

"I am confident that it will inspire a new kind of entrepreneur."

—GARY VAYNERCHUK, chairman of VaynerMedia

# 12 MONTHS — TO — \$1 MILLION

How to Pick a Winning Product,  
Build a Real Business, and Become a  
**SEVEN-FIGURE ENTREPRENEUR**

**RYAN DANIEL MORAN**

FOUNDER OF CAPITALISM.COM

Foreword by **RUSSELL BRUNSON**, Founder of ClickFunnels.com

## Praise for *12 Months to \$1 Million*

“Ryan has been on my podcast several times, and I enjoy watching his journey. As douche-y as this title is, I am confident that it will inspire a new kind of entrepreneur.”

—**Gary Vaynerchuk**, chairman of VaynerX and bestselling author

“I failed as an entrepreneur countless times before the idea for Poo~Pourri came to me when I was 42. My first year of business I exceeded \$1 million in sales, and I couldn’t have done it without the lessons I learned from all my prior businesses. I wholeheartedly believe those experiences are a necessary part of success, and Ryan has used his own challenges—and the knowledge of so many inspiring and successful entrepreneurs that came before us—to outline a recipe that will make it so much easier to expand your business and yourself. Pay attention and reap the benefits!”

—**Suzy Batiz**, creator and CEO of Poo~Pourri and supernatural

“Ryan is literally the person that I reached out to when I decided to start a business. I’ve met and interacted with his students, and his success stories are too many to name. His events are top of class, especially when I’m the emcee. With the world as polarized as it is, it takes a special ability to present a unifying message around business, money, and capitalism, and Ryan does just that. I’ve never seen someone provide such a detailed playbook to hitting your first million, and there is no one better to do this than Ryan Daniel Moran.”

—**JP Sears**, comedian, author, and host of *Awaken With JP*

## Case Studies

“Ryan’s strategies and education were an integral part to helping us grow our business past the million mark within the first year. After crossing seven figures, we continued to work with Ryan as we scaled from seven figures to eight. After two and a half years of running our business, we were fortunate to have an eight-figure exit. Today, we have the freedom to travel the world and invest in exciting projects. To say that this formula has changed my life would be a huge understatement.”

—**Alex Upperman**, Kansas City, MO

“Thanks to Ryan’s videos, podcasts, and live events, I am on pace to have a seven-figure business this year—that’s a big number for an immigrant from Ukraine! However, Ryan’s work has helped me see that the payoff is more than financial. I’ve created a community under my brand, Travelization. I realize now that my business can help me make a positive change. Personal wealth happens automatically when you create unique value for others. This is such a fun game—it has given me financial freedom and the ability to impact people around the world.”

—**Andri Sadlak**, Vancouver, BC

“Today, I not only run my own business, but I also advise and speak on stages about this business. None of this would have ever happened if I hadn’t been open to starting something completely new. I worked hard—and I still do—but now I have the freedom to call my own shots for life. I can directly track my new life to the day that I discovered Ryan’s work. No matter where you are on your journey, pay attention—this is a wild ride!”

—**Yev Marusenko**, Seattle, WA

“I was thirty-eight when I started my first product’s brand. I only dreamed of having the success that it would have—with over \$100 million in sales the first year, hundreds of jobs created, and millions of customers affected around the world. I wish this book had existed when I began my journey, as it contains many critical tips and lessons I had to learn the hard way. It is a must-read for every aspiring entrepreneur. Strap in—you’re in for a heck of an adventure.”

—**Josh Bezoni**, BioTrust, Austin, TX

“This material quite literally helped make me a millionaire. If you’re an aspiring entrepreneur and want the chance to ditch the traditional ‘work 40–50 years in a 9 to 5 job and then retire when you’re old’ path, you should follow the formula that Ryan laid out and people like me have implemented and changed our lives with.”

—**Chad Maghielse**, Grand Rapids, Michigan/Luquillo, Puerto Rico

“Ryan and his methods helped me grow TruDog into the 39th fastest privately held company in America. Right before we got our dream exit, our stock was valued at \$100 million! If Ryan can start with nothing and build something—well so can I! Thank you, Ryan, for always being an inspiration.”

