



## **Why I Never Worry About Selling In Saturated Markets** **Transcript**

Ryan Moran [00:00:04]

So, I'm going back into the supplement space. I have a supplement company called Sheer Strength Labs. I also have another supplement company called Switch Supplements. and somebody asked me recently, Ryan, aren't you concerned going into the supplement space now when it is so saturated? And my initial response to them was, it's not saturated at all.

Ryan Moran [00:00:22]

And the reason is because I think about competition and markets very differently than most people. And so, in this video, I want to share with you about how to go into really competitive markets and stand out from all the competitors and still have really high profit margins so you can go into any space, go into really big spaces where there's a lot of customers, a lot of sales, and a lot of profit to be had, and not worry about everybody else trying to compete with you.

Ryan Moran [00:00:45]

When I first got into selling physical stuff, which is how I made most of my money, how I built most of my wealth, by building brands that are profitable that I can sell after a few years of owning them. When I first got into the industry, I was a skinny guy that was a hard gainer, and I wanted to add muscle. And so, I built a brand that was around muscle building, and it was a supplement company, but the specific target market was the 20 year old wannabe bro, right? Which is what I was and still kind of am.

Ryan Moran [00:01:17]

But 10 years later, I'm a different kind of person. I'm now a father of two. I want to be a fit dad. I want to age really well. I want to be the grandpa that keeps up with his grandkids. And the reason I share this with you is because a lot of really competitive spaces have products that they're selling, but they're not targeting specific people. And when you're going into a new industry that's big and established, you won't compete on product, but you will compete on person. So, for example, in my space, in the supplement space, there are all kinds of competitors.

Ryan Moran [00:01:51]

If you search for any supplement on Amazon, or if you go to Walmart and you look at the big supplement section, there are all kinds of competitors selling the exact same thing in a lot of cases and they're competing on price, or they're competing on ranking on Amazon, or the



number of reviews, and no one really stands out. Most people will see that and they'll say, oh, this is a saturated space, this is a competitive space. I could never get my foot in the door in this industry.

Ryan Moran [00:02:16]

When I look at really competitive markets, I see people selling products, not selling to people. A great example of this is Black Rifle coffee. Coffee is a really big industry, billions and billions of dollars. And you have Starbucks and Folgers and every brand in the world that sells coffee. But Black Rifle Coffee came in and said, we don't sell coffee, we sell to a specific group of people. We sell to gun-owning Republicans. Our tagline is not going to be how delicious our coffee is. Our tagline is going to be about, you shouldn't give your money to liberal Starbucks.

Ryan Moran [00:02:56]

And that worked for them. It got them off the ground. It got them millions of customers. It allowed them to raise capital, which now they're using to do prepackaged coffee and have coffee shops all over the country. And now they're a publicly traded company. It wasn't because their coffee was so delicious, it was because they targeted a specific person.

Ryan Moran [00:03:16]

I look at supplements or any competitive industry exactly the same way. I see all kinds of people selling testosterone boosters and they're competing with each other on price, number of reviews. They're competing with each other on this one's clinical and this one's aggressive and this one has fadogia and this one has clinical trials. I come in and say, this is the one for dads.

Ryan Moran [00:03:38]

And the reason why this is for dads is because studies show, the more active you are with your children, the lower your testosterone. That's a true story, by the way, because testosterone is an antibonding agent. It's wild science. Anyway, our testosterone booster is for dads so that you can protect your hormone levels as you age while still being a present dad. You see how that speaks to a specific person rather than talking about the science of all these ingredients.

Ryan Moran [00:04:07]

What that does is it allows me to target my target audience and speak to them directly and say, this is the product for you. When you do that, you have no competitors. You can go into any industry you want and clean up and have high profit margins and get the entire market that is perfect for your product line and your brand without having to worry about what other people



are charging or what their review count is because people want to buy the products and the brands that are for them. That's what they want more than anything else.

Ryan Moran [00:04:42]

Only about 5% of any audience is sophisticated enough to compare on ingredients or compare on things being high end taste. And that's where most people are trying to compete, with that 5% of people. I want to go after everybody else. And the way that you do that is not by talking about product. It's by talking about the person and their journey and their challenges and how your brand fits into their journey.

Ryan Moran [00:05:15]

The ironic thing is that if you do that, you get 95% of the market listening to you and they will choose you, even if your product is the same as everybody else's. Now, of course, in my companies, we strive to be best in class product. We strive to be the exact product that our people need. But from a marketing perspective, what matters most is how you communicate it inside of that customer's journey, not about all the features and benefits that make you different from everybody else.

