about them. It's a lot about their unique idea, unique proposition, unique product.

Ryan Moran [00:07:39]

It's at least about people. Even if it's not just one person, it's about the people who are on the team and that uniqueness that creates the creativity.

Ajit Nawalkha [00:07:50]

Absolutely. And the centerpiece is the entrepreneur and then the team comes in and makes that centerpiece stronger, for sure. So, it is a combination of all of those things and it's never about replicating something. It's about learning and then enhancing from there. And that's really where the dialogue shifted and I started to go, if I give somebody a cookie cutter plan, what they start to believe is that's the way to do it. But that comes with almost a footnote saying, yes, that's the thing that worked for me. Here is what you can try, but go ahead and make it your own.

Ryan Moran [00:08:24]



So, I know you've got an entire section in your new book, Live Big, about this and I'm fascinated to dive into this, but before I go into that, why did you burn out?

Ajit Nawalkha [00:08:33]

So, mine was more because of my challenging childhood, you can say in a way. So, what happened was I grew up in India in a small town called Jaipur where I grew up in a household of 23 other people that I shared ... What we call it in India, it's called a joint family. It's basically my cousins lived in the same house, my grandparents lived in the same house, my cousins of my grandparents lived in the same house.

Ajit Nawalkha [00:08:56]

Basically, it was a big family living together, but it wasn't that it was some exuberant big house. It was a small house still shared by 23 people. So, there was no abundance of space or abundance of wealth per se in my family. And so, as I grew up, I grew up challenged. I'm an introvert. So, [INAUDIBLE 00:09:15] by myself as one and I need my own space and my own time, I never had that growing up.

Ajit Nawalkha [00:09:20]

And so, as I was growing up, I always wondered if one day I could get out of the house. That literally was my ambition. That was my life goal, honestly. By 50, I could get a house where I can move out with my parents, I would find myself successful. And that drove me heavily toward abundance. I just wanted to make more money and get out of the house. And that drove me ... For all of my 20s, I was driven by it and I was working really hard for it.

Ryan Moran [00:09:46]

Driven by money?

Ajit Nawalkha [00:09:47]

Driven by money, 100%. 100% driven by money and that was the only drive. It's okay to be driven by money for the time you understand the role money plays, right? Money is a medium, not the goal. My goal was money at that time. Right? So, that kind of drove me for all of my 20s and even into my 30s. One of my ... And it became about checkboxes. It became about saying, okay, this is what ... I want to be a CEO, let's checkbox that. I want to be a founder, checkbox that. I want to be ... I have ...

Ajit Nawalkha [00:10:15]

I want to have this car, checkbox that, right? So, it was all about checking off these checkboxes that I had thought would define a successful life. Right? And that's where ... What had



happened in the journey is that I was so chasing the goal of the checkbox and then the items that would make me look successful that I forgot to define what will make me feel successful. Right?

Ajit Nawalkha [00:10:38]

So, I knew on the outside how success looks like, but I didn't know how it feels on the inside and that not understanding became that realization eventually of saying, all right, I got all of these checkboxes done, but why am I not happy? Or why is it that I don't have a good time? And my work was really purposeful. So, my work was the only saving grace I had at that time, because my work was in alignment with the company and my mission in life that would lead me to help more people.

Ajit Nawalkha [00:11:08]

So, that was really, really fun and happy and exciting, but I had sacrificed everything else in life for that and that didn't feel right to me. And that, I believe that was one of the big reasons why I experienced burnout because I was just working so much that I forgot about myself. I stopped ... I didn't really define what truly success feels like.

Ryan Moran [00:11:27]

Can you explain what burnouts felt like to you?

Ajit Nawalkha [00:11:33]

So, burnout to me at the time was a lot of sleepless nights, a lot of lack of motivation, not wanting to get out of the bed. There was a point in time where I couldn't sleep. I had to drink to put myself asleep. So I was borderline addict, I would say. I mean, I never got diagnosed with it, but I believe I was kind of an addict at the time. I really was, to be very honest, a lot of times my teams ... And it came from the outside that I had this reflection for ... I didn't really identify it myself, but I was being an asshole to my team.

Ajit Nawalkha [00:12:11]

And that came from somebody from the outside that looked at my behavior with people around me and they were like, do you realize what you're doing? The comments that you make and the snarky subtexts that you make and all that kind of stuff. So, I was just being not a real version of myself and just drained out of energy at all times and just pissed at things, and yeah.

