



\$20k In Pre-Orders Using Free Traffic & Email w Damien Law Transcript

Ryan Moran [00:00:04]

Hi, everyone. Welcome back to Capitalism.com. I'm Ryan Daniel Moran. It is always a special thing for me when I am able to bring one of our students onto the show and to brag about all the hard work that they are doing, that is today. Damien Law started off as a 20 year old student in the Capitalism Incubator with no idea of what he wanted to do, he just wanted to become an entrepreneur.

Ryan Moran [00:00:31]

And he has not built a seven figure business yet, but he has built the foundation for what is an obvious seven figure brand. You may have heard me talk about him in passing before here on the show or in my email newsletter, but Damien launched a cookie brand called Effin Good Snacks, E-F-F-I-N. Effin Good Snacks.

Ryan Moran [00:00:51]

And what Damien did was follow the plan that we talk about here on the podcast and in my book and inside The One Percent of building a small audience that he could launch his product to. So, he started creating TikTok videos. Some of them went semi viral and he built a launch list of a few thousand people, so when he was ready to take sales, he had a really profitable launch.

Ryan Moran [00:01:13]

Now, that was following the playbook of what we've talked about here on Capitalism.com to the tee. He just followed the plan and it worked. But what was really impressive about what Damien did was how he built connection and raving fans while doing the documenting of the process.

Ryan Moran [00:01:31]

So, Damien followed the work of the people who came before him on choosing perfect products, building an audience, and then he really became a master at the launch process itself, so much so that people are hiring him as a consultant to help them build their ecommerce brands as well.

Ryan Moran [00:01:48]



So, Damien is one of our early success stories inside of the Capitalism Incubator. I've invited him onto the podcast to share a little bit about how he pre-sold 2000 units of a product in a very competitive category with no ad spend and no attention. He just grinded his way to that and that's what we'll talk about on this episode.

Ryan Moran [00:02:08]

After listening to this, if you feel like you want to work closer with us and with Damien on having a profitable launch, we have put this into a formula that we call the profitable product launch. And as I record this, one of our students, Mark, who has been on the podcast before just had a \$25,000 dollar launch within seven days without an audience, without a ton of capital, without having previous experience in this space, in a very competitive market. He just had a \$25,000 dollar launch by following the exact same process.

Ryan Moran [00:02:44]

This is happening right now, and you will feel that inspiration after listening to this chat with Damien. And if you want to do this for yourself and in your business, come join us inside of The One Percent and apply for a spot at Capitalism.com/1. All right, enjoy this case study with Damien Law. Damien Law, I have been waiting for this day since you joined the Capitalism Incubator, my friend. We get to bring you on now as a freaking success story. How are you?

Damien Law [00:03:12]

Dude, I'm good, man. Thanks for having me. I'm excited to chat.

Ryan Moran [00:03:16]

Of course. Dude. I love these, right? I mean, because you started off in this community not even knowing what the heck you were going to sell, and then you crushed pitch week and now you've had an awesome launch, and I know you're still in the grind of it all, but you're starting to see lift off.

Ryan Moran [00:03:32]

And so, I wanted ... This stuff matters and I wanted to come in and highlight you as somebody who is doing the right things at this point in the journey, even though you haven't crossed a million yet, right? I know that it's going to be a million dollar business cause you're doing the right things in the early phases of the business.

Ryan Moran [00:03:49]

And I just want to share a quick story. I don't think I've ever told you this story and I'm going to say it publicly. So, it was about six months ago or so that my investment partner, Sam and I,



were actually considering giving you capital from the investment fund, and the numbers just weren't there, right?

Ryan Moran [00:04:07]

You hadn't figured out all your different pieces yet. It just wasn't the ideal time for it. But I was saying ... Every time we look at a deal, one of us is yes and one of us is no. That's how we go into it. One of us needs to be pushing for it and one of us needs to be the break. And I was yes guy in that mode.

