

We See What We Believe - How To See Opportunities That Everyone Else Overlooks

Transcript

Ryan Moran [00:00:03]

We human beings like to think that we are very logical, but the truth is we are emotional creatures and we justify our emotions with logic. For the vast majority of the world, this means that they are unknowingly hypnotized to believe things that hold them back, but you can actually use this fact consciously in order to rewire yourself to see opportunity and to make more money.

Ryan Moran [00:00:25]

I am fascinated with confirmation bias. Confirmation bias is that we see what we believe. If we believe something, we tend to go out and find more evidence of it. We see this in pretty much every culture and every belief system. I was raised as a Baptist Christian that believed that the Bible was the inerrant source of truth, and when you have that belief, you go out into the world and you interpret the world through that belief.

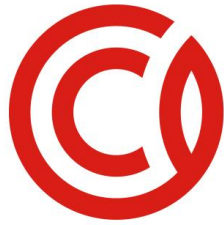
Ryan Moran [00:00:52]

And everything that happens in the media, everything that happens in society, everything that happens in your neighborhood is a reflection of that belief and amplifies what you believe and sees it as evidence that what you already believe is true. If you believe that the vaccine was poison that killed a bunch of people, you probably see every death on the news as evidence that you were correct. If you believe that Democrats are evil, everything that you see on Fox News you will take at face value.

Ryan Moran [00:01:21]

If you believe that President Trump is racist, you will see everything that he does as some sort of racist dog whistle. All of us are subject to this because it's how the brain works. Our brains see the world not through logic, but through story. And when you know that your brain is actually interpreting a story, you can interrupt it and start to change the story that it sees so that you can wire yourself to see and act out what you want to be true.

Ryan Moran [00:01:51]



Most people believe that they go through life collecting data and learning more and getting wiser and smarter and coming to better and better conclusions as they go, but because of confirmation bias, the opposite is true. We tend to have our stories hardwired into us at a very young age, and we go through life collecting more data that actually just strengthens the beliefs that we already have. Most people never poke holes in their own arguments.

Ryan Moran [00:02:17]

They rarely change political parties, they rarely change religions, most people don't even change their diet. This is why you can have The Carnivore Cookbook next to The Vegan Diet on the shelves of Barnes and Noble, and both of them can be bestsellers because we tend to gravitate towards what we want to be true. It's a very rare skill to go through life questioning our own assumptions, questioning our own stories, and trying to find where we might be wrong.

Ryan Moran [00:02:45]

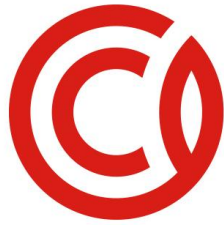
Instead, we tend to go through life trying to find where we are right and then judging the people who disagree with us. Today we live in a world of information abundance. Anything that you want to find on the internet, you can find, which means that most of us have more firepower for our closely held beliefs. We can find people that agree with us, movies that show rich people as the antihero, we can find any quarter of the Internet ready and willing to justify the conspiracy theories that we want to believe.

Ryan Moran [00:03:16]

As a result, we tend to double down on what we already want to be true rather than questioning our own assumptions. But you can use all of this to your advantage. When you know that the brain works in stories, you can start to peel back the curtain and see why you've been doing the things that you've been doing. You can see why you've been procrastinating on starting your business. You can see why you may actually be wired to stay poor instead of pursue opportunities.

Ryan Moran [00:03:45]

And you can begin to tell a different story to your brain and to your body and hardwire yourself differently to change the results that you're getting. This is why I can give the exact same information to two different people. One will build a multimillion dollar business and have a ridiculously big exit, and the other will call me a scam artist.



Ryan Moran [00:04:08]

The information that I taught them was the same, the course that they bought was the same, the event that they went to was the same, but the stories that they had in their minds were very different, so they heard the information completely differently. And you can rewire the story in your brain so that you pursue opportunity and make more money. The first thing to know is that our brains look for stories before we look for logic. In fact, stories in our brain bypass logic and they bypass language.

Ryan Moran [00:04:39]

Before language was ever developed for human beings, we still told stories. In fact, Neanderthals used to kill yaks and take their blood and use it for paintings on the inside of the walls of caves so they could communicate lessons to the next generation. They did this because language didn't exist yet, so they weren't writing things down or even having oral stories. They drew pictures to tell a story so that the lesson would be passed down to the next generation.

Ryan Moran [00:05:10]

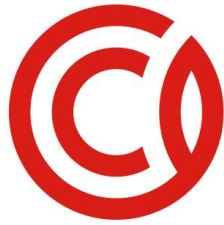
What this means is that stories can pass on lessons and take on meaning for us, even if there is no language used in the story. Case in point, I have no idea if the Neanderthal story is actually true. I just heard it and now I'm repeating it to you because it was embedded into my brain because it was a cool story. Either way, the lesson holds true that stories bypass our BS meter in the brain and we turn off our logic for a hot minute and we listen for the lesson behind the story and we adopt that and it gets singed into our brains.