Ajit Nawalkha [00:12:35]



Sleepless nights, bad health, like I said. So for me, it was not just my energy towards work was gone, but I think my soul wasn't the same. Me who was me, honestly me, what I was, what I grew up as, my values, I didn't ... I think I had sacrificed it all for the wealth that I had really wanted in my life. So, that's how it looked like for me. And that's how it felt like for me.

Ryan Moran [00:13:02]

And what did you do about that?

Ajit Nawalkha [00:13:05]

So, my journey, after once ... So, it took a little while, because again, remember, these were my life dreams. I was now conflicted as a person of saying, I designed this life thinking this is what I wanted all my life. What is it that it's ... Why am I being stupid right now? That was the first thought, right? Why are you being stupid? It's a small thing, take a vacation. But that's kind of what was the first step, take a vacation, right? It's probably you're just working hard and maybe you're stressed, and just take a vacation. I took those vacations, but the path never went.

Ajit Nawalkha [00:13:36]

The path just kept staying with me. The nights still look the same. The mornings still look the same. And so, there was a point where I was like, this has been happening for so long. I think it was almost 4 or five months that I couldn't get myself together in a way that I usually would show up as a person.

Ajit Nawalkha [00:13:55]

And so, the last night I would wake up, and this was the time when it's Christmas holidays, the office kind of goes on leave and everybody kind of chill out a little bit. This was the time when I was chilling out and I realized how alone I was when I was chilling out because I had ... I literally had destroyed, or at least not destroyed and paused my relationship with my family, my friends, my relationship at the time, that even if I was with people, I was just always alone.

Ajit Nawalkha [00:14:24]

And I was like, there is something that is wrong here. There's something that is not correct. And that finally brought me to say, I got to move on. And so, I submitted my papers of ... I was running Mindvalley at the time. I submitted my papers in January. I took a little bit of time to transition out because I was running the company. Took a few months to be able to transition out of the company and started just pursuing things that I liked.

Ajit Nawalkha [00:14:49]



And I just simply said, I'm going to just do what I love doing, which doesn't have to be sitting on a computer. I love being on the computer, nothing can take away. I love work. I love doing what I do. I have nothing against work, but at the same time, that's not the only thing that defines me. So, I said, what else is defining me? What are the things that makes Ajit beyond the websites, the businesses he gets, right?

Ajit Nawalkha [00:15:14]

And that got me to explore areas and items and places within myself that I would have otherwise not explored. And that got me really finally rediscovering what is the work and the quality of work I want to do and how much control I want to have versus not control I want to have. What kind of team I want to work with and how do I want to carefully select them. Or how much I want to work on a daily basis, what's the relationship that I want, and what would mean, and what would it take for me to be, or how would I want to be in a relationship.

Ajit Nawalkha [00:15:44]

All that kind of good stuff, which took me months to discover, but I went and kept going deeper and deeper until the time I found my answers, knowing that I will continue to find answers as life goes on. I just need to keep the space there so I can keep looking.

Ryan Moran [00:16:00]

So, I am selfishly curious about this because I'm probably 80% of the way through this exact process. I had my big win. I sold a couple of companies. Did pretty well, invested the money. Well, now what? And so, what I did was I covered that up with a whole lot more work and it's an attempt to meet the needs of yourself through the only route you know, which is more work even when it's not necessary.

Ryan Moran [00:16:27]

And basically using work as the drink, using work to suit whatever ailment is going on. And so, I burnt out and now I'm going through the process. I'm in the rediscovery process of, what would it be like if I just focused on what I was enjoying rather than what I was building? So, what did you do during that time where you were rediscovering?

Ajit Nawalkha [00:16:52]

So, firstly, it's important for us to know that we are rediscovering, which is great that you already know that part, that you are rediscovering and there is no need for the white to be filled. So, here is the difference that you may want to consider, and that's the difference that I made, is I didn't try to go, okay, I don't have anything to do today, so let me just work. Right?



Ajit Nawalkha [00:17:14]

That's us trying to say, I don't want to deal with myself. Let me just color it up with something, which is probably unnecessary. Right? But I can quantify it as work and say I'm productive and useful and so I don't have to deal with myself and my emotions. Right? One of the greatest journeys that we take is the journey within ourselves. It's the hardest. It seems the easiest, but the harder thing to do is to take that journey and really ask ourselves the 3rd question, to say, okay, what do I really like to do?

