



Brooke Castillo - How To Change Your Thoughts To Get Rich Transcript

Ryan Moran [00:00:04]

My friend Brooke Castillo taught me how to change my mindset to get rich. She taught me how to change the thoughts in my head to influence the emotions that I feel and the actions that I take. And if I change all of those, then I'm more likely to be in alignment with the goals that I've set and be drawn to them rather than be hustling and grinding towards an outcome that I don't believe in.

Ryan Moran [00:00:27]

Brooke runs a \$50 million per year coaching business. She started as a coach making low six figures, and within a few years, she was doing \$10 million, then \$20 million, now \$50 million a year, and she won't stop until she's doing \$100 million a year. How did she do it?

Ryan Moran [00:00:48]

She points it all back to the mindset that she cultivates and her process for changing your mindset so that you do the things that inevitably lead to success. We're going to go through some of the wisest and most engaging lessons that Brooke has taught from our stage and on the Capitalism.com podcast about changing your mindset to get rich.

Ryan Moran [00:01:11]

The first and most important lesson from Brooke is about how you believe things that you don't currently believe in. If you want to build a million dollar business or have a hundred million dollar net worth, which is my goal right now, and you doubt it or you don't believe it, how do you change that internal wiring so that you're doing the actions in alignment with achieving that goal rather than doubting it or worrying about it?

Ryan Moran [00:01:39]

So, I asked Brooke, how do you change a belief and go from doubt total certainty so that you're more likely to achieve what you want to achieve? I want you to tell the story that ... Your goal is to hit \$100 million. You're about halfway there right now, and that's in recurring revenue, yearly revenue. That's ... Have a \$100 million dollar ...

Brooke Castillo [00:02:02]



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Actually, the question that you asked them was, how much you want to sell for? I think a much better question is, how much do you want to make a year with a business you love so much you don't want to sell?

Ryan Moran [00:02:11]

Yes. And yours is \$100 million.

Brooke Castillo [00:02:14]

\$100 million a year, yeah.

Ryan Moran [00:02:15]

Yeah, and I know ... Right now, you are ... I never hear you doubt it.

Brooke Castillo [00:02:21]

Never hear me doubting?

Ryan Moran [00:02:22]

I know you doubt it, but if I remember correctly, there was a time in which you doubted it, that you weren't as certain as you are now. Is that right?

Brooke Castillo [00:02:31]

Yeah. I mean, I'm really certain now, and you don't hear me doubting, but it doesn't mean I don't doubt, right? I just do my work on all that doubt.

Ryan Moran [00:02:38]

Tell me what you mean.

Brooke Castillo [00:02:39]

I don't ... So, if I start thinking, oh, my gosh, maybe I won't make \$100 million, I don't then go start talking to people about that, right? That's not what you want to do. I do that work on myself, that mental work to make sure I get myself back to believing before I put that out in the world. Certainly not going to talk to my friends about something like that.

Ryan Moran [00:02:58]

Would you explain what you mean by that work? The work of ...

Brooke Castillo [00:03:02]



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Yeah. So, if I start feeling uncertain, which I'm sure all of us do, right? When we're building a business. It's like, you start feeling uncertain, like this launch isn't going to work, or I'm not going to be able to make that much money or whatever. That's normal. That's your brain that is always telling you you're about to die and nothing is going to work. And so, I just basically write down those thoughts, take a look at them, recognize them for what they are, and then get back to work.

Ryan Moran [00:03:25]

You recognize them as bullshit thoughts that you can change and play with.

Brooke Castillo [00:03:29]

Because right now, it's equally as true that I could make it or I couldn't. Those are my two options to think. Why wouldn't I think this one? There's no downside, but most of us choose to think this one because we think we have so much more evidence for it, right? And so we think it's more justified somehow.

Brooke Castillo [00:03:46]

But when you think a thought like I can make \$100 million, your brain thinks at such a high level, such a better level, creates so much more creative opportunity for you than when you think, oh, I can't do this.

Ryan Moran [00:03:58]

Of all the thoughts in the world that I could be choosing right now ...

Brooke Castillo [00:04:01]

That's the one you're going with.

