



## **E37 - Kelly Asks, How Would I Turn My Side Hustle Into A Brand? Transcript**

Ryan Moran [00:00:02]

This is the Road to \$1 Million. I'm Ryan Daniel Moran. Hey, everybody. This is a really special episode for me because I'm going to be chatting with my older brother, Kelly. My older brother has been putting YouTube videos out on a channel called City Billy Adventures. Go look it up. It's fantastic. His videos are better than mine, but they're on a completely different topic.

Ryan Moran [00:00:24]

He's doing DIY and fishing videos, mostly for fun, but he's starting to think about turning it into a business. He's got about 700 some subscribers at the time of this podcast and he's wondering how he can take his audience that's actually watching his videos and engaging in his work and sharing it, some of his videos are getting 10,000 views or more, and he's wondering if he's got something here. I think that he does, but he knows nothing about building a brand or even the 4 products times 25 sales a day at a \$30 price point.

Ryan Moran [00:00:56]

So, in this video, we're talking about how he might be able to leverage this audience that he is building and the content that he's doing as a passion and turn it into a real business. And of course, as brothers do, we push back on each other a little bit. He doesn't necessarily like the model that I am giving him. He's not sure that it's right for him, so that you're really going to resonate with this if you are new in your journey and you're wondering, what am I going to do with this thing and how am I going to get this thing off the ground?

Ryan Moran [00:01:25]

And in this, you hear me give my advice to my brother about how he could turn this into a business. Make sure you're subscribed to him on YouTube. His stuff is really good and really entertaining. It's called the City Billy Adventures. Enjoy this episode with my brother, Kelly. All right. SO, what I wanted to do with our time today is I know that you don't necessarily see City Billy as a business per se, but you're obviously putting a lot of time and hard work into it. So, would you tell me what your plan is and what you want to happen as a result of doing that plan?

Kelly Moran [00:02:04]



So, my overall initial plan is just to build a YouTube base mostly just because I enjoy doing it. We kind of fell into this really unique house and property that we've been DIYing our way through for the last 3 years and we started filming it because we're doing the work anyway. And now it's just kind of a pet project of mine, of building up a YouTube following just for my own enjoyment. So, that's my ...

Ryan Moran [00:02:42]

That's your focus right now.

Kelly Moran [00:02:42]

It's my focus right now, and then I guess long-term dreams would be monetizing the channel and turning it into some sort of small business still based around the YouTube channel.

Ryan Moran [00:02:55]

Okay. And when you say you want to monetize the channel, do you want to monetize the channel just because it would be nice to monetize the channel? Because you want the 2nd income stream? Because you want this to be your retirement? Because you think it has a shot?

Kelly Moran [00:03:08]

For me, it's just the ego, just trying to get into something that makes a little bit of money. I don't ever see it as something that is making any sort of significant income based off of the YouTube monetization.

Ryan Moran [00:03:27]

Okay. So, then why do you want to monetize it at all? And that's a genuine question, because you're now ... You're wearing a City Billy sweatshirt as we're recording this. I slept in a City Billy shirt last night. You're doing gear and all this stuff. Why do all that to monetize anything if money is not the goal? And that's a genuine question.

Kelly Moran [00:03:48]

For me, it's just building out the YouTube following. And so, I have a small batch of clothing that I've sold to some loyal mostly family members just to get the name and the logo out there. But again, for me, my only main goal is just to get more followers just for the sake of doing it and just for my own enjoyment.

Ryan Moran [00:04:14]

Okay. So, there's a couple of different ways that I could take this because I want you to know, I'm speaking as business Ryan when I say this, not as your brother, Ryan, you've got a



legitimate shot. Your stuff is good enough to where if you wanted to make this a thing, you could make it a thing. If you wanted ... If we took this conversation in the direction of how does Kelly make \$150 grand a year with this YouTube channel, we can get there pretty easily. We can come up with a plan to execute that'll take you to \$150 grand a year.

Ryan Moran [00:04:45]

If it is to grow just the following, we can take the conversation there. But I wanted to tell you that because if there is a secret desire to make this a business, we could make it a business. And also, if you just want to grow the following, implementing some business things will give you the capital and the flexibility to be able to make it happen faster. So, when I tell you that, does that change anything about where you want to take the conversation?

Kelly Moran [00:05:17]

It's certainly an interesting thought to make it something that makes significant income, but at the same time, in my limited experience, when you take something that you really enjoy and you make it your business, especially if you're relying on that as your main source of income, I could see it becoming something that you don't enjoy nearly as much.

Ryan Moran [00:05:35]

Ask me how I understand this. I understand this very well. So would you say the primary goal is just growing the following and you'll see what happens from there?