Ajit Nawalkha [00:17:40]

Say I did not have any work. What am I going to do? And it's not because ... Know one thing, as an entrepreneurial you'll never be lazy. You can always work a little bit more. Our minds are so crazy as entrepreneurs, and people are watching this, if you're an entrepreneur, give up. It's not going to shut down. Yeah, you can try everything.

Ryan Moran [00:17:57]

It's a life sentence.

Ajit Nawalkha [00:18:00]

Yeah. It's not going to shut down. So, the only way for us to actually get more out of what's not going to shut down is to shut it down. You see, and it's scientifically proven too, so it's not just me making this up, right? When you actually don't do anything, that's the best time for an entrepreneur because your default mode of brain gets activated. There's actual science research done where they say that when you're doing the most mundane, boring things, there is a part of our brain that gets activated and it's called the default mode of the brain.

Ajit Nawalkha [00:18:29]

The default mode of the brain is all of our subconscious. It takes all the data that you've been processing all day long and actually processes it. It processes it to come up with a creative solution, right? This is why people say, oh, I get my best ideas in the shower.

Ryan Moran [00:18:43]

Is this just entrepreneurs? Or is this everybody?

Ajit Nawalkha [00:18:45]

Everybody. This is for everybody. Everybody needs to shut down to get the best creative ideas. This is for professionals too. If you're a professional, the problem is you're working too hard. It's not that that's why you will grow. The reason why you don't grow as fast is because you've worked too hard.



Ryan Moran [00:19:01]

And I'm guessing doing nothing is not doing this ...

Ajit Nawalkha [00:19:04]

No, no. Doing nothing, literally fold laundry, the stupidest shit. Where you get there's actually no active side of your brain or your conscious mind is not engaged.

Ryan Moran [00:19:15]

So, I run from that place, right? I'm learning to deal with that as I uncover what I'm really running away from. But I think as entrepreneurs, we fill every one of those seconds through even more work. But what you're saying is it's actually that almost that boredom is necessary in order for the next creative breakthrough to happen.

Ajit Nawalkha [00:19:35]

Absolutely, absolutely. Think about it like this, best ideas never came when you were checking Facebook. Your best ideas are not on somebody else's Facebook feed, right? It was always when you were taking a hike, you were in the shower, you were taking a bath, you were swimming in the pool, or doing whatever it is that is kind of boring in a way, but it was actually ... Disengaged your conscious mind and just your subconscious that took over suddenly connected the dots and boom, you have your brilliant idea.

Ajit Nawalkha [00:20:05]

And that's the reason your best ideas come there, but entrepreneurs don't know how to do that. So, firstly, for entrepreneurship, it's good to have that space. Secondly, that's also the time you actually go deep and you give time to yourself. So, it's good for your soul because you finally figured out what you actually want in life, not the next billion dollars you want to make because that's ... Nobody wants the billion dollars. You want the experience of the billion dollars.

Ryan Moran [00:20:27]

And what's on the other side of the billion dollars.

Ajit Nawalkha [00:20:30]

Yes. So, that changed ... Having that change is a great thing. So again, there's nothing wrong with change. There's nothing wrong with money. There's nothing wrong with wanting money. The challenge is, why do you want it, and how do you want to get there? So, you may want all the money in the world, but if you want it just because you finally get to sit next to Jamie Fox



for [INAUDIBLE 00:20:48] it's a stupid reason to do it, right? It's like, what validation are you looking for?

Ajit Nawalkha [00:20:55]

If it's for love and connection that you're doing it, because Jamie Fox is your love and connection, well, go do it. But otherwise, love and connection is also with your wife, right? Or your girlfriend, or your kids, or your parents, or your friends. Whatever that is, right? So, you could find that ... You can find the same joys of somebody who would make \$100 million today.

Ajit Nawalkha [00:21:15]

You don't have to wait for \$100 million. At the same point of time, that chase of \$100 million keeps us excited, keeps our creative juices flowing. It's a good thing for you, it's a good thing for the world. But to do that chase just for the validation or just for that, I will show you, type of behavior is not good for your soul and it's not good for your heart and it's not good for your health.

Ajit Nawalkha [00:21:36]

So, eventually you will come around and go, why didn't I do this? And that's the common thing, right? And the book actually starts with that. That's actually the first thing that I quoted is the research that ... And I forget the name of the lady right now. She was a nurse and she did the research by talking to people who were on their deathbed and asked them, what did they regret the most?