Ryan Moran [00:04:25]

I was like, but Damien's got the right mindset. He's doing the right things. He's going to be a winner. And Sam came back to me a few months ago and was like ... He was like, I get it. I see it now. He's like, he's just doing all the right things. Damien's head is in the right place. So, I just want to edify you publicly that you are doing all of the right things for this journey and I'm really excited to be part of your process.

Damien Law [00:04:48]

Thank you. Yeah. I'm still waiting for that text from Sam. So, whatever [INAUDIBLE 00:04:52] Tell him to send that text over.

Ryan Moran [00:04:56]

I will. So, am I misrepresenting anything to say that when we met in the Incubator, you didn't know what you were going to sell, you didn't know what your brand was going to be, this was a brand new journey for you? Am I remembering that correctly?

Damien Law [00:05:11]

Dude, honestly, that feels so long ago, but honestly, what, it was a year ago. Dude, I didn't know anything a year ago. So, if you look back at me a year and a half ago until now, I'm a completely different person. I went into it just ... I wanted to make money, right? I think all entrepreneurs get into the game to want money and freedom.

Damien Law [00:05:33]

But the more I kind of listened to your stuff and kind of what you've been talking about, the more I knew, shit, I've got to build a brand, something I'm truly passionate about, something that I personally struggle with and it's a problem that a lot of other people struggle with.

Damien Law [00:05:50]



So, when I had that switch from all I want is a check to I want to build something meaningful in the world, everything switched from the brand I want to create, the products, how we talk, customer service, everything switched. So, yeah, I'd say a year ago, completely different Damien until now. I was like a baby then. So, yeah.

Ryan Moran [00:06:11]

But you're still ... Are you 21 or 22?

Damien Law [00:06:14]

I just turned 22 3 days ago, so I'm getting old now.

Ryan Moran [00:06:17]

You're getting old. You better hurry up, Damien. S, what I want to highlight here is that switch in your mind. But before we go into that, let's fast forward to the end. Let's talk about the good stuff. The good stuff meaning the numbers and what you've done in the last four or five months, because that's where things really started popping.

Ryan Moran [00:06:37]

You went through supply chain issues and delays and all kinds of stuff, but you started seeing the early signs of success about four or five months ago. You just had a launch, and from what I remember, I think you've sold 2000 units in a period of about two months. Is that right?

Damien Law [00:06:55]

So, I'll bring you back. So, we started making TikToks December 24th. We built a 6000 person waiting list, so I decided to see how well the list would convert. So, I launched pre-orders on January 27th, and from January 27th until now, we've sold about 2000 units so far.

Ryan Moran [00:07:16]

Okay. 2000 units of cookies that are not for sale on Amazon, not being distributed by influencers, just from your own internal grinding.

Damien Law [00:07:27]

Yeah. All organic TikToks and then emails as well.

Ryan Moran [00:07:32]

Okay. And the price point ...

Damien Law [00:07:32]



So, it's a prelaunch, too. So, we haven't technically officially launched. So, if you go on our website right now, it's still on pre-orders because our official production run isn't for another two weeks.

Ryan Moran [00:07:44]

So, tell me a little bit about this strategy leading up to that because you were ... You ordered 4000 units, which ...

Damien Law [00:07:52]

4000.

Ryan Moran [00:07:54]

Which I think was pretty much all the money you had, you put the money all the money you had ...

Damien Law [00:07:57]

All the money I had.

Ryan Moran [00:07:59]

So, you're all in on this, you got to sell 4000 units. So, the strategy for this was to build up as big of a launch list as possible in order to offset that cost? Or tell me a little bit about your mindset when you're going into it.

Damien Law [00:08:15]

Yeah. So I definitely wanted ... So, yeah, I started ... I'll tell you a little bit about the all-in part first. So, I had a first business when I was freshman year of college. Built that up. It was all right, nothing too special. So, I made a bit of money there. So, I decided when I thought about Effin Good Snacks, I decided to go all in.

Damien Law [00:08:37]

I think it's something special when your back is kind of against the wall, you think differently and you act differently and just the overall way you kind of approach things is different. So, yeah, we definitely wanted to build a launch list because we didn't want to launch to crickets.

