



What Should I Do With My Life? Transcript

Ryan Moran [00:00:03]

This is a conversation with my mentor, JP Newman, where I sat down with him and I said the same thing that all of you asked me. I said, hey, what should I do with my life? Kind of. I said, hey, here are the opportunities I'm looking at. How would you suggest that I best utilize these?

Ryan Moran [00:00:18]

And my mentor took them and blew my mind. So, I hope you find value in this conversation with my mentor talking about what my best opportunities look like. All right, JP, this is ... I have a selfish episode title today. Selfish episode idea.

JP Newman [00:00:32]

Well, let's hear it.

Ryan Moran [00:00:34]

Okay, so one of the benefits of being able to recruit or serve this time with you is I get to ask you questions about what to do with my life. And so, I'm going to ask you that question.

JP Newman [00:00:42]

Great.

Ryan Moran [00:00:42]

I'm not going to frame it as what should I do with my life, because that sounds weird, but I want to talk about current opportunities that are in front of me right now combined with the current cycle. And I want to hear you ask me the questions that you ask about purpose and why and because, A, I just want to do this. Number two, I think there's a lot of people going through a reset right now. The whole world is going through a reset, right?

JP Newman [00:01:06]

The great reset. Sorry.

Ryan Moran [00:01:11]

We'll save the great reset for another day. That'll be a fun one. But in the middle of this great reset, I'm wondering, what bugs should I eat? According to Klaus Schwab. I can't let it go. So, with a lot of people ...



JP Newman [00:01:24]

Pure protein.

Ryan Moran [00:01:25]

... Questioning what to do next, you reset at 35, you went through a whole new chapter at 35. I'm 35, and I've sort of been finding my way over the last couple of years. And, well, honestly, part of me is like, I kind of want to hurry up and make some decisions and move forward into the next chapter.

Ryan Moran [00:01:51]

So, I just wanted to come to you for some coaching advice. I have all of these opportunities in front of me. I feel honestly pulled in multiple directions. I don't really know where to put my focus. I have all these desires. I want to own half of Cleveland. I want to go to Cleveland with you and buy up a bunch of real estate.

JP Newman [00:02:06]

It's a good time.

Ryan Moran [00:02:06]

I want to expand my fund. I want to expand Capitalism.com. I want to expand my content. I want to do it all right. And I feel pulled in multiple directions, and as a result, I'm sort of ... I feel like I'm just frozen in not knowing where to put my focus. Can you coach me through this?

JP Newman [00:02:24]

Sure.

Ryan Moran [00:02:24]

What do we do first?

JP Newman [00:02:30]

What do we do first? You throw ... A lot of buckets.

Ryan Moran [00:02:33]

It's a very simple question, JP. What should I do with my life?

JP Newman [00:02:38]

I don't think that's a simple question.



Ryan Moran [00:02:40]

It's a very simple question, JP. The whole world wants to know, what should they do with their life?

JP Newman [00:02:44]

I would answer, what do you want to do with your life? What's the most important thing, so that when it's all said and done, what was the most important thing that you needed to do? Because

Ryan Moran [00:02:54]

Are you supposed to know at 35?

JP Newman [00:02:56]

No, not exactly.

Ryan Moran [00:02:59]

Okay, good. Well, then, I get to shirk answering that question.

JP Newman [00:03:02]

But you get to explore the journey of ... Because it's a pathway and journey to getting to that. But I really think prioritizing what means the most to you, where you're spending your energies every day in your highest purpose ...

Ryan Moran [00:03:16]

Did you know that ... You reset at 35. You started completely over, right? Had no money, had no nothing. You were starting a new business, you were working out of your childhood bedroom, if I remember correctly.

JP Newman [00:03:27]

Yeah, that's right.

Ryan Moran [00:03:28]

In your parents house, the bedroom you grew up in, you turned it into an office. That's where you ... At 35.

JP Newman [00:03:34]

At 35.



Ryan Moran [00:03:36]

So, did you know those answers at 35?

JP Newman [00:03:40]

No, it was a journey and a process. But also, Ryan, I would almost say don't get too hooked up on age because I actually do know people like you who ... I don't know if it's maybe the times that we're in right now where people are figuring it out a lot faster. It's almost like you don't have the luxury of 20 years to figure it out because humanity ... Maybe it's just the speed of things, I don't know.

JP Newman [00:04:02]

I actually am meeting a lot of people that are ... And also part of it, quite frankly, might be psychedelics right now, the whole popularity of psychedelics, because what are psychedelics? It's really intense, spiritual ... The journey is an intense spiritual journey. And so, I do think there is a speed up on this. I wouldn't rest on the laurels that I didn't know at 35. I also think that you're incredibly self aware.

