



9.5 Ways To Make \$100M Transcript

Ryan Moran [00:00:04]

Today I'm going to share with you 9.5 ways to make \$100 million. Some of these ideas are unique to me and where I am in my career, and others you could rip off and steal and do yourself if you have a similar goal. I hope at the end of this episode, you feel inspired to take inventory of the opportunities sitting in front of you and ask yourself the question, how good could this get? Because I think if you do the exercise that I'm going to share with you in this episode, you're going to see that you might be sitting on bigger opportunities than you're giving yourself credit for.

Ryan Moran [00:00:35]

Hey, I'm Ryan Daniel Moran. I'm the founder of Capitalism.com. I help entrepreneurs build brands, get to 100 sales a day, and have a multimillion dollar exit. We have hundreds of success stories of people who have built million dollar businesses. And ever since I was a kid, I had this dream of being worth at least \$100 million. No one in my family had ever earned that amount of money. That amount of net worth would have been bigger than anyone I had ever met or even heard of, because this was before YouTube, before Podcasts, before there were people out there who were sharing the playbook, who were normalizing really big success.

Ryan Moran [00:01:10]

Today, you could tap into any number of multimillionaires or billionaires and learn directly from them, and if you want to build a business, you have pretty much all the free education you could ever need. But when I was a kid, this was an impossible goal, but I still had it. I wanted to see if it was possible for me. I wanted to see if I could figure out the path.

Ryan Moran [00:01:34]

Now, I'm not worth \$100 million yet. The biggest business I've ever had was about \$10 million. I sold that for about a \$15 million evaluation. That was back in 2017. And ever since then, I've been teaching entrepreneurs to build million dollar businesses. But a good friend of mine and a coach, Brooke Castillo, challenged me recently in one of her classes. And she challenged me by showing me that I had not really set the \$100 million dollar goal and started working towards it, and she questioned if the reason I was not doing that was because I didn't believe it.

Ryan Moran [00:02:12]



So, I took inventory of that and said, why is it that I'm not actively moving towards this goal? And the answer was because I couldn't see the path. I just couldn't see the how. I couldn't make myself believe that I was on track for that, and therefore I use that as evidence to not pursue it. So, I decided to do an exercise in which I just challenged that belief by listing out as many ideas as I could think of that could make me \$100 million.

Ryan Moran [00:02:42]

Now, I might have to become a different person to do these. I might have to learn new skills to do these. But still, I wrote out as many ideas as I could that I could make \$100 million, and I'm going to share them with you right now. So, this is my journal. This is where I wrote all of the ideas, all of my \$100 million ideas, and I came up with 9.5 of them.

Ryan Moran [00:03:04]

And the first one is the following. I could sell 1000 NFTs at 5 Ethereum each and wait until Ethereum hits \$20,000. I have an NFT project called The Capitalist Pigs. This is my mastermind. We get together three to four times a year. They get VIP treatment at our annual event called the Capitalism Conference, and I give them my deal flow that comes from my private network and the exposure that I have to entrepreneurs. They see my deals first.

Ryan Moran [00:03:32]

So, The Capitalist Pigs is my mastermind and we launched it in mid 2022 during a crypto winter. We have about 100 people in there right now, and the launch cost was 5 Ethereum. That will go up over time as the demand for it swells, but it made me ask the question, well, if I could sell 1000 of them over the next three to five years and build a really great mastermind, and I had charged an average of 5 Eth, maybe more, for that would give me 5000 Ethereum.

Ryan Moran [00:04:04]

And if Ethereum went from \$1,000, which is what it was when we launched, to \$20,000, which it could do over the next 10 to 15 years, that would be \$100 million. This was interesting for me to write out because it was like, oh, yeah, I could do that. If I really put all my focus into filling up 1000 spots at 5 Ethereum each, yeah, that's actually within striking distance of being worth \$100 million if I'm willing to wait for Ethereum to hit \$20,000, which it may or may not do.

