



How TikTok Audiences Can Translate To Millions In Sales Transcript

Ryan Moran [00:00:00]

In my opinion, the most predictable way, proven way to have a seven figure business is to build an audience, even a small one, and to launch products, four products, 25 sales a day, \$30 price point, that's a million dollar business, and build a brand that you can scale and sell.

Ryan Moran [00:00:22]

And right now, audiences are being built on TikTok faster than I've ever seen. And I brought on three people who have built successful followings and launched products to them and sold lots of stuff to them onto this call that you are about to see. Now, each one of these three guys has built a big enough following to have a full-time business.

Ryan Moran [00:00:47]

One has 3 million followers. One has 500,000 followers. One only has 20,000 followers, and all three of them are big enough to have a really successful profitable businesses. So, in this call, we did this for our members inside The One Percent where we mentor people to build million dollar businesses.

Ryan Moran [00:01:05]

We talk about how they built their audiences, how they used those audiences to launch products in a really cool way that didn't burn their audience, and what the mindsets were for how they cultivated this audience that wanted to buy from them in the first place. Most importantly, we talk about how to do this in a way that feels effortless, in a way that doesn't feel like it's a constant grind, because I know one of the things that holds people back from creating content on any platform is feeling like you don't have something to say, or you don't want to dance in front of the screen.

Ryan Moran [00:01:35]

None of these guys did that, and yet they built profitable audiences that allowed them to have product launches that were profitable, that helped them build full-time businesses on their following. And one of them did it in three months. One of them built the audience in three months, launched the business, now is a full-time entrepreneur as a result of three months of building an audience.

Ryan Moran [00:01:58]



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— B E T H E C H A N G E —

I'm here to tell you, this stuff works. I'm here to tell you that building an audience and launching stuff to them is a really great way to build a business and it's the foundation of everything that we teach at Capitalism.com, and it is the path through which we mentor people inside of our community, The One Percent, which is where this call is taken from.

Ryan Moran [00:02:17]

Now, you're going to get all the content that they shared inside of this call. The most valuable piece of this is when we dive deep on the one-on-ones. After we record the content, we go one-on-one with Q and A and we figure out what they're struggling with. We bring this board of advisors to help them clear their bottlenecks and build a million dollar business.

Ryan Moran [00:02:34]

That is not in this call. It is reserved only for the live calls inside The One Percent, but you're going to see all the content of how these three guys built this following, built their followings, and built successful, profitable businesses as a result. And whenever you are ready to say, all right, fine, I'm in, let's do this, please get off the sidelines and come join us inside The One Percent.

Ryan Moran [00:02:54]

We got this, we do this, this is what we help people do, build million dollar businesses and do it fast using strategies like the ones that you're going to hear about in this video. So, whenever you're ready, come join us at Capitalism.com/1, and now let's go learn how to build audiences using TikTok.

Ryan Moran [00:03:12]

Today, we're going to throw some gasoline on the fire. We're going to throw some gasoline on the fire by talking about the fastest growing platform in the world right now, which is TikTok. I just went and did a very quick 60 second TikTok right before this call, and we've structured this very intentionally where we have a couple of people who have really big audiences who have ... Can tell you how to get tons and tons of traffic on there for free.

Ryan Moran [00:03:35]

And we've got someone on there who just used the platform to have a profitable launch, had a small audience, but still sold over a thousand units with this small audience. And then, someone who's got a decent audience and is now using that to document the journey to build that seed audience. So, you're covering the whole thing here and I want you to pay attention here and to see how you can start using this platform to grow your business. So, Chris, Evan, Damian, are you guys ready to party? Give me a thumbs up. Let's go, Chris.



Damien [00:04:07]

Let's go.

Ryan Moran [00:04:09]

Good morning, Damien.

Damien [00:04:10]

What up, man?

Ryan Moran [00:04:12]

There's Evan. Whoa, look at this good looking room in here. Evan will not be here today, but his mustache will be and will be speaking on Evan's behalf. How the hell are you guys?

Damien [00:04:28]

Going good, man. How are you?

Ryan Moran [00:04:30]

I'm doing great. Damien, I want to start with you because you did not have a TikTok presence six months ago at all.

Damien [00:04:42]

December 24th.

Ryan Moran [00:04:44]

December 24th was your first post?

Damien [00:04:46]

Yup. Well, no. Well, it was like my first consistent post. Yeah, business post.

Ryan Moran [00:04:53]

So, I want to skip the in-between and let's just say, okay, December 24th, 2021, we're recording this on May 5th of 2022, so less than six months later. I want to skip the build and I want to go right to the results. So, you, on the other side of posting consistently, you just had a launch, what? When did you take orders? Two months ago?

Damien [00:05:18]

January 27th.



Ryan Moran [00:05:20]

Oh, it was that soon. So, a month after starting consistent posting, you started taking orders.

Damien [00:05:24]

Yeah, so, I was super lucky. The first video I posted hit and that video alone helped us build a 6,000 person waiting list, and I read somewhere where it said ...

Evan [00:05:38]

One video?

Damien [00:05:38]

Yeah, one video. It was insane. And I read somewhere that ...

Ryan Moran [00:05:43]

Well, well, hold on. I just, I got to interject here because it wasn't really one video. There was a little bit more of a complete strategy. You did have a video hit, but there was more of a strategy that ... And we're going to break that down in this, but please continue. Tell us about the results of the sales and the launch and all of that.

Damien [00:06:01]

Yeah. So, that video hit. We had a 6,000 person waiting list. And then I read somewhere that the longer you kind of keep people on a waiting list, the less likely they're to convert over a long period of time. So, we had that happen. So, we had the list early January, so I decided to take a pre-order on January 27th.

Damien [00:06:26]

So, a week leading up before January 27th, we kind of hyped it up, had some scarcity. And it was real scarcity, too. So, we said ... So, we did a 20% run first, so that was about a thousand units, and we said that the first thousand people who order will get their order a month and a half before anyone else does. So, that was real. And on day one, we sold about 800 units, and then ...

Ryan Moran [00:06:56]

You said ... Wait, on day one?

Damien [00:06:58]

Yeah. On day one, on January 27th.



Ryan Moran [00:06:59]
You sold 800 units on day one?

Damien [00:07:02]
Yeah. Well, it was ... Sorry. 700 units. 700 units.

Ryan Moran [00:07:05]
Oh, oh, it was only 700. Okay. I will tether my enthusiasm that you only sold 700 units in 24 hours. I didn't realize it was that many. Was that \$10,000 in sales?

Damien [00:07:20]
It was about \$8 grand.

Ryan Moran [00:07:22]
Okay. \$8 grand in sales within about 24 hours. And what ... That's so freaking great. How are you ... [INAUDIBLE 00:07:29]

Damien [00:07:33]
I don't know. I have now, but know it was one of the craziest things that ever happened. So, the night before we launched the pre-orders, I stayed up until 5:00 AM because our website ... Everything I did before didn't save. So, from midnight to 5:00 AM, I had to redo everything. So, I woke up ... So we launched at 9:00 AM. I remember that. And then I woke up at 8:59. And then right when I woke up, my phone just started buzzing like crazy. [INAUDIBLE 00:08:09] It's the best feeling ever.