JP Newman [00:04:25]

I think one of the hardest parts, actually, sometimes is relishing in your brilliance. It's like, you don't fully embrace it because the truth is Ryan, if I was to guess with you and maybe a lot of people, but you particularly since this is your episode, I think you have an incredible wisdom. You've done a lot of work.

JP Newman [00:04:43]

I think from these eyes looking at there, it's ... Part of it is just fully trusting and embracing, which, by the way, takes some time. It's easy to say, oh, just relish and ... It's taking me time. I'm still in the process of really, really trusting that process that this is exactly the path you should be on.

Ryan Moran [00:05:02]

So, what I'd like to do is sort of talk out some of the opportunities in front of me and just hear your feedback. You're pretty good about asking the why question, about poking holes in the thought process. Is it okay if I just kind of give you a lay of all the desires, all the opportunities in front of me?

JP Newman [00:05:16]

Bring it on.



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Ryan Moran [00:05:17]

Okay, cool. So, I mean, where my energy is most spent is on Capitalism.com. Capitalism.com as a media property, Capitalism.com as a coaching community. I would say right now, from a cash flow perspective, from a long term perspective, it's where my heart is, it's where my energy is. I don't think I've cracked ... I don't think I've steered the company into a direct why, purposeful mission.

Ryan Moran [00:05:41]

We do good work, but I don't think the heart is there yet. It's close, but it's not ... We feel it, but it is not a focus point, if that makes sense. Everyone feels purposeful, but are not going in a specific direction. I love the idea of being a real estate mogul in Ohio, right? This is ... I just ... I love this idea.

Ryan Moran [00:06:04]

The timing feels right, it feels right in my skill set, in my heart. I love that city. I want to see that city go through a renaissance. That's exciting to me. I run a fund for ecommerce brands, and I run it with my partner Sam, and we do really good work. It produces no cash flow for us. It's all upside.

Ryan Moran [00:06:25]

And I've been kind of finding my footing there. It's my first fund, as you know, and it's been successful. It's also been hard because I've never done this before. I'm figuring this out. And then, I have other opportunities, other ... I just bought back my old company, and I love the vision that I have for that. And I love all of these ideas equally, which on one hand is a good thing, because I'm aware that whatever I put my focus into, I can grow into \$50 million, \$100 million.

Ryan Moran [00:06:55]

The number doesn't matter. I can bring a lot of purpose and meaning into whatever project I put my focus on. And I'm sort of, right now, feeling pulled in all of those directions. And so, trying to narrow in on what is the most purposeful, what is the one that is most in alignment with where you want to go? And I don't have the pressure to go into a different direction, and that is a blessing and a curse. You know what I'm saying?

JP Newman [00:07:25]

Yeah.



Ryan Moran [00:07:25]

So, how do you make those decisions when you feel pulled in multiple directions?

JP Newman [00:07:29]

I think more and more, it's the process of knowing ultimately what you want. And, for me ... And I find that what you really want should be able to ... You can get to the point where it becomes a paragraph. Not this long mission statement, but basically, I love community. I love the community. It starts with my family, it starts with ... It starts with my family, it starts with my friends, and then we can talk about Thrive, and there's these ...

JP Newman [00:07:56]

But I love exploring this world with wonderment, childhood wonderment and curiosity, and basically building communities that include family first, close friends, my city, my country, and then the whole planet, and then Mother Earth. That's kind of ... I could have said that more eloquently, but that's kind of when I know I'm on the right path. It's like, I know when I meet some really cool people like yourself, and then you nurture these relationships that I'm in my sweet spot.

JP Newman [00:08:24]

Now, there's ten different ways we can express that, right? There could be in the nonprofit, there could be Veritas, there could be Thrive. But they're all actually ... When you start to think about it as a father, as a friend, as the head of a community called Capitalism.com, as the head of a fund, if you think about it thematically, there's probably things you're doing, all those things that you want to do, including real estate, that actually scratch the same thing.

JP Newman [00:08:50]

Mine is community. Exploring ... Learning and exploring with child wonderment and going from small to large. And so, if I kind of know I'm in that zone of my personal passion and genius, it makes it a lot easier because it's not so overwhelming. So, I'd ask you the same thing. If you could kind of take what I call the Starbucks exercise, and you're not only knowing your why, but really nailing it down to the essence of what really gives you life and energy, what's your service? What's your unique call? And then realizing that, and then it almost gets easy because you know what to do with the other things.