Ryan Moran [00:04:02]

I'm just going to choose the one that makes me feel shitty. I'm just going to choose the one that makes me feel disempowered. I could choose any thought out of all of them ever created, and I'm going to hang on to this one? And as soon as I ask myself that question, it's like, okay, there are other things I could focus on.

Brooke Castillo [00:04:21]

100%, and just because the thought is true doesn't mean you need to keep thinking about it. That's the other thing. People think, oh, I have to think this because it's true. My launch didn't go well. Who cares? Stop thinking about that. Think about the next thing. Think about what



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you want. Think about what you're creating, right? Just because it's true. That's the other really important thing.

Ryan Moran [00:04:38]

This is such a good point. Of all the thoughts in the world, there's an infinite number of thoughts that you could choose from, most of us choose the ones that give us fear or doubt. Brooke intentionally picks the thoughts that empower her to get closer to her goals, and then she goes and finds evidence for them.

Ryan Moran [00:04:56]

It's kind of like building a fire. You see that thought, that's like a flicker of a flame, and then you go and find evidence for that thought by throwing a log on that fire. And before long, she has a roaring fire and that's the belief that is pulling her. It's compelling her forward towards what she wants her outcome to be.

Ryan Moran [00:05:16]

So now, Brooke is going to share about the transition going from a million dollars to a goal of \$10 million and how her whole brain changed to empower her on that journey. How are you working yourself into believing the thought that you can't find evidence for?

Brooke Castillo [00:05:34]

How do you work yourself into believing it?

Ryan Moran [00:05:35]

Yes.

Brooke Castillo [00:05:36]

Well, I mean, there is When you think about the \$100 million goal that I have, you would say, I don't have any evidence that I can make \$100 million. Would you say that?

Ryan Moran [00:05:46]

Well, when you say it, it sounds like a ridiculous thing because I just said, of all the thoughts in the world, why would I choose that one?

Brooke Castillo [00:05:52]

Right.



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Ryan Moran [00:05:52]

So, I would observe that and ...

Brooke Castillo [00:05:54]

Exactly, and you would be surprised at how much evidence you can come up with for success. So, like you're saying ... So, for example, if you have a goal of making \$25 million, you'll be like, I don't have any evidence for that. But when you really think about it, there's so much fucking evidence even that you can make \$25 million.

Brooke Castillo [00:06:11]

The higher level of number you're going to pick that you can believe in, the higher level of thinking you're going to have. So, when I went from thinking I'm going to make ... The difference from a million to \$10 million, my whole brain changed. If I want to make \$10 million, I'm going to have to be a different person than if I'm making a million dollars.

Brooke Castillo [00:06:27]

And I showed up differently. I quit drinking. I talked differently. Everything changed. I was enjoying making \$10 million before I ever made \$10 million. When I actually made \$10 million, it was like an afterthought. I was like, yeah, of course. And that's what I'm doing with the \$100 million right now.

Brooke Castillo [00:06:44]

And it's ... This isn't ... I think sometimes people look at me and just think, oh, life coach, that's so cute. But it's really the actual way you get this shit done is you have to believe in yourself, because if you think about ... If you believe you're going to make ... What's the difference?

Brooke Castillo [00:06:57]

If you believe you're going to make \$10 million and then your launch doesn't work, but you still believe in your \$10 million, you don't care as much. You're like, oh, I guess that's not how I get there. I'm going to do something else to get there. But if you are trying to figure out how to do it and you'll only believe in it until there's evidence, you'll probably never get there.

Brooke Castillo [00:07:13]

It's like what they were talking about earlier with persistence, you'll just give up. You'll be like, oh, I guess this doesn't work. But my belief is where my loyalty is, not to the craft or the process of getting there. It's to the belief that I will get there, and I'm willing to get there however is presented, the options that I have.



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Ryan Moran [00:07:29]

We've had a brief conversation in the past about when you believe ... When you have a goal and you don't believe it, it feels really terrible.

Brooke Castillo [00:07:37]

Feels terrible, yeah.

Ryan Moran [00:07:38]

And the same goal, but you believe it ...

Brooke Castillo [00:07:40]

Feels amazing.