Ajit Nawalkha [00:21:53]

And they regretted things that were nothing to do with money. Nobody regretted making less or more money. Everybody regretted things like, I could have done things that I really loved, I regret I could have spent time with my family, and so forth.

Ryan Moran [00:22:05]

Well, what I really liked about the book is you split it into basically 3 parts. And what this reads as to me is this is your manual after doing things wrong and burning out and you're like, all right, that didn't go so well. Here's the way that you build a business and a life that supports all of that together integrated in a way that prevents you ... Or at least mitigates the risk that you're going to burn out and do things that you shouldn't be doing. And so, personally, I'm really fascinated by this first 1/3 of the book that is about kind of uncovering that uniqueness. So, I was hoping you could talk about that.



Ajit Nawalkha [00:22:43]

Absolutely. So, firstly, you can grow your company while growing yourself and living your life. That's one myth that people think that, oh, you're growing a company. That means you have to work, work, work, work, work all the time. That's not true. And it's been proven multiple times. There are entrepreneurs who like to work 18 hour days, and they like to not have to deal with their wives. And good on them if that's what they want for their life.

Ajit Nawalkha [00:23:04]

But the question really is, do you want the same? And if you can ask that question and be comfortable finding that answer, you can find ways to grow your company without driving yourself and everybody around you crazy. Right? Secondly, in the first part of the book we talk about meaning, we talk about how really defined ... Or move towards the direction of meaning.

Ajit Nawalkha [00:23:24]

Again, there is no recipe book I can give you. There is no recipe because all of us are different individuals. What will work for me may not trigger you in finding what you need to find, but if we have the perspective towards what it really means to have a passion or what really is passionate, what really is purpose, and how to really bring practicality in your business and just the whole section on meaning, you will be able to create progress in the direction, right?

Ajit Nawalkha [00:23:50]

So, again, the book is mostly about perspective and creating progress in your life in direction of growing your company and in direction growing yourself. So, let's take a little view towards the passion purpose bit because that's relevant to you right now in this conversation and it's relevant to everybody that may be watching right now.

Ajit Nawalkha [00:24:08]

So, firstly is passion, and passion is important because that's kind of the ... It's the ship that you're running, right? It's the ship and purpose is the compass, right? And practicality is the fuel to the whole ship, right? Passion is what really is moving your product or is going to move your business in a way, right? Because whatever you're passionate about, you'll end up designing a product around it.

Ajit Nawalkha [00:24:32]

You're passionate about events, you create the conference that you created, right? So, you're passionate about connecting with people, you create a conference, right? That's a passion of yours, that you are passionate about people. That's why we are having this conversation,



right? So, that's your passion and that probably stayed with you long enough that you are pursued in the direction of actually creating something that's related to it.

Ajit Nawalkha [00:24:54]

A lot of people get interest as passion. For example, a lot of people might watch this concert and say, I want that, right? They will watch this concert and say, I can start a podcast, right? That's not why you start a podcast. You start a podcast because you're really passionate about connecting with people or learning from people if that's the intention, but that's why you start a podcast.

Ajit Nawalkha [00:25:12]

And that's real passion, whereas just interests, they will come and go, which is why most businesses have a cycle of 2, 3, 4 years because after that, if it was not ever a passion, it never stayed around, it was an interest, the momentum went and so they did they. Right? Which is why you will see successful entrepreneurs usually last the test of time, because it's actually something they're passionate about. 2nd is kind of the ...

Ryan Moran [00:25:35]

Hold on, pause here because my brain immediately goes to I think passion is overrated because what that does is in my mind, I go, well, what is my passion? I'm interested in this. And I don't have a thing. I don't have a thing that I can do all day. And I think I'm more like most people. I think I'm like most people in the sense of when we talk about passion, there's this need for ... There's something about you. There's something unique to you and you've just got to find that thing and then all will be merry. And I think that's a lie.

Ajit Nawalkha [00:26:05]

I agree with you.

Ryan Moran [00:26:07]

So, that's where my mind goes and I can't imagine that's what you mean.

Ajit Nawalkha [00:26:09]

No, that's not what I mean.

Ryan Moran [00:26:11]

So, when you say passion, how do you define that?