Ryan Moran [00:09:27]

I hear ... That's a big braingasm, is that there's a theme that goes through all of those, right? And there are certain aspects of it, like Capitalism, the Fund, and real estate all have the same theme to it. It's like, as cliché for this podcast is, it's purposeful investing. All those things are



purposeful deal making, building relationships with people who are doing something good in the world, bringing capital to it, seeing the ripple effects of that change that is created, and creating a return in the process, right?

JP Newman [00:10:01]

And as you say that ... So, as all that happens, as you see members in your deal room succeeding, or you see there are things, what is the ultimate emotional pay off to you? Is it a feeling of fulfillment? Is it a feeling of love? Changing the world through currency? What is the thought and the feeling of the completion of what you just described?

Ryan Moran [00:10:29]

It's this idea of liberating creativity, and ...

JP Newman [00:10:36]

I love that. And why is that important, you to liberate creativity?

Ryan Moran [00:10:40]

Because I think that's who we are when we feel totally safe. When you feel totally safe and plugged in, we just play. And play is creativity, and that's what comes out of us.

JP Newman [00:10:52]

Great. So, you're trying to liberate people from ... Into play and creativity. Is that right?

Ryan Moran [00:11:00]

I mean, I feel like if I say, yes, I'm committing to a purpose right now, but yes, that resonates with me.

JP Newman [00:11:05]

And what does that do for you? What's the feeling behind that?

Ryan Moran [00:11:08]

That's how I play.

JP Newman [00:11:10]

Okay.

Ryan Moran [00:11:10]

That's my play. I'm basically doing for other people what I want for myself.



JP Newman [00:11:16]

Which is great. And why do you want that for yourself?

Ryan Moran [00:11:19]

Because that's when I feel most like me.

JP Newman [00:11:21]

And what is that most likely to feel like?

Ryan Moran [00:11:26]

Wholeness was the word that came to mind, but it feels like service. But it feels like abundant service.

JP Newman [00:11:35]

That's awesome.

Ryan Moran [00:11:35]

Yeah, it feels like creation without a need for anything in return. And that's the thing that ... I think that's the thing I crave most.

JP Newman [00:11:46]

Right. And think about what ... Do you know why you crave it most? I know the answer to this one, because I know you well enough. Why is that important?

Ryan Moran [00:11:53]

Because it's fun.

JP Newman [00:11:55]

Yeah.

Ryan Moran [00:11:55]

Because it's playful. Because it feels meaningful.

JP Newman [00:12:00]

Search emotion. There's an emotion behind it for you.

Ryan Moran [00:12:04]



Oh, love. Love is the emotion, yeah.

JP Newman [00:12:06]

Love is the emotion. You love people, right?

Ryan Moran [00:12:07]

Yeah, I do.

JP Newman [00:12:08]

You're a lover of people, you always have been, and you want to serve. And so, your core, it's service and love, and that's just your way of expressing it is through helping people liberate people.

Ryan Moran [00:12:21]

I've got goosebumps. Yes. This is true.

JP Newman [00:12:23]

Yeah. And so, your way of showing this service and love is helping liberate as many people as you can from being kind of stuck in a box and using economics and business as a way to free them into creativity, playfulness, joy, and then their own love. So, you think about it and it makes sense that you would go to school to ...

Ryan Moran [00:12:45]

To be a pastor.

JP Newman [00:12:46]

To be a pastor, because it's actually the same thing. It's really the same thing now. Now you've just chosen a different medium or a different platform to do the same thing. How cool is that?

Ryan Moran [00:12:54]

I feel like I'm on drugs right now. Yup. You are correct, sir. Yeah.

JP Newman [00:12:59]

So, how beautiful is that? It's really not that confusing. When you say I don't know, I'm 35, actually, your soul knows exactly, and that's it. So, how fun. You know what you're here to do, and then you're doing it. You lead. You like to lead. And the reason why you like to lead is because you love people and you want to serve people. And by doing so, you're learning your own process of your own freedom and your own love even deeper.



Ryan Moran [00:13:22]
Yeah, that's right. That's right.

JP Newman [00:13:23]
Which is why we all generally do what we want to do. It's a spiritual journey as well as great service at the same time.

Ryan Moran [00:13:30]
Since you brought up psychedelics, and I told you it feels like I'm on drugs right now, this is the psychedelic vision that just popped up on me. If I believed that our souls choose to come into our bodies, which I don't know, but if ... Were I to believe that, I would say that I incarnated in order to explore more love, in order for that.

JP Newman [00:13:55]
You definitely did. I believe that. I know you really well, and I think that's completely true. And isn't it great? Your skill set, obviously you have a very unique skill set. A lot of people can't speak, can't articulate, and your success in Capitalism has been, not only can you speak and articulate and think well, but people feel your heart. Whether you know it or not, people feel that love and they ... I mean, the key to success is that people feel like you're online. You're not reading a script. You're just being you, and that really has paid off for you.