Kelly Moran [00:05:45]

Absolutely. If my brother wasn't so influential, that would definitely be all it was, was just having a YouTube channel just for the sake of doing it because we're doing the projects anyway and I'm having a fun time making the videos and editing the videos, but having somebody in my ear saying that this could be something certainly is interesting.

Ryan Moran [00:06:07]

Okay. Well, your brother sounds amazing and very handsome. So, tell me what the plan is. Right now if nothing were to change, what's the plan to grow the channel and to keep it fun and exciting and a hobby?

Kelly Moran [00:06:21]

So, for us, the channel is mostly stuff that we're doing anyway. So, the videos kind of happen on their own. As we do more projects to rehab this house in this property, we're recording it and posting it on YouTube. The channel is half DIY stuff that we're doing around this property and half fishing adventures that I do just because that's what I enjoy doing and I have all this



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video equipment now. So, I made some shirts to wear while I'm fishing. I spent way more time than probably I needed to make my own logo, and I'm kind of just ...

Ryan Moran [00:07:02]  
Solid logo, though.

Kelly Moran [00:07:04]  
I'm very proud of it. I'm very proud of it. But I'm just kind of figuring all this out as I go. It's mostly a tinker project. I'm trying to figure out the best way to get some sort of internet based store so that I could advertise on my videos to buy City Billy gear, but it's a very, very small time, nothing that would justify a monthly subscription type of program.

Ryan Moran [00:07:33]  
Okay. So, the reason why you are doing the shirts and the logos and all that stuff, is it to engage the following and grow it or is it to monetize it? What's the reason you're even going down that route?

Kelly Moran [00:07:50]  
Just to engage the following and to grow the little tiny brand that I've created.

Ryan Moran [00:07:56]  
Okay, great. And to grow the following, do you have any plan or cadence in terms of quantity of content or content plan that you're executing that you're hoping will grow the channel?

Kelly Moran [00:08:10]  
Not any type of schedule. It just kind of happens as it happens. For us, it's a 2 person operation most of the time. My wife and I do these projects while also raising 2 kids and working 2 careers. So, the projects certainly take time. And then the video editing of those projects takes more time. So, I don't know that I could ... Without hiring a crew of people, I don't think I could really push the videos out much quicker. The fishing videos are certainly easier to film and edit and push out quicker, but that's something that doesn't happen too terribly often, especially as winter is approaching.

Ryan Moran [00:08:54]  
Of course. So, Kelly, before I kind of go into my recommendations from here, what do you want to see happen? As a result of you doing all this, what, in an ideal world, happens?

Kelly Moran [00:09:09]



I guess, and again, just for my own ego, I guess, which I hope I don't have a big ego, but just to see something that you've started from nothing grow into something that maybe people recognize. So, just, I mean, I don't have any thoughts of quitting my career. I could potentially retire in about 11 years, not that anybody's counting. But I very much see this as a hobby that maybe grows into more of a significant hobby. But we certainly have no shortage of projects to film around here. And if you check out some of the early stuff that I've put out, you'll get an idea of some ... The scope of what we're working with here.

Ryan Moran [00:09:53]

So, it's interesting because I'm in this strange spot where from a ... As a businessman and someone you might consider a business consultant, this is my dream. You have somebody whose side hustle is interesting, engaging, it's their hobby, and they're good at it. It's like, this is ... My plan B if this internet thing doesn't work out for me is I'm going to move into my brother's house and I'm going to turn this into a business because I know exactly what I would do here.

Ryan Moran [00:10:24]

So, your goal is to grow the audience and to see the views grow and to see this project get some more attention. I know internally that if we add in some business elements to it, that the audience would grow a lot faster. But before I do that, I know you had some specific questions about what's standing in your way and decisions you need to make on this purely as a hobby. Why don't we go through those first?

Kelly Moran [00:10:53]

So, the 2 biggest questions I have is I have this logo that again is nothing special, but it's mine and I don't want anybody to take it. And I'm trying to figure out, as I start pushing this logo out there on shirts and stickers and stuff, should I trademark it? Should I register it? Should I do both? I just want to make sure that nobody else takes any type of ownership over it.

Ryan Moran [00:11:18]

Okay. So, let's just knock that one out of the way. This is a ... I want you to spend as little brain power on this as possible because the worry of people taking your intellectual property is mostly an irrational fear, but almost every creator has it. Almost every creator or idea person is afraid that somebody else is going to take their idea but it's very unlikely that that becomes a problem.

Ryan Moran [00:11:49]



It's actually the fear of someone taking your stuff that slows people down more than somebody actually your stuff, because people are ... Don't want to talk about their idea. They don't want to share it and they overthink about what they need to do legally, and that becomes a long list of to-do items rather than just doing the thing.

