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Jaime Tardy: Welcome to Eventual Millionaire. I'm Jaime Tardy and I'm so excited to have Ryan Moran back on the show. We're actually here in his amazing studio in Austin, Texas. Thanks so much for inviting me over.

Ryan Moran: Well, thanks so much for having me back after last time's debacle.

Jaime Tardy: It was bad. No.

Ryan Moran: It was a terrible interview. It was one of the worst days of my life.

Jaime Tardy: People actually liked it for some reason. I'm not sure why.

Ryan Moran: Well, you've got some weird people [inaudible] [00:00:24] then.

Jaime Tardy: We love them. Don't talk about them right now. Okay. So I'm here and I really wanna talk about a couple specific things with you. One is you have a crazy event coming up that I'm speaking at, by the way. You just did that so I would have you back on the show, right.

Ryan Moran: That is exactly it.

Jaime Tardy: Okay. That's what I thought. Tell us about the event and what it is and where it is and how many amazing people besides me are speaking.

Ryan Moran: Well, there's a bit of a story behind it. And I was actually kind of inspired by a mutual friend of ours Danny **Eany** who said to me once how small our industry thinks, that the biggest player is at, like, 100 or \$200 million a year and how that – when that's the biggest player in an industry you're in a pretty small industry.

So I had this dream. You know what my crazy dream is, right?

Jaime Tardy: I think so. Tell everybody.

Ryan Moran: It's to own the Cleveland Indians. I just really love bad baseball teams. So I grew up –

Jaime Tardy: Are you copying Gary **Vee** or something like that [inaudible] –

Ryan Moran: I grew up in Cleveland, Ohio. Actually, so you like that? So –

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Jaime Tardy: I'm fine, keep going.

Ryan Moran: -- I have an amazing video studio. So I grew up in Cleveland, Ohio and actually my dream growing up was to be the guy in the front office that made trades. Because when I was growing up the Indians were dismantling the team and they were trading everybody. And I hated the process but I thought it was fascinating.

So if I could redo my life I'd be doing something in baseball. And I realized when I became an entrepreneur that I didn't have to sacrifice that dream. I just had to buy the team instead of being in the front office, and that would take me about half a billion dollars to do. So –

Jaime Tardy: You know, chump change.

Ryan Moran: No big deal. So in our industry if the biggest player is doing 50 or \$100 million, that's a small industry. So I decided that the thing that I could do to – the thing that would just shatter my paradigms the fastest is if I got around people outside of our industry who are at the \$100 million level and up. Because right now, full disclosure, my business is – I'm fairly comfortable operating at the 5 to \$10 million a year mark. That's not gonna get me the Cleveland Indians.

It's cool. It provides for a great lifestyle. It allows me to impact a lot of people and get a great message out there but it's not gonna get me the Cleveland Indians. So in order to turn that on its head and just shatter that, I had to get around a new group of people. I joined the Master Mind when I was early in my entrepreneurial career where I had no business being in the room, right. I was the smallest person in the room and that completely shattered my paradigms and allowed me to become a millionaire now. I probably wouldn't have if I'd never been around that group.

Jaime Tardy: Wait, wait. What made you join that and how'd you get in? Because why would they let you in, no offense, if you were not the guy [inaudible] [00:03:02] –

[crosstalk]

Ryan Moran: I'm a good copywriter and I wrote – I applied for it. And at the time I was just an affiliate marketer which is not what the group

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was about. But I went up to the guys who were organizing it privately and gave them a pitch, "This is why you should take my \$20,000 from a 21 year old and" –

Jaime Tardy: Were you really 21?

Ryan Moran: Yeah, so that wasn't chump change to me at the time.

Jaime Tardy: Yeah, how'd you even have \$20,000 [inaudible] [00:03:29]—

[Crosstalk]

Ryan Moran: I was an affiliate marketer in college. So that's what I did to pay for college and I had a lot left over.

Jaime Tardy: Go listen to the other interview where you'll hear more about that story after, that we did –

Ryan Moran: That terrible interview.

Jaime Tardy: Yeah, go listen to the terrible one.