Ryan Moran [00:08:10]
And these were your first sales, right? I mean, you don't have reviews, you don't have a giant audience, you don't have influencers. These are your first sales and you wake up to 700 of them within 24 hours. Let's ... All right. I just need to pause. Any of you who are watching live right now, I need you to tell me if you are awake in the chat. Just ... Here. Just say ... Just ... You can put here or hello or question mark or I'm breathing in the chat because your heart should be doing some of this right now.

Ryan Moran [00:08:48]
700 units and he hadn't posted a piece of content until a month prior. A month prior. James is breathing. Mark is breathing. Tony's breathing. All right. Now, Damien, let's fast forward to the end. What have you done in total sales since this launch? Because you did ... You had 4,000



units that you ordered. That was pretty much everything that you had financially. So, what's happened?

Damien [00:09:21]

It was a lot of money, man. It was a lot of money. So, fast forward to now, we've sold about 2000 units.

Ryan Moran [00:09:27]

2000 units.

Damien [00:09:28]

Yeah. Our first order was 4,000, 4,100, so just about half. And our ... The rest of our production run is starting in a week, so.

Ryan Moran [00:09:41]

Yeah, that's amazing. And by the way, Damien, you've done a fucking amazing job with the product.

Damien [00:09:48]

Thanks, man.

Ryan Moran [00:09:49]

So, Damien sells what are essentially sugar-free cookies. He's got them right here. So, they are ... They're chocolate chip cookies that taste like Chips Ahoy, but they have, I think, one gram of sugar ...

Damien [00:10:03]

One gram of sugar.

Ryan Moran [00:10:04]

... In the whole thing. And they're delicious. My kids love them. I ordered four boxes and I'm already more than halfway through them. I got them a month ago. We tore through them. Which, by the way, they make a ridiculous cereal if you break them up and put milk on them.

Damien [00:10:24]

You should try a cookies ... An ice cream sandwich. Those are bomb.

Ryan Moran [00:10:27]



Oh, snap. So, I would ... Please, please, if you have not bought Damien's cookies, quit kidding around. EffingGoodSnacks.com, go get them, support the guy. He's put his heart and his soul into this. Now, Damien, the strategy that I know you followed was you were essentially documenting the growth of the business.

Ryan Moran [00:10:51]

You weren't saying, here's why these cookies are amazing. You were just showing the incremental steps that you were taking in the business, then you had your link in your bio to get on the waiting list for people to buy cookies. Was that pretty much the overall strategy, or am I missing any nuances in there?

Damien [00:11:10]

You mean in the beginning, or?

Ryan Moran [00:11:13]

Yeah. Yeah. So, you build that 6,000 person list that was ready to buy from you.

Damien [00:11:18]

Yeah. Just basically kind of sharing what I'm doing. So, after I had that first video hit, you need a thousand followers, I think, to have a bio, so all I did was I had a LinkedIn bio that was a landing page, very simple landing page that said, this is what the product is about. One gram sugar. Sign up when we launch. A very simple page.

Damien [00:11:41]

And yeah, just basically shared what I'm doing, answered questions, and then told people, this is when we're going to go live and I did a lot of that in the email side too, just kind of just sharing what's been going on. I have ... I wrote white boards like, oh my God, we have a 6,000 person waiting list. Took a picture, told my girlfriend to take a picture of me, and then attached that photo to emails to kind of keep people in the loop.

Damien [00:12:13]

But yeah, dude, that's basically kind of what I did., And what ... Well, for now ... Because that was the beginning, and then I guess ... Especially when you first post on TikTok, you don't really know what you like to make. So, it really takes a lot of testing new formats and new ideas to really figure out what you like plus what works, so you kind of have ... There's two combos to figure out what you should be posting.

Damien [00:12:39]



And since ... For the past couple of months, I really kind of honed in on what I really like making, which is kind of more storytelling videos. So, what happened in the business and then kind of putting together footage with a voiceover and then kind of talking with a beginning ...

Ryan Moran [00:12:59]

Yeah, I follow. So, Damien, how big is that launch list now of people who raise their hand and say, hey, I want to try the cookies?

Damien [00:13:07]

8,000.

Ryan Moran [00:13:08]

8,000 people in five months, and now ...

Damien [00:13:13]

Six months, six months.

Ryan Moran [00:13:14]

No, January, February, March, April. It's not ... We're not even done with May. Been four and a half months.

Damien [00:13:22]

Oh, yeah. You're right, you're right.

Ryan Moran [00:13:23]

Yeah. Yeah, yeah, yeah. I know numbers are hard. So, Damien, how much ad spend have you spent to build that list of 8,000 people?

Damien [00:13:36]

\$0.

Ryan Moran [00:13:40]

\$0.

Damien [00:13:42]

\$0.

Ryan Moran [00:13:43]



Friends, I am harboring on this point and I brag about Damien all the time because the shit just works.

Evan [00:13:49]

He does. It gets kind of annoying.

Ryan Moran [00:13:50]

It just works, okay? I'm going to take a second and I want to brag on Mark Cuda, who is watching on the live right now. Mark Cuda, who has never sold a physical product before, had no audience, just grinded his way into having a small little audience, opened up DMs with a few influencers, followed the plan, just launched and within the first week had \$20,000 in sales on a product that every single one of you would say, oh, there's too much competition.

Ryan Moran [00:14:34]

There's too much competition, I can't break into that. \$20,000 in sales. Doesn't even have the product at a fulfillment house yet. He and his wife are packing boxes, working day and night to ship them out. My friends, if you are not on this train, it's leaving the station. Hop on. This is happening, guys. It's happening right now.

Ryan Moran [00:15:02]

But I've missed the boat, but it's too late, but it's too competitive, but inflation, but Joe Biden, but Ryan's white privilege. It's happening, guys. It's moving. Let's go. All right. I want to skip over to Chris, because Chris, you're sort of at the other end of things. You are a by the book influencer.

Chris [00:15:26]

I became that. Yeah. I don't like to call myself that, but I became that.

Ryan Moran [00:15:31]

No one does, but, what, you have, I think 3 million followers on TikTok. Is that right?

Chris [00:15:36]

I think 2 million on TikTok, 500,000 on Instagram, about a million on Facebook. And I only had 10,000 when I first started, which is a year and a half to two years ago.

Ryan Moran [00:15:47]

Okay. So, you've built a ... Over 2 million people in a year and a half. That is indeed nuts. So, you have more reach than most news stations at this point. In a year and a half. Not bad, Chris.



Now, if I ... The last time we talked, you did not have a physical product. You were monetizing in other ways. Is that still the case?

Chris [00:16:10]

Yeah. I'm still actually thinking of a product to launch. So, during ... Since our conversation, what I did was I did launch my shirt, and I did sell about \$30,000 worth of shirts, not units.

