



Derek Halpern Mastering Psychology And Social Triggers To Sell To Anyone

Transcript

Ryan Moran [00:00:04]

Hi, everyone. Welcome to Capitalism.com. I'm Ryan Daniel Moran. I run an annual event called the Capitalism Conference, and I was so excited at Cap Con 5 to chat with Derek Halpern. And the reason why I was so excited to chat with Derek is because Derek was the biggest internet marketer in the world a few years ago, bigger than Tim Ferris, bigger than Gary Vaynerchuk, bigger than any of the guys on TikTok or Instagram right now.

Ryan Moran [00:00:36]

He was the biggest. He had the biggest business podcast in our space. And at the peak of it all, at its height, he just stopped making content. He just walked away from the whole thing. And you know what he did instead? He walked away from this podcast that was huge and making millions of dollars a year, and he walked away from it to start a physical products brand.

Ryan Moran [00:01:05]

And he did that because he saw that it had exit potential, it could grow faster, and he could actually enjoy his life while building it. And he's been incredibly successful building a brand called Truvani. You've probably seen their ads. You've probably even seen them in retail stores and you didn't know that it was Derek's work.

Ryan Moran [00:01:24]

Now, there's one part of this chat with Derek that I want you to listen for, and it's how Derek launched Truvani, because he used a strategy that we talk about here on Capitalism.com quite a bit, and it's that he created a partnership with a blogger. It was a blogger that well-represented the avatar for the brand that he was launching.

Ryan Moran [00:01:51]

And this blogger had a decent sized following and that got them out the gate with sales from day one and reviews and repeat buyers and fans. And having the access to that audience was what made all the difference for the early stages of this brand. It gave them momentum. It gave them profit to work with to reinvest into the business.



Ryan Moran [00:02:15]

So, Derek talks about how they did that and why that was so important to them. This is a strategy that we teach heavily inside of our Incubator, about partnering with influencers who have reach and getting them in the early stages of the business. But if you don't want to do that, if you want to build the audience yourself, it only takes about 5,000 people to have a big enough audience to give you the firepower to have a million dollar business.

Ryan Moran [00:02:38]

And that is the focus of our sprint right now inside of The One Percent. The One Percent is our mentoring community where we're helping entrepreneurs build million dollar businesses and we're in a period right now where we're focusing on a training of building audiences that buy. It's called 6 Figures Per Month in 6 Months because if you spend about six months engaging a community, you should have enough of a following that is the foundation for a seven figure business.

Ryan Moran [00:03:08]

And if you have that, then you're able to launch product 1, 2, 3, 4, get them to 25 sales a day, keep high price points, and have a seven figure business. If you want to join that, go over to Capitalism.com/1 and request an invitation into the mentoring community called The One Percent.

Ryan Moran [00:03:26]

For now, I want you to hear this case study with Derek and see how, even though he was making millions of dollars, he saw that there was more upside, there was exit potential, and there was a greater life in building physical products brands, and how he made this shift from being an internet marketing guru to being a real entrepreneur. This was the chat I was looking forward to most, and it was one of the most popular conversations we had at the last Cap Con.

Ryan Moran [00:03:56]

So, please enjoy this presentation by Derek Halpern. Oh, and by the way, this was his first keynote in years. The man never shows his face. You know why he came to Cap Con? Because he said he saw that real businesses were being built here. It's true. It's what we do here. All right, let's go hang out with Derek. Please put a warm welcome together for Derek Halpern.

Derek Halpern [00:04:22]

Thank you. I haven't done a speaking gig in about three years. It's a little weird. Today, I want to show you the story behind how we built Truveni from scratch with a \$30,000 investment.



We didn't raise any outside funding. It was ... We have three partners, \$10,000 from each partner, and how we built this brand from nothing to something in three years flat.

Derek Halpern [00:04:51]

I kind of broke this presentation down into two parts. I got some story for you where we can kind of talk about the growth and some of the decisions we made along the way, and I have some tactics for you on how to actually do this. Sound good? Yes? All right. Let's jump in. So, first, the name of the presentation is 1 Million Plus Products Shipped in 3 Years, Let's Fucking Go. All right, here's how to do it.

Derek Halpern [00:05:15]

Most people know me from a brand called Social Triggers. Has anyone heard of Social Triggers before? Shoot your hand up. All right. There's a decent amount. I kind of faded away into the ether on purpose. It's fine. Here's what happened. 2015, have you ever seen this graphic before? I made this before everyone stole it from me as a meme, but it's fine.

Derek Halpern [00:05:37]

But if you look here at November 17th, 2015, I put this up, I was getting burned out. This was me trying to communicate how I felt about business in 2015. I was kind of doing all this weird stuff. The thing that made me realize I hated to be in the public eye was when I was having breakfast with my then girlfriend, now wife, we sat down, we're in New York city, super tight. You have to squeeze in to get to the table.

Derek Halpern [00:06:04]

And as I'm sitting down, I get a coffee, I'm hung over, a woman comes by. She's squeezing in next to me. She has her bag up on her shoulder for some reason. Obviously, she'd never squeezed through anything before. Shoulder bumps into my hot coffee, blasts me all over my shirt. And I'm like, I'm in pain. I'm hung over. I'm annoyed. And I'm sitting there thinking, I want to just flip out right now. Keep your cool, keep your cool.

Derek Halpern [00:06:32]

And her husband comes like, are you Derek? I said yes. Oh, I bought every one of your products. And I was like, well, I like you and I hate your wife. Just being ... Not being able to go to breakfast without being recognized by someone was very weird for me because I don't always want to be on. I'm loud. I'm a little rambunctious. I curse a lot. But at the end of the day, I'm actually introverted.

Derek Halpern [00:06:59]



When COVID caused lockdowns and everyone was like, how are you kind of dealing with the quarantine? I was like, I've been quarantined for 10 years. It's great. I wake up. I go to my office. And then when I had a kid, my kid was real loud so I got a second apartment across the hall so I don't have to leave my floor.

Derek Halpern [00:07:17]

People ask me where I live and I say I live 150 feet in the air and I never leave. So, I just don't like this sort of life, which is why I was starting to get burned out. Then it came ... 2016 came. So, that was 2015. 2016 was the best year ever in my business. We doubled. We had, at the time, seven courses, we had a SAS, we had a WordPress plugin. We're just crushing it. Everything was going according to plan, but I still hated everything I was doing.

Derek Halpern [00:07:48]

And one of the things that I began to realize is I didn't like teaching anymore. I didn't like teaching because I hated my customers. Not all my customers, but just the ones that were the most vocal and complained. Like, Hey, what email list provider should I use? You should use this one. Well, it didn't work. Thanks. And it's like, they blame you for making a tool recommendation.