Ryan Moran [00:12:04]

But the easiest thing for you to do is if you fill out a trademark form on whatever government website, the name escapes me right now, it's a 5-minute piece of paper. It's a 5-minute application. I think it will cost you \$150 to trademark it. And if that lets your mind be at ease about this, go spend \$150 bucks and go file the trademark. It's not a big deal, but ideally I would just remove that fear from your brain and you would go full throttle forward. But if it makes you feel better, go file the trademark, spend \$150 bucks and get it out of the way and don't think about it anymore. Does that make sense?

Kelly Moran [00:12:41]

Yeah, it's certainly not slowing me down at all. It's more that I don't have any sort of knowledge of how this stuff works. I just want to make sure that I'm doing the right things before I push it out any further.

Ryan Moran [00:12:54]

I think you're doing all the right things. Go file the trademark if it's a concern for you and if you want it to be anything of substance, which again, I think it can be, it'll make you sleep better at night as you grow. So, I don't think you need to do anything bigger than file the trademark, spend \$150 bucks, the 5-minute form, and you're done.

Kelly Moran [00:13:18]

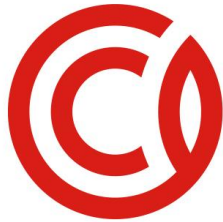
Okay. Sounds good. ANd for what it's worth, the City Billy name, which I am very fond of and I think it's just out there the whole time waiting to be spoken was not my idea. It was a buddy of mine who we fished together and he's definitely more on the Billy side of City Billy. And he said to me, so you're from the suburbs, you're from Cleveland, but you like to do all this hillbilly stuff. You're like a City Billy. I was like, holy crap, that's a perfect name.

Ryan Moran [00:13:47]

It really is a perfect name. All right. So, trademark, done, you feel good about that?

Kelly Moran [00:13:52]

Sure.



Ryan Moran [00:13:51]

Alright.

Kelly Moran [00:13:52]

So, trademark over registering. Or is it the same thing?

Ryan Moran [00:13:57]

I would get the trademark. The difference being that way, nobody can use it in the same context. Registering it means you're an official business, you're officially recognized as a business. Trademark means nobody else can take it from you, which is the concern that you brought up. So, I'd get the trademark.

Ryan Moran [00:14:15]

Registering is an even easier, cheaper process, but it doesn't have the same protections. Okay, so you also wanted to ask me about the t-shirts and monetizing it and what you should sell, that kind of stuff.

Kelly Moran [00:14:30]

Yeah. And again, this is very much small time, but I am starting to talk about it in the intro of my videos. I bought the rights to CityBillyAdventures.com. And not that I see it as any source of significant income stream, but I just want to be able to get the logo out there and if people like my stuff, they can get a t-shirt online because right now it's just a couple of boxes of clothes in my basement that my coworkers and my mother buy. And I just ... I'm trying to figure out the most economical way to put it online without losing money by selling those shirts.

Ryan Moran [00:15:11]

Okay. And once again, you're selling the shirts almost as part of the passion project, not because you want to monetize.

Kelly Moran [00:15:19]

Right. I make very little money on the clothing stuff. I basically sell them just for what it costs me to make them, because I just want to get the logo out there and get people talking about it.

Ryan Moran [00:15:32]

I might be projecting here, but it's my kind of assumption that the selling of the t-shirts is more for you than anybody else. It excites you that people want to buy the shirts and wear them.



Kelly Moran [00:15:42]

Absolutely, that's all I'm trying to do is get my logo on other people's backs.

Ryan Moran [00:15:46]

Okay. Got it. So, a win for you is not if you profit from the t-shirts, but if someone on social media takes a picture of them in the shirt.

Kelly Moran [00:15:56]

Absolutely.

Ryan Moran [00:15:56]

Okay. That's the win there. Great. And so, the question then becomes, how do you get it out to people in the easiest way possible that doesn't lose money?

Kelly Moran [00:16:06]

Correct, because like I said, I make very, very little money on the sale of any of the clothes so I can't justify spending \$30 a month for a website to take credit card fees and things like that.

Ryan Moran [00:16:19]

Yeah. So, then my recommendation is very easy and straightforward. I would put the shirts on Amazon. And the reason is because you have to think about, what's the easiest way for the customer to get it in their home? And credit cards are already on Amazon. People are already familiar with shopping with Amazon. You don't care if you're ranking for keywords on Amazon, so you're not going to do a whole bunch of review strategies or anything like that.

Ryan Moran [00:16:49]

You just want the easiest way possible for it to show up at their home. And the easiest way for most people to buy things is on Amazon. So, my recommendation would be to set up a Seller Central account. It'll cost you \$40 bucks a month, maybe \$30 bucks a month, and send all your stuff to Amazon, let them take care of the shipping, the warehousing, the customer service and all that stuff.

Ryan Moran [00:17:12]

And then, link to the Amazon store on your website. And then in 2 clicks, somebody can order a City Billy shirt, whereas if you're fulfilling it yourself, you've got to be able to take the credit card, they've got to fill in all their information, you've got to fulfill it somehow, and it's just going to be more work than it's probably worth. Unless of course you think you're only going





to sell 10 of these a month and you don't mind sending them out by hand. And that's the other option.