Yeah. About \$30,000 plus and we sell, I don't know, a couple of thousand worth every week, but I only did that to figure out ...

Chris [00:16:32]

While I'm figuring that out, I'm just trying to build the audience, trust. If there's missing shipment, we're just sending them a new one. We're just building a customer service, right? Because I honestly don't care about the revenue right now. I care about building the brand and building that connection. So, when I do launch ...

Ryan Moran [00:16:48]

If you ever need help coming up with that physical product idea, I know a guy or two that can help, but Chris, what I want to talk to you about specifically is, Damien started from the beginning building an audience specifically for his business. You did not. You were just building an audience. So, what did you do to build such a responsive large audience in such a short amount of time? Can you walk us through your mindset as you started this whole ...

Chris [00:17:17]

So, to kind of go a little deep, so when the pandemic hit, I actually thought ... Okay, I'm a chef. I have two restaurants, one with my family, one on my own. So, I used to do marketing, Instagram marketing for the restaurant, and I doubled my parents' restaurant by seven figures in four years by just doing ... With only three to four thousand followers on Instagram.

Chris [00:17:40]

But I knew it was that important to connect, reply back to every comment, post a food picture. Hey, we have drink special today. Hey, we have barbecue special today. So, I always knew that. But when I opened up my own restaurant, I never got to shoot content.

Chris [00:17:55]

I outsourced to people who were like, hey, I'll grow your Instagram, I'm the best photographer, I'll do all of this. And then I had to be the chef, the manager, the dishwasher and everything, so I stopped marketing ...



Ryan Moran [00:18:05]
You were the entrepreneur.

Chris [00:18:07]
Yeah, and I didn't know that I was good at marketing and when people ... When I outsourced it, they never were. So, I made a promise to myself that if I ever get a chance to time, I'm going to make content. And when pandemic hit, I gave all my schedule out to all my crew and I had so much time left in my hand and I was like, all right ...

Chris [00:18:26]
All right, bro, right? This is the time. So, I had no excuse to create content, but so the mindset was, I just decided to start creating content. People were stuck at home. Anxiety, depression, scared to go to the market, and I just started making content.

Chris [00:18:43]
I start catering for my audience. They're like, oh my God, I don't have those ingredients. All right, let's cook with the ingredients you have at home. Most people had some rice at home, some soy sauce at home, even ramen or dumpling at home, or leftover dumplings. So, I'm like, yo, let's make dumpling fried rice. Let's make ramen fried rice.

Ryan Moran [00:19:00]
So, this is the very beginning of the pandemic, right? And you got time, other people have time, and you're like, rice, soy sauce, chicken dumplings. Let's go.

Chris [00:19:11]
Making recipes with the ingredients they have. So, basically I'm going into their kitchen, and what kind of ingredients do you have? And I just cook with there instead of going to the market, right? And the people were telling me, hey, I'm going through so much. I'm anxious. I'm going through depression. Your video made me laugh. And I'm like, oh shit, I'm funny?

Chris [00:19:31]
So, I started making my videos even more funny, too, because I'm like, it was meaningful, right? And I'm like, damn, I can't believe I made someone laugh. I can't believe they're going through this and I'm helping them. But also my mindset was I might not survive the pandemic, my restaurant might close, or I felt like, oh shit, I might die. And it sounds weird that we say this ...

Ryan Moran [00:19:52]



We all [INAUDIBLE 00:19:52]

Chris [00:19:52]

But we really felt like we're going to die. Right? We felt like our business wasn't going to survive, too.

Ryan Moran [00:19:56]

Except for Evan, because Evan lives in the middle of nowhere so he has ... There's seven people in his city. He was fine. The rest of us, we were afraid for our life.

Chris [00:20:07]

It was bad. Yeah.

Ryan Moran [00:20:10]

So, you started just making everyday cooking videos and it took off. You had decent timing, you enjoyed what you were creating, and you were very active in the community and you knew based on previous experience that if you jump in and build a community by replying to every comment and creating connection and relationships there, that good things will happen. Is that a fair summary?

Chris [00:20:33]

Yes, but to be honest with you, my mindset was my restaurant might close, I might die, let's leave everything behind. And my thing was, in 15 to 20 years for now, if my son ever asked me what I did in the pandemic, I wanted to tell him I gave my all right. And it was that deep. I was like, oh my God, let's give all the recipe. Let's not shy away from sharing it.

Chris [00:20:55]

I left everything behind there, and then I never thought I'll be exactly where I'm at. I never knew I'd get paid this much, I would grow this big. So, I tell people, people can't compete with that. You can't compete when someone's thinking, I want a hundred thousand followers, I want to make millions, I came to die right here to give all and not leave a legacy, but tell my son 20 years from now, hey, I didn't slack off, I really tried my best even if I had to close my restaurant, and I didn't, you know? So it goes that deep. What is your big why?

Ryan Moran [00:21:28]

What happened to the restaurant when things reopened as a result of you having this audience?



Chris [00:21:33]

The restaurant did well, but to be honest, I'm not targeting all the traffic to the restaurant too much, even though so many people are traveling to the restaurant because that's another whole business to keep growing and take care of. It's almost like I'm afraid.

Chris [00:21:46]

Every time I shoot out a post, people just rush up. Where's Chef, man? I thought he was here. So, I'm just balancing it, so I'm not ... I like to keep the traffic online more because it's two different businesses we're kind of juggling with, you know? But, yeah.

Ryan Moran [00:22:00]

Yeah, I totally get it. So, your mindset going in was, I'm just going to leave it all on the court. I'm going to give everything I have. I don't care what happens. I'm just going to give to people. I'm going to make them smile. I want to leave ... Legacy might be too strong of a word, but I'm going to do my best to leave a dent. I'm going to get involved in people's lives and their comments and I'm just going to give.

Chris [00:22:21]

Yeah, that's it, and ...

Ryan Moran [00:22:23]

Does this sound familiar, ladies and gentlemen? Does any of this ring any ... Oh, this sounds familiar. Ding, ding, ding, ding, ding. I'm going to document the process. I'm going to respond to comments. I'm going to give my all to people and some good things will happen.

Ryan Moran [00:22:37]

This is audience building, what I've been preaching in your ears every day for the last five years. And lo and behold, it still works. It just so happens that there is a platform now that is rewarding that at scale, and it's called TikTok.

Chris [00:22:53]

Can I just one more thing on top? So, I think Damien said it, I wrote it down. He said, find out what you like. He figured out he likes storytelling, but also when you're finding what you like, you got to find out what works, right? So, Damien figured out a formula that worked for him.

Chris [00:23:09]

I started TikTok because when I first really started TikTok, I started it about half ... A year and a half, two years ago. When I started, I meant to do motivational video, you know? And then it



never popped off because I didn't want to make super aggressive motivational video on Instagram because my family and friends are there, so I went on TikTok to try it out.