Derek Halpern [00:08:09]

Whereas yesterday, someone comes up to me like, Oh, Derek, I heard your podcast a few years ago. It actually motivated me to start this business and I'm really successful now. And I was like, where were you five years ago telling me this? Because I never heard from you. I heard from the person who was complaining about the email service provider.

Derek Halpern [00:08:29]

I'm still getting burned out, even though it's the best year ever. I knew something needed to change. I'm at my friend's lake house. His name's Devin Duncan. We're sitting at his lake house at this table and this was the picture taken at that exact time. He said, Derek, I ... At the time, he was running an Amazon business where he was selling tens of millions of dollars of product online just reselling other people's products and just kind of gaming the ranking somehow.

Derek Halpern [00:08:53]

He goes, there's a product I'm selling, reselling right now. It's a turmeric product and it's crushing. We should make our own turmeric product. And I was like, I don't know anything about turmeric. I don't know anything about supplements. I don't know anything about physical products. Let's do it. Right?



Derek Halpern [00:09:11]

So, he's like, well, let's do an Amazon-only brand, and I'm like, I don't really like the idea of doing an Amazon-only brand. What happens when Amazon just says screw you and pulls your listing down? I was like, you know what? I have a better idea. Let's make a real brand. So, I called up my other friend, Vani, who is better known as the Food Babe.

Derek Halpern [00:09:28]

She's a food activist and kind of has made all this press as being a food activist for a decent amount of time. I was friends with her at the time for 6, 7 years. And I said, Hey, we want to make a turmeric supplement. You know a lot about ingredients and food. You should come join us. She goes, turmeric, are you messing with me?

Derek Halpern [00:09:46]

And I'm like, no, why? I take turmeric every day and I just stopped taking turmeric because the turmeric I took got acquired by a big company and they changed the formula and I need a new turmeric. So, we're like, oh shit, this is perfect. Let's do it. So, that's when we decided to call the name Truvani.

Derek Halpern [00:10:07]

The idea for Truvani was born. It was September of 2017. We pre-sold our product. This is important. We pre-sold the product, and I'll share more about how we did that, without ... And we said we'd ship a turmeric two months in advance. Who buys turmeric on pre-order, right? Nobody, right? No one is going to buy turmeric on pre-order is what we told ourselves.

Derek Halpern [00:10:28]

We actually were going to work with Indiegogo as a crowdfunding platform to try to make this work, to try to get an idea for volume, and the day before we were going to launch, the Indiegogo team lets me know, they're like, oh, well, we don't usually do supplements so if things are going a little weird, we might pull your listing down.

Derek Halpern [00:10:46]

I'm like, what? They're like ... We're launching tomorrow and you're telling me that you could just turn off the listing if things are going too good? They said, yeah. I said, all right, well screw you, and I didn't do it on Indiegogo and we did on Stripe directly. So, we just ... That was a very good decision, thankfully, because of what happened.

Derek Halpern [00:11:03]



But I'll tell you more about that in a minute. We launched Truvani. Here's the big thing that makes us different and this is going to be important because people love us for our ingredient standards. Someone was just talking to me. I don't remember who said it, but they were like, why do you go into such crowded marketplaces? I think it was Anas.

Derek Halpern [00:11:23]

You were talking about this. And I said, we only make products in the most crowded spaces. I don't want to innovate products. I want to innovate ingredients in those products. So, most protein powders have weird things in it like organic inulin, dextrans, xanthan gum, natural flavors, which is really anything but natural. It just says natural flavors on it, but it's not actually natural. Or organic guar gum.

Derek Halpern [00:11:48]

None of these things are dangerous necessarily, but they don't need to be there, like xanthan gum. What is xanthan gum? It's a flow agent that people put into products to make it run better through machinery. And I remember fighting with the manufacturer. I was like, okay, well we don't want that ingredient. He goes, well, it's not going to run in the machine. I was like, just run the machine slower.

Derek Halpern [00:12:09]

He's like, okay. And that's kind of what we did. Now the machine runs at 1/3 the speed as everybody else, but we don't have to have xanthan gum in our ingredients, which is great. So, this is what makes us special. Now, let's talk a little bit more about why people love us. People who are here are in e-com. This is the thing. When you have a mission behind your brand, it doesn't matter if people like your products.

Derek Halpern [00:12:40]

What matters is that they believe in your bigger mission and your bigger idea. And when you can really nail that, you can see repeat purchase rates that are double or more than double the competition. I actually have a friend who runs a very similar business to me. Plant-based protein powder, D2C, started in the same year. Their repeat purchase rate was 19%.

Derek Halpern [00:13:04]

We're at over 50%, meaning if people buy ... 100 people buy this year, 50 people will buy next year. They average about 4 to 5 orders per year at the time, because mission is important. I'm going to show you how to come up with a mission later in this presentation, but I want to show you that focusing on mission can be taken to the bank. People will love what you're doing and they will vote with their dollars and buy products again.



Derek Halpern [00:13:31]

Now, how do you know I'm not full of shit, right? That's the big question when people are up here talking. I want to just show you some growth numbers, right? I'm not going to give you specifics here. I want you to focus on the percentages. Just know that we've shipped more than a million products. It's probably a few million products, but we've shipped more than a million products.

Derek Halpern [00:13:51]

We started in 2018, 102% growth, 112% growth, 81% growth. We keep doubling year over year. This is without venture capital. This is without outside investment. It's just with building a solid business by the principles that we're going to share in just a few seconds. Now, people always ask me what's next, and this is important because as you're building a brand, we all know you want to start D2C.

Derek Halpern [00:14:20]

But in 2021, the world has become an omni-channel place. When we started this brand, even though we focused on D2C, we knew we were going to retail eventually. So, from the very first day, I actually hired the chief marketing officer of another similar brand and I asked him for consulting. Believe it or not, if anyone's ever looking for a consultant, don't hire someone that calls themselves a consultant, and I'm sorry for all the consultants here, but you overcharge everybody.

Derek Halpern [00:14:46]

You can actually find a CMO from another CPG company and just offer him \$1000 dollars and he's probably going to say yes, because we got the CMO of a company that got acquired for a billion dollars and helped advise us and he costs me less than \$10 grand all over the course of a few months.

Derek Halpern [00:15:04]

So, we knew we were going to go into retail, and this is big because a lot of people, when they're scaling, you're going to ask yourself, it works online, but is it going to work in stores? That's a big, big concern, but people kept asking us for it. Here's one of the funniest things that ever happened to me.