Damien Law [00:08:54]

So, with TikTok, we built a list and then the whole strategy is kind of like a funnel. So, TikTok is top of funnel and then you've got the middle ground, which is the emails. And then obviously,



at the bottom of the funnel was the sale. So, we want to build up that list so that we own the customer so whether we launch on Amazon in a month, we have that.

Damien Law [00:09:17]

We can send an email, people can go there. Eventually we want to be in retail. All we have to do is send an email. Hey guys, we're in Whole Foods. So, yeah, we want to ... The reason I think email is so powerful, especially for us, is, A, we get to document and build in public about what we're doing, so we get to share why we decided to create the brand, why we decided to create the product, what we're currently up to, and just really build a deeper connection with the people reading our emails.

Damien Law [00:09:48]

And I think that's it, especially in today's day and age, that's all that matters is connection and ... Because when someone's emotionally invested in your brand, they're ... Sorry, they're emotionally invested in your journey, they're emotionally invested in your brand. So, that's kind of how we approach everything.

Ryan Moran [00:10:04]

Yeah. And when you say that, you mean in the way that you are talking about the brand and sort of peeling back the curtain and just showing all the highs and lows and the mistakes and everything going on in the business, that's how you're creating connection. Is that what you mean?

Damien Law [00:10:20]

Yeah, exactly. So, leading with value, whether ... Whoever's watching this, whether that's in the form of entertainment, education, just kind of sharing the highs and lows of what's going on. And then the sale is, I think, it's a by-product of that because when people is bought in truly, even if you don't intentionally ask for the sale, people want to support you. If you reverse that and you ask for the sale first, no one wants to get sold to.

Ryan Moran [00:10:49]

So, Damien, we need to highlight something you said here. You said leading with value, but you sell freaking cookies. So, there's so much to unpack there about what the heck is actually happening. So, to illustrate this, can you share what some of the most viral videos that you posted were on TikTok? Because that's where a lot of your exposure and your lead flow is coming from. So, what were your most viral videos on TikTok?

Damien Law [00:11:16]



Basically two categories. A, founder story. So, the first video that went viral for me was why I dropped out of college to start a cookie company. And then B is recently, I just decided to experiment with sampling videos, so I was in LA three weeks ago and I would walk around Venice Beach with a tray full of samples, and I would just ask people, Hey, we're launching your company. Do you want to try some samples?

Damien Law [00:11:43]

So those two categories work really well. But I think majority of the real deep connection is the founder story and sharing why you decided to start the business and how it's going to help the person watching, you know what I mean?

Ryan Moran [00:12:00]

Yeah. So, if I remember correctly, you told the story about why you started selling cookies, nighttime snacking cookies, because you always would get the munchies and they would interrupt your sleep and you decided, Hey, let's do this a little bit differently, and that video took off and built a decent percentage of your list. Is that right?

Damien Law [00:12:20]

Yeah. Yeah, exactly.

Ryan Moran [00:12:22]

Yeah. So, what did you do to bridge the gap between someone seeing your content and then buying on launch day? Because followers does not equal sales per se. So, what was your process in the in between of somebody seeing a video on TikTok to becoming a buyer of your cookies?

Damien Law [00:12:40]

Yeah. Which is why emails are so important, right? Because TikTok is at top of funnel, it's awareness. And where you really build and nurture your list is in the emails part. So ... Sorry, what was the question?

Ryan Moran [00:12:55]

How did you bridge the gap between people seeing your content and becoming a buyer?

Damien Law [00:12:59]

Yeah, so I had a ... In the beginning I had a link in bio, so all that link was to was a simple landing page with a headline and a sub-headline kind of explaining this is the product, this is



why it's different, and these are the features, sign up if you want to be the first to know it. That was all it was, there was no fancy user experience stuff.

Damien Law [00:13:20]

It was just a very simple page I built on Leadpages. So, in the beginning, once I had that viral video, people would click through to my profile and they would see that link and above the link would be a text that just says join the waitlist. And then people would click that link, submit their email, and then the hard part I think is how you really nurture that list. That's most important.