Kelly Moran [00:17:41]

I would be happy with 10 a month.

Ryan Moran [00:17:43]

Okay. All right. Then maybe you consider starting an Amazon store for all your City Billy gear in 6 months when the channel grows, and right now you just focus on engaging the audience as much as possible and you do fulfill the shirts by hand.

Kelly Moran [00:18:01]

And I enjoy fulfilling the shirt orders because it's a nice feather in my cap that, hey, somebody wanted to wear this and I don't even know them, which hasn't happened yet.

Ryan Moran [00:18:11]

Then if that's the case, then you might just take PayPal orders and fulfill them by hand until you've got enough of a following to put it on Amazon, but you will make more sales and more people will be willing to buy them if they're on Amazon, because the ease of buying them is so great.

Kelly Moran [00:18:28]

I did a little research into eBay and doing an eBay store. I think from my level of sales right now, that might make more sense because I can fulfill the orders and there's no monthly.

Ryan Moran [00:18:43]

My goal, if you're at this stage and you're just ... And you're expecting 10 sales a month, then my recommendation is just do whatever feels easiest. If you understand eBay and you're going to list them for sale on eBay and you know how to fulfill those, do that. When it's time to grow, I'm going to suggest something different. But for now, just get your foot in the door and get something up and listed it. It doesn't ... I don't care if it's ugly. I don't care if it's simple. Just whatever is easiest for you to do.

Kelly Moran [00:19:15]

Sounds good to me.

Ryan Moran [00:19:16]

Okay. Does that mean that it's an eBay store for you?



Kelly Moran [00:19:19]

I think so, at least in its infancy. If it grows into something that I can justify something bigger, then that would be fantastic. But I said, I'm just happy to get the logo on people's backs if they're willing to wear it.

Ryan Moran [00:19:33]

Okay. So, I have a few things that I wanted to go through on your side. First of all, when you make a piece of content, how long does it usually take you to edit it? Not to film it, because I know that some of these projects are 3 months of work before you start editing it. So, the actual editing process, what does that usually take you?

Kelly Moran [00:19:55]

Well, I started out ... I have a very basic computer that I bought to do Microsoft Office and web browsing. So, to be rendering 4k video is taking a lot longer than I expected. So, Santa is hopefully going to bring me a more powerful computer next month. But just the editing, I'm doing it all by myself. I'm learning as I go with the software. I'm using Powerdirector by CyberLink. And I feel like each video is getting slightly better as I learn the little things that the software can do, but it takes way longer than I would've ever thought. Probably 24 hours of computer time to get a video out.

Ryan Moran [00:20:43]

That's pretty significant. It's pretty significant.

Kelly Moran [00:20:44]

It's a good thing I enjoy it, otherwise I wouldn't do it.

Ryan Moran [00:20:47]

That's right. If Santa is ... Happens to listen to my podcast, I would encourage him to bring you a Mac because even if you were to just use iMovie on your Mac, your editing process is, I think, going to be a lot smoother and higher quality than what you would get on whatever software you just told me you're using. So, if Santa is listening, I would suggest that.

Kelly Moran [00:21:11]

The thought of switching over to Apple products is pretty overwhelming.

Ryan Moran [00:21:15]

If it's just for editing, you don't have to be switching over completely. It's just your creative computer.



Kelly Moran [00:21:21]

That's true.

Ryan Moran [00:21:22]

Now, what I would tell somebody who is trying to make this a business is I would encourage them to come up with some sort of content cadence. Whether that is once a month or every 2 weeks or every 2 months, I would strongly suggest that they choose and commit to some sort of deadline for their content on a consistent basis. Is there any way that you could commit to posting 1 piece of content per month?

Kelly Moran [00:21:52]

That sounds like a good number for sure. I think especially if I'm varying up what my content is. I think the fishing stuff does give me the flexibility to get a video out there relatively quickly. I'm about as good of a fisherman as I am a DIYer, though. So, I've gone out trying to create a fishing video and come up with just a bunch of footage of me drowning worms. So, I don't think anybody wants to watch that. But I think overall, some videos definitely take longer. And I've got probably half a dozen videos that are in different stages of development.

Ryan Moran [00:22:27]

Really?

Kelly Moran [00:22:30]

Oh, absolutely. But it's just, I'm doing multiple projects at a time, DIY stuff, and I film it as I go. I try to piece the skeleton of the video together as I go so that I'm spending less time at the end getting it all together. But some videos take a lot less time than others, certainly.