Derek Halpern [00:15:23]

We started to go into retail last year, we had two protein powders. I'm thinking this is going to be a huge success, right? We're going into retail. Then I get a picture. Look at this. How



pathetic. We have two proteins behind a pillar and this ... Talk about envy. They got a whole shelf, another whole shelf.

Derek Halpern [00:15:44]

And I'm sitting there like, I can't even have a whole shelf of two proteins. So, talk about launching a business incorrectly, right? We want to go into retail. We got two skews, what do we do? Well, we make seven proteins now. And I'm happy to say, we get two shelves. Isn't that cool? We also get a cool little header card because they like the...

Derek Halpern [00:16:05]

The owner of the store really likes the brand and the mission so they want to over promote us, which is great for the next point, which is when you focus on mission and you focus on good growth and brand building, and people believe in you, this is what's going to happen. This is why stores are picking us up today fast, because this is called sales velocity and this is price point. Sales velocity, price point.

Derek Halpern [00:16:32]

We have one of the highest price points in the market with the second highest velocity off shelf. Velocity is how many units you sell per week. So, we have the highest price point, the second highest velocity. The only people that are higher velocity than us is Garden of Life who basically invented organic plant-based protein powder.

Derek Halpern [00:16:53]

All these other brands, Orgain, billion dollar business. KOS, another startup. Sunwarrior, Ancient Nutrition, all companies that are probably bigger than ours, but our early velocity here is crushing it because we focus on mission first. When people believe the same things you believe, they will buy everything you have to sell.

Derek Halpern [00:17:15]

Even if they buy a product and hate it, they will come back and buy every other product just because they believe what you believe. We're going to talk about mission. Now, this is the other big thing that we show retailers is dollar velocity, and this is from SPINS. SPINS is like Nielsen ratings for products selling on shelf. SPINS actually has our dollar velocity at, again, second to Garden of Life, \$40 dollars for the shelf space in vanilla protein, more, almost double Ancient Nutrition, more than double the other brands.

Derek Halpern [00:17:48]



So, stores are seeing this and they're like, of course we want you on our shelf because you're going to make more money on the shelf. Again, mission is what makes this possible. Now I want to talk about some more specific stories, because I know in the last year we're having supply chain issues and a lot of people are kind of getting hit upside the head by surprise.

Derek Halpern [00:18:10]

Unfortunately, you think it's the last year. Those things happen every year. Supply chain problems, mistakes, all that stuff is going to happen every year you're in business. Last year was bad, it's bad every year. For example, in our first year we launched five products. There's a fifth product not shown here because we canceled it because it didn't work anymore, so that's obviously the first mistake.

Derek Halpern [00:18:33]

We launched a product that wasn't that good and we had to cancel it. That sucked. Collagen. This is another really hilarious story. We sell marine collagen. We're launching it September, 2018 and I'm excited because collagen is a big market. This is going to be changing the business for us. What can go wrong? We did the video shoot. We did the sales copy. We did everything early. Everything was done.

Derek Halpern [00:18:59]

The only thing that wasn't done was we didn't have the collagen in the warehouse yet. It was scheduled to get to the warehouse weeks before we're selling it, so we're like, we're fine. The day it's supposed to arrive, it's not there. The next day, not there. Next day, not there. Next day, not there. Now I'm freaking out.

Derek Halpern [00:19:18]

Three days, called the manufacturer. What happened? I don't know how to tell you this. It's coming over on a boat from France. It's lost. I'm like, what? Yeah, the boat is lost. It's like, what do you mean it's lost? I'm sitting there thinking Tom Hanks just lost the ship. Did I just get my collagen pirated because they thought it was cocaine or something because it's white powder? What happened? It's lost.

Derek Halpern [00:19:48]

Next day, not there. Next day, not there. Next day, not there. Now I'm freaking out. Luckily, luckily, thankfully, it showed up a few days before we launched. We started to launch the collagen and it's crushing, right? Everything's going great until the last day of the launch and Facebook banned my ad account.



Derek Halpern [00:20:06]

So, I'm sharing this because bad shit happens all the time. There's nothing you can do. This supply chain nightmare that you're in, that's just the first nightmare that you're going to experience. There's going to be hundreds of more nightmares and they're going to be worse and they're going to be probably more stressful than what you're going through right now, and it just keeps happening.

Derek Halpern [00:20:25]

One of the inside jokes is people are always like, hey, what's it like running a business? It's like, well, I just wake up every day and feel like I'm getting punched in the face until I go to sleep. And that's what running a brand is like. Can anyone relate to this? Give me a yes, come on. So, first year, a little bit of growth. Second year, we wanted to scale up tablets.

Derek Halpern [00:20:49]

I want to talk about why we chose tablets. When we did the first year, we had these products. We had three powders and a tablet. I noticed the stick rate or cancellation rate was a lot better on tablets, meaning people would stick longer, the repeat purchase rates were better. So, we wanted to double down on tablets at that moment because we realized that people seem to stick around longer.

Derek Halpern [00:21:10]

Even though our products and our powders were good, for whatever reason, tablets just had a better stick rate. So, we doubled down on tablets. We launched vitamin C, magnesium, and vitamin D3 at the same time in the summer. I didn't know if you could launch three products at once. Turned out launching three products at once did one interesting thing.

Derek Halpern [00:21:32]

It just tripled the amount of units that you moved in the launch. So, when you look at how many units I moved in a single product launch versus a three product launch, the three product launch moved three times more units. Unless it's a breakaway product. Our probiotics just kind of took off and that was a rare occurrence, but in general, more products at once led to more units moved during that month at once. Just something to share.

Derek Halpern [00:21:57]

And if you're ever going down this product dev path, just know you can launch more than one product at the same time. This is when we realize ... At the beginning of this year 2020, we had hired a director of sales to go into retail. And I ... You want to talk about getting punched in the face? Here's another one.



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Derek Halpern [00:22:14]

We want to get into retail. We got a director of sales. We actually worked with Kettle & Fire. We had talked to the chief of retail at Kettle & Fire. We hired him as a consultant to help advise us on how to break into retail with our products. And we got this director of sales. It's January. Things are going great. What can go wrong, right?

Derek Halpern [00:22:36]

We got a good brand. We got good growth. Everyone likes our brand. We call one of the first chains we want to get into. This chain is the best chain to get into for my brand. It's a chain focused on ingredients. What can go wrong, right? We have a meeting. It's Monday. We have a meeting on Wednesday. It's now Friday, Monday comes.