Ryan Moran [00:07:42]

... Is just ecstasy. It's absolutely exhilarating. And that switch is so precise, it is so ... It's such a delicate edge that can flip you over, and you have practiced the actual belief of what it is that you want. But I know you've had setbacks.

Brooke Castillo [00:08:03]

Wait, wait. Hang on. I want to make sure we talk about this. So, how do you know if you're believing in your goal?

Ryan Moran [00:08:07]

If it feels good or not.

Brooke Castillo [00:08:08]

Right. And that is really important. So, if you're thinking about your business and you feel like crap all the time, you have work to do. Do not work when you feel terrible. Get to your place where you can feel good about it and be inspired with it and then go to work. So much more ...

Ryan Moran [00:08:21]

Say that again for the people in the back.

Brooke Castillo [00:08:23]

Okay. Pay attention.



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Ryan Moran [00:08:25]

So, because I ... I once had a mentor whose name was Peter Shallard who used to say the only work an entrepreneur needs to do is getting into the place where work feels effortless. And it was maintaining a state on which you are absolutely focused on what it is that moves the needle. I heard you say it just slightly different. If you feel shitty about your business ...

Brooke Castillo [00:08:51]

I don't feel like my work is effortless, but I feel good about the work I'm doing because I believe in my goal.

Ryan Moran [00:08:57]

You feel positive about the work.

Brooke Castillo [00:08:58]

Hustle is you trying to outrun your own doubt. That's why you feel like crap all the time and you're exhausted, because you're hustling and you're trying to work 25 hours a day, you're trying to do all of that craziness. When you believe, you think clearly, you are focused, you know exactly what you need to do, it's a very different approach to your business, and that's why I don't get burnt out.

Ryan Moran [00:09:18]

We've all experienced those times where you just feel so dialed in and so focused, it's like you get ten times the amount of work done than you would normally get. And on the other side of things, there's those days when you feel crappy, when you feel down on yourself, you feel doubtful, and no matter what you do, you can just not get yourself to do effective work.

Ryan Moran [00:09:34]

What Brooke is saying in this clip is that when she's feeling the crappy grind, hustle, trying to outwork her doubt, she goes and works on the belief first. And that's the switch, that is the flip to going from crappy and doubtful to back and being empowered again. Because what we do is evidence of the thoughts that we believe. It's what we truly believe about ourselves that impacts the work that we do.

Ryan Moran [00:10:00]

So, what Brooke is saying here is that when she feels doubtful, when she's having those crappy days, rather than trying to grind through it, she goes and maps out what it is that she's thinking



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and what she is believing and she changes that. And the byproduct is that her behaviors and actions change, too.

Brooke Castillo [00:10:19]

When I was coming up, building my business from a million to ten, I was in a mastermind group with Frank Kern and a bunch of guys that were hustling and they were just tore up all the time, exhausted, workaholics. And I refused to do that. Because they were trying to outrun their own ... I think there was insecurity, and the other thing was they were trying to prove something with their business, right? And so, they were trying to outrun that insecurity. You got to clean that up first, then go to work.

Ryan Moran [00:10:45]

Would you explain what that process looks like of cleaning that up?

Brooke Castillo [00:10:49]

Yeah, it's exactly what you said. If you're at work and you notice that you feel doubt, you feel uncertain, you feel frustrated because you don't think this is going to work or you don't think you're good enough or whatever's going on for you, stop working on that, whatever that is, and sit down and figure out, what are you thinking right now?

Brooke Castillo [00:11:07]

What is going through your head, what bullshit thoughts are going through your head that you're tapping into that's making you feel that way? And change them. That is the most important work you'll do, I think, in your business.

Ryan Moran [00:11:17]

And when you say change them, it is about choosing a different thought and finding evidence for that and practicing that.

Brooke Castillo [00:11:23]

Yeah. And just thinking that thought and believing it and saying it all the time.

Ryan Moran [00:11:27]

Well, I want you to expand on that because a lot of times we will choose a different thought and you don't believe it, so you just keep pounding the same thought that you actually don't believe, and that feels even worse.