—**Lori Taylor**, Cincinnati, OH

“When someone claims to have a formula to make millions, it’s easy to be skeptical. However, since we had heard so many great things about Ryan, my husband and I took a chance on a workshop a year after starting our business—and I’m so glad we did. Not only did we walk away with tangible strategies to implement immediately, but, most important, Ryan inspired us to THINK BIG. Two years later we sold our first company for eight figures, and I couldn’t be more excited about the future.”

—**Shauna Chadwell**, Kansas City, MO

“From a job in corporate America ten years ago to starting an online insurance agency, I always had a hunger for more. Today, I run several seven-figure online businesses and a marketing agency and travel the world to give speeches to other entrepreneurs. However, what excites me most is that the freedom I now experience has allowed me to become a better husband, father, and friend. Ryan’s content and the clarity that he provides has been a big part of my growth.”

—**Liran Hirschhorn**, Long Island, NY

“My husband and I always dreamed of starting a nonprofit when we retired from our medical practice. We always thought that it would be a twenty-year project, but that all changed when we heard Ryan Daniel Moran give the ‘12 Months to \$1 Million’ presentation for the first time. Not only has our

business gone from nothing to the mid-seven figures in just a few years, but we sold our medical practice so that we can start our nonprofit more than a decade earlier than we thought. Starting this business has been the craziest, most fun, most challenging, and most rewarding thing that my husband and I have ever done (besides having kids!).”

—**Jenna Zigler**, Austin, TX

“I became an entrepreneur because I wanted freedom. I knew that I was made for something more than sitting at a desk all day. Ryan’s work gave me the playbook for turning my dream into a reality. I crossed seven figures after my first year, and three years in, I sold my business for a payday that set my family and me up for life. This journey isn’t easy, but it’s worth it; not only for the financial possibilities, but because of the person you become along the way.”

—**Chris Nowak**, Dallas, TX

“I always dreamed of having freedom from a job and living life how I wanted, but I never had a clear plan to make it happen. When I heard Ryan’s ‘12 Months to \$1 Million’ plan at a live event, everything changed. It gave me a roadmap to follow to grow my business, and we crossed the seven-figure mark within about two years. Today, my wife, Katie, and I both get to work within the business full-time. Being an entrepreneur isn’t easy—it takes a lot of dedication and focus—but Ryan’s podcasts and videos have always helped me when I needed an extra push. My advice to new entrepreneurs is to ‘go for it,’ because this plan works.”

—**Devin Dorosh**, St. Louis, MO

“Since discovering the ‘12 Months To \$1 Million’ plan, I have proudly built my first internet business beyond the seven-figure mark. It has allowed me to be a full-time entrepreneur and to live life on my own terms. I work hard, I believe in what we are creating, and I am passionate about growing every day. Everything started with this playbook and my desire to succeed.”

—**Justin Ray**, Fort Collins, CO

“As of this past year, I am proud to say that our business crossed seven figures; the ‘12 Months To \$1 Million’ plans works, and I am proof of it! I love being a full-time entrepreneur and am so proud of what we are building.”

—**Jason Franciosa**, Element 26

“This book has lots of words in it, and I like that. Also, I really like the size of the book. I can’t read yet, but I’m sure other people will like it.”

—**Esther Moran**, 4 Years Old

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How to Pick a Winning Product,  
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**SEVEN-FIGURE ENTREPRENEUR**

# RYAN DANIEL MORAN



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For Esther.

You were born for such a time as this.

Love,

Dad

————— **NOTE** —————

**A**ll examples, podcast interviews, and case studies can be downloaded for free at [www.Capitalism.com/best](http://www.Capitalism.com/best).

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## FOREWORD

**Y**ou're one funnel away.”

These words are my promise to entrepreneurs.

My name is Russell Brunson, and I lead a community of entrepreneurs who build simple and profitable businesses. We call ourselves “funnel hackers.”

I have personally seen thousands of women and men create businesses with nothing more than an idea and a drive to succeed. To date, we have more than 600 community members in our “two-comma club”—individuals who sold at least a million dollars on our software platform, ClickFunnels.