Derek Halpern [00:22:57]

Now I'm starting to get a little nervous. Things are going too good. Things don't go too good in this business. Monday morning, Earth Fare announces bankruptcy, and they closed all their stores. So, that's how we started 2020. Then we're like, okay, it's fine. We have Expo West coming up, which we bought this booth, what can go wrong, right?

Derek Halpern [00:23:20]

Well, the day ... Literally the day before we're going to fly to Expo, COVID happened and they canceled the event, which is, by the way, one week before all the official cancellations. So, Airbnb as an example, didn't want to give us a refund because you had to have a cancellation between March 10th or later. We had to cancel on March 5th.

Derek Halpern [00:23:44]

So, everything happened, it was a week early, so we're basically out all of the money for this event. Airbnbs, flights, everything. They cancel the day before. So, you want to talk about supply chain issues, we've just been getting punched in the face the whole time, from Earth Fare to the event. As you can see, we started to launch more products though because we did get into a store called Erewhon. It's a six chain store in LA. It's a great store. They care about ingredients. They took a chance on us.

Derek Halpern [00:24:11]

They were one of the first chains that put us on shelf, and for that, I'll be forever thankful. As we got there, that's when we realized that our product mix was crazy because turmeric goes in this aisle, vitamin D goes in that aisle, protein goes in that aisle, collagen goes in that aisle.



Then when people get to the store, they're like, where the hell is the products, right? They can't find anything.

Derek Halpern [00:24:29]

So, we launched more protein powders to make that work. Now, this is 2021 and we're doing something crazier again. We're a supplement brand, but we realized that people just want clean products with clean ingredients in all aspects of their life. So, what did we do? Well, we launched a deodorant. We launched a toothpaste. We launched three more scents of deodorant.

Derek Halpern [00:24:51]

And we also launched a snack bar called the Only Bar. We're going to snacks and deodorants. Now, this is interesting also because last year, we had some people that wanted to invest in us. They gave ... They valued us real high, almost \$100 million dollars. He told me it's a mistake to go after deodorant. You can't be a brand that does deodorant and supplements. You can't be a brand for something that people eat and something that people put on their skin. It just doesn't work.

Derek Halpern [00:25:19]

I ignored him. I also declined the investment, and now we have deodorant and it's the greatest theater in the world. I'm wearing it right now. I get to wake up every day, brush my teeth with my toothpaste, wear my deodorant, take my protein powder, and by the time I even leave the house, I actually already have good sales made because I just consumed all my products.

Derek Halpern [00:25:41]

It's great. So, this is the trajectory or story of the brands. We went from one product to a lot of products to a lot more products in different categories. The business has grown substantially as a result. People are valuing us. They want to put us in stores. And I told you I was going to talk about mission. This is the most important part of any brand.

Derek Halpern [00:26:04]

People think it's the product. It's not the product. It's not the influencer you find. It's not your ad strategy. You need to get your mission right first. If you get the mission right, everything else is easy. I'm going to show you an example. So, when we launched our first turmeric product, I launched it with a sales page without benefits on it. I didn't even say what turmeric could do. I just said, hey, here's turmeric, buy it, basically. But here's what we did to prepare to launch.



Speaker 1 [00:26:35]

The fact that Big Food has created a lot of these chemicals to make us addicted to their products really angers me because a lot of people know how to break free. And I want to teach people how to break free. I've realized that we're being misled at every turn. Product labels are lying. They're finding ways to cut costs and cut real ingredients from some of these foods. So, I decided to take matters into my own hands.

Speaker 2 [00:27:08]

This is a good one to come take a look at.

Speaker 1 [00:27:14]

So, this is the site we want to use. Thank you. We believe in real food without added chemicals, products without toxins, labels without lies. It's our health. It's our safety. It's our life.

Derek Halpern [00:27:30]

That's it. Didn't even mention the product. We ran this video, got a few hundred thousand views on it, then sent them to a product page saying, hey, our first product is turmeric. You can really support our bigger mission by buying turmeric. You'll notice that we're a self-funded company. This is why we're asking you to pre-order it in advance because we had a decision to make.

Derek Halpern [00:27:48]

We could take outside money, but outside money comes with outside expectations and we don't want to compromise our ingredients. We sent them to a turmeric page. We pre-sold it. Day one, remember I told you you're always get punched in the face in this business? Well, here's the next punch.

Derek Halpern [00:28:03]

We launched this product. Day one, we ordered 5000 bottles of turmeric to start. We're like, 5,000 bottles. That's fine, right? Not fine. One hour in, we call our manufacturer. We need 40,000 bottles of turmeric. So, he's like, what? I was like, listen, dude. You told me you were going to work with me. Now you're going to prove it.

Derek Halpern [00:28:26]

This is December, by the way. So, Christmas is coming up. We're supposed to ship in February. All this crazy ... He's going crazy because we found a small co-man and we picked a small



co-man because they already knew about what we were doing in the brand and everything like that and they really bought into the vision.

Derek Halpern [00:28:42]

And let me tell you, finding the right co-packer in the beginning is probably one of the only reasons why we were able to scale like we were able to scale because not only did they deliver that product for us, they started to anticipate our stupidity. And what I mean by that is we're a new company. We don't have cash to just blow on things. We don't have outside money.

Derek Halpern [00:29:02]

And we would always try to be careful on our inventory, and every time we would launch a product, we called the first day, hey, we fucked up again. He's like, yeah, I know. I actually ran more product for you and didn't tell you about it. Right? That's how you know you have a good partner, when he's anticipating your success before you even anticipate it yourself.

Derek Halpern [00:29:22]

So, that was cool. But you see how the video focused on mission? It didn't focus on product. It didn't focus on benefits. It didn't focus on any of that nonsense. It just talked about mission. We had 1000 reviews in 24 hours, blah, blah, blah. Now, what do you notice here? You got to answer three simple questions, right? Why are you here?

Derek Halpern [00:29:42]

When you want to really develop your mission, you have to get clear on why are you as a brand here today? Why are you here? It's better if you can say why you're here and pit yourself against some enemy of some kind. The reason why you want to pit yourself against an enemy because people always are like, oh, I don't want to do controversy. Listen, controversy gets attention especially in the beginning.

Derek Halpern [00:30:12]

You want to say, here's what I stand for because I hate those people over there. You want to actually say that. And we made fun of Big Food in that video relentlessly. We still make fun of Big Food in all of our videos. You have to find his big dark enemy that people can rally behind. So, why are you here? Why should they care, right? You can't ... It's not enough to just put an enemy in front. You've got to say what that enemy is going to do to you.

