



## Road To \$100 Million Day 1 On My Journey To A 9-Figure Net Worth Transcript

Ryan Moran [00:00:04]

Hi everyone. I'm Ryan Daniel Moran. Welcome to day one. It's day one of a new journey for me. It's the journey to a \$100 million net worth because I recently entered into a new season of my career and of my business, and I plan to document the entire journey, the entire process from where I am now to a \$100 million net worth.

Ryan Moran [00:00:27]

And my goal is to do it over the next seven years, and to share the entire journey with you along the way. If you're new to my work, I documented my entire journey to build my first million dollar business and then I took that business to almost a \$10 million run rate with my partner, Matthew, and we sold that company back in 2017, and for the last five years, I have been teaching and mentoring entrepreneurs who are starting new businesses and have helped hundreds of new entrepreneurs build seven figure companies.

Ryan Moran [00:00:55]

Many of them had large exits that set them up financially for the rest of their lives. And today is the day that I reacquired my old company. It's called Sheer Strength Labs, and I bought it back from the private equity group that ran it into the ground. After I sold my company, it went through several different owners.

Ryan Moran [00:01:16]

I tried to buy it back at every one of those transactions and the private equity group that held it most recently sold the assets back to myself and my team and it closed today. It closed this afternoon just a few hours ago, and it felt like the right time to start a new journey, to start a new chapter, the chapter to \$100 million.

Ryan Moran [00:01:37]

Now, the journey to \$100 million will include much more than just the business that I sold previously. The company and the vision that I have set out includes more than just one business, and I'll be sharing more about the structure and how all of this is going to work and my plan to build a \$100 million net worth over the next seven years, but it really started with the reacquisition of my old company.

Ryan Moran [00:02:03]



And although I've shared my journey to seven figures and then eight figures, going to nine figures feels different. That vision and that goal requires that I become a different person. It requires that I become a different type of entrepreneur. And this time, in this chapter, I feel like I'm playing with the gloves off.

Ryan Moran [00:02:24]

I don't need the money. I don't need the project. I just want to do it. I genuinely just want to create it. I want to see who I become, and I want to see what gets created with the intent of building a nine figure vision. And today feels like day one. Over the last five years, I've taken what I've known from building companies and selling them because I've had several exits and I've been teaching them to other entrepreneurs.

Ryan Moran [00:02:49]

And it's been a wonderful journey, but I have at some level felt a little bit of imposter syndrome because I sold my company back in 2017. It's been five years since I've had an eight figure company. So, yes, I've done it once and I've helped other people do it too and I've had equity in companies that were eight figure companies, a couple that were even nine figure businesses, but I haven't had one that I started, one that I was documenting along with the audience.

Ryan Moran [00:03:21]

And I've been teaching people to build businesses and to build audiences and to document their journeys, but I haven't had mine that I could really sink my teeth into. That's why this transaction of me buying back my old company feels like the start of a new chapter, because it's something that I can document alongside all of you and share the wins and the losses en route to that \$100 million net worth.

Ryan Moran [00:03:44]

And in setting that goal of \$100 million, I have to think very differently and partner with different people that I'm used to partnering with, which means that I'm going to be learning a ton of stuff along the way. I can build million dollar companies. I know what that looks like. I literally wrote the book about it. It's right there. It's called 12 Months to \$1 Million.

Ryan Moran [00:04:05]

It's a really good book, and hundreds of entrepreneurs ... It sold 150,000 copies and hundreds of people have reached out to me and said that it has inspired them to start their path to seven figures. I know how to do that. I can do it with my eyes closed. I can teach it all day long, and that has been my career for the last five years, teaching other entrepreneurs and investing in those entrepreneurs, mentoring those entrepreneurs.



Ryan Moran [00:04:27]

But the path to \$100 million is going to require that I learn things that I haven't used before, that I haven't implemented before. And that's already happening, I want to share those insights with you along this journey. So, while I can give you the playbook and the routes to a million dollars and it works, I want to also document my growth to the \$100 million.

Ryan Moran [00:04:49]

I want to do more than just teach other people how to have million dollar businesses. I want to be an example of my own work and that it can grow an eight and a nine figure company. And also, I'm really excited to do this in front of everyone, to show that the model that I pioneered still works, that the 12 Months to \$1 Million playbook is still applicable today.