Chris [00:23:29]

But that motivation, inspiration video never popped off, right? But people just really like seeing me cook, so I just gave the audience what they want. I'm still going to do inspiration, motivational later, but I grew my brand so much. I get about a hundred thousand views on my IG story, right?

Chris [00:23:45]

I tell people, do ... I still get a hundred thousand views if I want to talk about motivation, inspiration. I don't got to kill the brain by being selfish and being like, nah, I'm going to talk about what I want to talk about. Sometimes you got to realize what the world loves you for, you know?

Chris [00:24:00]

But you don't always have to, but for me, I'm trying to ... People are telling me, this is what they want to watch from me, and I'm giving them more of it. And later, I'll do the whole motivation, inspiration thing, you know? That's the goal, but right now I'm just trying to grow it. So, find out what you love so you can do it every day, or it's going to be a hard task every day.

Ryan Moran [00:24:19]

Whenever you're ready to start that motivational podcast, you give us a call and we can publish it on Capitalism.com.

Chris [00:24:25]

I get to do it right here. Thank you.

Ryan Moran [00:24:26]

That's right. So, let's combine these two strategies so far so that those of you who are building businesses can see where this overlaps. So, Chris is talking about on the traffic side, first of all, he has a person and an intent. That person at the time was stuck at home, he's looking at what's in their kitchen, how can I help them?

Ryan Moran [00:24:45]

He goes all in on that person and builds a community on TikTok. Just leaves it all on the court there, audience building 101, give them what they want, be involved in the interactions. Don't



think about the hundred thousand people who aren't following you, you think about the six that actually give a crap that are commenting and liking.

Ryan Moran [00:25:03]

That's where it starts. And then Damien is using that strategically to build a launch list. All he has is a link in bio to get first in line to be able to buy the cookies. Those two things combined, consistently giving to the community, documenting whatever you're doing. Chris ... For Chris, it's cooking. For Damien, it was the building of the business.

Ryan Moran [00:25:28]

That documenting builds the story and the bond that people who are watching have with you and then they're signing up for the launch list. Damien goes and has a stellar launch. Chris is building restaurants and building a personal brand. Now let's talk about Evan because Evan has been doing a hybrid of this for a little bit of time.

Ryan Moran [00:25:49]

Evan, you built the audience for another business, and now you're sort of going back and warming that audience up for a business that at first you were like, I don't think this has anything to do with my TikTok following. So, walk us through what your current audience is and how that built the business that you have.

Evan [00:26:10]

Well, the audience I have now is, yeah, millennial males in the US who have a business idea and kind of get stuck with it. They're entrepreneurs, wantrepreneurs, that's the audience I have now on TikTok and Instagram, email and all that stuff, but I started building a business for my ...

Ryan Moran [00:26:32]

Before we [INAUDIBLE 00:26:33]

Evan [00:26:35]

Which one do you want to talk about?

Ryan Moran [00:26:37]

That audience that you built of male business owners, you built that to a pretty decent size. Last I checked, it was over half a million people on TikTok So, how did that come about first? And then I want to talk about how we're using that, the other business.

Evan [00:26:56]



Pandemic. I was with Chris.

Ryan Moran [00:26:58]

Okay, tell us more.

Evan [00:26:59]

Yeah. I was still at the fire department during the pandemic, and so I was still running 911 calls, and I remember, I was out of county. We were refilling helicopters with water to drop water on this big wildfire, and I pulled out my cell phone and I documented what we were doing, documented.

Evan [00:27:17]

And I showed them how to, what we were doing, how it worked and why, and boom, I got attention. And I was like, oh, this is new. This is interesting. I was like, what if I actually started talking about something that I cared about? And so, that's when, I don't know, late 2020, August, I posted my very first business oriented TikTok video.

Evan [00:27:38]

And I was like, I don't even care, dude. I just ... I got to talk about what I want. I don't want to talk about firefighting for the rest of my life. I'm not going to do it forever. What I really want to do is talk about my sport, business. And so, I started doing it.

Ryan Moran [00:27:48]

And I want to give a little bit of insight to people who don't know you. You were a full-time firefighter and the business that you ... The content you started making was not, here's how to start a business. If I remember correctly, it was accounting stuff. Financial ... Here's how to manage your finances in your business. Is that correct?

Evan [00:28:13]

Yeah. I still do a lot of that because that's what my fundamentals are. I had ... When I started my business, I was upside down when it came to taxes and the different types of taxes that you pay and how to set up your business legally. And it gave ... It took a lot of confidence from me. It took away a lot of confidence.

Evan [00:28:28]

And so, I was like, the same thing I did in paramedic school, I was worried about running calls on pediatrics and kids, and I'm like, I'm going to make this my best subject so I'm not afraid



anymore. And so, I did the same thing with business, and I started talking about your S-corp structure and how to start LLCs and stuff, and people cared. It was cool.

Ryan Moran [00:28:47]

Now, I wanted to highlight that because accounting isn't sexy. No one wakes up in the morning and is like, I'm going to make the best accounting video ever, right? But you have someone like Evan who just struggled with this, learned some things, started sharing what he was learning, and some of you might be familiar with ... This is kind of a famous TikTok example of Miss Excel.

Ryan Moran [00:29:15]

Miss Excel is a pretty prominent, you'd say, business influencer, who makes videos all about how to use Excel. She has hundreds of thousands of followers. She has a seven figure business selling Excel templates, so ... But my market is too small, but nobody wants to hear this, but it's too late.

Ryan Moran [00:29:35]

We're talking about accounting videos, and Evan starts to grow a business of people who are paying to have help with that. So, Evan, you start doing business videos, you build a business that is ... Allows you to be full time as a result of you doing this. How big did that audience get, and did you do anything intentionally to make that business pop?

Evan [00:29:59]

The business last year ... Or the whole just TikTok personal brand thing made me about \$250,000 last year in my first year of existence, and a lot of that came from affiliate marketing and brand deals. And so, the audience size, to answer the first part of your question, grew to a little over half a million on TikTok and then sprinkling on the other social media channels that are now growing.

Ryan Moran [00:30:21]

It's amazing. Amazing work.

Evan [00:30:23]

So, one of the formulas that I figured out was, dude, there's a lot. There's of shit out there that people say about TikTok and how to grow on social media. And just like Chris and Damien said, you got to find your spot because every single person, I truly believe, has a voice, a voice on social media and you got to find it, and you kind of got to try a little bit over here and a little bit over here.



Evan [00:30:43]

And for me, it was just educational explainers. I love doing that. Some people like to motivate, some people like to make people laugh, some people like to inspire, but I had a really good time just grabbing my notebook and just drawing shit and making it visual and simple.

Evan [00:31:01]

And I was like, okay, how simple can I make this concept? And that's kind of how I would challenge myself with. And so, that was my formula was, how simple can I make this lesson? And that's what I keep doing with my content and it seems to work.