Derek Halpern [00:30:40]

Third is why right now? Meaning, why are you doing this right now? With the case of turmeric, we told the turmeric story, which was I was taking a turmeric product that got acquired by a



big company. They changed the ingredients and I needed a new turmeric, which is the true story of how the brand launched.

Derek Halpern [00:30:56]

So, why are we doing it? It's because we didn't have a choice. I needed this product. That's why right now. So, the fact that Big Food created chemicals to make us addicted to their products angers me. Why am I here? Why should they care? Because a lot of people don't know how to break free and I want to teach people how to break free, or the benefit.

Derek Halpern [00:31:15]

And we are being ... Why right now? We're being misled at every turn. They're finding ways to cut costs and real ingredients, so I decided to take matters into my own hands. Then we told the turmeric story. We did it again. Here's another video. We just filmed this video a few months ago.

Speaker 3 [00:31:29]

You have that friend that knows more about healthy eating than you do and won't shut up about it? Now you do. Oh no, I don't eat refined sugar. It doesn't even look organic. Snack bars? Have you ever tried to read the ingredients in those things? I mean, listen, snack bars can be great, right? They're convenient. They're the perfect between meals snack.

Speaker 3 [00:31:45]

But a lot of snack bars have some really shady ingredients. That's why Truvani made the Only Bar, made from only ingredients found in your kitchen. But listen, picking a snack bar is hard for anyone. That's why we've come up with a simple test, the check your kitchen test. Just pick up a product, read the ingredients, and ask, is this in my kitchen?

Speaker 3 [00:32:05]

This is Chocolate Love, which is also my safe word. What's in it? Organic dates, delicious. Ooh, cacao nibs. Cacao me in. Ooh, organic almonds, yes please. Cocoa powder? What is it, Christmas? Organic maple syrup, Mama-likey. Sea salts, I don't see why not. They all pass the test. Let's try another bar.

Speaker 3 [00:32:30]

So, let's see. We've got dates. Okay, I've got dates. Almonds, got almonds. Soy ... Can we cut for a second? Hey, listen. Do you have any soy ... Soy lecithin in your house? Yeah, no, I don't know what it is either. Didn't pass the test. This is Truvani's the Only Bar. It's delicious. It's USDA certified organic, and our Chocolate Love bar is made from just six ingredients.



Speaker 3 [00:33:00]

And this is only the beginning. Go to theonlybar.com to make sure that you pick up a box for yourself. Pick up six boxes. Have them come to your door every month. You know you're going to need them.

Speaker 4 [00:33:09]

Oh my God.

Speaker 5 [00:33:11]

This is a treat. Oh my gosh.

Speaker 6 [00:33:13]

Oh, that's good.

Speaker 3 [00:33:17]

Our new snack bar, the Only Bar. Head to theonlybar.com.

Derek Halpern [00:33:23]

As you can see, we are still talking about the same mission. We're focusing on ingredients. The one reason why we brought up soy lecithin is because it's in most bars. And you have to show people, every brand out there talks about their great ingredients. Every one of those brands is predominantly lying.

Derek Halpern [00:33:38]

They're putting bullshit into their products just like everybody else. There's just one greens product. And you look at it like, oh, you're going to get as much vitamin C as 12 oranges, and vitamin B as broccoli, and all this other stuff. And you look at the ingredients, first ingredients, cellulose powder, which is sawdust.

Derek Halpern [00:33:54]

And then they sprinkle in the vegetable powder, and they throw in some synthetic chemicals for good measure since it's synthetic vitamins and minerals, which are basically chemicals. And this is what people are doing, so we're just pointing out soy lecithin as a way to show people, hey, look at our bar. We don't have it. These bars do.

Derek Halpern [00:34:12]



Do you know what soy lecithin is? I don't, so why should you eat it? That's just the simple mission and we've been hitting this home for the last three years. Again, why are we here? Same thing. Now, when it comes to mission, people skimp on this. They don't focus on building the mission. Sometimes it's hard.

Derek Halpern [00:34:36]

I promise you one thing, if you skip on this mission, you're going to have low repurchase rates, repeat purchase rates, you're going to be having horrible conversion rates, you're going to be complaining about iOS 14 as the reason for your problems. It's not, it's actually just a bad mission because at the end of the day ...

Derek Halpern [00:34:54]

Right now, everyone's kind of making iOS 14 the boogeyman, and it's true. They think iOS 14 ruined the world. And it kind of did and it didn't because what actually happened was is the sales didn't stop coming in. Facebook just can't track it anymore. So, what we did was is we just keep running the ads, and what we look at is just, if anyone's curious, we look at what we call new customer revenue.

Derek Halpern [00:35:17]

How many new customers did we get today and how much revenue did these first time new customers get for today? And then how much money did we spend on advertising that product today? And then we just look at the ratio and that's it. iOS 14 had zero effect on us because we never cared about Facebook's attribution anyway, they were lying to us the whole time.

Derek Halpern [00:35:38]

Now they're just lying to us in the other direction. Now, we talked about mission a little bit. Those three questions will help you come up with your mission. The next problem is customers, where do they come from? And this is where ... This is why I got sick of teaching, actually, because they're like, well, Derek, should I use TikTok? Or should I use Instagram? Or should I use Facebook? Or should I do content marketing? Or should I do this?

Derek Halpern [00:36:07]

And they just focus on the stupidest things. And I just ... It drives me crazy because if you want to get customers, how you get the customers is completely irrelevant. You have to figure out what customers you want. So, here's what happens for most people, right? They come up with this idea of your ideal customer.



Derek Halpern [00:36:25]

Anyone heard this before? Ideal customer? Yes? Yes? Your ideal customer. What do they do then? All right. My ideal customer is Jan. She's 37 years old. She has 2 kids. She lives in the Midwest and she likes buying my stuff. And then they try to write ... Run ads to Jan and they just keep blasting them with ads.

Derek Halpern [00:36:48]

And you'll see, if you go to some of these new CPG companies, often from venture back companies, I find, and you go to that website and you're just blasted by retargeting, right? You just see the same ad for the same brand and you're thinking, I'm never buying this shit if I see one more ad again.

Derek Halpern [00:37:04]

It's because they don't know what they're doing, so they turn their ideal customer into an exhausted customer and then eventually into a dead customer because they're not marketing correctly. We don't even do remarketing at our company. I hate remarketing actually. And everyone's like, why would you not ... Dude, it's like free money.