Ryan Moran [00:05:47]

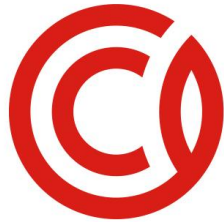
I'm sitting across from a yoga studio right now, and this place is called Core Power Yoga. Now, Core Power Yoga is fitness yoga, right? You think about yoga as almost a niche market, but there is fitness yoga, there's meditation yoga, there's Kundalini yoga, there's ... What's the partner yoga called? Acroyoga, acroyoga. Completely ... There's goat yoga, for goodness sake.

Ryan Moran [00:06:13]

All of these are different markets. The person who is doing breathwork type of yoga or Kundalini yoga is very different than the person going over to Core Power Yoga. They're very different people on very different journeys. And so, if you are marketing your product to the entire audience, the entire yoga base, then the only way that you can compete is on price and reviews and features.

Ryan Moran [00:06:40]

But when you are building a brand that's specifically for fitness yoga, all of a sudden you're speaking to a very core audience, you have a very different suite of products that you're going to release, and you can speak exactly to what that person is going through on their journey. That makes the customer say, I trust this brand because they know my pain points, they know my journey. I want to be part of that rather than just buy from the nameless, faceless brand, because I don't know if they're for me or not.



Ryan Moran [00:07:10]

I will pay a premium for the person who understands my journey because it makes it more likely that I'm going to accomplish the goals and the transformation that I have for being on this journey in the first place. So, the way that you compete in competitive markets is not by lowering your price or even raising your price or comparing yourself to your competitors. The way that you compete in competitive spaces is by targeting a specific person and their transformation that they are on.

Ryan Moran [00:07:39]

In terms of implementation, this frees you up to do the things that everybody else who's competing with you wants to do, but doesn't feel like they can. For example, I work with a lot of Amazon based entrepreneurs, and they all want to get off of Amazon. They're like, all my sales are coming from Amazon. I'm dependent on Amazon. I want to get off of Amazon. Well, listen, dude, you can't do that if you are competing on product.

Ryan Moran [00:08:06]

But if you have a specific person in mind, you can run a Facebook ad, a TikTok ad, start a YouTube channel, start a podcast, partner with influencers. You can do all kinds of marketing to a specific person, get them on an email list, and then launch product after product after product after product because you are speaking to a specific person. That's the only way through, ladies and gentlemen.

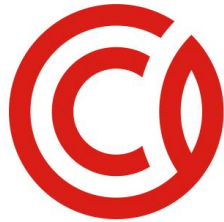
Ryan Moran [00:08:27]

Pick a person, speak to the person, and then the product becomes the natural thing that person buys in a route to their transformation. When you do all of this, getting to 100 sales a day is very straightforward. The process is to pick a person, to target a person, build a small group of them, launch 4 products to them, get them to 25 sales a day, and that's 100 sales a day.

Ryan Moran [00:08:53]

100 sales a day times \$30 is \$3,000 a day. \$3,000 a day is a million dollar business. That's six figures in profit. It takes about 6 to 12 months to get there. There's no way around it. There's no shortcuts. The way that you build a compelling brand that gets to 100 sales a day that you can sell for millions of bucks, set you free financially forever, is first to compete on person, to serve the person.

Ryan Moran [00:09:18]



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Then, product and price point and reviews come later. The way that you compete in competitive prices is to pick the person and to target the person and the journey they're on. If you want some help, if you want to get started on this journey, download the free resources that we have. We have a write up on the step by step plan to get to 100 sales a day. There's case studies, free videos, free podcasts, all in there, and subscribe to the channel so that I can mentor you on your journey to 100 sales a day.

Ryan Moran [00:09:43]

My name is Ryan Daniel Moran. I help entrepreneurs build compelling brands, get to 100 sales a day, and have a multimillion dollar exit. Thanks for watching this video. Let me know what you thought in the comments. If you've got a product that you're trying to sell and you're trying to figure out how this works for them, drop it in the comments and let's talk about it there. Thanks for watching. I'll see you next time.

Ryan Moran [00:10:01]

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 [00:10:16]

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 profit. You can get plugged in at [Capitalism.com/1](https://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](https://Capitalism.com/inc). That's [Capitalism.com/inc](https://Capitalism.com/inc).