Ryan Moran [00:22:49]

So, what I would do if I were you is I would make a list of content ideas that don't require all of the DIY work to be done or recorded for you to make the video. For example, if you were to take 2 lures and do a review on which fishing lure was better for top water fishing, or if you were to do a video review of how you installed the new flooring in your kitchen or how you built the speakeasy in your backroom, or how you installed those sliding doors that I'm looking at across your shoulder, those barn doors, those types of videos that could be done in 2 days or 1 day can give you sort of the fill-ins in between those really big content hits. Are you following so far?

Kelly Moran [00:23:43]



Oh, yeah.

Ryan Moran [00:23:44]

So, if you could up a list of 6 to 10 sort of thematic content ideas, that's product reviews, how you did something, it's project updates, it's, what's the best blank for blank? What's the best chainsaw for chopping wood, or chopping down a tree? That kind of stuff is YouTube gold. And what a lot of people who are masters at YouTube will tell you is that you kind of have to feed the site what the audience is already looking for so that they get addicted to your channel and find your other stuff. And that is how-to stuff, it's product reviews, sometimes it's opinion pieces. That's also a review. You see where I'm going with this?

Kelly Moran [00:24:37]

Yep.

Ryan Moran [00:24:38]

So, what comes to mind in terms of content ideas in that vein?

Kelly Moran [00:24:43]

One thing that I've learned as I go is a couple of my earlier videos, which I'm sure everybody that makes YouTube videos will say the same thing that you wish you could go back and re-film them ...

Ryan Moran [00:24:54]

Of course. And I feel that way about all my stuff, too.

Kelly Moran [00:24:56]

But I've taken some of these bigger projects, like the most current project right now is this lake project that we're working on. The property that we bought has about an acre and a half lake. It was very poorly maintained for a while. The property was bank owned and there's a lot of sediment in the lake.

Kelly Moran [00:25:15]

So, we're completely overhauling this lake because I love to fish, the kids love to swim. It's, I think, the highlight of the property is this lake. So we're trying to restore it. So, we drained the lake, we had a company come in and scoop all the muck out. Now we're in the process of filling the lake back up. We put structure in for the fish, we're going to add a dock and a zip-line. And instead of waiting a year plus and filming all of that at once and having a super long video that also edits out a lot of the details, I've started to break it up into sections. So,



we have a whole video on how we drained the lake and what a comedy of errors that was. And we had a whole video on ...

Ryan Moran [00:25:56]

It's a great video.

Kelly Moran [00:25:58]

... The dredging of the lake. The current project is the structure for the fish. That is done and I'm just about ready to post that. And then the dock in the spring, the zipline in the spring. So, instead of one long video that takes more than a year to put out, hopefully ... It certainly won't be one a month, but I've got several different topics that have several videos that have a little more detail.

Ryan Moran [00:26:22]

So, I want to interrupt you here because this is an important point. What you are describing is awesome content, but it's kind of like when I show how I made \$1.4 million last month selling on Amazon. It's cool, it's great content, and it's completely unrelatable. It makes you look awesome, but it does not build the audience.

Ryan Moran [00:26:50]

And the reason is because now it's entertaining and it makes you look great, but it is not what people are looking for because no one but you is looking out at their back lake being like, I should drain the pond and I should make it nicer. That's a very rare thing, but it's awesome and it makes for great videos.

Ryan Moran [00:27:12]

So, the way that I want you to think about this is that type of content being about 1/3rd of your content. And if you think about your content having 3 legs of the stool, 1 is these DIY projects that document everything that you're doing and it's awesome. Can you find 2 other content types that you can mix in there that are easier to make that build the audience? 1 could be product reviews and 1 could be how-to pieces. Those are the 2 that I wrote down, but they could be whatever you feel like you can do a good job at creating. You following me?

Kelly Moran [00:27:48]

Yep. And I'm hoping that the fishing is part of that. I think that that, at least for me, that's equally important as the DIY stuff. It might not be as fun for other people to watch, but I know personally for me, I enjoy watching other people fish on YouTube. So, I try to model what I do a little bit after the people that have had success. And I also find certain things about the most



popular fishermen extremely annoying and I try to make sure that I don't do certain things in my videos, too.

Ryan Moran [00:28:19]

Okay. Let's just go with DIY being one leg of the stool, fishing being another. I want you to pick a 3rd that is purely for other people, purely for people who are searching and looking for content on YouTube. That's, they're looking for how to do something, they're looking for product reviews, they're searching for keywords. What might that be in your context?

Kelly Moran [00:28:41]

I definitely don't see myself as an expert in anything.

Ryan Moran [00:28:45]

Doesn't matter.

Kelly Moran [00:28:47]

So, there's a little bit of a mental hurdle there, but I definitely am ...

Ryan Moran [00:28:50]

You're not an expert, yet you drained a pond and built half the equipment yourself. You see where I'm going with this? You're rehabbing a huge house.

