



How To Build An Audience Of People That Actually Buy Your Stuff Transcript

Ryan Moran [00:00:03]

This is a crash course on how to build an audience of people who actually buy your stuff, which is one of the most important pieces of ensuring that you know you're going to win on day one because you've got people ready to buy your stuff and give you money as soon as you launch.

Hamza [00:00:23]

So, let me give you a background of what I'm doing. So, I'm the founder of [INAUDIBLE 00:00:26] which is a company for people who quit shampoo but aren't happy with the results they're getting, right? So, I'm launching a hairbrush for people with this problem because I've had this problem myself and I've got a product already.

Hamza [00:00:39]

I got the prototype, put deposits on the inventory, and looking good on the inventory side. My issue is coming up on the audience side. So, I have a TikTok going. I have around 5700 followers now, which is a lot. That's some big progress. And I have an email list that I literally launched last night, so I just started collecting emails.

Hamza [00:00:58]

My problem is the in between. So, my question is, I've tried to do a Facebook group from TikTok to Facebook, but a lot of people aren't responding and that's where I'm stuck. How do I know exactly where to go, in which direction I should go? Because I don't want to leave out the hopper, right?

Ryan Moran [00:01:16]

Hamza is in a really strong position because he's at the beginning of an emerging trend. I love to work with brands that are helping people in a transformation that's still early. And remember, my favorite way to help someone in a transformation with your business is to choose people who are on a new journey.

Ryan Moran [00:01:36]

That's people who are starting to lose weight, or they just became parents, or in this case, it's people who are going to a more primal way of living. So, Hamza thinks that his business is about going shampoo-free. That's a product-focused approach. When he focuses on the person and their transformation, it's much more about getting rid of chemicals and restoring natural balance to the body.



Ryan Moran [00:02:01]

When he has that type of a focus, he has many more products that he could sell to the same person, which is a key factor in knowing that you've got a million dollar idea. So, I'm going to invite you to back up the way you think about your brand a hair from just being people who gave up shampoo to ...

Ryan Moran [00:02:25]

I don't know what you would call it, but there's more of a natural ... It's almost the paleo personal care, right? I don't know what you call it. I don't know if this term exists yet, but giving up shampoo is this much of a market, where if you zoom out just a little and it's like ... Do you know what I'm talking about?

Hamza [00:02:49]

I know what you're saying. I know what you mean. So, [INAUDIBLE 00:02:50] I actually made that already. So, I have a lead magnet directing to that. About the idea that you're talking about, that's more of ... That's what I'm trying to get at, which is stripping chemicals, right? The chemicals you put in your body, that whole idea.

Ryan Moran [00:03:07]

This next part of the conversation is very tactical on how to build the audience in a way that sets them up ready to buy. Hamza is experiencing some frustration over the fact that his traffic is not converting onto other platforms, and he's just assuming that if people follow him on one place, they're going to naturally come over to other places.

Ryan Moran [00:03:28]

That's not how you're going to build people that want to buy from you. There's a strategic way to do it in order to get people excited about the brand and the product line that you are selling. And so, listen as I tactically walk Hamza through what he can do in order to build an audience that actually buys his stuff.

Ryan Moran [00:03:48]

So, here's what you would do with this. Now, this broadens your brand where you can talk about household cleaning, you can talk about shampoo, you talk about soap, you talk about toilet paper, you talk about laundry soap, right? You talk about dishwasher soap, you talk about alcohol.

Ryan Moran [00:04:06]



There's all this stuff you can talk about now as a chemical-free brand, as you put it. So, if you're creating content about that and it's going well on TikTok and the next interaction they see is, hey guys, I made this PDF for you that is five products that I would suggest you never keep in your house and what to buy instead.

Ryan Moran [00:04:26]

I don't care if you're going to Whole Foods or Sprouts, do not buy these products, and I've given you five links to small companies that I like to do a really good job to provide alternatives. Just go over to my bio and grab it. If they opt in, the first thing that they're going to see on the thank you page is Hamza saying, hey, I just sent this to your email list, to your email account. Thanks so much for signing up.