Ryan Moran [00:04:38]

But still, it's one way that I could make \$100 million. The second way to make \$100 million is I looked at my primary business, which is called Capitalism.com, and I could get that to a \$10 million EBITDA. That's \$10 million in profits. If I got it to \$10 million in profit, then I could do a



raise at a really big valuation, and I wrote down \$120 million because if I sold 10% of it at a \$120 valuation, then I would still own 90% of it, which would be worth about \$100 million.

Ryan Moran [00:05:14]

Now, that would be net worth. It wouldn't be money that I could spend, but it would still be worth \$100 million. The faster you can think about the value of your businesses rather than the cash flow you take, the faster you can increase your net worth. If you want to see me talk about this in a full video, I did a breakdown of this called The Three Types of Money, and they're cash flow, wealth, and enterprise value.

Ryan Moran [00:05:38]

Cash flow is what we can spend, wealth is the value of your total investments, and then enterprise value is what you could sell a business for if you decided to sell it. And the faster you can raise the enterprise value, the faster your net worth goes up. So, if I could get my primary business to \$10 million in EBITDA, that would put me in striking distance of a \$100 million dollar net worth.

Ryan Moran [00:05:59]

That was fun to think about because I could totally get Capitalism.com to a \$10 million EBITDA. In fact, after writing this down, I was like, it would be silly for me not to get this to a \$10 million EBITDA. I have the plan in my head. I could just 100% believe that and go after that and I could hit this goal. I could totally hit this goal. Seeing that on paper sort of gave me a vote of confidence that I was on the right track.

Ryan Moran [00:06:26]

And you know how it is when you feel like you're on the right track, it makes you want to double down, and that's what writing this out did for me. Okay, the third way that I could make \$100 million, this one takes a little bit of explaining. I wrote I could own 10% of Bodybuilding.com and I could sell it for a billion dollars. Now, I'm an investor in Bodybuilding.com, I own 1% of it, but I've been talking with the management team about becoming more involved because the bodybuilding and supplement world is part of my background.

Ryan Moran [00:06:57]

And I've been talking with the management team about how this company should be or could be a billion dollar company. So, if I owned 10% of that as a result of investing more capital or earning equity by getting more involved in the company or by expanding a new division of that



business, and I was able to help take that to a billion dollars, that would be worth \$100 million. Now, just for full disclosure, that hasn't happened yet.

Ryan Moran [00:07:25]

It's just an idea that came up when I wrote this down and now I can say, do I want to pursue something like that? Do I want to get more involved in that project? Is that the most obvious way for me to make \$100 million? Or do some of the other ideas on here stand out as more obvious? The fourth way that I could make \$100 million is I could sell Sheer Strength, which is a company that I own, for \$150 million, because at the ownership that I have, that would give me a \$100 million exit.

Ryan Moran [00:07:55]

And I also wrote down what would need to happen in order for me to sell this company for \$150 million, and the answer is I would need a top line revenue of about \$50 million. Now, this is where my brain really started to get creative. In case you don't know, I started a company in 2013 called Sheer Strength Labs. It was a supplement company that took about 60% of its sales on Amazon, 40% of its sales through retail stores, and I sold that in 2017 at a valuation of \$15 million.

Ryan Moran [00:08:24]

The private equity group that bought it ran it into the ground, so I bought it back last year in 2022 for less than a million dollars, and I'm intending on building that back up to a great company and having another exit or just holding it long term. And so, if I know that a \$50 million top line equals a \$100 million dollar net worth for me, what would have to happen in order for me to have a \$50 million top line revenue business?

Ryan Moran [00:08:54]

Now, my first thought when I wrote this down was, well, I've never done that before. I've only ever taken this business to \$10 million. So, what makes me think that I could take it to \$50? But then I started writing down some numbers, and here's what I figured out. If I had a group of supplements on auto ship, and the average customer value was \$150 a month, then I would need 20,000 people at \$150 a month to have a \$35 million per year company.