Ryan Moran: So I was in that group for two years and it completely shattered my paradigms. But now I feel like in our circle, the 5 to 10 million is almost like the cap. It's where most of the people who talk about stuff, it's where they pretty much plateau. And I've been looking for that paradigm shift again and I couldn't find it so I decided to build it. So we brought in the billionaire founder of Priceline, Robert Hirschboeck from Shark Tank, Gary Vaynerchuk, Pat Flynn, Grant Cardone who's been on your show and owns \$350 million in real estate, which when I heard that I said, "That'd be a great down payment on the Cleveland Indians."

So I need to get – I didn't know who Grant was.

Jaime Tardy: You didn't?

Ryan Moran: I did not know who Grant was.

Jaime Tardy: Everybody knows who – no, I'm kidding. He makes it known that everybody knows who he is.

Ryan Moran: Apparently, yeah, I realize that now but I did not know who Grant was. But I said, "I gotta learn how this guy manages \$350 million

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in real estate because that'll make a great down payment on the Indians. And these individuals were fairly inaccessible so I just paid them whatever they wanted in order to come to the event because that was how I would get around them and how my audience, who I very much wanna have a high level conversation with beyond kind of where we tend to settle in our little industry and our little community. And I wanted all of us to go far beyond kinda that plateau and go and find out what these guys do that's different.

Like, what's different between me and the guy doing \$100 million? And I suspect that it's not that much. I suspect that it's not that different because when I became a millionaire I was like, "Oh, I'm really no different than I was a while ago. I just think a little bit differently." And I suspect --- and I don't know if it's true, we'll find out, but I suspect that those at the \$100 million level kind of operate the same way. But there's just a few distinctions that's different than the guy who makes a million dollars.

Jaime Tardy: It's so like you're the average of the five closest friends. Are you gonna try and be their best friends? What is your intention to be like, "Oh, I paid you, now I wanna be your friend and hang out with you."

Ryan Moran: I expect to look really good that day.

Jaime Tardy: That's the plan. That's gonna work. That's all you got. Okay.

Ryan Moran: **[Inaudible] [00:05:51]** and get them drunk. That's gonna be it.

Jaime Tardy: That works, I'm sure, for you.

Ryan Moran: Well, it starts – well, the thing is I was talking with somebody this week about getting around that level of person and how it's seemingly difficult or even impossible. My buddy Greg Reed likes to talk about how they're actually the easiest people to get a hold of as long as you just know the levers to pull. If you know the levers to pull, they're easy to get around because they have their lives fairly automated at that point. They just are very rigid about where and how they spend their time.

So for me it was like, all right, I'll just pay them whatever – they do speaking gigs, right. Okay. Just –

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Jaime Tardy: So you just call them up and they all answer and they're like, "Yes, I will take your money."

Ryan Moran: Pretty much. I mean, it's not that hard to get – most people, myself included, set their speaking fee to be a filter. I'm not going to – they set it so high that only the people that are really serious ever call that office.

Jaime Tardy: Exactly.

Ryan Moran: So they take that seriously.

Jaime Tardy: Can you tell us how much they are or are you not allowed to do that?

Ryan Moran: Collectively the speaking fees are just south of 200,000 –

Jaime Tardy: Okay.

Ryan Moran: -- for just them to show up for –

Jaime Tardy: Is Robert Hirschboeck the most because he's like the Shark Tank –

Ryan Moran: He was. He was, yeah.

Jaime Tardy: Okay. He's like the man. Okay.

Ryan Moran: He was.

Jaime Tardy: I wanna know the **[inaudible]** **[00:07:07]** anyway it's like –

Ryan Moran: We'll talk later.

Jaime Tardy: I know. It's kinda funny because you're like, how much is each one of them worth? Yeah, I wonder if it has to do with how much their companies are doing or if it's just they ask for more?

Ryan Moran: I mean, quite – hey, let's just do it. I mean, you can Google this so it's not that big a deal.

Jaime Tardy: Good. Tell us everything. We don't wanna Google this stuff. Come on.

Ryan Moran: So Robert was \$60,000 to come in and speak for 90 minutes.

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Jaime Tardy: -- to be his friend. Okay.

Ryan Moran: To be his friend, right. And the others were less and were offered more the Q and A time or picture time. And –

Jaime Tardy: Huh.

Ryan Moran: Yeah, but Robert it was 60 for about two hours of time.