Ryan Moran [00:04:50]

By the way, I have a community of people who are getting chemicals out of their life and replacing them with great products and we're constantly talking about the brands we like, the things that we've done, and I've created this 30 day on-boarding process for you to show you different things you can swap out in your life. Create less trash, have fewer chemicals in your product, and have a healthier family.

Ryan Moran [00:05:11]

It's a Facebook group. Just click the link below. It's free. I'm in there. I'm helping people out in there. We're helping each other. Click that and head over in there. Right? And so, that's how ... You're actually building the conversion piece first with the hopper being on the other side of it, but that will build the community and the email list while allowing you to stay aligned with the message you're trying to bring.

Hamza [00:05:33]

Okay, that clears that up. So, are you saying I should broaden out from just not shampoo, it should just be more about free of chemicals, being safe from different things?

Ryan Moran [00:05:45]

Yeah, I said this ... On the challenge last week, I said you want to be specific enough to speak to a person without cutting off market. So, Sheer Strength, my market is dads who are going from dad bod to father figure, but I would never say dads who live in Wyoming who are Christians.

Ryan Moran [00:06:10]



Why is that? Because making it just for Wyoming doesn't benefit that person any more, right? And so, when you say you have a natural living brand for people who've given up shampoo, would that person also buy chemical-free cleaning products? Does that person also want to buy a squatty potty? Does that person also want natural wine, right?

Ryan Moran [00:06:39]

And if so, then don't cut off the market, just call out who they are in a way that is specific enough but general enough to where you're not eliminating people that might be your customers.

Hamza [00:06:55]

Okay, that clears it up a lot.

Justus Murimi [00:06:57]

So, real quick, I think there's something that Ryan is hitting on that ... The question is, who is your person? And I think you're narrowed in on the problem that your product solves and there are people that want that, but I think what Ryan is hitting on is ... I think he has a little bit clearer picture of your person, and so you just need to get clear on who this person is.

Justus Murimi [00:07:23]

And then the other thing is ... And this might be controversial, but Ryan has a gift, and a lot of people in our community have this gift with Facebook groups. And for you right now, you could still, for right now, form community, get sales via email. You can still do that, and then I would say you need to give ...

Justus Murimi [00:07:47]

When you do have the Facebook group, wherever your community lives, give them a name. If there isn't already a name there, you need to give them an identity because they're on a journey and they want to be ... That's where you get serious customer loyalty is when they're like, I'm this. When someone says I'm a biohacker, you know what that comes with.

Justus Murimi [00:08:07]

And so, you have these people, and so you're bringing them on this journey. Give them a name, and that's where that group ... That is really powerful because then you're able to help them on multiple different places, see what other ... Their biggest pain points are and what new products you can bring out for them.

Justus Murimi [00:08:25]



But right now, I think there's a broader person that you're solving and serving that you just need to discover and that's where it comes to the unscalable stuff of having conversations, getting to know them. Right now, you said you're on TikTok, correct? And you've grown in followers. What are you posting?

Hamza [00:08:47]

So, I post around my business progress and I post about my own no shampoo journey. And I also respond to people's comments about, how do I do this? How do I do that?

Justus Murimi [00:08:59]

Good. Awesome. What is your call to action in the videos?

Hamza [00:09:03]

So, it's either to follow me for no shampoo advice or it's to sign up for the email list to get the free checklist that I put out.

Justus Murimi [00:09:13]

Awesome. I would ... In the comments, are there any other things that they're saying they're struggling with?

Hamza [00:09:23]

A few, yeah. Yes.

Justus Murimi [00:09:24]

Are you seeing any commonality in that?

Hamza [00:09:27]

Yes.