Ryan Moran [00:09:27]

Then if you factor in other product sales and also sales from Amazon or other sources, that would put that business in striking distance of being a \$50 million top line business and thus be worth, for me, over \$100 million. Now, it was really helpful for me to run those numbers because it gave me one singular point of focus. If I go to the team when we set our goals and



say, hey, our only goal is to build up an auto ship program that's so good that people want to pay \$150 to \$200 a month, and then we're going to go run advertising until we have 20,000 members, that's a very clear goal.

Ryan Moran [00:10:07]

When I started teaching ecommerce and helping entrepreneurs build million dollar businesses, I kind of got mini famous for one simple math formula. It's 4 products times 25 sales a day is 100 sales a day. And at a \$30 price point, that's \$3,000 a day, or just over a million dollars a year. Seeing it broken down that simply gave a lot of people permission to pursue that as a goal, which is why so many of our students build million dollar businesses, because they see the path.

Ryan Moran [00:10:38]

They just know they need 4 products at 25 sales a day at a \$30 price point. That's kind of what happened for me when I wrote down that 20,000 people at \$150 a month is a \$35 million a year top line business because now I say, okay, I need to figure out that. I need to figure out what the product is that is so good that people want to buy it every month for \$150 or \$200, and then I need to put 20,000 people into that funnel.

Ryan Moran [00:11:05]

That was really freeing and very helpful for my focus as I plan out the next steps of this company. Okay, idea number five to make \$100 million, I could help 10 brands get to a \$10 million valuation and then exit. I have an investment fund called the Capitalism Fund. We invest in businesses that are doing about a million dollars in top line that are run by solopreneurs or small teams, and we help them get to \$5 to \$10 million by bringing in capital and advice and relationships and systems.

Ryan Moran [00:11:38]

Well, if I had 10 brands at \$10 million, that would be worth \$100 million. Now, I wouldn't own all of that. I would own only a small piece of that. I might only take home \$20 or \$25 million only. So, I took it one step further and said, well, what if this same business launched brands internally that I had more ownership in, and we took 5 brands to a \$25 million valuation?

Ryan Moran [00:12:05]

That would be over \$100 million, and I would own most of that. So, that would put me closer to \$100 million. So, that makes me think, okay, what systems or opportunities or people would I need to bring in to make it possible for us to have 10 brands at \$10 million or 5 brands at \$20



some million? It's a really interesting question to ask your brain, okay, what would need to be true in order for that to be possible?

Ryan Moran [00:12:30]

Because it takes yourself out of it, right? I know that I, alone, can't sit here and make five brands, run them, and see them be worth \$25 million. I don't have that kind of capacity by myself. So, what would need to be true in order for that to be possible? That is a useful question.

Ryan Moran [00:12:48]

Okay, idea number six is kind of funny. I simply said, well, I could raise a million dollars from 100 people and then go buy something at 50% off. So, here's what I mean by that. If I could raise \$100 million and go buy an apartment building in the next crash and turn it around so it was worth \$200 million, that would be \$100 million in profit. Now, who knows how that would break down in terms of ownership, but if I could raise \$100 million from people and then go make a really big purchase and flip it, I mean, that's actually possible.

Ryan Moran [00:13:23]

I mean, people do that all the time. And it made me think, okay, what would need to be true for that to happen? Well, I'd need a bigger audience, I would need to be in front of richer people, I would need to have a really compelling offer that made people want to put in a million dollars, but I could do it. I mean, Graham Stephan could do that tomorrow, right? He could go raise \$100 million by making a video about it.

Ryan Moran [00:13:45]

So, if I had an audience like that, okay, that would be totally possible. So, if I wanted to make that a reality, I would need to get really serious about the type of content I'm creating and how fast it's growing. Number seven is similar. I said I could buy \$100 million, double it, and then flip it. I actually really like that idea. Go out and find a business that's worth \$100 million and raise the capital for it, partner with a private equity group, be chairman of the board, double it, and flip it, which means I would need to buy a business that was within my skill set and within my network.