Ryan Moran [00:14:26]
What's interesting about this conversation is I came into this kind of hoping we would narrow in one of the opportunities, or you'd give me some things to think about. But what I noticed is you're guiding me more towards the being part of it than the doing part of it, the ... And then bringing the being into whatever you choose.

JP Newman [00:14:45]
That way ... Once we kind of know what the platform is, which I think you just figured out in 10-15 minutes, now we can even start to explore these, each one of these. Let's ... Just for the fun of it, let's talk about Cleveland real estate. So, how can ... And I don't know the answer. How can Cleveland real ... Buying homes in Cleveland, where you buy homes and you help the community, I've heard you say a bunch of times. How could that help scratch the surface of bringing love, playfulness, and creativity, and to whom?

Ryan Moran [00:15:15]



Oh, I got this. So, I felt like I needed to leave Cleveland, which is my home, in order to explore, play, and pursue opportunities. I just didn't feel like they were in Cleveland. And I found them in Austin. They're abundant here. They're everywhere here. The city is booming, and I want to bring that back home.

JP Newman [00:15:37]

Oh, You want to share with your neighbors and share with your friends back home what you found in Austin.

Ryan Moran [00:15:43]

That's exactly right. So ...

JP Newman [00:15:44]

This is cool. We've never had this conversation. Now I understand a lot more of your motivation.

Ryan Moran [00:15:49]

Yeah. I love that city and am bullish on that city, and I think it can be a huge hub for entrepreneurship and innovation, and I want to be part of that renaissance. And so, I want to invest in that city and bring that same spirit that I felt like I had to go find so that it stays in Cleveland.

JP Newman [00:16:11]

This is the most important part of what you've said, though. I mean, all these conversations about Cleveland, you've just ... You've taken me to a new spot you've never taken me to. Yes, you think it's ... You've given me all the reasons. Clean water, it's up north, it'll do well with climate, it's got ... But the last part is actually the most important part of what you just said, which is you want to bring back what you found in Austin, almost in a childlike way, and you want to bring it to ...

Ryan Moran [00:16:36]

That's right.

JP Newman [00:16:36]

You want to bring that joy back home.

Ryan Moran [00:16:38]



That's right. Growing up as the kid in Cleveland, I was the weird black sheep in the neighborhood. Who is this kid that wants to start businesses? It's bizarre. Those kids are still in Cleveland, and they're leaving. So, how do you create an atmosphere that celebrates that in Cleveland?

JP Newman [00:17:00]

Them leaving, or ...

Ryan Moran [00:17:02]

That celebrates that entrepreneurial, playful spirit and keeps it in the city, and that's how you [INAUDIBLE 00:17:08]

JP Newman [00:17:09]

So, when you go back and ... That sentence you just said about how you keep it. If I were to write a business plan as we start our three part series together, that's where you have to start your business plan. It's not about flipping ... I can tell you the techniques of how to flip the house. I could ... I'll take you through ten steps.

Ryan Moran [00:17:22]

Wow, I just had a braingasm. So, what you're saying is if I'm in Cleveland pitching a bunch of investors for the city, you start with that story. It's like, I'm a kid from Cleveland. I left Cleveland. And you tell the story about how you want to bring that home. I want to bring that ...

JP Newman [00:17:40]

The pain of when you were there feeling like the black sheep and the pain of being the black sheep and not finding ... You knew you had a joy in you, but it was not there, and there was pain in that. So, you went out to search, and what you were searching for is a way to liberate and open up to new energies that kind of had playfulness in it, more community, more celebration of entrepreneurs, more opportunities, and here's what I found, and now I want to pay it forward.

Ryan Moran [00:18:03]

Yeah.

JP Newman [00:18:05]

And you start ... So, your business plan, then, the naming your company, let's just go back, this ... Is episode one of what we're going to do. So, this goes back to investing on purpose. This goes back to why. So now, literally, you shape shift out. We can get into technique, but let's



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talk about the name of the company, the mission of the company, why you want to buy houses out there.

JP Newman [00:18:24]

And then once we start to play with that, knowing that the whole purpose of why you're doing this is you want to bring a gift to the community. So, how can we maximize that gift? So, before we talk about how to own homes, how do we maximize that gift? And how will you know, Ryan?

JP Newman [00:18:38]

How many homes is it, or how many people will you have affected? Or maybe you'll realize that actually the dream is you dream of a Fan Appreciation Day at Cleveland Stadium, where you have 60,000 people who somehow get to feel that playfulness and that love.