Jaime Tardy: So what're you gonna do – because you have two hours. Is he speaking for two – what does that look like?

Ryan Moran: Speaking for an hour-and-a-half and then he's taking photo ops with people in the audience **[inaudible]** **[00:07:54]** –

**[Crosstalk]**

Jaime Tardy: **[Inaudible]** pay for the photo – that's so –

Ryan Moran: Well, I mean, that wasn't more. It was just like –

Jaime Tardy: -- the time. No, no, but it's part of the time.

Ryan Moran: Yeah, we – so –

Jaime Tardy: I just find it interesting that –

Ryan Moran: I understand. It wasn't – that wasn't a hard piece –it's basically a show-up fee.

Jaime Tardy: Yep.

Ryan Moran: Like you pay somebody enough to show up and then you talk about what exactly you want. And most, Robert included, all of them were willing to say how can we provide a big win for your audience, what's the big – ah, for Robert.

Jaime Tardy: Ah, he actually cares.

Ryan Moran: And what's the goal that you're trying to hit so that they know how to make an impact in the audience.

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Jaime Tardy: What can you do, because I love learning about events and stuff like that. I find it really interesting because my mentor **[inaudible]** **[00:08:33]** used to be the hardest thing is getting butts in the seats, like trying to get butts in the seats. And you bring in these amazing speakers but your goal is to sort of be friends with them. And of course, let your **[inaudible]** –

Ryan Moran: That sounds so like fufu. I just wanna be friends with these guys.

Jaime Tardy: No, that's what I do. All right, fine. Fine. That's fine. **[Inaudible]**, right.

Ryan Moran: Fair enough.

Jaime Tardy: But being around people like that I think is extremely important and paying them for one event is also they know who you are and stuff. And then you sort of go up on their level. Because not that they're not gonna hand out with people that aren't but I always find it interesting. When you're a speaker it's really easy for you to hang out with other speakers, right, Because you're like, "Oh, you're a speaker too. You must be cool." And it's a different sort of dynamic, right.

Do you have like a speaker's dinner or something? Are you trying to get –

Ryan Moran: The honest goal – and this sounds so marketing, I'm sorry – but –

Jaime Tardy: Good. I like it.

Ryan Moran: -- the honest goal was to provide a paradigm shift for myself and those who follow my podcast and come to our events, because I have talked about the build-a-business idea, the make money online thing. I did that for years and I hated every minute of it and I don't wanna talk – people invite me on the shows like, "Can you talk about how you did this?" And it's like, I don't want – I'm tired – I've said all there is to say. It's time for myself and my audience to hear a new level of conversation.

And for me I know I have to lead that charge and have it upgrade in myself. And I've had it in the last year-and-a-half or so but it's not where I want to be. I'm not on the path of the trajectory that I want to be yet. And I knew – and I ask myself the question often, "What's the biggest risk I can take right now that will completely

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shake things up and put me on a new path?" And at the beginning of this year I said, "I can hold an event" and it scared the crap out of me and then I had to do it because I hate being afraid of things. So when –

Jaime Tardy: What compels you to do that because this is a big question of my audience in general? My whole thing is getting outside of your comfort zone, blah, blah, blah, we know how important that is but it's really hard to make yourself do that.

Ryan Moran: It's a muscle though.

Jaime Tardy: So you have – I know, but you have this thought of like, oh, I should do this event. Most people would be like, yeah, I'm scared of it, I should totally do it and never actually do anything with it. Like you actually, you know, and [inaudible] coming up it's like – it's coming up.

Ryan Moran: Right.

Jaime Tardy: So how do you make yourself actually take that action?

Ryan Moran: Small incremental decisions. So I made the decision ten months ago to hold the event. Okay. Book the venue. I'll figure the rest out later. Let's come up with a marketing plan. I'll figure the rest out later. Let's start booking speakers line-ups. We'll figure the rest out later. And just letting the cards fall – I mean, I gave myself about a year to plan this event.

Jaime Tardy: Yeah, but you should because that's a crazy thing [inaudible]—

Ryan Moran: Well yeah, it is but also because if I had planned an event six months out, that would've freaked me out. Whereas a year felt so far into the future that it almost wasn't a reality that I don't have to face for another four weeks or so.