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Brooke Castillo [00:11:38]

But you know you don't believe it because you still feel crappy. You have to change it, and you can't make it too big because if you don't believe it, you'll still feel crappy. You have to inch your way up, right? Enough so you can believe in a thought to feel good enough to use that as fuel to do your work in your business.

Ryan Moran [00:11:54]

Did you always believe positively about the \$100 million?

Brooke Castillo [00:11:57]

No, I still don't. I still have to do work on that so I can get to the place where I can then go to work. Of course. If I already believed I can make ... If I truly was already there, I'd be there.

Ryan Moran [00:12:08]

If you truly believed it 100%?

Brooke Castillo [00:12:09]

Yeah.

Ryan Moran [00:12:10]

You've said that to me several times, and I don't fully understand.

Brooke Castillo [00:12:16]

It's like, when your belief is full ... This is woo-woo. When you're fully believing something, I think it aligns with your creation and then you have it. But that's why when you actually make \$100 million, it doesn't feel like you won the lottery. It feels like Tuesday, right? Because you've been believing it all ... I've been believing it all along, so then when it happens, it just is like, yeah. There are many days where I already feel what that is, that \$100 million.

Ryan Moran [00:12:45]

You feel the \$100 million? And when you tap into that, do you feel like you naturally move faster towards that?

Brooke Castillo [00:12:54]

Yes, for sure.

Ryan Moran [00:12:56]



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And you feel like there's ...

Brooke Castillo [00:12:58]

And easier.

Ryan Moran [00:12:59]

There are some moments that you really feel it and some moments that you don't?

Brooke Castillo [00:13:01]

Yeah.

Ryan Moran [00:13:03]

And what's the difference in feeling?

Brooke Castillo [00:13:05]

When I'm not feeling it, then I feel doubt and uncertainty, and my thoughts in my head are like, why even bother? You're already rich. You don't need to do this. All that kind of ... My brain ... It presents it to me. It's like, you don't need to do this. This is fine. Why don't you just retire? Just enjoy yourself, right? It's all that kind of ... It's like, disguise, kind of, because ... I've done so much work in my brain that if it was like, you're not good enough to do that, I would dismiss it, but it sneaks in.

Ryan Moran [00:13:34]

I see.

Brooke Castillo [00:13:35]

Yeah.

Ryan Moran [00:13:35]

What does it feel like when you do believe it?

Brooke Castillo [00:13:37]

It feels awesome. It feels like a sense of amazing accomplishment. My vision is to be an example of what is possible to all life coaches, to anyone, to women, to online business owners, to anyone who's been told, that's cute, you're not as good as everybody else. That feels amazing to me.



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Ryan Moran [00:14:03]

So, what I'm processing, the reason I ask that question is because I'm thinking about what Miki shared this morning, operating from that zone, and I'm reflecting upon what that feels like, and I'm wondering if that feeling is the same feeling that you have when you feel completely in alignment with the goals that you have.

Brooke Castillo [00:14:22]

Yeah.

Ryan Moran [00:14:23]

And I don't know if they're exactly the same, but I'm processing them as feeling very similar. And it is simply unencumbered focused on what it is your true desire is and allowing that to come out and play. You can be motivated by a sense of lack and be running away from something, or you can be motivated by abundance and running towards something.

Ryan Moran [00:14:42]

I had a conversation with Gary Vaynerchuk last May. It was the last time that I had dinner with him, and I said that I observed about him that he is not operating ever from a place of scarcity or lack. And he said, no, I'm always operating from a place of abundance, that's why I'm able to create at such a massive level. It's why I have so much energy for what it is that I'm doing and I never burn out, because he's operating from a full tank.

Ryan Moran [00:15:09]

Now, most of us as entrepreneurs got into this game because we didn't have enough money and we wanted to make more. And so, we are naturally driven by scarcity to get into this game. But at some point, we have to flip that and start being running towards something rather than running away from something.

Ryan Moran [00:15:26]

And what Brooke is saying here is that when you're operating from scarcity, you might get some results, but you will burn out and you will not be able to accomplish the big goals that you set for yourself. Most people set big goals out of trying to prove themselves worthy enough, but it is believing that you are already capable or already worthy of achieving that that gives you the peace of mind to be able to do the work on yourself and the work on your business that will lead to that big result.