JP Newman [00:18:52]

It's a concert that you are promoting. Maybe you own the Indians, or maybe you promote the We Are the World of this time concert, and 60,000 people in Cleveland will never be the same because Ryan touched it. We don't know where this can go, but that spins all these things out.

Ryan Moran [00:19:07]

Okay. Alright, so we're going in a completely different direction than I thought we were going to go, which is great. Which is great. But I'm going to play a little harder here.

JP Newman [00:19:16]

Sure. Let's do it.

Ryan Moran [00:19:17]

Because when you say, where does this go? What I imagined was that I'm doing exactly what I'm doing right now at Capitalism and I'm doing it in person in Cleveland.

JP Newman [00:19:26]

Okay.

Ryan Moran [00:19:27]

I have an incubator in Cleveland that is now backing the kid like me and keeping them in Cleveland. I had to leave in order to find my opportunity, so if I have an incubator that's in Cleveland that is finding those entrepreneurs and investing in them, that feels super



purposeful, and you keep them in Ohio, and that is the group. That is the fund that buys the Cleveland Guardians.

JP Newman [00:20:01]

I love it. You know what's funny about that, Ryan? When you told me the eight things that were going on that were pulling you, that was not one of them. Might have been in your head, but that's not what you said.

Ryan Moran [00:20:10]

Yeah.

JP Newman [00:20:11]

You talked about buying homes in Cleveland. Maybe you don't need to buy homes in Cleveland. What you really want is exactly what you just said. Maybe you buy homes, maybe you don't, but that might be pulling you in the wrong direction, because ultimately, you've just been incredibly clear with what you actually want to accomplish. It has nothing to do with buying homes. Buying homes is a real estate investment opportunity.

Ryan Moran [00:20:29]

Yeah. I was talking about commercial, large ...

JP Newman [00:20:32]

Even that. That's not the core. And I'm not saying it's wrong, by the way.

Ryan Moran [00:20:36]

Yeah, yeah. I get it. So, let's now take the ... Now that we've kind of cracked this purpose, so we can drip it back into the actual strategy.

JP Newman [00:20:43]

Yeah, now they ... But this is the first time I've heard the actual core strategy. So, thank you.

Ryan Moran [00:20:47]

Beautiful. If we ... What I would imagine is, Cleveland is on the lower side of the economic side, and so there's kind of a hurry to get out. If you have any ambition at all, there's a hurry to get out. So, I like the idea of buying these large commercial properties in Cleveland and making them desirable places so that you're proud to live there, so that you stay there longer, so you get more plugged into the city.



Ryan Moran [00:21:16]

And that's how that drips over kind of into the strategy. But you're right. I sort of led with ... I led with the logical stuff instead of the heart centered stuff.

JP Newman [00:21:26]

It is really ... It is the clearest and it's the first time I've heard you say why you really want to do it. It's empowering entrepreneurs to stay and grow in their own community. That's really important to you. So, what I would say, again, and tying that into, now that we know your why and your platform of why that's important to you, that changes ... To me, it changes the calculus of how you even approach it.

Ryan Moran [00:21:46]

Yeah, totally. It changes it from the very first day because you're ...

JP Newman [00:21:49]

I would almost say to you, look, the real estate part of it is secondary to me. As you talk about it, it's secondary. It's not that it doesn't exist. It doesn't delegitimize it. But if you take a moment and just, you know what? Guess what you're pretty good at and you've had experience at? Doing incubators. I think you know that.

JP Newman [00:22:07]

The point is that, I mean, maybe step one, and you actually think this through, is to create the incubator in Cleveland. So, that's Capitalism. That's where you start. You don't worry about the real estate. All this stuff takes an investment of energy and time. Now, there might be a moment with your intention in that business plan that you want to own commercial buildings along with it, but I honestly don't think with your intention that that's priority one. It might become the way Dan Clark of Quicken has changed Detroit. Dan Clark, I remember. It's Dan ...

Ryan Moran [00:22:35]

Dan Gilbert.

JP Newman [00:22:36]

Sorry. Dan Gilbert has changed Detroit, and it's become real estate, but it started with Quicken, and then it became real estate. Maybe it starts with the mission of incubation to bring more energy and life and playfulness and fun, and then the real estate follows. And you'll find, by the way, the clearer you are, guess what you're going to find?

JP Newman [00:22:56]



You're going to bump into the young real estate guy who's looking for someone like you to back him, who will do all the work. So, it's not Ryan having to go learn about real estate. It's actually you just getting clearer about your intention of what you want to create, and I promise you that person will come at the right time. And you'll either be an investor, you'll be a silent partner, you'll be part of your incubator.