Kelly Moran [00:29:01]

But we've definitely, with this exterior property and the inside stuff that we're doing, we're buying all kinds of tools that I'm learning to use as I go. And there's definitely all kinds of reviews and how-to stuff I could talk about with the tools that I've bought, how to use them, and then also the things that we're building, especially on a ... If I could break it down into a smaller scale, like when we did the speakeasy project.

Kelly Moran [00:29:29]

We took full-sized bricks from a chimney that we took down, used a tile saw to cut them into thin bricks so we didn't have to buy thin bricks, so we had to use a tile saw, a wet saw. And there ... We had to learn, but we could also do a video on how we did that.

Ryan Moran [00:29:47]

That's right. And also the thing ... There's one more piece of this story that we haven't talked about, and it's the fact that you've done most of this on a budget, right? You are not



millionaires, except when this house is fixed up, it's going to be pretty amazing. But you're doing this on ... With some constraints.

Kelly Moran [00:30:05]

Absolutely.

Ryan Moran [00:30:05]

And you've done a great job at it and you're doing it piece by piece, which makes this whole story so relatable. So, if you were to do a video that was how we installed these barn doors for \$500 bucks, that video would crush, but it would take you a day. And you'd show you installing it. You'd say where you got the doors, how you painted them, what color you chose, how you modeled some really expensive barn doors that you saw online, and how you did them yourself on the cheap.

Ryan Moran [00:30:40]

If you had done a video about installing drywall, because I know that was a big process for you guys and you got a quote that was \$15 or \$20 thousand to have some drywall installed, and so you and your wife did it yourselves. If you had done a video on that, that would have crushed. And if you had done it from the perspective of we're doing DIY and part of DIY is saving money and you're figuring it out all yourself, that makes for YouTube gold. People love that shiz. So, are any ideas coming to mind as I say that extra piece of it?

Kelly Moran [00:31:14]

Absolutely. I've been kicking myself for a while now, ever since I started doing the YouTube stuff that I didn't film more stuff when we started this project.

Ryan Moran [00:31:22]

It's all right.

Kelly Moran [00:31:23]

Our initial thought when we started gutting this whole first floor all at once was we'll take pictures and make a coffee table photo album, and now it's this City Billy Adventures YouTube channel, and I wish I would have filmed more. But the good news is there's 2/3rds more of this house yet to be totally demoed and rebuilt.

Kelly Moran [00:31:46]

So, I am starting to approach a lot of projects of, how would I film this? How would we do it with a camera in the way? When do we need to take breaks to make sure that we filmed



certain things? And it slows us down a little bit, but at the same time, I think it makes the videos better. And there's definitely way more drywall to be done. There's ...

Ryan Moran [00:32:12]

But you can kind of go back. So, I'm writing down ideas as you're talking about this. And I think there's a lot of meat on this bone for you to go back, use old footage and new footage to make videos that are a lot faster and easier. For example, the ones I wrote down were yesterday, you took down a tree in your front yard.

Kelly Moran [00:32:37]

Took down 4 trees.

Ryan Moran [00:32:39]

4 trees. Okay. So, what chainsaw is best for tree removal? That's a video. You can talk about it. You can use some of the footage. It's a 12 to 15 minute video. It's a solid piece of content. How to remove a tree from your yard without hiring a tree removal service. That's a really good video. That video will crush. How I bought a 10 acre foreclosure for pennies on the dollar, and then you just tell the whole story.

Ryan Moran [00:33:10]

You just tell the whole story, show footage, give ... You're just telling the story. That's it. It's a great entryway for people to find your channel and just subscribe to it and see the whole adventure. Right? So, getting them at the early stage of a journey, how we bought a foreclosure, how we started this project, how we did this, are places where people can find you and it's an easy to share a piece of content for somebody who's thinking about buying a foreclosure, thinking about buying a fixer-upper, thinking about buying a house with some acreage.

Ryan Moran [00:33:41]

People will send that video to others and find the rest of your stuff. How we installed the barn doors, how we built a brick wall for \$1000. You know what I'm talking about? The brick wall in your speakeasy. So, all of those are going back and using pictures, footage, and face to camera explainer videos to just re-document the whole process, but you're doing it from the perspective of sharing with somebody how they could do it. You following?

Kelly Moran [00:34:13]

Absolutely.





Ryan Moran [00:34:14]

Okay. What do you ... What comes to mind, or how do you receive that? Does that sound fun? Exhausting? Easy?

Kelly Moran [00:34:22]

So, this may not be what your target audience wants to hear as far as growing their YouTube brand, but for me, I'm in the advantageous position that this is purely a hobby for me. And any growth that I get is gravy at this point. I'm just enjoying what I'm doing. So, I've tried to do some research on what makes good, popular videos in the niches that I'm trying to make videos in and I find a lot of things ... There's a pattern, and most of it really annoys me.