Ajit Nawalkha [00:26:13]



So, for example, so, let's say ... Take it this way. That's why it's the passion, purpose, practicality mix that makes it work, right? So, by passion, firstly, nobody can do anything for all day long. Right? I love writing. That's my passion. I don't write all day long. It's not possible. You get tired. Right?

Ajit Nawalkha [00:26:28]

So, usually anybody saying, oh, you're passionate and so you should be doing it all day long is fundamentally flawed because you're a human being. You're not a machine. You can't do even things you love all day long. You, yes, can be doing those things and lose track of time. And then yes, you're passionate about it because you're like, oh, I forgot I was supposed to do 30 minutes and 15 minutes in, I'm still doing it because I just was so into it.

Ajit Nawalkha [00:26:50]

That's passion. Right? But that's all you need to know about passion. Now, the reason why I also bring in practicality here is often your passion is completely useless in context of business, right? For example, you could be, and this is not against chefs or anything like that, but let's say you're really good at cooking food and you go, I'm passionate about cooking food. I'm a chef. I should open a restaurant.

Ajit Nawalkha [00:27:12]

It might be a stupid idea because you don't know anything about running a restaurant, right? And that's where practicality comes in because all passions are not monetizable. All passions are not profitable. All passions cannot be pursued as a lifelong career. Sometimes they can be, like you can be a chef in a 5-star hotel and don't have to deal with anything to do with running a restaurant and that's fine.

Ajit Nawalkha [00:27:33]

But you got to understand where your limitation of your passion is, right? Not everybody's built with a passion in a way that they can actually create practicality around it. And usually you might not have just one passion. You might have 3 or 4 passions and that's okay too. It might give you 3 or 4 businesses or it might give you 1 business and the rest will just take passions. If you like paddleboarding, you don't need to make a business out of it. You can just do paddleboarding. There is nothing wrong with that. Does that make sense?

Ryan Moran [00:27:58]

And my guess is you actually find those during the space in between those big projects like we talked about. I immediately want to go from this idea that's killing it to this idea that's killing it and skip the whole break in between where I rediscover myself. And my guess is you're going



to say those reveal themselves when you're doing the boring folding laundry stuff that entrepreneurs avoid.

Ajit Nawalkha [00:28:23]

Yeah. And that way you will actually build companies that will last a lifetime as well, because those are actually good ideas, right? Not just whatever, because here's sometimes how ideas are built. Right? I'm looking at this entrepreneur, I'm looking at this entrepreneur, I see this product, I see this product. I want to do that product, and I'm good at this, I have this audience, let me build this product.

Ajit Nawalkha [00:28:44]

That's not how you build products that last a lifetime, that's how you build a monetization engine, which is great. You will make some money, but if you want to build a product that is distinguished, that's different, that's far out, it's taught through in a context of being able to be ... Even become an empire if you really want that way, you need that space to be able to create the product.

Ajit Nawalkha [00:29:03]

You need that space to be able to say, what is it that I'm building that is so different? What's the unique challenge I'm solving? What is that, if not unique, at least challenge that I'm solving that is different and solve differently, if not it's different? But all that can happen, you looking at other businesses, those things happen, but those are systems.

Ajit Nawalkha [00:29:22]

Those things are later in the business where you go, okay, now I have a phenomenal idea and a phenomenal problem to solve. It's aligned to my passion. Who else is in the market? Because I still have to compete.

Ryan Moran [00:29:33]

Yeah. You say the systems piece is the last part of the process. And there's a middle phase in between. We've got meaning and then we've got systems on the other side. What's in the middle? That's mojo and mojo is all about you, the entrepreneur. So, like I was saying, when we started the conversation, it's all about stages and states, right?

Ajit Nawalkha [00:29:52]

Stages is different stages of the business and you solve this by systems somewhat, right? To understand systems and see how you go from one stage to another. By stage, it means how much revenue you're doing. States is something that will happen on a daily basis. Today you're



happy. Tomorrow you're excited. Sometimes you're anxious, whatever that is. Those are states.

Ajit Nawalkha [00:30:09]

If you can manage your states more effectively on a daily basis, on an hourly basis, you move through stages faster, right? So, if you can stay passionate, excited, purposeful, productive on a daily basis, you will move through the stages of businesses faster as an entrepreneur and also as an employee, but as an entrepreneur for sure. Right?