Damien Law [00:13:42]

You can get all these email subscribers, all these followers, but at the end of the day, if they're not fully bought in, they won't convert when you make the sale. Right? So, top of funnel, content. And then the email piece, all I did was basically the same thing I did on TikTok, but in just text.

Damien Law [00:14:00]

So, just sharing, this is ... We're three months or we're three weeks delayed, guys. Feeling super anxious and nervous about everything. Or this is the first review we got. So, just basically read the book, guys, read the book. It's basically what everything you talked about.

Ryan Moran [00:14:17]

Are you talking about my book? Is that what you're talking about?

Damien Law [00:14:20]

Yeah. Your book.

Ryan Moran [00:14:21]

Okay. Thank you for the endorsement, Damien. So, you were once in a while sending out emails about company ...

Damien Law [00:14:28]

Once a week. Once a week.

Ryan Moran [00:14:31]

Perfect. So, you were literally following the playbook exactly, which is you're building up the launch list, you're sending a weekly email about what's going on in the company, that's



warming up the audience. So, you go to launch, right? It's launch day. You're nervous as heck. Tell me the story about launch day.

Damien Law [00:14:49]

Yeah. So, week before, we decided to go for the pre-order launch. We kind of hyped it up. So, have you read the book *Launch* by ...

Ryan Moran [00:15:00]

I'm familiar with it. Jeff Walker.

Damien Law [00:15:01]

Yeah, yeah. So, I basically kind of followed that outline. There's, what, scarcity and a time limit, I think, that I kind of instilled from the beginning. So, we said that the first thousand people or first thousand units sold will get their orders a month and a half before everyone else does.

Damien Law [00:15:22]

So, the week leading up before that, we started hyping it up. Three days, two days, one day, tomorrow. So, the day ... This is a funny story. The day before we actually launched, everything I did to our website didn't save, so I literally stayed up from 12 until 5:30 in the morning just trying to fix everything, make sure the emails are good.

Damien Law [00:15:44]

But the funny thing is, you're tired, but you're not tired because you're just so excited about what's about to happen. So, we sent out an email at 9:00 AM. The website was password protected, right? So, people were on their emails at 9:00 AM to get the password to the website.

Damien Law [00:16:04]

So, it was the password and the scarcity that I think really drove people to take action on day one. So, people were in their inbox at 9:00 AM with the password to the site, and then, yeah, it was just ... It was an amazing feeling. I called you or you called me.

Ryan Moran [00:16:23]

I called you. Yeah. What did the results end up being like?

Damien Law [00:16:27]

Yeah. So, we sold 700 units on day one, and then ... Maybe it was 600 and then 100, I forget. But it was 700 within two days, right? And then from end of January to now, it was 1300.



Ryan Moran [00:16:47]

Okay. So, let's talk about that. I mean, that's a hella impressive launch, 600 or 700 units within a couple of days, whatever it was on your first product with no ad spend, you're just making a couple TikTok videos documenting the process. This is fantastic progress on ...

Damien Law [00:17:06]

Just a couple Tikkie Tokkies.

Ryan Moran [00:17:08]

Yes. And in a market like cookies. It's amazing. But obviously, that momentum doesn't continue forever. You go through a period in which there is a dip and it feels like nothing's happening again. So, first of all, how did you manage that? And second of all, how have you ... You've kept sales going consistently, even if they're not 600 a day. So, tell me about what has happened post-launch.

Damien Law [00:17:37]

It's the hardest thing in the world, I'd say, when you feel like nothing's happening, because basically with anything you do, starting a business or creating content on TikTok, you go through these cycles of up and down and up and down, right? You'll have one thing that really hits and then you're on an upward trend, and then it goes down and then nothing's going to happen, and then you're going to go ... You're going to have that hit.

Damien Law [00:18:00]

So, I think the most I've learned about myself and building the brand has been during those times when nothing is happening, because you really got to remind yourself why you're doing this and what this is all for. And I think for me during those times, I just try to do one thing that really moves the needle, figure out what really moves the needle and just keep pounding, just keep pounding on it.