Derek Halpern [00:37:20]

It's like, yeah, maybe. Or I'd rather just reach the other 280 million people that I haven't talked to yet and I'll get those other people later. So, we don't even do it. Here's what we do instead. In reality, there's no such thing as an ideal customer. There's just ideal customers, meaning there's no one perfect customer. There are several perfect customers.

Derek Halpern [00:37:44]

And you have to know how to talk to all of them because people will buy your product for different reasons. A plant-based protein powder, for example, you might want it because you're looking for a meal replacement on a diet. You might want it cause you need more protein. You might want it because your kid won't eat any meat and you need to get more protein. You might be vegan and you need more protein.

Derek Halpern [00:38:02]

You don't know why people want your product. Just like with the headphones, you might get headphones because you're a gamer, or because you're a runner, or because you like to meditate. I don't know what that fourth example is, but that's another reason why people buy headphones. So, people buy your products for different reasons. There's no one ideal customer, there's ideal customers.



Derek Halpern [00:38:25]

So, luckily there are three specific types of ideal customer archetypes. And if you know how to talk to these three different types of people, your ads are going to convert, your sales pages are going to convert. Actually, you might be rich and famous in two years. So, pay attention to the next at least 10 minutes if I lost you.

Derek Halpern [00:38:43]

There's the informed customer, the afflicted customer, and the oblivious customer. That's it. There's no other type of customer that exists in your business. There's the informed customer, the afflicted customer, the oblivious customer. That's it. Let's explain. The informed customers are hyper aware. These are people who know about you, they know about your competitors, they know what your product can do, they know all the benefits.

Derek Halpern [00:39:11]

They just know everything about your product already. You just have to get their attention, right? They need to know how you can help them and why your product over someone else's product, right? They're aware of their own problems that they face. They know about all competitors, et cetera.

Derek Halpern [00:39:28]

To win them over, you have to start with unique features of your product. What I mean by unique features of your product, you might notice how in all of our Truveni advertisements, we're always talking about the ingredients and then we're showing them the bad ingredients found in other products. That's a unique feature about our product.

Derek Halpern [00:39:51]

To win over a hyper-aware customer, you're not convincing them to use your product. You're convincing them to switch from the product that they're currently using to your product. That's why we lead with all of these things about ingredients. The afflicted customer, these are people that wake up and have a problem. They know they have a problem. They're aware of the problem. They're actively looking for solutions to the problem, but they just don't know how to solve it yet.

Derek Halpern [00:40:22]

They're searching for answers. They may not have an answer yet. And oftentimes they're ... Like I said, they're trying different ways to solve the problem. So, to get their attention, you don't start with a unique feature. You start with the problem. Meaning the headline on your



page is the problem you're addressing. Whereas with the informed, it's the feature that you're offering.

Derek Halpern [00:40:50]

The last is the oblivious customer. The oblivious customer is oblivious. They don't know shit. They're just walking through life blind, right? They have problems, they don't even know they have problems. They're just like, oh, that's the way it is, right? They don't even realize that this is a problem. They just think it's status quo.

Derek Halpern [00:41:08]

They aren't looking for solutions. They're just living their life. We'll show you some examples, but I want to give you a different example. Let's talk about yoga. I hate yoga, but let's talk about yoga anyway. So, if you are selling yoga to a hyper informed customer, and I said how yoga can change your life, the hyper informed customer is going to ignore you.

Derek Halpern [00:41:29]

You might say why I switched from vinyasa yoga to forest yoga. Now a hyper informed customer is like, oh, maybe I got to switch. You're talking to them in a different way. You're showing that you're speaking their language and they may be interested in yoga. If I saw that headline, I would ignore it because I hate yoga, right? So, I'm not going to do that ever.

Derek Halpern [00:41:51]

Now, let's talk about the next example of yoga. Let's say you have a problem. I have back pain. I sit in a chair for 24 hours a day. My back hurts. Right? And I remember one of my friends, she's like, listen, I got this stretching routine we can do that's going to help your back. And I'm like, okay, what do I got to do? She goes, oh, just meet me in the park. I get to the park, they roll out a yoga mat. You tricked me.

Derek Halpern [00:42:17]

They brought a yoga mat and made me do yoga. She tricked me. And hey, my back felt great afterwards, actually. Back problems gone, right? But the fact is, she led me in with the problem, which is, hey, you have back problems, I can fix it. Didn't tell me what she was going to do. She tricked me.

Derek Halpern [00:42:32]

That's how you talk to an afflicted customer that has a problem. Now, the oblivious customer, how do you talk to someone who's never thought about yoga before, that doesn't want to



work out, that doesn't do anything, right? You may use a headline like, the one thing I do for five minutes before I go into the shower every morning.

Derek Halpern [00:42:49]

Now we're not talking about exercise or yoga or nothing. We're talking to the oblivious customer. Do you kind of see how you can make this message more applicable to more people just by changing headlines? This is important for scale. Most people launch their brand and they start talking to inform customers first. Those are the easy customers.

Derek Halpern [00:43:11]

But eventually when you scale your brand, you need to talk to oblivious customers only. You have to talk to the people who have never did this ... Used your product before. You have to get the attention of the masses. So, as you're starting to scale your brand, you get to that first million, probably often informed customers.

Derek Halpern [00:43:28]

Maybe the second \$5 million, often informed customers. Once you get to \$10 million, those informed customers are tapped out. Now you've got to start talking to afflicted people, people with problems. That might get you to \$50 million, but now you want to start being \$200, \$500, a billion dollars.

Derek Halpern [00:43:44]

You can't get that big unless you master talking to oblivious customers. And the way you do that is by understanding your messaging. Tell your marketing team, hey, are we going to talk to an oblivious, afflicted, or informed customer? And think about this as you're creating campaigns. When we do an internal promotion to our email list of people who have bought from us before, we're talking to informed customers.

Derek Halpern [00:44:07]

Almost the only offer we run internally is free with purchase offers, meaning buy this, get this for free. We don't do discounts, none of that. We just do free with purchase for swag, essentially, meaning I don't need to sell them on the product because they already know about the product. I just sell them on the cool thing that they're going to get for free when they buy the product.

Derek Halpern [00:44:23]

When you're selling to oblivious customers, here's some of our best performing ads, as an example. I have a confession. I love sweets. I mean, I really love them. How do I stop eating



sugar? Well, here's protein that tastes like brownies or protein that tastes like banana split or protein that tastes like peanut butter cookies. We're leading them in with the thing that they want, which is sugar, and then showing them how the sweet treats can be satisfied through protein instead.