Ryan Moran [00:05:45]

This is why we tend to remember stories more than we remember facts. And if you are told facts in the context of stories, it tends to be more memorable. Stories carry emotion with them and we feel emotion before we think with our brain. We have our beliefs hardwired into us through emotional stories, and then throughout life, we look for confirmation of that story, and that's what is confirmation bias.

Ryan Moran [00:06:13]

For example, growing up in the church, one of my first beliefs was that I was going to hell. That created fear, and therefore I adopted a belief system, and I took that belief system and found evidence for it everywhere in the world. And as a result of having that story hardwired into me,



I disregarded science, I believed that we were going to disappear in a rapture, and I believed a bunch of weird things about the world in order to justify my story.

Ryan Moran [00:06:41]

Now, how do I know that that story is not correct? The truth is, I don't. None of us know if the stories that we believe are actually true. We love to think that the stories we have about the world are the factual, accurate ones, but the reason we believe them is based on our own experience and how we've gone through life collecting data to support the things that we already believe.

Ryan Moran [00:07:05]

So, whose beliefs are right? Well, yours, of course. You wouldn't have the beliefs that you have if you didn't believe that they were actually true. I wouldn't have the beliefs that I have if I didn't believe that they were true. But at the end of the day, none of us actually know. And since none of us actually know if our beliefs are true, we might as well choose the stories consciously that allow us to move towards the experience of life that we want to have.

Ryan Moran [00:07:33]

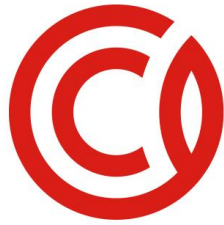
Here are a few ways that you can consciously choose your stories so that you rewire your beliefs to give you the outcome that you want. The first is through pre-framing. There is a psychological trigger called pre-framing in which the brain looks for what it's been told to look for. This is used all the time on the news. You will see a headline come up and then a video clip will be played, and you will interpret the clip that has been played based on the headline that has been shown to you.

Ryan Moran [00:08:04]

The same clip will be showed on CNN versus Fox News and those groups will have completely different interpretations of what they've been shown because the headline was different. My favorite example of this happened during the race riots of 2020. There was a situation in which an older man bumped into a police officer and the police officer did this to him. One headline read racist police officer flashes white power signal to older man, and then you watch the clip, and the two bumped into each other and the police officer went like this.

Ryan Moran [00:08:40]

The second headline said kind police officer checks on elderly man after collision, and they showed the same clip. The two bumped into each other and the police officer went like this



and the older man nodded that he was okay. Which one of those is actually what happened? Whichever one you believe. The way that you can use pre-framing to your advantage is to tell the brain what it is going to see, and then your brain will start to look for that.

Ryan Moran [00:09:10]

I use this with my seven year old daughter all the time. I ask her what kind of a day she's going to have and she usually says, I don't know. And then I say, Esther, do you remember that thing that I told you about the brain, about it goes and looks for whatever you tell it? And she says, oh, yeah, and then she tells me all the things that she's going to do that day in order to have a great day. Your brain will look for whatever it is prompted with, and if you pre-frame it with what you want it to find that day, that year, or in that specific situation, it will filter through all of the data that is happening and it will create that story on your behalf.

Ryan Moran [00:09:51]

You can use this consciously by saying, I'm going to look for more opportunity, and then every time something happens, simply look for the opportunity that is in that. Your brain will find it, even if at first it can't find any way to make it a positive outcome. You can pre-frame your brain into finding any outcome that it wants.

Ryan Moran [00:10:11]

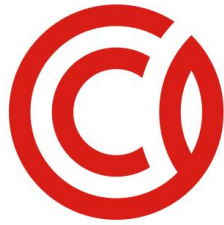
If you think about your brain like Chat GPT, Chat GPT has an infinite amount of information available to it and it's growing all the time. The thing that changes what Chat GPT says is the input that it's given, the question that it is asked. Your brain is exactly the same. You are going through life collecting all of this data about business and money and politics and people and relationships, and it will give you the output based on the questions that you ask it.

Ryan Moran [00:10:43]

And you can do this until you have a belief that is ingrained into you and a habit that is natural to you to look for that input automatically, and that will change the way that you show up, the actions that you take, and the results that you ultimately get. For example, if I'm working with an entrepreneur, I will often give them a piece of advice that will help their business and they immediately shrink back because the first thing that they think of is, how could this go wrong?

Ryan Moran [00:11:11]

How could I lose money with this? Is there danger in this? Might this fail? Could I look stupid if I do this? Because that is their reference point and the muscle that they have practiced up to this



point. But you can interrupt that by telling a different story and start by asking it a different question so that you look for different data points.