Jaime Tardy: See, I think that's so smart. That's what I did when I started interviewing is I booked it so far out that I wasn't worried about it. I'll figure that out later. And then I already had committed so I was like, "Crap, now I have to do it." And that day I was really freaking scared but other than that you just sort of get through it.

But tell me – okay. So micro commitment and I remember you saying a year ago that you were gonna do this thing, right, like,

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okay, right, he's gonna do an event. You always do what you say you're gonna do. Like, okay, Ryan, whatever you're gonna do. But did you learn from some – because you've never done an event before.

Ryan Moran: Never.

Jaime Tardy: Did you find – did you buy digital product? Did you have [inaudible] [00:12:04] events? How did you learn how to do this?

Ryan Moran: Yeah, I supposed after I do this I can make an e-book on how to run events. No, I had no idea what I was doing. So I basically just worked my network and was like, who do you know that I need to know that can help me do this? Now tell me what to do but just go to it.

So actually we fired our event planner halfway through. We fired our sponsor getter halfway through. So I knew going into it, Jaime, that I was gonna make a whole bunch of mistakes and that was part of the reason why I was really scared to do it at first. So finally I was like, forget it, let's go make some mistakes and let's get them out of the way so that year two, if we decide to do year two, we don't make the same mistakes.

There are mistakes I have to make that I don't know exist right now and I have to go make them and they're gonna be expensive and I'm gonna hate them and I'm gonna wish that I had done something differently, but I have to go make them because I don't know that they exist right now. And so that's what I did was I hired an event planner, I hired this person. I ended up not keeping a lot of them and that's just what I felt was kind of the process in order to fail forward I guess.

Jaime Tardy: That's an utterly amazing mindset but you still have to deal with the crappy failures and the – how does that not add up? Because, you know what I mean, after shoot, and then I fired this and then I did this and then I did this, are you just like – was there any point like, screw this, I'm not gonna do it anymore or this sucks or how do you get past all those failures?

Ryan Moran: That's a really interesting question because that comes up in business a lot too, right, with I'm gonna hire this person, I'm gonna do this thing and then it's a failure – or I feel like it's a failure. We

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talked about in the last – in the terrible interview we did together about the difference between failure and feedback.

Jaime Tardy: Yep.

Ryan Moran: And I think one of the things that benefitted me in this process was simply the fact that I was completely detached from the outcome. So if we make a million dollars or lose a million dollars, we still get the end goal that I'm after which is to provide a completely new paradigm shift for my audience and for myself. So whether it's profitable or it's not profitable we still win.

So I was completely detached from the financial piece of it. We wanna sell tickets obviously. The more people there the better the experience will be but the – I was not attached to what the financial outcome would be. And there's a budget for it and we're gonna spend all of it and if we lose money, we lose money and that's okay because there's other things involved.

Jaime Tardy: That's so different than what almost every other –

Ryan Moran: Well, Jaime, I'm not in the business of events. I'm in the business of creating experiences for entrepreneurs. So events could be a way that we do that but I'm not in the business of putting on events, so I'm not attached to that.

So when you – when I ask myself a question, okay, what's the craziest thing that I can do, what's the riskiest thing that I can do in order to achieve a certain goal, this was that. It didn't mean that it was gonna be the biggest financial reward but it did mean that it was gonna take our audience to a new conversation.

Jaime Tardy: But how do – okay. So the goal that you have, the paradigm shift is very nebulous. How the heck do you know if you achieved that or not?

Ryan Moran: My – so our phrase, our sleek hypie catch phrase for this is to demystify the impossible.

Jaime Tardy: Oh, big copyrighter.

Ryan Moran: Thanks. I do a lot of pushups. And the way that I'll – I think in me I'll be able to evaluate that is if people come up to me and they say, "I was thinking I was going on this path, and I realize that that is

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just a piece to a much bigger path." You and I were actually talking about it last night. There's a conversation about most entrepreneurs have this plateau point where they see this piece and then they just stop. And when I work with entrepreneurs I notice, and I notice this in myself, that sometimes we don't even see that that can be opened up and that there's another place to go.