Kelly Moran [00:35:00]

The smash the like button thing. What's up, guys? And epic, and crazy, insane. And I hate all of that. So, I'm in the advantageous position that I don't have to do that because I can just do what I think is fun for me, and I tried ...

Ryan Moran [00:35:22]

I like how you jumped from how we bought a foreclosure for pennies on the dollar to insane epic results, smash the like button. It's a bit of a jump, but the subtext there is you saying you don't want to do content that you don't enjoy doing, which you shouldn't ever have to do. But if you can do content that you enjoy making that is also relevant to what people are naturally searching for, you put yourself in a position for people to discover you without hoping and praying.

Kelly Moran [00:35:50]

Right. I agree with that. But I think I try to be as humble as I possibly can about this very insane opportunity that we have with this property.

Ryan Moran [00:36:05]

Stop it. Stop being so humble.

Kelly Moran [00:36:08]

Well, I don't want to come off as showy or bragging. That's not me.

Ryan Moran [00:36:14]

But you don't, you naturally don't.

Kelly Moran [00:36:16]



I'm trying to keep it that way.

Ryan Moran [00:36:19]

By you talking about how you bought a foreclosure, how you bought your dream home, is not showy at all. It won't come out in ... You're not a showy person. You'll just say, hi, I'm Kelly. Welcome to City Billy Adventures. Today, I'm going to share with you how we bought our dream home for pennies on the dollar. It's a really great story.

Kelly Moran [00:36:36]

Well, and I'd like to keep it that way. I'm trying to think of what do I picture when you say these videos on how we bought our dream home for pennies on the dollar, and I'm picturing what I assume other videos that have lots of views would have on their thumbnail and what they would present in their video. And I find it very irritating to think about. So, I'm trying to ...

Ryan Moran [00:36:59]

Then don't compare yourself to them. Just think about what you would do to make a great video with that topic. You don't have to do it like any of those guys, you do it like you want to do it, which is just telling your story and introducing people to the channel. That will do very well. And it will be refreshing on the platform because you're not trying to sell a how to buy a foreclosure course.

Kelly Moran [00:37:22]

Yeah. That's just the balance that I'm trying to have if I was going to make a video like that, because I picture it one way and I want to make sure that it's not that way.

Ryan Moran [00:37:36]

Just picture what you want it to be. You don't have to picture what doesn't need to be. It's important for you to know that you don't have to spend any time trying to avoid being something you don't want to be, just keep doing what you're doing, but let's do some topics that build the audience a little bit faster that are less about broad 6 month projects and more about the pieces of the story along the way that other people are searching for. Does that make sense?

Kelly Moran [00:38:05]

Yep.

Ryan Moran [00:38:05]



I want to move onto another recommendation, which is if you had any inklings of growing this channel into being something that had a significant audience, I would highly recommend spending \$75 bucks to have someone transcribe your best video and turn it into an article, and for you to take CityBillyAdventures.com and make it the place where you have long articles on the topics that you've already done videos about and embed the video into that article.

Ryan Moran [00:38:44]

So, how I built these barn doors for \$500, have them transcribe the video, turn it into an article so that it ranks on Google and embed the video into that article. Does that make sense?

Kelly Moran [00:38:59]

On the very basic level, yes.

Ryan Moran [00:39:01]

Okay. So, just putting your ... Making your website a content website where you house the articles and the videos that you're already making. The reason for that is because there is a tremendous amount of free traffic if these videos are articles because they'll get picked up by search engines and there'll be a ton of free traffic that'll grow the channel and grow any audience that you want to build.

Kelly Moran [00:39:28]

And when you say transcribed, you just mean word for word into a ...

Ryan Moran [00:39:31]

But then have them edit it so that it is an article. It'll cost \$50 to \$75 per video. So, take your best ones. And you can transcribe them for free and maybe freshen them up as an article yourself and it would take you a couple of hours, but if you did that, it would give a lot more reach to the content that you're already making.

Ryan Moran [00:39:57]

Now, the last thing that I wanted to go through was if you're already making these long videos, is there any reason why you're not also cutting them into clips and putting them as YouTube shorts, Instagram reels, and other forms of content?

Kelly Moran [00:40:13]

Well, I am a crotchety old man, right? Way before my years, but I'm trying to branch out into a little more social media. I do have an Instagram account. I'm probably going to create a separate Facebook account for City Billy Adventures instead of just my own Facebook just



because I do see the benefit of reaching out in those ways. Even though I personally find it irritating, I think most people don't. So, I'm trying to get a little bit more into that. I just recently have been scratching the YouTube short stuff, trying to figure that out, but I do think that that's all good ideas.

Ryan Moran [00:40:57]

Yeah. I think what that will really help you do is ... Especially on Facebook. If you have a City Billy Adventures Facebook page and you're sharing the shorts on there, it's much more shareable that way and it will make it easier for you to connect with other people who produce this type of content so that you can open up conversations with other content collaborators.