Ryan Moran [00:31:16]

Yeah. And it's ... I've noticed that that's the content that really hits for you. So, that business, six figure business, congratulations, allowed you to become a full-time entrepreneur, but then you started another business that had nothing to do with this personal brand and it was a physical products brand. Give us ... You were holding it up earlier. Show us that, and then I want to talk about how you're working this into your business.

Evan [00:31:39]

Yeah. So, this product actually started in 2018 and I've been working on the side for a while. It's a wood-burning marker, so if you draw on wood with it and then apply heat, it just burns where you drew. So, my wife and I invented this while I was still at the fire department. So, I'm working on this business for three, four years.

Ryan Moran [00:31:58]

You were fighting fires with your full time, and then you're starting fires on the side. This is a perfect business. You can never have ... Lose your job security when the two businesses serve each other.

Evan [00:32:12]

That is so true.

Ryan Moran [00:32:15]

So, this is a pen that burns wood and you were selling this on Amazon, correct?

Evan [00:32:19]

Yeah. Yup, because that's where we started.



Ryan Moran [00:32:21]

[INAUDIBLE 00:32:21] because I know it's doing well. When did it take off?

Evan [00:32:25]

It started taking off ... Last year was the first year we did over a million in sales. And that was really awesome.

Ryan Moran [00:32:30]

Amazing. Did the creation of content have anything to do with that?

Evan [00:32:37]

Oh yeah. Oh yeah. Definitely. I definitely took of the stuff that I translated from experimenting with my brand and translated it over to Scorch Marker, and it worked.

Ryan Moran [00:32:47]

So, tell us about it.

Evan [00:32:48]

I had been building Scorch Marker before I got good at social media on my own.

Ryan Moran [00:32:53]

Good. All right. So, this is the punchline, everybody. So, this is why we saved you for last, because you are the combination of Chris and Damien. This is where you've got the business going, you've got some audience, and now you're coming back and you're combining that to grow a physical products brand.

Ryan Moran [00:33:12]

So, what of these lessons did you translate over that helped you pass the million and is now helping you cast a vision for something bigger? What did you bring over? What were you like, okay, this worked, and now I'm going to bring this over into this business?

Evan [00:33:27]

I'm trying to think about the most effective thing ... I would say would being able to tell our story on social media. That was probably the most effective. To be able to get in there and set up a camera and know how to start telling a story while doing something to entertain and keep the attention going, that really helped because if you can just keep them there past the first second or two, you have a chance.



Evan [00:33:49]

You have a chance to explain your message and it's that first second or two, sometimes, that's so critical. But I would say that was probably the most significant.

Ryan Moran [00:33:57]

And Evan, are you doing that on the personal brand or did you start another account for the pen?

Evan [00:34:07]

Scorch Marker has its own social media account with, I don't know, maybe a hundred thousand followers or so.

Ryan Moran [00:34:12]

Okay. Only a hundred thousand followers.

Evan [00:34:15]

No, it's spread out. It's a little spread out.

Ryan Moran [00:34:17]

A thousand people who signed up to look at content for my pen.

Evan [00:34:22]

The reason I say that is because followers do not equal sales. I learned this lesson the hard way.

Ryan Moran [00:34:27]

Well, Evan, I know that you've started now to blend your personal brand into the documentation of the pen, and that's fairly recent. It's been in the last couple of months. So, tell us about what you've seen as the result of starting to bring in the business side into the personal brand.

Evan [00:34:46]

So, you were the one that told me to do that, suggested it. You're like, go forth, share, and I'm like, oh, that's a really good idea. I didn't think about that. You know what? The honest truth, you guys, the honest, honest truth was I was embarrassed.

Evan [00:35:01]

I was embarrassed of my own product straight up because I had this idea of what it could be and what it's not and how I can fix it and improve it, and I was afraid to mix because I was



afraid to devalue my ... Somehow. I don't know. It's all up in here, trust me. The product is good. It sells, but that's really why I hesitated.

Evan [00:35:21]

And so, when I heard you say that, go out, , you can talk about this and maybe you will find the people that ... Your whos that you need will come to you, and whether it's for investing or whether it's for helping you make it better, it doesn't matter.

Evan [00:35:33]

And so, once I started to talk about the struggles and the real shit with Scorch Marker, my failures, my challenges, things that I've overcome, it's made creating content easier and it's allowed me to connect a little bit deeper with my fans, and it's cool because I'm one of those people who I really like creating those connections with people.

Evan [00:35:54]

I always encourage my followers to DM me on Instagram so I can send them a video because I'm that type of person. I love video messages. I like making people feel like they're heard because I legitimately listened to them. And so, now I'm kind of morphing those together and it's really helping me take ownership, which is something I like to do. And so, yeah, it's good stuff.

Ryan Moran [00:36:12]

What have you seen happen with the pen business, if anything, as a result of you sharing more on your personal brand? Have there been any tangible results?

Evan [00:36:23]

Yup. Yup. There have been. And I started talking about it, and then now when ... For example, a couple of weeks ago I made a post and I'm like, hey, I need someone to help me find new products. I need help. I need someone. And this is what it's like.

Evan [00:36:39]

And I had tons of people who wanted to come work with me. And so, I got to interview people for weeks. I didn't have to put a job posting on Indeed or anything. I just reached out on social media and I found exactly who I was looking for. I think that's cool.

Ryan Moran [00:36:50]



Yeah. And so, if Evan ever want to do say, all right, I'm going to make a real go at making this a \$25 million a year company and I'm going to need to raise \$4 million to make this happen at a \$10 million valuation, you would have 500,000 people who are familiar with the brand.

Ryan Moran [00:37:12]

There's probably 50 investors on there, would we say? 1/10th of 1% might have capital that they want to put into the business, regardless of what's on your pitch deck, regardless of any junk that's in your head that tells you that you can't are there. Are there 50 people that are like, dude, I want to be a part of this?

Evan [00:37:35]

Sometimes there's people out there that you just, you don't know you need them and your content gives them an opportunity to come find you and get together. I've had that happen a couple of times and it's been awesome.

Ryan Moran [00:37:45]

What I love about what you're sharing is that you never mentioned talking about how great the pen was in your content, right? You never brought up why you should go buy the pen. You talked about the building of the business. You talked about the struggle points. You talked about the things that you weren't sure about and that built the connection with the audience. Now, I want to ask a question just overall to the three of you, in regards to TikTok specifically, is it too late?

Damien [00:38:23]

Absolutely not. I think it's still early, honestly. I mean, I met a guy two days ago ... So, I have 26 something thousand followers. I met a guy two weeks ago. He had 200 followers. He makes these protein candies, so we just got connected. One video hit and he's at 47,000 followers. Yeah, it's insane. So, I think there's so much tailwind and runway with the platform and if you just get started now, you're still so early.

Ryan Moran [00:38:58]

Yeah. I started posting consistently 45 to 60 days ago. I'm at 21,000, and I still think I suck at it. I suck at TikTok right now, but I've just been belligerently consistent and a few have hit, a few have done well. Chris, what about you? I mean, you started during the pandemic. Perfect timing. Is it ... What about those who are starting now?