Ryan Moran [00:15:53]



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This next clip is about how Brooke actually gets her work done. And ironically, it's very similar to how Trevor Blake schedules his productive time. If you haven't seen the video with Trevor Blake, you can click on it here in order to watch that. He never works more than four or five hours a day. Brooke does something similar where she never works more than three days per week, and yet she has a \$50 million per year company. So how does she do that? That's what we'll talk about here. And you refuse to work more than three days a week here.

Brooke Castillo [00:16:22]

I like working three days a week, yeah. And here's ... The greatest thing about it is people say, oh, you work three days a week, you don't work very hard. But that's not true, the three days a week that I do work, I work my ass off. But I can do that because I know I get the next day off.

Ryan Moran [00:16:36]

So, you do Monday, Wednesday, Friday?

Brooke Castillo [00:16:39]

I do Monday, I take Tuesday off. I work Wednesday, Thursday, take Friday off.

Ryan Moran [00:16:43]

Yeah, that's really cool. I have found for me that burnout happens when I overextend myself, obviously, but I always think that if I overextend myself, it will be more valuable for people. Just like you said, if I go to do the group coaching, it will be less valuable. It turned out it was actually more valuable.

Ryan Moran [00:17:02]

So, I have kind of the same block at times where I want to over complicate it, give more, and what I found is that we confuse people rather than give them a clear path. And what I discovered for me was that was some old childhood shit from trying to take care of the family, trying to take care of the people and provide everything, and overextending myself. And for me, it was the same thing, like my customers, we'll do all this thing to make sure, and then they're just confused as hell.

Brooke Castillo [00:17:30]

Right, totally backfires.

Ryan Moran [00:17:32]



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I had to work on that in order to even create the boundary to be like, no, I can't overextend myself here. And then people just start showing up because they respond to that.

Brooke Castillo [00:17:41]

Yeah. I mean, my view on burnout is that it doesn't have to do with how much you're working, which I know sounds weird. I think burnout is caused by whatever emotion is fueling what you're doing. So, you can be coming from a super abundant, excited mindset and work all day, every day and be energized by that.

Brooke Castillo [00:18:01]

But if ... It sounds like what you were doing was working from a place of insecurity and worry. That is going to burn you out every single time. Yeah. And I was going to say this earlier, too. I think the coolest thing about building a business from a million to \$10 million, that space in between there, is that you can't work harder.

Brooke Castillo [00:18:18]

There's not enough hard working to make that happen. So, that's when you really start becoming, I think ... That's when I started becoming a real businesswoman, understanding how business really works so I could work less. So, me working less is as much about discipline as it is about freedom, because I really want to be able to make sure that I'm doing my best thinking and thinking at the highest level, because when you give yourself all week to do your work ...

Brooke Castillo [00:18:43]

Think about this. If someone said to you, I did my workout today, it was 8 hours, you'd be like, dude, you know you can do that in an hour, right? And they're like, oh, no, I took 8 hours, I'm really hustling, I'm really working hard. That's what we do at work, right? We're like, oh, I took 8 hours.

Brooke Castillo [00:19:00]

But you could probably do most of that within two if you stay really focused and do that, and then you have so much more freedom. So, that's what I found for my life, too. And that is another thing that helps prevent the burnout, because if you work, burn it ... I think you call it the grind, right? If you grind it and grind it and grind it to a million, how are you going to get to \$2 million? There's just no grind left.

Ryan Moran [00:19:20]



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It's a different set of systems that will take you from one to ten, and most people think that the same thing that got them to one, you just pour gasoline on that fire and then you take it to ten, and that's how you die young.

Brooke Castillo [00:19:33]

Well, and the other thing is, and maybe I don't know if you've experienced this, but I think a lot of people think once they get to a million, then everything is good and changed, so it's wonderful, right? And they think, oh, I've made a million dollars, now I've arrived, now everything gets easy and now I'm rich, and now it'll just keep pouring in. Which of course the opposite is what happens.