Ryan Moran [00:23:18]

Yeah. That's interesting. So, at the beginning, I mentioned four opportunities I'm sort of looking at, and that sort of scratches three of them. You getting into the heart of it really scratches three of them, checks three of those. The one that it doesn't scratch is the company I just bought back. Right?

JP Newman [00:23:37]

Right.

Ryan Moran [00:23:38]

And so now I look at this and I think, okay, how do I bring that same spirit into this project? Because where I feel pulled in multiple directions is I am needed for content. I am needed ... I'm acting CEO of my old company, also my new company. I feel ... I have to show up for events. I have to promote all of this stuff, right?

Ryan Moran [00:24:02]

A lot of it is on ... It's dependent on my energy. And if I'm not ... If I don't have the energy, probably doesn't grow right now. What you just did for me is really unlock the spirit of it, which has unlimited energy to it. It's a beautiful thing. So, how do I tap into that? Can we just talk through how I bring that into something that, on its surface, doesn't fit into the same thing?

JP Newman [00:24:31]

So, before we jump into that, as I said to you in an earlier episode, Ryan, I got involved in senior living because it made total sense to me in my head and on a spreadsheet, but it didn't really fit my mission because even though I'm in the communities, I thought that was good enough, but it wasn't true.

JP Newman [00:24:49]

I would walk into my senior communities. These are people with Alzheimer's and memory care, and I would almost ... I wanted to run out the door. I am not good ... That doesn't light me up. In fact, it's just ... To me it's more depressing than death, watching people lose their memory.



JP Newman [00:25:04]

And all I wanted to do when I walked those buildings was run the other direction, yet I still do the investments. And guess what? My biggest losers are going to be those buildings. It was never meant to be. I kind of talked myself into community. I don't like all communities. Here's what I'm realizing. It's not all communities.

JP Newman [00:25:20]

It's certain communities that I have energy for. You keep hearing me talking about responsibility for people who are in a lesser position or America's class, that moves me. People losing their memory, I have such respect for caregivers. I'm not a caregiver. That was my mistake.

JP Newman [00:25:37]

I kind of talked myself into it. So, I guess going into this conversation with you, you're almost better being honest because even if you come to the conclusion that ... Either you'll come to the conclusion I found how it connects, or it really doesn't connect. Either way, Ryan, it gives you power to make better decisions to free up your time so that you stay congruent to your ultimate mission and purpose.

Ryan Moran [00:26:00]

Yeah, that makes sense.

JP Newman [00:26:01]

So, I'm not going to ... I can't ... I don't know if I have a creative ... I bet you the new AI could probably ... I bet you if you typed it, it would find some perfect answer to that. But I also read in New York Times that this new AI, be careful because it lies a lot, too. That's the one flaw, that it does lie.

Ryan Moran [00:26:19]

Well, think about ... One of the things that was so fun for me when I ran that company the first time was a relationship I built with my co-founder. And he did the operations. He was the integrator, I was the visionary, and we worked incredibly well together. I didn't get him buying it back.

Ryan Moran [00:26:39]

And the one thing that makes me feel really purposeful about this ... I have the vision in my head and written down and it all makes sense, but I get more excited if I think about giving the opportunity to someone because if I think about empowering the next partner, bringing that



opportunity to someone in my audience and knowing how many people that follow my work are just waiting for their opportunity, now it feels ... Now it sounds interesting.

JP Newman [00:27:08]

Why? I'm listening to you.

Ryan Moran [00:27:10]

Because it's what I wanted as a kid in Cleveland. I wanted in Cleveland someone who's just like, just give me ... I will prove myself. Give me a way to get plugged in. Well, you're going to have to leave Cleveland for that. So, looking for the up and comer, and Matt was the up and comer. Matt was a hard working guy who was just like, throw me in, I'll figure it out.

JP Newman [00:27:32]

So, then, really when I'm hearing you say, Ryan, what you really want at Sheer Strength is you want to mentor one special person.

Ryan Moran [00:27:40]

Totally.

JP Newman [00:27:41]

You want to find your next Matt.

Ryan Moran [00:27:42]

Totally.

JP Newman [00:27:43]

And by you being the visionary and finding a young, talented ... A diamond in the rough, let's say, which it sounds like Matt was a diamond in the rough ...

Ryan Moran [00:27:50]

Totally.

JP Newman [00:27:50]

You want to ... That was such a great feeling because you're actually ... Now you're going back to mission, getting people who are locked in their brain through entrepreneurship and opportunity to get liberated into a place of playfulness, fun, and love. Now you want to gift that to someone else because you gifted it to Matt. You and that were amazing together, created great success, and now you want to do it one more time because it was so much fun.