Ryan Moran [00:14:19]

It would need to be in a growing and emerging market, and it would need to have great products and a great team, and then we'd double its value and flip it. That's actually how Gary Vaynerchuk told me that he was going to buy the New York Jets. When I was sitting on stage with him in 2015, I asked him what his plan was to buy the Jets. I know he wants to do it, but



how is he going to do it? And he said, I'm going to build the machine, I'm going to buy a company, I'm going to flip it, and make a billi.

Ryan Moran [00:14:46]

I mean, it's pretty straightforward. Not easy, but if you've got the right team for it and you've spent 10 years preparing yourself for it, then, yeah, that is one way you can make \$100 million. I know I've lost half of you at this point because you're like Ryan, I can't do any of these things. I'm not like you. I'm not handsome and charismatic like you, but the purpose of this exercise was just to get ideas flowing and start to train my brain to see these types of opportunities because if I can see the opportunity, then maybe I'll believe it.

Ryan Moran [00:15:16]

And if I believe it, maybe I'll do the actions that are in alignment with it. And if I do the actions in alignment with it, then I could make it happen. I realize how much energy I give to the negative thoughts in my brain that say I can't or I'm not good enough. How often am I feeding the fire in my brain that says it's totally possible? It just breaks down numbers. You just need to know the right people, have the right skill set, and put it in enough time, and it's possible. I want to feed that thought. I want to feed that belief, and that's what this exercise is doing for me.

Ryan Moran [00:15:47]

Okay, idea number eight needs a little bit of explanation. I could launch a business with my friend Jimmy Darts, and we could sell it for \$250 million. Jimmy Darts is a friend of mine who actually kind of came from this audience, and he has a huge following just going around doing acts of kindness for people. He had the number 5 most watched TikTok video in 2022, and he has over 10 million followers.

Ryan Moran [00:16:14]

Now, Jimmy and I have been talking about launching a business to his audience of 10 million people, and with that kind of an audience, I mean, you could get a business into nine figures. I mean, if you've got a million people that are buying from you because you have a great product and they're spending \$100 each on average, that's a \$100 million a year business. You could sell that for \$250 million.

Ryan Moran [00:16:41]

So, what would need to be true, what would need to be possible in order for that business to become worth several hundred million dollars that when I sold it, gave me \$100 million? Now, once again, this is just an idea. This hasn't launched yet. We don't even have the paperwork on



this business yet. It's just an idea. But it's really fun to think about how it could be possible rather than all the doubts and fears that I might have surrounding that project in my brain.

Ryan Moran [00:17:13]

Number nine is so simple and stupid, but it's an idea. I could put \$2 million into Bitcoin and wait for it to 50x, which would be a million dollars per Bitcoin, which would be \$100 million. Now, this, I don't have any control over, right? I can't make the price of Bitcoin go up, but if I believe that it was going to a million dollars per coin, which it's possible in the next 10 to 15 years, then I could put \$2 million into Bitcoin and just wait for it to 50x. That would get me \$100 million.

Ryan Moran [00:17:54]

Now, I'm not saying that's a good idea, I'm not saying I'm going to do that, but it is a way for me to make \$100 million. And it's nice to think about ways that are sort of outside my control because when you doubt yourself or you don't think you can do it, it's nice to think, oh, it's still possible even if I suck because there are some things that might expand so much, or there are some things that are so obvious that I don't need to be smart or good in order for me to hit my goals.

Ryan Moran [00:18:27]

Okay. So, that's nine ways that I could make \$100 million. Now, I'm going to give you the bonus, 9.5. This idea, anybody could do, and this way takes most of the guesswork out of it for me, but it's also really, really boring. So, here's the question I asked. I asked, if I just invested everything that I could, and I had an unlimited amount of time, how long would it take for me to make \$100 million if I just invested in the S&P 500?

Ryan Moran [00:18:58]

The S&P 500 has an average growth rate over the last 50 years of 9.4%, sometimes higher, sometimes lower, and who knows what it's going to do in the future. But I asked myself the question, what would I need to invest and for how long for me to make \$100 million at that average growth rate? Here's what I figured out. If I invested a million dollars per year, then it would become worth \$100 million in 25 years.