Ryan Moran [00:19:50]

What do you mean the opposite?

Brooke Castillo [00:19:52]

Because I feel like when you get to a million, everything ... If you aren't smart, everything gets more complex and more complicated because you have to start hiring people and developing new skill sets and developing systems on top of what you're already doing. It's not like you're just playing with your money all day if you want to keep growing, right?

Ryan Moran [00:20:09]

So, what I'm piecing together is you had to pivot from group coaching which took you to a million, great. Now, you've got proven concept. And then you started hitting another burnout point. So, is that when you had to learn new skills and do something different? Is that when the extreme discipline became absolutely necessary?

Brooke Castillo [00:20:28]

Yes, totally.

Ryan Moran [00:20:29]

Tell me about that.

Brooke Castillo [00:20:29]

And that's ... You have to step back. I love the way Dan Sullivan talks about it. He's like, you have to put your pen down and think about it. To go from \$1 million to a \$1.1 million, you just do a little bit more, right? To go from \$1 million to \$10 million, you have to sit back and be like, okay, how do you do that?



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Brooke Castillo [00:20:46]

How do you do ... There's no way that I can work more. How big can a group be? That's when I started thinking about systems and teams and building everything, but you can still burn yourself out doing a team and system. So, you have to step back. The other thing that I decided is that I wasn't in a hurry because I realized, wait a minute, it's not better here in a million than it was at six figures. It's just different. It's fine to make a million dollars, but it's not like your life is better.

Ryan Moran [00:21:14]

More results does not always require more effort. It requires more value creation. It requires a higher level of thinking. It requires a different skill set. But it doesn't mean working more. Most people think that in order to make more they have to effort more. But Brooke has proven that this is not the case.

Ryan Moran [00:21:32]

She's had to grow. She's had to think different thoughts. She's had to have different beliefs and different skill sets, but she's working less now than when she was making \$300K. Once you get to a certain point, there's no amount of effort that can make you double. It requires a different skill set. And what Brooke is saying is that that takes more mindset management and emotional management than it does about effort.

Brooke Castillo [00:21:55]

Most people, if you ask them, can you make a million dollars? They'll say no. And you'll say, why? And they'll say, because I've never done it before and I don't know how. Right? Those are the reasons. I've never done it before and I don't know how, and I don't know how because I've never done it before, right? That's what most of our students will probably say. So, what makes you think you can own the Cleveland Indians? Do you know how to own them?

Ryan Moran [00:22:17]

No.

Brooke Castillo [00:22:18]

Right? So, what makes you believe in something you don't know how to do?

Ryan Moran [00:22:21]

I just choose to.



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Brooke Castillo [00:22:21]

Right. That is huge. You're making a decision to believe in something in the future that you don't know how to do. Now, what's great about not knowing how to do it is you're going to try and do it this way and that's not going to work. So, it doesn't matter. You're still going to believe in it. You're going to try a different way. You're going to try a different way. Now, if you knew how, you thought you knew how to own them and you tried that one way and it didn't work, then you'd give up.

Ryan Moran [00:22:46]

That's beautiful.

Brooke Castillo [00:22:47]

You see the difference? So, it's like ...

Ryan Moran [00:22:48]

You're good at this life coaching thing.

Brooke Castillo [00:22:49]

You believe in it no matter what. And you may have to try 700 ways, but it's just another way that didn't work. It's okay. You're still going to own them.

Ryan Moran [00:22:57]

I've always said that I could give the playbook to building a million dollar business to two people, and one will go on and build a multi million dollar empire that they sell for millions of dollars, and another will call me a scam artist. What's the difference between those two people? It's your mindset. It's the person that you give that to.

Ryan Moran [00:23:15]

There's infinite amount of information in the world and there's infinite number of thoughts that you can think. Most of us are unconsciously choosing the negative ones that bring us doubt and fear, rather than ones that bring us closer to the life that we want. I hope you decide to subscribe to the channel and allow me to be part of your journey of building businesses and investing the profits. I'll see you next time.

Ryan Moran [00:23:37]



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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 1000 reviews and it's the playbook to building a seven figure business.

Ryan Moran [00:23:52]

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.