Chris [00:39:27]



I thought it would be, but no. I mean, if you feel like TikTok is too late, there's still YouTube Shorts that's new. There's Facebook reel that's popped in. So, my Facebook, I just gained 150,000 following on Facebook reel as well, too. So, if you want to be the first person to adapt to it, go to YouTube Shorts, go to Facebook reel. No one's doing it, right?

Chris [00:39:49]

But other than that, I just think, I mean, maybe it's even easier, right? Because Ryan, I know you see Alex Hormozi and other people are doing it. People have the blueprint out there for you. When we started, we had to create the whole blueprint, right?

Chris [00:40:03]

So, now there's 50 different types of people who made it happen, so you could even see what works for them and make it to your style. So, to me, in that sense, it could be even easier, but just be you. I think no one could compete when you're being you. Damien wins because Damien is Damien. Evan's Evan because Evan, and Ryan's Ryan.

Chris [00:40:22]

I feel like when you're you, it doesn't matter the timing or anything. I think they just want to hear from you and no one can compete with that. Millions of people can't be you. I don't care how better looking you are, better business person you are, better chef you are, you're not Chris Cho, and that's what I stand out for, you know?

Ryan Moran [00:40:39]

Yeah, I cannot compete with Chris at being Chris. I just ... I absolutely cannot. So, this is good timing. I actually hired a consultant, a TikTok consultant, someone that I follow that ... It's not really a TikTok consultant. He was more like a content ... Finding you and bringing that out into your content, but his specialty is TikTok.

Ryan Moran [00:41:05]

And I spoke with him yesterday, and what he helped me see is that our strategy for YouTube, which is longer form, a little bit ... Me talking at a slower pace, it does not necessarily translate directly over to TikTok. TikTok is all about personality and connection and authenticity.

Ryan Moran [00:41:29]

It is all about Chris being Chris, and Damien being Damien, and Evan being Evan, and Ryan being Ryan. It is all about throwing things at the wall and seeing what you can find that feels authentic to you so that you can connect with the audience in a way that is in alignment with who you are.



Ryan Moran [00:41:46]

Whereas YouTube, in terms of the longer form content, is a little bit more polished, a little bit more planned, still you, but a little bit more structured. That is the playbook for YouTube, whereas TikTok is like, we're all on here being ourselves and we can read through inauthenticity real, real fast, which is why you can tell, Evan's style, Evan's tone, Evan's presence is different than mine, different than Damien's, different than Chris.

Ryan Moran [00:42:17]

And we're all doing fine on the platform. I'm getting sales on the platform, Evan's getting sales on the platform, et cetera. Right? So, I'd love to hear from specifically Evan and Chris, because you've been doing this quite a while. How do you find that for yourself?

Ryan Moran [00:42:33]

Both of you mentioned trying different things and throwing things at the wall, but oftentimes new creators will get in their head about over-serving people or overthinking about what other people are going to like rather than doing what I want, but there's this awkward balance of I got to do what's sustainable that I like, but also I got to give the audience what they want. How did you find that sweet spot for yourself?

Evan [00:43:00]

Screw the audience and what they think, Ryan. It doesn't matter. Look, there's something that happens when you start on TikTok, and ... So, let's just say, you're really good at yoga, right? And yoga is your thing and that's what you're doing, so you start filming yourself on TikTok about yoga.

Evan [00:43:15]

And then all of a sudden, it's slow. It's slow moving. You get a few people following in. And then one day, you do a yoga pose with your shirt off and it gets hella likes and you're pumped. And you're like, oh shit, I'm in it for the likes so I'm going to keep taking my shirt off, and I'm going to keep doing yoga.

Evan [00:43:33]

It's a slippery slope. It's a slippery slope, and that happens to so many different content creators who are really good at rollerblading and now all of a sudden they're bikini models, and I'm like, holy shit, you guys, you have to stick with it long enough for your people to find you.

Evan [00:43:45]



You have to. If you're not giving them a chance to find you for who you are, then you're doing them a disservice. You have to give it enough chance. You have to give it a chance. You have to be able to find your voice and really stick with your content until those people who really want to see you for who you are can come out of the woodwork and watch your stuff. Just stick with it. That's my opinion on it, at least.

Ryan Moran [00:44:04]

Well said.

Chris [00:44:05]

So, to jump on top of Evan, I say, people overthink their TikTok. Just shoot content. Content creators need to create content. Let me just slow that down for you. Content creators need to create content. Everybody wants to do everything other than create content, right?

Chris [00:44:22]

But to break it down, I think people post 10 IG stories of their kid, their cat, their cooking, their workout, so many different things, right? But when it comes to TikTok or whatever, they're like, oh man, what should I do? I just tell people to post whatever thing that you're not even thinking of getting views on IG stories to TikTok, and like Evan said, find out what clicks.

Chris [00:44:45]

I worked out with my shirt off. I showed them my pull-up challenge. They don't like that. You know? And I'm like, all right, I'll keep that shit to myself. You know? And when I cook, people are just so into it. I'm like, okay, cooking video gets a million view. Working out gets 50,000 view. Let's not be a dickhead and do what the world wants me to serve them as.

Chris [00:45:05]

Or just listen to the audience more. Another thing what Ryan said was hire people. I just paid somebody \$500 yesterday to come in for an hour and a half, shoot five different kinds of content, which is out of my comfort zone. And this is the same guy I hired about a year and a half ago who taught me how to do TikTok.

Chris [00:45:24]

I just searched Philadelphia on the hashtag. He was one of the top viral guys. I said, hey, how much for an hour for your time? Can I have four sessions? He came to the restaurant and made me do some silly stuff that was out of my comfort zone, right?

Chris [00:45:38]



Yesterday, he shot something, it's like a reverse challenge where you act like you don't know what to expect from what someone's doing, but [INAUDIBLE 00:45:47] instead of splashing something, he was like, splash it on your face. And he's like, instead of chopping the food, chop the ... I don't know, a cutting board.

Chris [00:45:55]

It was just weird and I'm like, that's not me, but sometimes I like to test stuff, too, because I don't want to be the OG and I don't want to be the old dog who doesn't learn the new trick, you know? So, hire people, you know?

Ryan Moran [00:46:08]

All right. So, I want to talk ... First of all, I want to bring this back to all of you who are starting businesses or who are selling products who have heard me say in my book and my podcast, all my content, you don't need that many people. You need a few hundred raving fans to give you a really successful launch.

Ryan Moran [00:46:27]

Mark Cuda, who I brought up earlier, does not have a big audience. He has a few hundred people who are listening. He did a \$20,000 launch in the first seven days. I'm so freaking fired up and proud of this guy, right? That is obviously going to be a seven figure business, because he's doing all the hard work necessary at the early stages.

Ryan Moran [00:46:50]

And so, if you can't prove that you are willing to do this work in the early stages when there's six people listening, what do you think you're going to do when they're 60,000 people listening? What makes you think you're ever going to get to the point that 60,000 people are listening?