Derek Halpern [00:44:50]

Now, if you notice, there's no talk about ingredients or none of that here, because no one gives a shit about ingredients at the end of the day. At the end of the day, everyone wants to eat cake and brownies and they want to feel good about it, right? So, that's what we ... We lead with how to eat cake and brownies. They get there. We say, hey, you could eat cake and brownies, here's how. And then show them, here's the ingredient quality. They're like, oh cool, so I can eat cake and brownies with great ingredients too.

Derek Halpern [00:45:14]

So, they get happy about it and they make the purchase. This is how we acquire customers for protein. Again, going to the oblivious customer first. Is this cool on how to kind of talk about messaging? Most marketers are always trying to pretend like, oh, it's ... I just need time to think about this. No you don't. You just got to think about who you're talking to and then write the headline for that person. That's it.

Derek Halpern [00:45:39]

It's really simple when you break it down. I've actually ... I used to teach this in a course that I sold a long time ago and it was funny because I remember, people would ... This is part of the reason why I quit. They're like, well, does that work for a \$25 dollar product that I sell on ecommerce? Or does it only work for courses about courses making money online?

Derek Halpern [00:45:56]

It's like, well, it works everywhere and now I can say I've proved it, right? Hey, I got Truveni, we're big because of this. I think everyone here can replicate the same thing. I don't think this is difficult. Now, let's keep going. This is the product. Sales page that converts. It's not for sale. I'm not selling anything, so don't even look for it. It actually goes to a broken URL.

Derek Halpern [00:46:22]

It's nowhere to be found. But here's what I want to show you. When we sold this course, I could have led with a headline that said how to create a sales page. I didn't do that, right? Because meet Johnny Legal Fingers. Johnny Legal Fingers uses a typewriter. You think he knows what a sales page is? No, no.



Derek Halpern [00:46:42]

This is his website. This is actually a real website. I changed all of the names and stuff to protect the innocent, but this was Johnny Legal Fingers' website. You think this guy knows what a sales page is? He doesn't even know what a WordPress template is. Right? He doesn't know shit. So, how do you convince Johnny Legal Fingers that he needs a sales page?

Derek Halpern [00:47:03]

Well, what's a sales page? Damn millennials. Right? This is his website. So, here's how you do it. To get his attention, you need a different message. As an example, ever get offered \$500 for a \$5,000 job? Are you sick and tired of people trying to underpay you for your services? Everyone says yes, by the way, because no ... Everyone feels like they deserve more than they're currently getting because that's the human condition.

Derek Halpern [00:47:29]

But everyone agrees to this statement. And what I did to sell this product was I said, well, if you're a service provider, does your contact page look like this? Which is contact me, budget, this, this, and that's it. And they say yes. I was like, let me guess. Everyone filling out your contact page wants to spend \$500 dollars on a web design that costs \$20 grand?

Derek Halpern [00:47:48]

It's like, yeah, well you didn't tell them any of that. You just sent them to a blind contact page with no information on it. What did you expect? Right? So, this is how you convince Johnny Legal Fingers to use a sales page. We actually wrote this long content piece called ever been offered \$500 for a \$5,000 job? Here's why people think they can underpay you.

Derek Halpern [00:48:07]

So, you're a freelancer. You take great pleasure in doing great work for your clients, but the good clients are low and far between, right? We just kind of go through that condition of them getting underpaid. And then we eventually get to the point, which is you don't have a sales page and you need one, and we explain to them how to make one and then they want to buy the product.

Derek Halpern [00:48:24]

This is an example of how you take a message, how to create a sales page, and you make it applicable to everybody. Same thing happens in protein. I could say, hey, best plant-based protein. Or I could say protein that tastes like brownies, who doesn't love brownies? Works so much better in advertising.



Derek Halpern [00:48:42]

People think that their ads aren't working anymore. The reason why ads stop working is because your message, you usually tapped out the informed customers. So, when an ad starts working then tanks, it's because the message is not mass appeal enough. You need to talk to oblivious people. One of the secrets to building a brand is saying no often.

Derek Halpern [00:49:09]

Your growth is going to be linked to what you don't do, not what you do do. The more shit you do, the smaller you are, the less successful you're going to be. That's just the way it is. You've got to say no often. So, for example, we do know Black Friday sales at Truveni. I fucking hate Black Friday sales.

Derek Halpern [00:49:27]

We did it the first year. You know what happened? We had an awesome month. Then January hit and the subscription cancellation took us the whole year to recover from. So, I decided we're never going to do that again. Instead we do ... We make this tote bag. It's actually a really nice tote bag. It costs \$15 to make this thing. We could sell this thing for \$60, \$70 bucks and people would buy it and they would be happy with the purchase.

Derek Halpern [00:49:56]

I want you to notice something. We make this tote bag. It's got a nice design. This is custom, by the way. We actually put out this big black paper, we put down the ingredients, take a picture, turn it into a thing. So, we make this custom bag. We make our brand super small. Most people who make swag will make their brands massive on the swag. I want people to know about it. Wrong.

Derek Halpern [00:50:18]

People are not going to wear that shit. All right? Don't do that. Instead, we understate the bag and dial up the design. Then what happens? People will be ... My wife was carrying this as an example. People will be like, oh my God, I love your bag. Where'd you get it? Now my wife is a sales person.

Derek Halpern [00:50:36]

So, you turn your customers into sales people by making something truly remarkable that people want and then makes other people talk to them about it. So, now we give this free tote bag for Black Friday, and every year we make a new print, a custom print every year. It's a limited edition, so everyone goes crazy to get them because it's only available at Black Friday and it'll never be available again, so people are now collecting the bags.



Derek Halpern [00:51:00]

This has really revolutionized our Black Friday by getting rid of Black Friday sales. So, that's the first thing I said no to. This is the most fun story ever. We wanted to make deodorant. You ever talked to a manufacturer and they're like, oh, it's going to take five months to get this product, right? They're telling you how long it takes to make a product.

Derek Halpern [00:51:21]

You have to push your manufacturers and find out why it's taking so long. This is an interesting story for us because when we were trying to figure out how to launch this deodorant, they were telling us five months. And I'm like five months? We're still working on formulation. By the time this is done, five months, we're never ... I'm going to be dead by the time we launch this product.

Derek Halpern [00:51:41]

Turns out the reason why it was five months is because the component that we're using for our deodorant comes from overseas. We have to wait for it to ship. Then they have to fill it, and all this stuff happens. So, I was like, hey, let's just buy 100,000 components today and get it in the warehouse while we're still working on the formulation.

Derek Halpern [00:51:59]

He's like, why would you want to do that? It's like, because I want this out in three months, not next year. So, that was another example. When people are giving you longer lead times, don't be afraid to press them to figure out why they're giving you that lead time, because you may find a unique solution to shortcut the lead time.