Ryan Moran [00:19:25]

I don't want to wait that long, and I don't want to just invest in the S&P 500, but if I put a million dollars a year into the S&P 500 at an average 9.4%, it becomes \$100 million over 25 years. It was actually really, really freeing to run those numbers. First of all what it did is it made me say, okay, yeah, I definitely want to invest a million dollars a year. What needs to be



different? What do I need to focus on in order to spit off more cash flow so that I can invest that amount of money?

Ryan Moran [00:19:58]

What would need to be true about my business or my life for me to make a million dollars a year that I could invest? And also, am I willing to wait 25 years if I know that it's going to be worth \$100 million? I'm 35 years old right now, so that would make me worth \$100 million at age 60. Am I willing to do it for that long? Well, when you know something is going to work, you have no resistance to it. You have no doubt to it.

Ryan Moran [00:20:28]

So, it made total sense for me to say, yes, I want to invest a million dollars a year for 25 years because I love the idea of having \$100 million basically in a savings account via the S&P 500. Now, I can hear some people thinking, yeah, it must be nice to be able to make a million dollars a year that you can invest. I don't mean to sound trite, but you can, too.

Ryan Moran [00:20:52]

A million dollars a year is just 4 products at 25 sales a day at a \$30 price point, or it's 300 people paying \$300 a month, or it's 100 people paying \$10,000 a year. It's possible. So, what this exercise did for me is it took me out of scarcity mode. It put me into the mode of, oh, there's lots of ways to make \$100 million. In fact, there's lots of ways to make a billion dollars. I just can't think that big yet.

Ryan Moran [00:21:20]

But now, I can sort of narrow down this list and say, okay, which of these ideas are worthy of my focus? Because I'm not going to do all of them, but I could do several of them. I'm going to be running Capitalism.com anyway, so why not sprint towards a \$10 million EBITDA? Why not make that my goal so that I can say, \$10 million EBITDA, \$100 million dollar valuation, now I'm worth \$100 million. Why not do that?

Ryan Moran [00:21:48]

Why not prioritize that and get around the people that can help me do that? Why not tell my team that that's the goal? Why not go as hard as possible in that direction? Because I'm going to do it anyway. Why not sell 1000 NFTs? Why not hold all the money in Ethereum and wait for it to go to \$20,000? Why would I not choose to pursue that? Why would I choose not to believe that?

Ryan Moran [00:22:14]



Why not take Sheer Strength to a \$50 million top line? Why not shoot for something like that? It helped me realize how many different ways there are to get to this goal and that I don't need a new opportunity, I don't need to find a better way, I don't need to seek a different business. I'm actually right on track.

Ryan Moran [00:22:38]

And if I just change the way that I'm thinking about the opportunities in front of me, then I can make any of them as successful as I want them to be. So overall, what this exercise did for me, it sort of aligned my goals and my beliefs because I was able to see how it was possible, choose to believe it, and then figure out the action steps that I need to take in order to get closer to that goal. Whether your goal is to make a million dollars a year or to make \$100,000 a year or \$10 million a year, oftentimes the things that hold us back the most are the beliefs that we can't or that it's not possible, and that we don't know anybody who's done that before.

Ryan Moran [00:23:16]

And that prevents us from hiring the mentor, or to get into the mastermind, or to read the books, or to try new things, because our doubt prevents us from taking the actions that put us on track for whatever the goal is. And I would encourage you to take out a piece of paper and just brainstorm all the ways that you could get to that goal because the truth is, what your biggest goal is would be small to somebody else. So, why not choose to believe it and go after it full throttle?

Ryan Moran [00:23:46]

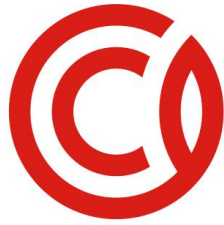
So, those are my 9.5 ways to make \$100 million. I hope it inspires you to think bigger and to just pick one of your goals and go after it. Again, I'm Ryan Daniel Moran with Capitalism.com. See you.

Ryan Moran [00:23:58]

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. 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.

Ryan Moran [00:24:23]

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



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