So when the conversation just becomes about, how do I get to this point or how do I make enough to quit my job or how do I make the first million or how do I do this, okay, what is the bigger picture? What is the bigger path? And if I hear my audience saying, "I can see that now" and if I feel like that's been illuminated, that's how I'll know that we accomplished it.

Look, I know that the fastest way to have that shift is to be around people who make you uncomfortable and have been far beyond where your target is. So I know we're going to do it but that'll be how we measure that result.

Jaime Tardy: See, I think that's what even Danny Eany that we watched a speech last night, his goal was to be a billionaire. And it's always like being around people like that – I mean, don't get me wrong, he's amazing business but you're like, "Wow, he's already made millions in business and stuff like that." But it's like in – I don't know if you know this but in fighting it's not about hitting this, it's about trying to hit past it. And that's how come you actually push someone over and actually knock them out or something like that.

So it's like in business and being able to see that most people see the wall and that's it. So how can we open ourselves up? What can you tell them to open themselves up to push past where they think that wall is?

Ryan Moran: So how do they –

Jaime Tardy: They need to find the wall first.

Ryan Moran: Well, my mentor Travis [Sego](#) who's speaking at the event, he says the most expensive thing in your business is not the money that you're spending but the money that you don't see that's sitting right in front of you that you're not making.

Jaime Tardy: Oh, that's a good **[inaudible]** **[00:17:41]** –

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[Crosstalk]

Ryan Moran:

And I think that's the case in most businesses. And most of the things that we do as entrepreneurs, the most expensive thing is the thing that we're not doing that we don't even see that's in front of us. So I think the best way that we solve that problem is by surrounding ourselves with those who have gone far beyond us and to listen to and read the thoughts of people who are far beyond us or who have gone that path before.

So I heard it said once that a year from today you'll be exactly the same person minus the people you hang out with and the books you read. I'd add into that, the podcasts you listen to, the audio books you listen to, the conferences you go to, the thoughts and the beliefs that we download from osmosis basically. Because we just normalize all the information that's around us. And if you hear something enough you normalize it and it becomes a believable idea. That's how the brain works.

So if you want to go beyond where you are you have to normalize that. You said, Danny wants to be a billionaire and there's like a [inaudible] [00:18:47] okay. I do kind of a similar exercise with people who come to my workshops. We say, okay, write down where you are right now and then write down where you want to be. And so they might say, okay, I'm at – and then \$100,000 a month I wanna be at \$200,000 a month.

And then they say, okay, now in the third column write down what your want-to-be goal is times 10 is. And they write down 2 mil – 2 mil – and invariably someone will raise their hand and say, I wanna change my number. And I say, why is that? And they'll say, I think it's gonna be too hard. I think it's gonna take too much work. I don't wanna learn this. I don't know how to do this. I don't know how to do this. And we have this nice conversation for about 20 minutes where it's about all this resistance that comes up.

Which is interesting because all I asked them was, what's a number times 10. And all these beliefs and ideas of what we have over a number, which is completely arbitrary, start to come up. And my opinion is that when you illuminate that or demystify that, that all of a sudden it's just a number. When you normalize that it's just a number.

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And my theory is that when you get around the billionaires, which we will in a month or so –

Jaime Tardy: Yes, thank you for inviting them.

Ryan Moran: -- that to them it will be just a number and that the difference between us isn't all that distinct.

Jaime Tardy: Well, and that's what's so insane when – I'm from Maine, my parents make squats. You know what I mean? It's one of those things where your brain sort of understands, oh, the value of a dollar. And then when you make more you're like, well, \$10 is almost the value of a dollar to me. And then \$100 is the value of a dollar, so the zeros don't matter. You've heard that before.

Ryan Moran: Um-hum.

Jaime Tardy: But is – writing these numbers down is it being around those people enough to change that, to shift that? Because it's one thing to go to conferences and be around people and sort of hear what they talk but is that enough to actually change somebody's beliefs and mindset? Because, you know, there's a thousand digital products about that too.

Ryan Moran: I think it is.

Jaime Tardy: Really.

Ryan Moran: I think – that doesn't mean that it'll create change in your life but I think it does change your beliefs. So if I can take off my marketer hat and put on my total-hanging-out-with-you-just-get-really-personal-with-you hat. So I grew up extremely religious and I went to a very religious, very conservative college where everyone believed in the same things. I didn't have a drop of alcohol until I was 22, 23 so I was post college. Girls weren't allowed in guys' rooms. And this was completely normal to us.