Justus Murimi [00:09:29]

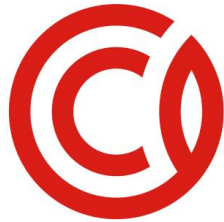
What is the commonality?

Hamza [00:09:31]

It's around chemicals in general.

Justus Murimi [00:09:33]

Okay. I would put just in ... Test a few videos and saying what are some of the other ... The call to action be like, hey, in the comments, tell me where else you're trying to get free of



chemicals, just to discover where else are they trying to do that so you can better serve them, you have new copy in your emails, all that kind of stuff so you can warm them up.

Justus Murimi [00:09:55]

And you just want to build affection to your brand with them. But I think you have a broader person here that is on a journey that you just need to tap into and you probably already have the expertise for it.

Hamza [00:10:09]

Okay, thank you, I appreciate it. I love this.

Ryan Moran [00:10:12]

After this conversation, I think you're sitting on a million dollar ...

Justus Murimi [00:10:17]

Yeah, I thought that when he was talking.

Ryan Moran [00:10:20]

I do not think this is a million dollar brand as a shampoo ... Now, and by the way, this doesn't change your product rollout process at all. Do the brush, do the shampoo, do all this stuff because that addresses a specific piece of the market. But as you broaden this and continue creating content, building an email list and a hopper, easy. Easy million dollar brand because you're at the forefront of a very early emerging trend.

Hamza [00:10:50]

Okay, okay. So just broaden it out and then speak to the person, get to know them, actually figure out what they really want other than just quitting shampoo, right?

Ryan Moran [00:11:01]

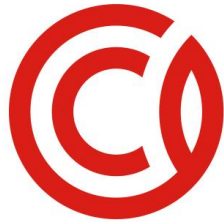
Yeah, I mean, there's a reason ... Here's a good way to think about it. There's a reason why they're thinking about giving up shampoo.

Justus Murimi [00:11:08]

Yeah.

Ryan Moran [00:11:09]

And it's because they believe that chemicals are toxic and create long term health problems. That's the person that you serve. One of the ways that they are getting rid of chemicals is by



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giving up shampoo. There are other ways that they are also looking to get rid of toxins and chemicals. That's your brand. That's your million dollar business.

Hamza [00:11:37]

Awesome. Thank you for the clarity, I really appreciate it.

Ryan Moran [00:11:42]

You're welcome. I'm excited for you. Coming into this conversation, Hamza had a product idea, but coming out of this conversation, after 10 or 15 minutes, he has a million dollar business. And what shifted was the person he's targeting and the strategy that he's using to build that audience of people so that he's got a group of people that want his stuff.

Ryan Moran [00:12:04]

When he launches, he'll have sales on day one and that's a great way to start the road to \$1 million. This was a call inside of our mentoring community, which is called The One Percent. It's called The One Percent because only 1% of people ever become millionaires.

Ryan Moran [00:12:18]

And the fastest way to do that is to get a business to \$100,000 a month as fast as possible. Takes about six to twelve months once you know your person and you know what three to four products you're going to launch to that core person, and you've got an audience that buys.

Ryan Moran [00:12:33]

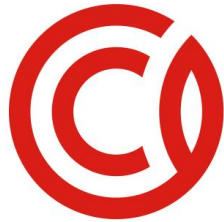
Now that you know my strategy for building an audience of buyers, the other pieces are running this in your business with several products that can take you to \$100,000 a month. And if you want to do that, then there's links in the description of how we can help you build an audience that buys and a million dollar business over the next six to twelve months. I'm Ryan Daniel Moran with Capitalism.com. Thanks for watching. I'll see you next time.

Ryan Moran [00:12:57]

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. My team and I just completed a new kickstart class called 5 Days, 7 Figures.

Ryan Moran [00:13:17]

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



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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 [00:13:44]

It's a five day class, it costs \$100, 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. That's the number five. 5 Days, 7 Figures.
Capitalism.com/5.