JP Newman [00:28:16]

So, that's all you really probably need to do. You don't need to be ... Because you used the word have to seven times. I have to do this, I have to be CEO. All I heard you kept saying I have to and I need to. Those are the words you used when you play back this podcast.

JP Newman [00:28:29]

And so, what if you didn't have to? What if you didn't need to? What if you really knew what Sheer Strength means to you now is giving this gift to Walmart and you're going to just tell that to the universe? And everything else you're going to outsource until you find that ...

Ryan Moran [00:28:42]

Wait, so ... Wait. What am I giving to the universe?

JP Newman [00:28:44]

Telling the universe you're really here, that Sheer Strength is a platform. It's an excuse for you to continue your greater mission of empowering young entrepreneurs. That's all this is about, and you know this is a mentoring opportunity. You know that you're actually here to give this to a young entrepreneur, but most everything else, you're really not meant to do for this.

JP Newman [00:29:04]

You're not. So, this idea of being active CEO, you just said you're a visionary, you're not an operating guy. You're pulling in things that you don't really need to be doing, and you probably aren't playing to your highest strength or your purpose.

Ryan Moran [00:29:17]

That feels very freeing.

JP Newman [00:29:19]

So, what if you just literally ... If you could outsource everything except picking that right person and mentoring them to get to that ultimate mission of another spot in your life where you've created ... Money is a fun outcome, but it's the outcome of transforming someone's life. So, what if you get to do that but don't have to do this, the other stuff?

Ryan Moran [00:29:42]

That lands.

JP Newman [00:29:42]



I know.

Ryan Moran [00:29:44]

That lands. I teach something called the owner's model, which is you staying in the owner's seat and outsourcing the rest. This takes it to a whole new level, because your job as the owner in that case is to just be on purpose. It's just kind of be in that essence.

JP Newman [00:30:04]

Yeah. Owner or visionary.

Ryan Moran [00:30:08]

Right. I'm just sitting with all that because it's zooming out of the whole thing and finding the reason why it all connects and why all those things are important to me. What prompted me to want to pursue these projects in the first place? There's some desire that that spawned from. And what I did was I spawned them and I went into them, and I spawned them and went into them. And so now I'm down here. I'm feeling pulled in all these directions.

JP Newman [00:30:38]

You fought with Sheer Strength. Part of it was your magic of literally, I've done it once. They took my baby. It was big. They broke it. I'm just going to fix it again to show people, this is my wizardry, and that's ... Nothing wrong with that, but that may not be the main purpose of what you need to do with the company.

Ryan Moran [00:30:56]

Yeah, that makes sense. That makes sense. It's very freeing to think about dropping all of that, coming up here, and then saying, how do I express this? And bringing in those pieces.

JP Newman [00:31:09]

If you free yourself, you'll have more success with the company.

Ryan Moran [00:31:11]

Say it again?

JP Newman [00:31:13]

If you free yourself from the rest of it and you're clear about it, you'll actually create greater success.

Ryan Moran [00:31:18]



I believe that. Well, thank you so much.

JP Newman [00:31:21]

Yeah.

Ryan Moran [00:31:21]

This was actually really helpful.

JP Newman [00:31:22]

We didn't cover the other five pillars, but I promise if we go through each one of them, Ryan, we could literally go through this with each one of them ...

Ryan Moran [00:31:28]

Which pillars?

JP Newman [00:31:29]

Well, you did four or five things. You talked about making Capitalism more ...

Ryan Moran [00:31:33]

Oh, yeah. What I talked about was the real estate in Cleveland, I talked about Capitalism.com, I talked about the Fund. Those three all felt the ... Like they were interconnected when we talked about being that kid from Cleveland, and I don't need to move to ... in my head, I see myself in Cleveland doing this, but I don't have to move to Cleveland to do that. I want to, but my family is pretty established here. But we'll see how that plays out.

JP Newman [00:32:01]

Or you have two homes. You're used to having two homes.

Ryan Moran [00:32:04]

That's true. Yeah.

JP Newman [00:32:04]

Add a third.

Ryan Moran [00:32:07]

So, we'll see how that all plays out and shakes out, but they sort of all match the same essence. Why did I get into this was to create opportunities and playfulness and love. It was just that



fourth piece that ... My other company. And if I zoom out and go into that same essence, I can see where it connects.

JP Newman [00:32:29]

It's all the same. And it actually takes you back to being 16 again or 17 again, back in school training to be ... I almost said a monk. [INAUDIBLE 00:32:38] A pastor. [IA 00:32:40] It's the same thing.