Ryan Moran [00:05:17]

It might even be more effective today. I hear all kinds of excuses from our students and our followers that say, I don't have the time, I don't have the right idea, or I don't know how to build an audience, or I don't know what products to sell. So, to do this again in front of everyone and to show that it still works, and I'm entering into one of the most competitive spaces at a time when the market's changed, when the economy is no longer on fire, and to show that, oh yeah, guys and gals, this still works.

Ryan Moran [00:05:47]

And it works on a broken company that is in shambles and we're going to resurrect that from the ashes and use that as the foundation and the example for everything that I'm going to build en route to a \$100 million business. It will serve as the example that my students can follow and the proof that this model still works.

Ryan Moran [00:06:08]

Alongside this business, I'm building a team. I'm building a company with the intent of having the operations to launch multiple seven and eight figure companies. The route to \$100 million for me looks like an umbrella of companies that I have equity stake in, or that I started alongside my team, and using the core operations that grew one company to grow multiple companies.

Ryan Moran [00:06:36]

So, part of this vision includes partnering with people in my audience. It includes new ideas that I want to bring to the table. It means partnering with influencers and launching brands



around them. It means raising capital from investors. And all of those different pieces requires skills that I'm going to have to learn, things that I'm going to have to freshen up on.

Ryan Moran [00:07:00]

Even today, I was on a call with my old business partner and I was asking him, hey, what's relevant? What strategies still work today? What opportunities are there in these businesses that we can take advantage of, that we can put resources to? So, these are all things that I'm going to have to get freshened up on and I look forward to sharing with you what works and what doesn't work along the way.

Ryan Moran [00:07:23]

So, I hope you will decide to follow along the journey. I tell my followers and readers that it's day one. It's day one for you to get the clarity, the ideas, the launch processes, the products, the partnerships that you need to build a million dollar business. And for me, it's day one of starting this new journey and this new chapter to a \$100 million dollar net worth.

Ryan Moran [00:07:48]

I hope you'll decide to follow along the journey on both the podcast called Capitalism.com and here on YouTube. Just hit the subscribe button. And I look forward to sharing with you all of the things that we're trying and testing and the highs and lows along the way en route to this new goal.

Ryan Moran [00:08:01]

And of course, the goal is just an anchor point to align focus and to decide, what feels meaningful en route to this goal? I've experienced enough wealth to know that once you get that amount, your life can change, but you're still the same person. And I've experienced what it feels like to say, well, this amount of money isn't enough, or this amount of money doesn't feel complete, so I've got to set a much bigger goal in order to feel like I'm important or that I matter, or that I'm good at this.

Ryan Moran [00:08:34]

I've done enough work to know that once you hit the \$100 million, all that stuff is still going to be there. So, the goal of \$100 million is not about the money, although I like the idea of having a \$100 million dollar net worth. It'll be a nice down payment on the baseball team I want to buy some day, but I know, I'm experienced enough, to know that the \$100 million doesn't matter, the \$100 million dollars is the anchor point through which you align to say, what feels fun and meaningful so that this entire journey is exhilarating?



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Ryan Moran [00:09:06]

What do I prioritize that's meaningful enough, that gets me there, that gets me closer to that target? Because getting closer to the target is fun, because entrepreneurship is an experience. It's not just something that you do for the end goal. The end goal serves as your anchor so that you do what is meaningful now. And this starts that journey for me.

Ryan Moran [00:09:30]

And I'm so glad to be sharing all of this with you and I hope you'll decide to follow along the journey. I'm Ryan Daniel Moran, my company is called Capitalism.com, and thank you for watching. I'll see you on the next video. If you've read my book, listen to the podcast, or watch any of my YouTube videos and you're asking yourself, where the heck do I start? Where do I begin my journey to my million dollar business? We got you today.

Ryan Moran [00:09:53]

My team and I just completed a new kickstart class called 5 Days, 7 Figures. This is the best on-ramp class for any of you who are ready to begin your seven figure journey. In this five day class, you're going to choose your ideal market, what products to launch, come up with a plan to get each one of them to 25 sales a day, and you'll know at the end of the class exactly what your business is going to be, how you're going to get it to a million, and exactly what your next steps are to get it off the ground.

Ryan Moran [00:10:28]

It's a five day class, it costs a hundred bucks, and when you're done, a member of my team will get on the phone with you and review your homework directly with you. When you're ready to start, go take the challenge at [Capitalism.com/5](https://Capitalism.com/5). That's the number five. 5 Days, 7 Figures. [Capitalism.com/5](https://Capitalism.com/5).