Damien Law [00:18:29]

And for me, that was making videos because that's what got all our sales and conversions from. So, it's really navigating those tough times that make the upward times worth it, so. And it's been hard, and I'd say, if anyone ... You will go through this, there's no doubt. And the best thing you can do, I think, is surround yourself with people that are on the same journey as you, which is why I think having a community of like-minded people is so important, just to talk about things.



Damien Law [00:18:59]

Have someone around close to you that you can share things with and just talk about your day. I think that's super, super underrated and has helped me navigate a lot of the tough emotions you get from being an entrepreneur.

Ryan Moran [00:19:14]

Oh, I can relate. We love to think that we can operate in a silo as an entrepreneur and no, we cannot. So, what is the ... When you don't have that buzz post launch, how do you maintain the sales to be able to sell through that inventory? Because you are ... You're bankrolling this thing, you're bootstrapping this thing.

Ryan Moran [00:19:38]

You've got to sell those units and you're halfway through, which is great, but you've got another order coming in, right? And you got it all on the line. So, what are you doing to maintain that momentum after you have a killer launch and now reality has set in?

Damien Law [00:19:52]

I document it. So, for the first ... I still do that now, but especially post-launch, I ... So, what I did was I had this whiteboard and then I would write how many units we've sold, take a picture of it, get my girlfriend to take a picture of myself holding it, send it to the email list. So, that was one way we kind of ...

Damien Law [00:20:13]

Because people like seeing momentum, right? I don't know who said this, but I heard it somewhere. It was like, if you're driving and you see someone stuck on the side of the road, you wouldn't get out and help them. But if you see someone actively pushing the car up the hill, you would get out and help him.

Ryan Moran [00:20:31]

That's a good analogy.

Damien Law [00:20:31]

Yeah. And so, I think just back to the documenting part, when you show people, oh, this kid is actually doing something, then people are more willing to support. And then we also did that on the TikTok side where we shared how many units we've sold. So, today is day 66 of me trying to sell through 4000 units. Today we sold X amount. We still have this much. And yeah, we've gotten quite a few sales from that too and it goes back to the point of people want to see people doing cool shit.



Ryan Moran [00:21:09]

And I also know that people have reached out to you and tried to open up doors for you, right? Our mutual friend, Bill, put you in touch with a co-packer. I'm sure that some people have reached out to you and offered to help in interesting ways. Can you tell us some of the stories of that?

Damien Law [00:21:23]

Yeah. Bill is a legend. He hooked me up with a co-packer. So, I think it goes ... It also goes back to building the network of people who can lift you up, and a great place for that for anyone watching is LinkedIn. I started sharing my journey on LinkedIn November, and I've met crazy amounts of cool people, investors, retailers, people in the same food and beverage space that can help me find packaging materials. So, it just goes back to the same thing of building in public. So, all I do ...

Ryan Moran [00:22:00]

But tell me some stories. Who has opened up their network or opportunities for you? Who have ... What types of people have opened up opportunities for you as a result of you documenting the process?

Damien Law [00:22:09]

I'll give you an example from recently. So, I was in LA three weeks ago to visit our manufacturer and the whole point was to get some content, ship out the first couple batch. So, I didn't have a place to ship things out of, so all I did was make a simple post on LinkedIn. Hey guys, I'm in LA, does anyone have a space I can borrow for three days?

Damien Law [00:22:30]

And then this couple that owns a marketing agency hit me back and let me borrow their two-door garage, helped me, shipped out all the orders. So, that's one of the examples of just ... But that was everything leading up to that, right? Because if I didn't start posting on there, I would have never had that connection.

Damien Law [00:22:47]

So, yeah, that was the most recent one I can think of. And then there was this other guy who hooked me up with a cookie co-packer he's used in the past. I reached out to him. We can lower our margins by 20% ... Increase our margins by 20%. So, it's just the little things that kind of add up.