None of us come with silver spoons in our mouths. We don't have big teams, and we don't cheat by raising money from venture capital firms; if anyone does invest in us, it is usually a few thousand dollars from someone who believed in our crazy dreams. We don't begin with unique skills or previous experience. We don't come from families of business moguls. We are simply passionate business builders who can't do anything *except* be entrepreneurs.

Why? Because above else, *we desire freedom.*

We desire the freedom to give more to our families, our communities, and our churches, and we desire to leave the world better than how we found it. We desire the freedom to give our kids the advantages that we did not have. We desire the freedom to see the world and live life on our own terms.

I believe that every person is one funnel, one idea, or one breakthrough away from their version of freedom. You are one funnel away from the life

that you want. One funnel away from a seven-figure business (if you want it to grow that big). One funnel away from the life that you desire most.

There are thousands of us, and we are changing the world.

As successful as we may be, our family of “funnel hackers” is just one drop in the wave of entrepreneurship that started blossoming after 2008. Until then, entrepreneurship was risky; who wants to take a risk when you can have a cozy, cushy job?

But once the idea of a safe and secure career came crashing down with the economy, dreamers like us decided that we might as well take a shot at creating life on our own terms. If it was possible to lose everything in an economic collapse, then we might as well take a small risk to be happy and free for the rest of our lives!

That was when pioneers in our industry started breaking the mold. Entrepreneurs who had been sitting on the sidelines started to find ways around the system, and together, we broke all the rules of business.

As a result, the floodgates of opportunity blew wide open. People who had never owned a business before started getting into the game.

Opportunities like social media, crowdfunding, Amazon, funnel hacking, drop shipping, and other new technologies made it possible for anyone to start a business. Even the “average” person could create a product (or sell someone else’s) and become a full-time entrepreneur.

Some people became millionaires. And it continues to happen every single day.

While entrepreneurship used to be weird, it is now a popular and desired career. Kids across the world want to grow up to be entrepreneurs. That’s a good thing because we are the ones who create jobs, create opportunity, and (as Ryan likes to put it) create change.

We are still in the second inning of this wave of entrepreneurship. More and more opportunities will open up over the coming years, and everyone with the desire for freedom should pay attention now.

New entrepreneurs are being created every day. Some of them start fun side hustles, while others go full-time, and many hit seven or eight figures. No matter how big your ambitions, there has never been more opportunity than today.

For those of us who *must* have freedom and *are called* to be entrepreneurs, this is the most exciting time in history to be alive.



That is why I am so excited about this book.

About once a decade, a book comes along that sparks new ideas for dreamers like us. That book throws open the doors for entrepreneurs, and it encourages dreamers to get off the sidelines and begin their quest for freedom. In the past, books like *Rich Dad Poor Dad* by Robert Kiyosaki, *The 4-Hour Work Week* by Tim Ferriss, and *Crush It!* by Gary Vaynerchuk inspired a new generation of business owners; these books are considered classics because they continue to inspire entrepreneurs to this day.

I believe that the book you are reading right now—*12 Months to \$1 Million* by Ryan Daniel Moran—is the next classic for this generation of entrepreneurs. His simple yet wildly effective formula to hit seven figures has set hundreds of entrepreneurs free to create exciting businesses.

I first discovered Ryan Daniel Moran when I saw his now-famous t-shirt in a viral video on Facebook. It read:

~~Democrat~~  
~~Republican~~  
ENTREPRENEUR

Right away, I knew that he was someone who thought differently. This was someone who wasn't afraid to resist the norms and push the limits of what was normal.

However, I didn't meet Ryan in person until he asked me to speak at his event, the Capitalism Conference. At first I declined, but then Ryan made me an offer I could not refuse: He offered to have a private jet pick me up in Boise, fly me through the night to Austin, Texas, and then have me home in time for dinner with my family.

*This guy knows how to get things done*, I thought.

As impressed as I was, the community of entrepreneurs at his event impressed me even more. Men and women had flown from all over the world to grow their businesses. Many of them had become millionaires in two years or less. All of them were eager to learn, excited to grow, and passionate to do more in the world.

This was more than a “rah-rah” event full of slimy salespeople. Instead, this community was giving, present, and eager to make a difference. They

were true capitalists: people who take ownership for their lives, create value, and serve their community.