Ryan Moran [00:41:21]

That's really how a lot of YouTube channels grow is they collaborate with other channels. And so, you do some video for their channel and vice versa and you share in the audience growth. Facebook will really help with that.

Kelly Moran [00:41:34]

I do have a buddy also that has a YouTube channel that's around the same size as mine and he does tactical training stuff, and his videos are very informative and very detailed. He's an excellent trainer, but he's a terrible video editor. And so, we're trying to collaborate a little bit together so that I can give him some pointers on video angles and basic editing just to make his videos a little more watchable. And we were going to try to do something.

Ryan Moran [00:42:09]

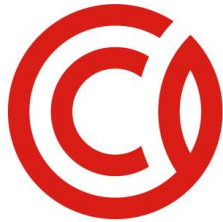
So, that's fine, but I want you to think a little bit bigger in the sense of if you connect with a YouTube channel that has 10,000 subscribers and they discover your content because you sent it to them and you opened up a conversation with them and they come on and feature you and you give your opinion on their review of some chainsaw and you get a plug, that sends 500 people to your channel for a 5-minute conversation.

Ryan Moran [00:42:37]

It's opening up those conversations with other people who are already doing the type of content that you're doing, but are a year and a half ahead of you and you contributing to their channels because they ask you because you've opened up a conversation with them. You see where I'm going?

Kelly Moran [00:42:53]

I'm flattered that you think I might be at 10,000 subscribers in a year and a half.



Ryan Moran [00:42:57]

I was saying that's ...

Kelly Moran [00:42:59]

No, no, no. That's what you said.

Ryan Moran [00:43:00]

You could be. I legitimately think you are good enough to make this as big as you want it to be. You're doing the hardest parts really well. It's the easy stuff that you're ignoring. And that is doing more front end content that builds the audience, and it's building relationships with other people who are in your space.

Ryan Moran [00:43:22]

Those are the 2 things that'll make you grow. And you don't ever have to compromise who you are or who you want to be in order for that to grow. You just make more introductory content that makes it easy for people to share and find you, and you create more relationships with people who are already in the space. Those 2 things will take you to 10,000 subscribers in a year and a half.

Kelly Moran [00:43:43]

Good to know.

Ryan Moran [00:43:44]

Is there anything that you wanted to hit that we didn't get to?

Kelly Moran [00:43:49]

No, I don't think so. It's just, I'm always going to have questions, but the nice thing for me is this is just a pet project that I enjoy doing and anything beyond that is gravy. So, if I learn a little slower than most, that's okay.

Ryan Moran [00:44:07]

Well, what I think you will discover is as soon as you're able to monetize the channel and you're making \$3 a day, you'll be like, oh my goodness, I want this to be \$100 dollars a day. And you'll start to see the things that move the needle and it will be less me telling it to you and you'll see it happening.

Ryan Moran [00:44:27]



And you'll realize that the videos that break out, or the introductory that people are finding about how you bought your foreclosure or how you installed these floors or how you took down this wall or how you redid your kitchen on a budget, because those are the things that people send to other people. So, they break out and they start making you \$30 a day.

Ryan Moran [00:44:52]

And you start to see those things and you'll go, oh. It's like, that's moving the channel. I just hope that you can see it before you get there, because then you'll get there a lot faster.

Kelly Moran [00:45:05]

I'm learning not a lot, but I'm noticing differences in how I word the titles and the descriptions. Are descriptions as important as titles? Or ...

Ryan Moran [00:45:17]

Titles are much more important.

Kelly Moran [00:45:19]

Okay. And I'm trying to make ... A wise man told me that the thumbnail is 80 to 90% of [INAUDIBLE 00:45:27]. But that's ...

Ryan Moran [00:45:34]

Okay, so, to sum this up, in my opinion, if you were to do nothing other than keep a regular content cadence of at least once a month, put 3 content types into sort of your content stool, and you talked about fishing, DIY, and either product reviews or how I did X. And you focus on more introductory content to fill in the gaps in between your long videos, where you were doing product reviews or sharing how you did something on a budget.

Ryan Moran [00:46:10]

And then, you did that and opened up relationships with other creators, that will take you very far. If you wanted to make it a business, I would transcribe the videos and build a content site. But if you just did those first 2 things, I think city City Adventures is much bigger a year from now than it is today.

Kelly Moran [00:46:32]

I hope it is.

Ryan Moran [00:46:34]



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— B E T H E C H A N G E —

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Ryan Moran [00:47:02]

In this 5-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 [00:47:22]

It's a 5-day class. It costs \$100 bucks. 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](https://Capitalism.com/5). That's the number 5. 5 Days, 7 Figures, [Capitalism.com/5](https://Capitalism.com/5).