Ajit Nawalkha [00:30:32]

The 2nd part focuses on the states, on what brings the magic to the entrepreneur, what brings the magic to you as a person so you can be in a place which is always progressive, where you can create products which are always progressive, how you can create businesses and not feel bogged down by competition or bogged down by what's happening in the outside world, but be able to create momentum so you can get your 1000 crazy fans.

Ryan Moran [00:30:59]

Okay. So, you have that [INAUDIBLE 00:31:01] tell me about the last part.

Ajit Nawalkha [00:31:02]

The last part is what I call the magic, and magic is all about the systems and it's all about saying how ... Again, there's a lot of .. So, there are about 25 different perspectives that I talked about in the book, in these 3 sections. The reason why I'm sharing that right now is when we talk about systems, a lot of times there's a lot of misguided and incomplete education around systems that happens, right?

Ajit Nawalkha [00:31:24]

A lot of times, what happens is we look at other people and make assumptions about how they operate, right? For example, a classic is hustle, right? We look at entrepreneurs who put out their videos, for 5 minutes all they're doing is they're between meetings, they are climbing stories and are on jets and doing God knows what all shit, right?

Ajit Nawalkha [00:31:44]

And it's for 5 minutes, you're just watching that and you feel 24 hours of the day they are like that. Is that true? No. It's the best 5 minutes that you just saw. It's like the trailer of a movie. The movie can be absolute shit. Right?

Ryan Moran [00:31:55]



And what happens is when you have that perception, the minute you're bored or the minute you're alone, something is wrong in my life because everybody else is hustling and killing it and crushing it all day long.

Ajit Nawalkha [00:32:06]

Yeah. And the thing is, you make up that story and say that's why you're not successful, but that's not true. The person who is working that hard, if they were working that hard, they won't have a successful company because anybody who's built a company will never deny, at least in closed doors if not openly, that it was built by their team. All companies are built by teams. There is no company that is built by the entrepreneur. It's not possible. It's just not possible.

Ryan Moran [00:32:34]

Which piece is not possible? Why is the entrepreneur ...

Ajit Nawalkha [00:32:37]

All by yourself, you can't do nothing. You have 24 hours in the day.

Ryan Moran [00:32:41]

You mean as one person, they didn't build the empire.

Ajit Nawalkha [00:32:44]

Yeah, no. The one person doesn't build an empire. Even if he's putting out a video every day, somebody is shooting it and editing the quality that it drives results, right? They have a consultant who's telling them how to rank or get viral or whatever that is. They have all the help. All entrepreneurs are standing on shoulders of giants of education or interest or mastermind groups, or they're sitting in groups where they have great talent working for them.

Ryan Moran [00:33:08]

So, this is the braingasm that most people don't have the balls to tell you. So, we were having our little mastermind downstairs earlier today and there was one person in the room who's so good at what they do. They have millions of followers, and the business side is where they were struggling. And so, their question to the group was, I'm trying to learn WordPress and I'm trying to learn tech and all these things.

Ryan Moran [00:33:35]



We're like, don't do that. Don't go down that road because so often when you're buying into that lie, that it's all built by one person, then you ignore your creativity, you ignore the meaning part of the process and you go straight for the system. Give me the plan, give me the thing that I can do, that I can build.

Ryan Moran [00:33:54]

But in reality, what you're saying, correct me if I'm wrong, is that the first stage to building a life and a business, both of which you love, is to be in tune with your uniqueness and complement that with other people's uniqueness. And that's the magic part, informing them.

Ajit Nawalkha [00:34:09]

Absolutely. Absolutely. And that's where successful companies, successful entrepreneurs, get to build their companies and their lives alongside it. It's not about how many hours you put in the day, because then it's just a glorified job. What's the point of you quitting your job right now and becoming an entrepreneur? There's no point.

Ajit Nawalkha [00:34:28]

If the point is so that you can have freedom, if the point is so you can create something that's beautiful, why not collaborate? Why not bring in team members that actually can support that vision, support that direction and create something that's beautiful?

Ryan Moran [00:34:41] [00:34:41]

Well, Ajit, I know the book is called Live Big. I know it just came out. Before I let you go, one more question for you. What do you think happens when you die?

Ajit Nawalkha [00:34:51]

I have no idea and I have no desire to know.

Ryan Moran [00:34:53]

You have no desire to know, really?