Derek Halpern [00:52:21]

We don't do content. We don't do blogging. I taught blogging is one of the best ways to build a business for 10 years, and it is. I just got sick of it and I don't do it anymore. We just buy ads and send them right to sales pages. We don't even do free email lists. We just buy ads to sales pages, buy my product. That's it.

Derek Halpern [00:52:40]

And we do this partially because every time we ran the math on building an email list first, it just didn't ... It wasn't worth the effort basically. So, we said no to a content strategy. In the end, if you really want to scale your brand, I think Moiz said this yesterday, where he says you want to get really good at the one thing that you're good at and just drill that into the ground until it doesn't work anymore.



Derek Halpern [00:53:03]

What we did, we got really good at creating products and marketing through Facebook and Instagram. Then we got really good at ... We're now on Amazon. Then we got really good at retail and we just keep going after channel after channel. As we go after new strategies or channels, the thing that we do is we've just put a VP in place to lead that area.

Derek Halpern [00:53:24]

So, we're going in retail, we get a VP of sales. We're going into here, we get a VP over there. You have to make sure it's not you leading the charge. It needs to be someone specific on your team that's going to lead it because at the end of the day, we're all co-founders working at brands. We can't do everything. So, you need to figure out what you're going to say no to, and make sure you put VPs in place to make everything else happen.

Derek Halpern [00:53:48]

Finally, we're going to skip questions because we don't have time. I want to end with a quote. This is my favorite quote actually. It's from Captain Pike in Star Trek, 2009. Your father was captain of a starship for 12 minutes. He saved 800 lives, including your mother's and yours. I dare you to do better. I want to see people from this conference do better than everyone else here, which I think is going to happen.

Derek Halpern [00:54:12]

I was telling Ryan this yesterday. I have never been so impressed by the speakers and attendees at a conference in all of the hundreds of speaking engagements that I've ever done. The quality of people here is absolutely amazing. Everyone is doing cool shit. I think there's only one person I don't like. So, I'm sorry if that's ... No, I'm kidding. I'm kidding. You're all doing really cool stuff and I want to just say thank you for having me.

Ryan Moran [00:54:44]

Derek Halpern.

Derek Halpern [00:54:45]

Thank you.

Ryan Moran [00:54:46]

Stay up here for one second. First of all, I'm terrified that I have to follow that up, right? I'm talking next and I have to follow this?



Derek Halpern [00:54:57]
Fuck you, Derek Halpern.

Ryan Moran [00:55:00]
You know what?

Derek Halpern [00:55:01]
Should have told me to wear a suit.

Ryan Moran [00:55:06]
I have one question for you, and it was when you left Social Triggers and you stopped doing the thing that ... You were profiting millions of dollars.

Derek Halpern [00:55:14]
We made a lot of money. Yes.

Ryan Moran [00:55:16]
And you shut it down before you knew what the next move was, I believe. Is that right?

Derek Halpern [00:55:22]
So, here's what happened. Here's the actual story. We launched our brand in February, 2018. We shipped our first product. At that time. I was daily blogging on Social Triggers. As soon as that first launch came out, I was like, fuck this, I'm done. I wasn't making any money from Truvani yet. I didn't know when I was going to make money from Truvani.

Derek Halpern [00:55:42]
I just saw what was possible, and I knew that if I wanted to achieve that, the potential, I could not split my focus. It was a really interesting conversation with my wife, who at the time, by the way, was a few months pregnant. She's like, all right, you want to just have no income? That's the dumbest thing I've ever heard. Needless to say, she eventually ...

Ryan Moran [00:56:04]
She came around.

Derek Halpern [00:56:05]
She came around.

Ryan Moran [00:56:05]



So, was that a scary transition for you? Or did you have enough conviction to carry you through?

Derek Halpern [00:56:13]

I can't say it's scary because I've done this before. Right? Back in 2005, I had one of the largest celebrity gossip blogs on the internet.

Ryan Moran [00:56:21]

Are you Perez Hilton?

Derek Halpern [00:56:22]

No, but I hated him. So, we had one of the largest celebrity gossip blogs on the internet. It was ... I ranked for every celebrity name you could think of. And then one day I woke up, I was 1% unhappy, I quit. I did it again with Social Triggers. I did it again when I read some book about Jack Welch. I was like, oh dude, I'm going to go be CEO of a fortune 100 company.

Derek Halpern [00:56:39]

And I went into this fortune 100 company and I just kind of ascended the ranks. And then one day I got into an argument with ... I was reporting to a C-level person, then a VP got put between us, and I hated that VP. We got into an argument because she was mad that I was doing this presentation or whatever to the C level execs, and she's like, when I was your age, I was putting punch cards into a computer.

Derek Halpern [00:56:59]

And I was like, all right, but I'm also probably 30 times smarter than you. And then I just left the office and never went back. They called me a week later to come back into the office for a sit down, and we sat down and they were like, all right, well, are you going to apologize? I'm like, no, I'm not going to apologize.

Derek Halpern [00:57:19]

They're like, all right, well, we have to have a compromise. I was like, no, I actually left and I haven't been here in a week. I'm pretty sure I've already communicated how I feel, right? At that time, I didn't have anything to do after that either. So, it's not like in every moment I've just done this before.

Derek Halpern [00:57:37]



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So, I wasn't scared because I'm one of those people, as they say, entrepreneurship is jumping off a cliff and building a plane on the way down. And I just knew that when you put your back against the wall, amazing shit can happen.

Ryan Moran [00:57:47]

That's beautiful. Thank you, Derek. Thank you.

Derek Halpern [00:57:49]

Thank you.

Ryan Moran [00:57:49]

Give it up for Derek Halpern, everybody.

Chris Van Loan [00:57:51]

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

Dr. Travis Zigler [00:57:58]

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.

Dr. Travis Zigler [00:58:16]

And when we sold, we were doing close to \$450,000 a month. 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 in getting that return on your money.

Dr. Travis Zigler [00:58:40]

And so, my fear of investing in myself, I'd never done anything like that up to that point, 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.

Dr. Travis Zigler [00:59:01]

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. Ryan is known as the



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entrepreneur's therapist for a reason, and it's because when you talk to him, he gets you out of your own head. But if you join, this is a proven system. I mean, people have gone through this and they've come out the other side better.

Dr. Travis Zigler [00:59:30]

If you join this and you don't get results, it's up here. 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 [00:59:55]

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 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 [01:00:24]

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 a thousand 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 [01:00:48]

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.