Ryan Moran [00:47:06]

And so, for those of you who are early and you're saying, all right, I got my person, I got my product, but I ... Only seven people are giving ... Who care, this is the time to test, to figure things out, to build the habit, to build the systems so that this carries you to a seven figure business, which means you have to be responding to those comments, building those relationships, putting out the consistency if part of your business strategy is to build a responsive audience.

Ryan Moran [00:47:38]



Just know that once it's a few hundred or a few thousand people, that is enough to have a five figure launch a six figure month, a seven figure business. Now, with that in mind, I had to put in that disclaimer there before we go over to tactics and strategy.

Ryan Moran [00:47:58]

So, I wanted to slip that in there. Now I want to talk about, are there things that you are doing in order to increase engagement, things like, are you using hashtags strategically? Have you experimented with the ad platform? What have you done that's outside of just putting out consistent content? Is there anything that comes to mind?

Evan [00:48:20]

Hashtags are done, Ryan.

Ryan Moran [00:48:23]

Hashtags are done.

Damien [00:48:25]

I can think of two on the top of my mind. Replying to video ... Replying to comments with videos work really well for me and going live, especially after you post a video really increases it. So, I'll give you an example. I was in LA three weeks ago to pack orders.

Damien [00:48:43]

So, while I was packing orders, a UPS driver came over to sample the cookies while I was packing. So, I posted that video and then I went live and usually I get about 10-20K views. That video got 300,000 views after I went live, and so I tried it again, the same thing, and it worked again. So, I don't know what it is, but going live just really helps boost the engagement of the videos you post, but yeah.

Evan [00:49:17]

Great.

Ryan Moran [00:49:18]

Evan, would you comment there? You said that you think hashtags are dead and that you agree with going live.

Evan [00:49:23]

I do. Especially if you have a video that's on the for you page at the moment, it really helps. It really helps a ton, but here's the thing about going live, and I figured this out because I've



been testing this tactic the other day. If you can get a whiteboard or have a picture that has text behind you or in front of you when they swipe onto your live, because they have zero context of what you're talking about, who you are, so unless they're visually engaged, they're going to swipe past it.

Evan [00:49:49]

So, have something that they can read or at least understand the context of what you're talking about. I might go live later today and say, ask me any question about an LLC. And then maybe some information on the back to keep people engaged long enough to buy into the context. I think it's a great tactic.

Ryan Moran [00:50:05]

So, basically what you're doing is you're trying to hook them immediately with something visual so they don't have to wait to hear you explain what this video is about. And as a result of doing that, you're actually increasing the engagement on the platform.

Damien [00:50:17]

I did the exact same thing when I was packing orders. I had a sign, a paper sign behind me that said 500 viewers and I'll jump in the pool with all my clothes on, and it worked.

Chris [00:50:31]

So, yesterday I made a video, I just got a hundred thousand subscribers on YouTube so they gave me an award. So, I pulled out the ... The first two second to three second hook is important. So, I did ... Let me show you. So, I said, hey, are you chasing after your dream? Because it took ...

Chris [00:50:47]

And then you just got to catch their attention right away, just like ... You know that it's the YouTube thing. And I talk about what would catch their dream. I'm like, hey, are you chasing after you dream? Some people might say I got lucky, but it took me seven years, actually 320 videos to get this plaque for a hundred thousand subscribers.

Chris [00:51:03]

Boom, I called them, right? Or ... And then I go into the story or ... You don't want to bore people. If I want to make a video of, hey, this is how it got 2 million followers in a year and a half, you catch them like that instead of being like ... Doing a whole bio of yourself.

Chris [00:51:18]



Man, I'm sure Chris Cho. I'm from Philadelphia. I have two restaurants. I've been cooking. It's like, you already lost them. You know? But try to get in their mind. What do they want to learn? Hey, do you want to get a six pack abs? Or hey, have you ... Do you want to lose weight eating cookies all day?

Chris [00:51:37]

Or hey, look at this paper burning. Catch their attention, then go into the ... Not the boring stuff, but the detail, you know? But I always tell people, if you catch people's attention, you might get a million views, but if you put the nuggets ... I mean, if you tell the boring stuff in the front and put the interesting at the end, you might get 50,000 views. The difference is 50,000 to a million just for the hook.

Chris [00:52:02]

And when I make a recipe video, everybody does this now, too, instead of going like, hey guys, this is how you make a steak, I have the finished product as the intro. Hey, this is how you make a juicy steak. Do you get what I'm saying? Have the finished product and show it first. This is how you make a pretzel, you know? Instead of going like, hey, this is the ingredients you need for pretzel, you know? So, just, I think that tip alone is going in right there.

Ryan Moran [00:52:29]

That makes a ton of sense.

Chris [00:52:29]

Two seconds, three seconds.

Ryan Moran [00:52:31]

Have any of you experimented with the TikTok ad platform to boost views, to boost engagement?

Evan [00:52:37]

I experimented at running ads for this, but it was in 2020 and I was a ... I had a difficult time tracking attribution, so I didn't know if it was working.

Ryan Moran [00:52:46]

Okay. I started playing with it a few weeks ago just to build followers, so I would run \$50 to this video and then \$50 to another video and see which cost per follower was the lowest, and I was ... I can get followers for about \$0.10 cents. I will pull that lever all day long.



Ryan Moran [00:53:10]

You find the right video and you can buy 10,000 followers for a thousand dollars, where do I crank the lever? Because I'll keep cranking that all day long. One thing I've noticed I'd love to hear you comment on is I've noticed that TikTok is definitely a discovery play.

Ryan Moran [00:53:30]

People who follow you don't necessarily see all of your content. I noticed that more new people see my content than people who follow me. So, have the three of you experienced the same thing, and what do you make of that? What do you do with that?

Damien [00:53:49]

So, the way I kind of think about it is you have your top of funnel content and your bottom of the funnel content. So, the top of funnel content is you make it with the intent of going viral, where it appeals to a broad audience. So, instead of saying ... What's an example, good example?

Ryan Moran [00:54:10]

Discovery stuff, people that ...

Damien [00:54:12]

Yeah, yeah. So, you want to make it ... What Chris ... Yeah, you want to ... What Chris said. You want to make the hook broad, what everyone ... You can catch a wide kind of audience and once you kind of hook those people in, you want to make the bottom of the funnel videos going deep explaining kind of what you do and just going deep with those people. But for the top of the funnel, you want to go wide. So, it's kind of like a little funnel. That's how [INAUDIBLE 00:54:36] my videos.

Ryan Moran [00:54:35]

And how are you ... Are you just thinking about that content-wise, or are you actually using the platform somehow to enhance the people who find their way through the funnel?

Damien [00:54:46]

Content-wise, content-wise.

Ryan Moran [00:54:47]

Okay. I got you. Chris, do you think about this? Do you think about how you get more engagement or are you just letting the platform do its thing?