Ajit Nawalkha [00:34:56]

No. So, I, again, I am ... I don't know how to explain it to you, but at the same point, the thing is that I don't believe that much in legacy. I don't believe that much in afterlife or anything like that. I just feel as human beings we are here to play. We are here to play the game of life, play in a good way. You can choose to be on the good side or the bad side.

Ajit Nawalkha [00:35:21]



And good side is always the side for humanity basically. It's no other way to pick a side but that, so if you do good work and you move people in a positive direction, everybody gets to live a happy life and you get to live together, play together, enjoy this planet and take care of it, I think that's all there is. I don't think there's anything magical, scientific ... Scientifically, there's nothing to know, of course. And religious wise, I'm not a religious person. So, I can't say about afterlife and so forth. For me after, afterlife, nothing happens, you just hang out. What you have is this moment, let's enjoy this.

Ryan Moran [00:35:58]

When you are reflecting on your life in your final years, how will you determine if you were a success or not?

Ajit Nawalkha [00:36:06]

If I got to love and serve everyday. It's very clear to me that every day, every moment of my life, did I show up with love? Was I able to serve passionately and properly and do the best I could for somebody else and for myself and for my family so I'm not ignoring anything? That's all of it. As honestly as I could show up for everyone, that's just all the intent there is of that.

Ryan Moran [00:36:28]

Ajit, where can people find you, follow you, digest all of you?

Ajit Nawalkha [00:36:33]

You could just get the book.

Ryan Moran [00:36:34]

Debate with you?

Ajit Nawalkha [00:36:35]

That's the way to debate with me. That's the way to get inside of my head. It's LiveBigTheBook.com. That's the domain and there you will find all the channels of connecting with me on Instagram, on Facebook. I'm there on most social platforms, Instagram, Facebook, LinkedIn.

Ryan Moran [00:36:53]

Well, thank you for coming to the lake house. One Percenters. I am living this story. I'm living the story of chasing the result rather than building the life and the business that amplifies that. And I think that you ... That perspective is what ultimately creates staying in power. And for me, I work with so many entrepreneurs who are just chasing the results.



Ryan Moran [00:37:18]

And I'm thankful to have learned the lesson at 30 that ultimately that breaks, ultimately you burn yourself out and that's not the life that we ultimately got into this for. We got into this because we wanted a different life, not because we wanted to be workaholics. We wanted to amplify the life and the happiness that we ultimately wanted and we replaced that with the process instead of with the meaning in the first place. So, thank you for writing this.

Ajit Nawalkha [00:37:48]

Thank you.

Ryan Moran [00:37:49]

Hey, if you know ... If this sounds like an entrepreneur you know, please share this with someone who would find value in it. Thanks for watching.

Chris Van Loan [00:37:55]

And now, a quick word from Jared, one of our members in The One Percent.

Jared Springer [00:37:58]

I was bankrupt and crippled to making a million dollars in a year, and then I grew that business and kept growing it. So, my whole world changed financially very quickly. It was amazing how fast it was able to transition and turn once things got rolling. Ryan and Capitalism.com pretty much taught me everything I knew about ecommerce and specifically branding was the biggest thing that I think Capitalism really does well.

Jared Springer [00:38:30]

And they focus on teaching their students about building a brand and just teaching business people. Everything he teaches is stuff that he's done. It's not from theory that you're going to learn. It's all stuff that he's done. And so, I think the biggest thing that Capitalism.com helps you with is that you're getting to learn from somebody who's done the exact thing that you want to do, which is the most important thing in the world.

Jared Springer [00:38:53]

That's how you fast track your results. So, if you want the fast lane and to get your results really quickly, you go to Capitalism.com and you have them show you what to do so you don't make all the mistakes and you get there really quickly. And it was the best money I ever spent because I went from bankrupt and crippled and all this other stuff to a million dollar a year business in 1 year, which is exactly what he teaches, and I was like, holy crap, this stuff works.



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

So, it was a very healthy exit and was able to let me focus on many other things in my life and not have to worry about that stuff anymore.

Ryan Moran [00:39:27]

If you found value in this podcast and you're ready to go deeper, here are 3 resources where we can help you. 1, you can grab my book 12 Months to \$1 Million on Audible or Amazon. It has over 1000 reviews and it's the playbook to building a 7-figure business. 2nd, 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.

Ryan Moran [00:39:52]

You can get plugged in at [Capitalism.com/1](https://capitalism.com/1). And 3rd, if you're looking to go deeper and build a 7-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. That's capitalism.com/inc.