Ryan Moran [00:23:07]

Yeah. And I mean, I love the analogy of somebody trying to push their car out, you would get out and help them because the reason you're ... That I'm featuring you today is because I see you doing the right things. The reason that I had emailed about you and I've posted about you, the reason I've made you a hero among our community is because I've seen you pushing the car, right?

Ryan Moran [00:23:29]

And there are so many other entrepreneurs who talk about doing it, who think about doing it, and complain about what's not working rather than getting out and trying to push the car, and they're not willing to get out and push the car because they see no one helping them.

Ryan Moran [00:23:43]

But it's going out and actually pushing the car that makes other people want to rally behind you and help them. And as a result, there are people who are literally lined up to buy from you and support you and be a part of this brand's journey.

Damien Law [00:23:59]

Exactly. 100%.

Ryan Moran [00:24:01]

Tell me what the vision looks like and sort of the next chapter because you're still super early, you've had early success, but you're nowhere near where you're going to be or where you want to be. So, what does the next chapter look like?

Damien Law [00:24:14]

Yeah. So, Effin Good Snacks is ... The overall vision is we want to re-imagine your favorite most popular late night junk foods, because late night snacking has a bad rep. Whenever you think about late night snacking, you think about the most unhealthy things like ice cream or cookies or chips.

Damien Law [00:24:32]

And so, we really want to change that narrative by changing all the snacks you know and love into better for you options and with functional ingredients that can help you sleep. So, we're starting off with cookies. We have a couple of flavors that we're trying to ... In the works, but then once we kind of establish that, we're definitely going to come out with different products in different categories.



Damien Law [00:24:56]

And so, we're going to be launching on Amazon, the first skew right here. And then the future plans are going to be obviously, I think, especially for food and beverage, you have to be omni-channel. And so, you have to have your own website, Amazon, and then eventually retail.

Damien Law [00:25:13]

And so, we're going to come out with all these different products. We're going to find which ones are the best selling and then take them to retail eventually. But I think we just want to build a super fun, relatable, young brand and just what Magic Spoon did for cereal, we kind of want to do for late night snacking because if you really ...

Damien Law [00:25:34]

If you think about it, Magic Spoon is ... Yeah, sure, they sell cereal, but they sell nostalgia at the end of the day. And for me at least, late night snacking is a time where it's comforting, it's unwinding. So, whenever someone picks up a pack of these cookies, it's late at night, we kind of want to bring that feeling back to them. And so, that's kind of the overall vision and what we're trying to get after.

Ryan Moran [00:25:59]

Yeah. Just a quick plug for you, by the way. One of the things I like about the cookies is they're super filling and I can eat a whole pack. So, I ate a whole pack late at night, I don't feel bad. It's 200 some calories and I'm good, right? Which I'm a late night snacker, just like you are. So, I've noticed that they're really filling and I only want one and I'm good to go now. Now, Damien, I know ... I noticed, I know that you're bootstrapping this thing. How are you paying for your life while you are waiting for this thing to grow in scale?

Damien Law [00:26:34]

That's a good question. So, right now, I ...

Ryan Moran [00:26:37]

That's why I asked.

Damien Law [00:26:39]

I have three jobs, so that's what's basically paying for my life. I don't take a penny from the business. So, I have these three jobs that support my life and I can pay my bills, be an adult or whatever. And then I run my business on the ... Not the side, but in parallel.

Ryan Moran [00:26:57]



What do you mean you have three jobs? You can't be working full time for three different people, so explain what that means.

Damien Law [00:27:03]

I have three part-time jobs. I have three part-time jobs. So, I work with Travis with the Pineapple Agency ...

Ryan Moran [00:27:09]

So you're doing pay-per-click for clients.

Damien Law [00:27:11]

Yeah. Google ads.

Ryan Moran [00:27:13]

Yeah. Okay.

Damien Law [00:27:13]

And then there's another side gig where I met this guy here locally and he owns a ... He has a community of Amazon sellers. So, he found me online, we connected, and then he offered me a job just basically doing what I'm already doing. I'm just sharing my journey, but to his community. So, I got that going. And then I'm also taking ...