I am honored to support and endorse anyone who can raise a community like that.

Like myself, Ryan grew up with very few opportunities, but a lot of big dreams. He figured out this game in the trenches. People like us didn't grow up with "how-to" manuals, so it's our responsibility to empower the next generation of entrepreneurs with the knowledge that we learned along the way.

I do that through my books, my podcast, and my yearly event, Funnel Hacking Live. Ryan has been doing it for years through his podcast, but nothing compares to the book that you hold in your hands.

When I discovered Ryan's podcast a few years ago, I discovered someone who was willing to share *everything*. He shared the exact strategies to pick the right products, get them selling profitably, and how to grow a seven-figure business that you can ultimately sell if you want to. He also shared how he invested money so that he would be free for life.

Ryan is one of the rare characters on the internet who willingly shares everything. More than that, he shares the ups and downs, which few are willing to do. Instead of flashing fancy cars or claiming that everything is fine and well, Ryan opens up about challenges in a way that helps entrepreneurs overcome their own struggles and move forward with more confidence. My favorite video that he ever did is called, "All I Ever Wanted to Be Was a Millionaire" (if you have never seen it, it is worth a Google).

I also discovered that Ryan's strategies complemented mine perfectly. While I help people build cash-positive businesses that produce amazing short-term results, Ryan focuses on building long-term assets that can be scaled or even sold.

I do not always agree with his opinions, and he certainly is willing to be more controversial than me, but the results of his students speak for themselves. Between the two of us, it might be argued that we have helped to create more millionaires than any duo in history.

This is the single greatest time in history to be an entrepreneur. This is the best time ever to live a life of freedom. Before now, men and women did not

have access to this knowledge. Entrepreneurs had to figure it out on their own.

This book is a roadmap to building a million-dollar business. That may seem impossible right now, but I have seen it happen thousands of times. I have met Ryan's students, and I have seen their success. They think big. They work hard. They do things differently. They are ahead of the curve. And most importantly, they follow the formula in this book, because it works.

Never in my career have I seen so many entrepreneurs building *real* businesses that will be around for years to come. This book is the manual to making it happen.

I am confident that the entrepreneurs who read this book will be well equipped to build exciting businesses that make a positive impact in the world.

I am proud to have been featured onstage at Ryan's events and on his podcast. I am proud to have Ryan in my "two-comma club." Most of all, I am proud and excited to give my endorsement for the book that you hold in your hands; this is a life-changing moment for you and the thousands of people that you will impact with your success.

You are a funnel away. You are one idea away. You are one product away. You are one moment away.

While you read this book, the ideas will come to life in your mind. You will imagine yourself doing this, and you will clearly see your business in your mind.

There are thousands of entrepreneurs who have come before you who have blazed this trail. We are cheering for you, and we are counting on you. You're a capitalist, and the world is counting on you.

God bless.

Russell Brunson  
Founder, [ClickFunnels.com](https://www.clickfunnels.com)

## — PREFACE —

# Don't Read This Book

If you picked up this book because you're intrigued by the short-term goal of making a million dollars in twelve months, let me start by quoting Dan Sullivan: "Being an entrepreneur is a life sentence."

Actually, it's more like an epic adventure—but it does last a lifetime. It's not a tale of orderly and sequential wins. It's a long and uneven road peppered with heartbreaking losses, crippling self-doubt, episodes of depression, and the heaviness of carrying everything on one's shoulders.

Like any adventure, though, there's something truly valuable at the end of that road. After facing challenges you couldn't have anticipated or prepared for, there's victory. There's freedom. There's the ability to call your own shots. And, most importantly, there's a new hero at the end of the adventure: you.

There is no game more challenging and rewarding than entrepreneurship. Once you get the itch, it never really gets fully scratched. Once you get the first taste, you never turn back. It will be that way for life. Once you are called to be an entrepreneur, there's simply no other satisfying way you can spend your days.

Starting a business requires more sacrifice than I ever imagined. So, why do I do it? Simple: because there's nothing else I can do *and* be happy doing.

If this sounds like you—if freedom is your calling, and you *have* to have it—then consider this book the roadmap for your adventure. In these pages you'll learn how to become a seven-figure entrepreneur. This plan is proven