Ryan Moran [00:11:30]

The second way that you can use this is by rewriting old stories. There's a trick used in NLP, Neuro Linguistic Programming, where you can rewrite your past. Your past is just a set of circumstances that happened, but the way it affects us is how we're playing that story over and over and over again, and the emotional experience that we have when we think about it.

Ryan Moran [00:11:54]

But you can rewrite that, and I like to do this in a journal by simply rewriting my past. And the way that I usually start this is by saying, I remember when I used to think that X. That way, I'm actually framing that old belief in the past, which assumes that we're seeing it differently now. That gives the brain a moment in which everything changed.

Ryan Moran [00:12:16]

Then, you cast it into the future by writing down, after I made that change, this happened and this happened and this happened. And as soon as you rewrite that story, the brain interprets that past event differently and is now pre-framed to look for different data in order to support a different story.

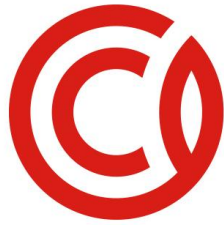
Ryan Moran [00:12:36]

The third way to use this to your advantage is by thinking about the brain like a sponge. The brain is constantly looking at all the information around it, which is the things that it listens to, the people that it hangs out with, even the things that it reads on a screen, and it is making sense of it all, because it's a story-making machine. If you think about the brain like a sponge, then its job is to take all of that and keep it into the sponge.

Ryan Moran [00:13:03]

And it's making sense about this sponge in the form of a story. Then you can change how the brain is making a story by changing the inputs. That means that if you surround yourself with podcasts, YouTube videos, and your own network of people who believe a certain thing, you will naturally start to adopt those beliefs, because your brain is a sponge.

Ryan Moran [00:13:22]



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If you start hanging out with Christians, you will adopt Christian values. If you hang out with millionaires, you will adopt millionaire beliefs. If you hang out with vegetarians, eventually you'll start to say, am I an asshole for eating this piece of steak? It will naturally happen. So, you might as well do it consciously.

Ryan Moran [00:13:43]

If you aren't getting the results that you want in your life, it's because of the inputs in your brain. It's the stories that you believe, it's the people you hang out with, and it's the things that you're practicing over and over and over in your mind. It's really hard to change a behavior if you haven't changed the story in your mind. This is why you can adopt all kinds of new information and still be a procrastinator, because you haven't changed the stories that you're telling yourself.

Ryan Moran [00:14:11]

You just have different information that you're interpreting through the exact same stories that you've had for your entire life. Once you rewire the stories, which starts by you realizing that you are not as logical as you think you are, and that you're a story-making machine, and you can start to tell a different story, that's when you actually have control over your beliefs and the outputs that you create based on what the body and the brain is processing.

Ryan Moran [00:14:38]

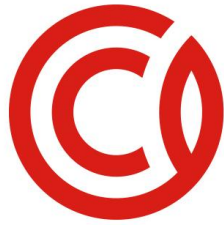
Once again, I can give two people the million dollar blueprint and tell them exactly how to create a million dollar business. One will interpret this as another opportunity to fail and lose money and look like a loser, and the other will see this as a brand new opportunity to create the next chapter of their life.

Ryan Moran [00:14:54]

The difference is what's between the ears. And if you want some help, I have a new free course available at Capitalism.com/Million. It's called The Road to \$1 Million. I have built this free course based on this philosophy, of the more that you surround yourself with stories and beliefs and people that your brain will change to match them.

Ryan Moran [00:15:18]

And so, I've created this 30-day free course to help rewire the stories, the beliefs and the information in order to put you on the road to \$1 million. So, go over to Capitalism.com/Million. It's a free course, and you will go through a 30-day sequence to start



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to rewire these beliefs, and start to rewire your actions, and the people you hang out with in order to put you on a path to creating a million dollar net worth. I'm Ryan Daniel Moran with Capitalism.com. If you enjoyed this video, let me know in the comments and I'll see you next time. Thanks.

Ryan Moran [00:15:5]

If you've read my book, listened to the podcast, or watch any of my YouTube videos and you're asking yourself, where the heck do I start? Where do I begin my journey to my million dollar business? We got you today. My team and I just completed a new kickstart class called 5 Days, 7 Figures.

Ryan Moran [00:16:11]

This is the best on-ramp class for any of you who are ready to begin your seven figure journey. In this five day class, you're going to choose your ideal market, what products to launch, come up with a plan to get each one of them to 25 sales a day, and you'll know at the end of the class exactly what your business is going to be, how you're going to get it to a million, and exactly what your next steps are to get it off the ground.

Ryan Moran [00:16:38]

It's a five day class, it costs \$100, and when you're done, a member of my team will get on the phone with you and review your homework directly with you. When you're ready to start, go take the challenge at Capitalism.com/5. That's the number five. 5 Days, 7 Figures. Capitalism.com/5.