Ryan Moran [00:32:42]

It's the same thing.

JP Newman [00:32:43]

So, think about how consistent you've been, Ryan. You've been so consistent on your path. Isn't that awesome?

Ryan Moran [00:32:50]

It actually kind of is.

JP Newman [00:32:51]

It is.

Ryan Moran [00:32:52]

It's actually just a different congregation.

JP Newman [00:32:53]

There's just a very simple theme, and you're just following ... It may look complicated. It's just really one simple theme.

Ryan Moran [00:32:59]

That's really fascinating. I mean, even if we look at the way that I teach entrepreneurship, pick the person first, go and serve the person, build an audience of those people, that is very pastoral.

JP Newman [00:33:10]

It is, yeah.

Ryan Moran [00:33:13]



Wow. It's fascinating to look at it like that because there really is a purpose and an essence behind it that is fueling all of your decisions moving forward.

JP Newman [00:33:24]

We should do a podcast around it.

Ryan Moran [00:33:25]

Yeah, right? And it's almost ... It's the getting out of that that causes all of our problems and our confusion.

JP Newman [00:33:32]

A lot of us think we don't know ... The thing ... How we started this episode, Ryan, you're like, I'm 35. Am I supposed to know that? I don't think I know that yet. Maybe it's simpler than we think. Maybe we make it too ... Maybe we make it too complicated.

Ryan Moran [00:33:46]

This was really helpful and very clarifying, JP.

JP Newman [00:33:49]

Cool.

Ryan Moran [00:33:49]

Thank you very much.

JP Newman [00:33:50]

Awesome.

Ryan Moran [00:33:50]

I'm so glad you're my friend. I'm so glad we're homies. It's funny because we started this podcast and you were like, can you help me do a podcast? And I was like, is this an excuse to hang out with JP? And it paid off for both of us.

JP Newman [00:34:06]

Here we are. Thank you, my brother.

Ryan Moran [00:34:07]



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— B E T H E C H A N G E —

Hey, thanks, everybody, for watching. If you enjoyed this, shoot us an email at InvestingOnPurpose@gmail.com. Let us know that you found value and that it gave you clarity for your next moves. Thanks for watching.

JP Newman [00:34:19]

Deuces.

Ryan Moran [00:34:20]

Oh, God.

Chris Van Loan [00:34:28]

And now a quick word from Dr. Travis Zigler, one of our members from the Capitalism.com community.

Dr. Travis Zigler [00:34:34]

I'm Dr. Travis Zigler, and along with my wife, Dr. Jenna Zigler, we started a brand called Eye Love. We had our exit in June of 2021. So, that was a huge milestone for us, both from making us financially free, to getting us out of debt, student loan debt that we've had since we became doctors in optometry school. And when we sold, we were doing close to \$450,000 a month.

Dr. Travis Zigler [00:34:57]

I started with Capitalism.com back in 2017, 2016, around that time, and I joined the Tribe first, which was the equivalent to the Incubator now. The biggest thing, and I think this is the fear that brings us all back, is they're afraid of investing and getting that return on your money. And so, my fear of investing in myself, I'd never done anything like that up to that point.

Dr. Travis Zigler [00:35:21]

And my wife wasn't there, and I joined without consulting her, which was ... I don't recommend doing that. But it was probably one of the best decisions we've ever made, because it's just amazing what an investment in yourself with Capitalism.com has done for us. And nothing changes after an exit or a financially freeing exit or anything like that, but how is our life different from joining Capitalism.com? It's our therapy.

Dr. Travis Zigler [00:35:48]

Ryan is known as the entrepreneur's therapist for a reason, and it's because when you talk to him, he gets you out of your own head. If you join, this is a proven system. I mean, people have gone through this, and they've come out the other side better. If you join this and you don't get results, it's up here.



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Dr. Travis Zigler [00:36:13]

It's not ... It has nothing to do with the course. It has nothing to do with the people that are in Capitalism.com. It has to do with you. You need to look in the mirror, because you can get the exact same course as the person sitting right next to you and you guys will both have two different results and it's all because the mentality that you take into the course.

Dr. Travis Zigler [00:36:32]

If you go into it ... Or joining the networking or the mastermind. If you go into it with a negative attitude that this isn't going to work, it's not going to work for you, so don't join it. But if you go in ready to go, it's going to work. It worked for me, it's going to work for you, too. It's just you've got to steer or jump over the mental hurdles, because, believe me, you will hit roadblocks like you wouldn't believe, both in your personal life and in your business life. And that's what this is here for. It's here to help you get through those.

Ryan Moran [00:37:00]

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 profits.

Ryan Moran [00:37:24]

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.