Ryan Moran [00:27:36]

Hold on a second. Somebody hired you to document your own journey as content, is that right?

Damien Law [00:27:42]

Yep. Yep. Best job ever.

Ryan Moran [00:27:44]

I want to pause here. I remember you told me this, but I'd forgotten about it. What's kind of beautiful about this as you started doing it and that opened up an opportunity for you to have a client slash a job, getting paid to do what you were already doing. That's pretty incredible.

Damien Law [00:28:01]

Yeah. It's pretty awesome. And yeah, I just basically take what I'm already doing and then just kind of rinse and repeat. So, that's kind of the side, second side gig I got going on. And then



the third, I have a sales job with Genius Juice. Have you heard of them? They were on Shark Tank.

Ryan Moran [00:28:18]

I don't. I don't know Genius Juice, no.

Damien Law [00:28:19]

Yeah, they were on Shark Tank. They're organic coconut smoothie company, so I just had these three things going on. And yeah, it's just paying for my life.

Ryan Moran [00:28:29]

And what's interesting about this, Damien, is all three of these opportunities will open up new areas for Effin Good Snacks as well.

Damien Law [00:28:38]

All three. All three started because I started documenting everything. The first ...

Ryan Moran [00:28:42]

Yes. Exactly that.

Damien Law [00:28:43]

The first one was I started documenting in The One Percent. That's how I met Travis. Second one, what was it? I forget what it was, but basically the same thing. Third one was LinkedIn. I met the guy when I went to LA. He liked me, so he offered me a job. So, all three of them were since I started Effin Good Snacks.

Ryan Moran [00:29:02]

Yeah. So, so many people want there to be progress before they start, but it was you starting that opened up all these opportunities and this progress that started to get you employment opportunities, started to get you networking opportunities. And most importantly, you're building skills that are going to help you build Effin Good Snacks.

Ryan Moran [00:29:23]

I mean, I don't think this is going to happen, but in a terrible world in which all of this went away next week, you still have three opportunities in an area where you want to be excellent and you'll have the network and the capital and the skill set to be able to launch whatever it is that you want to do next, and you'll be 22 years old and in a position to have whatever business that you want.



Damien Law [00:29:43]

Yep. It's pretty awesome, I'm not going to lie.

Ryan Moran [00:29:46]

What are your ... What does your friends, family, and girlfriend think about all this?

Damien Law [00:29:50]

What does my family and girlfriend think?

Ryan Moran [00:29:51]

Yes.

Damien Law [00:29:52]

I'm really lucky because my girlfriend works in the same space that we're all in. She works for a customer service agency for ecommerce brands. I think finding the right partner, who you guys both have shared goals and values, and then you kind of both walk in parallel. So, I'm really lucky that I have a girlfriend that's super supportive.

Damien Law [00:30:13]

And my family initially wasn't because I dropped out of college to do something that no one in our family has ever done. So obviously I get it. They're worried. But when they saw how committed and focused I am, I think they started to see how much I really want this. And obviously as parents, they started becoming more supportive and giving me advice, all that. So, it really goes back to the car pushing thing too, right? Because they saw that I was pushing the car so they got out and they helped me push, too.

Ryan Moran [00:30:50]

Yeah, I love it. Well, Damien, we are so on board with everything Damien Law. For people who want to follow the journey or give you employment opportunities or buy the cookies, what's the best place for them to get in touch with you and to support you pushing the car?

Damien Law [00:31:05]

Yeah. So, our website is just EffinGoodSnacks.com. You can ... If you have any questions, happy to help. You can just reach out to me on LinkedIn. And then if you want to check us out on TikTok, it's just my name, [DamianLaw123](https://www.tiktok.com/@DamianLaw123).

Ryan Moran [00:31:20]



And the website is effin, like E-F-F-I-N GoodSnacks.com. Damien. We're so proud of you, dude. Congratulations. I know it's early and it feels weird to hear congratulations this early, because it still feels like you're in the grind and I know you are, but you've got \$20 some, maybe \$30 some thousand dollars in sales, 2000 customers, you're selling through your first inventory, you have 20 some thousand people following your work. This is all the stuff that matters to build the foundation of a seven figure business and I'm just all on board. Congratulations, buddy. We're rooting for you.