Chris [00:54:54]

I shoot for viral videos, but I mean, I hope my video gets a million, right? But if it gets 50 to 300 thousand followers, I'm not mad. My goal is to make the most engaging thing, but if it goes viral, great, but I'm not chasing after the viralness too. I still got to serve the people who are actually my audience who want to see more authentic stuff.

Chris [00:55:15]

So, I hook them with the recipe video, then I show my family, my wife, my newborn, my mom. And another thing that I found out is that people want to hear from an Asian household because Asian food was never popular. They want to hear about how an Asian kid grew up in America, all this Asian hate stuff, or they want to show off their ...

Chris [00:55:36]

So, my funnel just keeps going, and if I could even go down to the bottom of the funnel, it's ... I want to talk about inspiration and motivation and this is my bottom of the funnel. And I'm here. I get invited around here. Yesterday, I did a good thing in New York.

Chris [00:55:50]

It's like, I get to do what I do from the viral, but I try to catch it at the end, but just look at it in the long run. Sometimes you catch it. Sometimes you don't, and just get in when you get it, but don't stress over ... We can't control viral videos. So, just do what you're passionate about.

Ryan Moran [00:56:05]

Evan, what about you? Since you're using TikTok so actively to build multiple businesses, have you noticed that it's a discovery platform and that you have to do something different to get people to become engaged and buyers? How do you think about that?

Evan [00:56:22]

I would agree with ... That TikTok is a discovery platform, for sure. The unique thing about TikTok is it's not like Facebook, where you have your friends and family that already know you. Same with Instagram. You know these people, you know? TikTok serves your content to people that they think will like it, and so you're exposed to a whole new group of people you would have normally never crossed paths with.

Evan [00:56:38]

So, it gets people to discover you in a unique way, but unless you keep putting out content that makes it on the for you page, you're not going to continue to reach those people. And so,



they'll follow your content and then they might not see a video from you for a little while because TikTok wants to keep serving up the most popular one.

Evan [00:56:52]

So, it can bring them in, but you need to figure out how to nurture them and get them somewhere else, and I don't think TikTok is the great ... The best place to have an audience and nurture them on. Get them to figure out who you are, but you got to sneak in a little something, something there.

Evan [00:57:05]

Hey, the full video is on my YouTube channel, or if you want to DM me on Instagram, I'll tell you how to do it. Something like that. And then you've got to bring them into a place where you can really nurture them and eventually get them on your email list so you can own it in case these platforms go belly up.

Chris [00:57:18]

So, I got a perfect example to just conclude this, right? It's like a standup comedy. You have to come in with the best content. Your friends and family is not going to save you, so when you show up, you have to present it like no one knows you, you know? And I feel like you get booed or it goes great. It's like a standup comedy. Don't rely on your friends and family to save you on this one.

Ryan Moran [00:57:44]

Damien, you look like you want to chime in here.

Damien [00:57:46]

Oh, I was just going to say, which is why I think building an email list is so powerful. You own that ... You own that list. People on ... Whenever you post a piece of content on TikTok, they might not see it for a while, but every single time you broadcast an email, if they open it, they'll see it.

Damien [00:58:02]

And you can talk to those people and nurture those people, get them to know, like, and trust you. So, I think using TikTok as kind of like a top of the funnel and then siphoning them off to somewhere where you can own them is kind of the play.

Ryan Moran [00:58:20]



So, everybody tune in here. We're going to button this up beautifully. Inside of the Six Figures Per Month in Six Months training, which is in all of your member's area, my opening video goes through the triangle, the traffic triangle. You need three places.

Ryan Moran [00:58:38]

You need a traffic source, a hopper, and a conversion source. Traffic is discovery. It's where people are finding you. Hopper is engagement, where they are engaging with you and they are being nurtured. And then conversion is where you can hit a button and they can buy.

Ryan Moran [00:58:59]

Most people try to do all three things on one platform. TikTok is the traffic arm of this, period. And then you have to bring them into another place where you can nurture and convert them. In Damien's case, that was an email list. What Evan is saying is that's another content platform. With Chris, that's other content platforms.

Ryan Moran [00:59:24]

You can do conversion and nurturing in the same place. You can make that YouTube or email. Mine is discovery on TikTok, nurturing on podcasts and YouTube, conversion on email. But you have to do all three of those things in order to build a six-figure audience that buys all of your products, that follows you everywhere, that becomes a very profitable business.

Ryan Moran [00:59:51]

Otherwise, you just have an audience or you just have product. You don't have the combination of all three of those things that makes it possible to have a profitable product launch, which is what we are going to be talking about through the next chapter inside The One Percent, is how to stack the deck so that you're taking sales on day one.

Chris Van Loan [01:00:12]

And now a quick word from Dr. Travis Zigler, one of our members from the Capitalism.com community.

Travis Zigler [01:00:18]

I'm Dr. Travis Zigler, and along with my wife, Dr. Jenna Zigler, we started a brand called Eye Love. We had our exit in June of 2021. So, that was a huge milestone for us, both from making us financially free to getting us out of debt, student loan debt that we've had since we became doctors in optometry school.

Travis Zigler [01:00:36]



And when we sold, we were doing close to \$450,000 a month. I started with Capitalism.com back in 2017, 2016, around that time and I joined the Tribe first, which was the equivalent to the Incubator now. The biggest thing, and I think this is the fear that brings us all back, is they're afraid of investing in getting that return on your money.

Travis Zigler [01:01:00]

And so, my fear of investing in myself, I'd never done anything like that up to that point and my wife wasn't there and I joined without consulting her, which was ... I don't recommend doing that, but it was probably one of the best decisions we've ever made because it's just amazing what an investment in yourself with Capitalism.com has done for us.

Travis Zigler [01:01:21]

Nothing changes after an exit or a financially freeing exit or anything like that, but how is our life different from joining Capitalism.com? It's our therapy. Ryan is known as the entrepreneur's therapist for a reason, and it's because when you talk to him, he gets you out of your own head.

Travis Zigler [01:01:42]

But if you join, this is a proven system. I mean, people have gone through this and they've come out the other side better. If you join this and you don't get results, it's up here. It's not ... It has nothing to do with the course. It has nothing to do with the people that are in Capitalism.com. It has to do with you.

Travis Zigler [01:02:04]

You need to look in the mirror because you can get the exact same course as the person sitting right next to you and you guys will both have two different results, and it's all because the mentality that you take into the course. If you go into it ... Or joining the networking or the mastermind.

Travis Zigler [01:02:18]

If you go into it with a negative attitude that this isn't going to work, it's not going to work for you, so don't join it. But if you go in ready to go, it's going to work. It worked for me. It's going to work for you too. It's just, you got to steer or jump over that mental hurdles because believe me, you will hit roadblocks you wouldn't believe both in your personal life and in your business life, and that's what this is here for. It's here to help you get through those.

Ryan Moran [01:02:44]



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— B E T H E C H A N G E —

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.

Ryan Moran [01:02:59]

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. 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.