

12 MONTHS TO \$1 MILLION

How to Pick a Winning Product, Build a Real Business, and Become a Seven-Figure Entrepreneur

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RYAN DANIEL MORAN is the founder of Capitalism.Com, an online resource for teaching entrepreneurs how to build successful businesses and invest the profits. Ryan Moran is also the host of the One Percent podcast, and the Brand Builder podcast. More than 300 of Ryan Moran's students have now succeeded in building seven-figure companies using his 12-Months-to-\$1Million methodology. He is a graduate of Indiana Wesleyan University.

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MAIN IDEA

So let's say you get the entrepreneurial itch and want to start your own business. That will allow you to do your own thing and call your own shots, right? Well, sure, it can be done – as long as you realize being an entrepreneur is an all-consuming adventure, never just a 9-5 job.

The reality is today if you're prepared to work harder than ever, you can in fact build a brand new business from the ground up to the million-dollar sales level and then sell it for a big payday – all within 12 months.

How? Your 1-year entrepreneurial adventure will go something like this:



There is a solid and repeatable 10-step roadmap for taking a business from zero to one million in a year and then selling it for a big payday. It can be done, thanks to the unique combination of e-commerce and social media which exists at the present time. The method works, but you have to go all in to execute on it.

"There is no game more challenging and rewarding than entrepreneurship. At the foundation of every successful business is one entrepreneur who is willing to put it all on the line and take the company to its first million. When change happens and wealth is created, there's always one person who puts it on his or her back and takes it on as a challenge. I live to empower that person. Contrary to what you might hear in the media, profit-driven capitalists create the greatest change in this world. I believe in this ethos so strongly that I personally invest in the businesses my students and friends start; I want to be part of the change these entrepreneurs create."

– Ryan Moran



Stage #1 – The Grind (Months 1 - 4) Pages 2 - 5

You're in the Grind until you can sustainably achieve at least twenty-five sales per day on your first product. To reach that point as quickly as humanly possible, you need to make fast, bold decisions when you're first starting out. Be comfortable with the fact you won't get everything right. In the Grind, speed is your friend. Every sale matters, a lot. Focus on getting a thousand followers, at least twenty reviews on product #1, and twenty-five sales a day.



Stage #2 – The Growth (Months 5 - 9) Pages 5 - 7

This is where the snowball is starting to build. Once you get product #1 up to a consistent twenty-five sales a day, you then want to roll out as many more products as you can comfortably handle. Just make sure you're releasing more products to the same group of customers as your first product rather than chasing rainbows. Momentum will build quickly in this stage because you won't need to make as many decisions the second time around. Don't get distracted – keep it simple and stay focused.



Stage #3 – The Gold (Months 10 -12) Pages 7 - 8

In this stage you can start experimenting with different types of advertising to figure out what really works for your type of product. This is also the stage where you can finally start paying yourself, and become a genuine full-time entrepreneur. Your job here is to build revenues, find a buyer, and walk away with a six-figure plus windfall – so you can then do it all again.