Damien Law [00:31:56]

We're just getting started.

Ryan Moran [00:31:58]

And I would like to give you an opportunity to just give any parting words to anybody who has been sitting on the sidelines or is in a position that you were a year ago, thinking about what the heck they're going to do. What would you tell them?

Damien Law [00:32:11]

Getting things started is the hardest part, but I think when you really do something you believe in, and it's something you genuinely really want to see in the world, you're going to get it done, so ...

Ryan Moran [00:32:24]

And actually I want to ... I thought we were done with the interview, but I want to dive into this a little bit more because you said at the top of the call that when that switched for you, that's when things started opening up, that you got into this for the money, but then you found the thing that you actually cared about and that changed everything. So, would you comment briefly on that transformation and how that hit for you? When and how did that hit and what changed as a result?

Damien Law [00:32:46]

Yeah, so I started my first company freshman year of college. It was a yoga brand. I don't know anything about yoga. I was just in it for the money. I mean, I know downward dog, but yeah, that's about it. So, I did that for about a year. And during that year, I was just really unhappy.

Damien Law [00:33:06]

We were making decent money for a 19 year old kid, but I was just really unhappy and I didn't know why. I felt like once I got the money, I would be happy, but I wasn't. So, I really ... After the year, I kind of ... I sat down, put out a piece of paper and just really wrote, where do I want



to be in five years? Do I still see myself working on this company or do I see myself doing something else?

Damien Law [00:33:35]

So, when I was brainstorming, so at one point I was just so burnt out. My relationship suffered, I was unhappy, gained a couple pounds. And that was kind of the moment I was like, okay, something's got to switch. And so, I knew ... I love creating stuff, I love building from the beginning, so I knew I wanted to start a new company.

Damien Law [00:33:56]

And so, when I was in the idea phase, I wrote down three things. It was, A, is this something I see myself doing for the next 5 to 10 years? B, is it a problem that I personally struggle with? And, C, is it a problem that a lot of people have as well? And so, those were the 3 main criteria, so I spent a month just coming up with different ideas, seeing what problems or what annoyed me in my life.

Damien Law [00:34:21]

And just with that long checklist, I went back to those three questions and kind of see, does this ... Do I see myself doing this for five years? No, okay. Cross. So, it just was crossing out, crossing out, crossing out things until eventually, I was late at night snacking, thought of the idea, and when you know, you just know.

Damien Law [00:34:42]

You just have this feeling in your gut that just tells you to kind of do it. And so, I think everyone should start a business that you get that gut feeling about, that you're so excited to do and you genuinely believe it, because when you believe in your idea, the more confidence you build in yourself, and the more confidence you build in yourself, the more you're willing to do it.

Damien Law [00:35:05]

And you really need that relentless hustle, especially in the beginning, and especially during those downward trends because that's what kind of pushes you ... Pushes you forward. And so, if you don't believe in your idea, you're not confident, then you won't do the thing. So, anyone watching this or listening to this, find something that annoys you, first of all. I think that's a very good idea. And then be something you want to see yourself doing for a long time.

Ryan Moran [00:35:34]



And if you identify those things, you'll start pushing the car. If you started pushing the car, other people will get out and help you push, and then you end up pushing a car. Damien, again, so proud of you, dude. Rooting for you. Thanks so much for hanging out with us.

Chris Van Loan [00:35:52]

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

Jared Springer [00:35:56]

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 [00:36:26]

And they focus on teaching their students about building a brand and just teaching business to people. Everything he teaches is stuff that he's done. It's not from theory that you're going to learn something. It's all stuff that he's done. 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 [00:36:49]

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 one year, which is exactly what he teaches.

Jared Springer [00:37:11]

And I was like, holy crap, this stuff works. 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 [00:37:23]

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.



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Ryan Moran [00:37:48]

You can get plugged in at 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. That's Capitalism.com/inc.