So when I talk about my college experience, or a lot of people's college experiences, what's normal to them is completely foreign to me and vice versa. What was completely normal to me at the time is completely weird and obscure. But there were 3,000 of us on campus that was completely normal. What's the difference?

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I mean, the difference is just what the group thinks about and what the common belief is. And in that type of an atmosphere somebody – and you saw this often – somebody would come in very nonreligious and leave very religious because that was what was normal in the community. And you see it in the opposite too. I mean, if somebody who's very religious goes into a very nonreligious, there's a high percentage – it's not all the time but it's a high percentage that person changes a lot of their beliefs about what they think is normal or what is threat.

That's a personal example but that's the case no matter what area of life it is. When I go home to Cleveland, Ohio I'm the fit guy in the room. When I live here in Austin, I've got a dad bod so –

Jaime Tardy: You are a dad so that's [inaudible] [00:22:47] –

Ryan Moran: So it's the same me. What different? It's the comparison that we make. It's what's normal in the community. So I do think that changing your surroundings and your idea of what's normal does and is enough to make that internal impact. Now, that doesn't mean that you are now automatically moving forward. There's a piece of strategy and execution that gets married to that belief set that has to make it, that has to exist in order for there to be a result.

But I do think that who you hang out with and what new normalize does change and impact your belief.

Jaime Tardy: I agree with you a thousand percent. I'm just being the contrarian because, I mean, that's exactly what I did. And when people started going, oh, \$100,000 a month isn't a big deal I was like, way back when it was – oh, my gosh, it's insane. And now – and I work with people that do this all the time. They're like, oh man, \$500,000 a month or a million – like that's a big deal to them and it wouldn't be to Robert –

Ryan Moran: -- or a thousand a month [inaudible] –

Ryan Moran: Exactly. I mean, that's what's so funny. It just depends and I've seen it before where people just work their way up. But – or and I should say, how do we get those people in our life, besides going to Ryan's event, right? Besides that –

Ryan Moran: That's the only way, to come to Austin, Texas [inaudible] –

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[Crosstalk]

Jaime Tardy: I know. I just want all my people to come to – a reason to come to Austin and this is a good one because I wanted to meet everyone in person. But besides that, what would you do to try and get those people around you? Because [inaudible] [00:24:21] my groups all the time mentors, but then people are like, and they don't do anything with it. So give me something super easy that people – well not – it doesn't have to be super easy. My people are pretty awesome, but something that they can do that will really, really work by setting this stuff up for them.

Ryan Moran: I set a rule – we live in a world where you can access just about anybody – you can tweet at Tony Robbins later and then go listen to five hours of his YouTube videos and podcast interviews. And Dan Sullivan who I think is the smartest entrepreneurial mind a live right now, has written a bunch of books. You can go access all that information.

So I take a rule that I have to filter out anything that is not in line with where I am – the goal that I wanna hit, the path that I'm on. Because otherwise we can be completely trapped in information overload. Information can be great if we choose it strategically about who it's from and how it serves us.

So the easy way is to just look at the books you're reading and ask the question, does this lead me closer to the path that I want to go. Is this person beyond where I want to be? Am I downloading the thoughts of a person that is on the route that I want to be or do I need to let this go? Is the podcast I'm listening to on the route that I want to be?

I think one of the cool things about what you do is everybody you interview is a millionaire. So every interview, you know that person is where the audience wants to be or beyond where they want to be. And cut out everything else. Cut out everything that isn't from a source that is where you want to be and that's how you can start to normalize the behaviors you want.

Jaime Tardy: So anyone can be able to do that. How do we not get information overload and not though, because I know – I mean, in my programs I make [inaudible] listen to my podcast. Not because it's not a great thing but it's because actions are what deliver results. So how do we mitigate that from just being a consumer all

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the time? Because A. we need to fix – not fix our brain but upgrade our brain with amazing content from amazing people that are high level. And you have to do stuff in order to have anything happen. And what I see, and you probably see too, is that people just consume, consume, consume and they're like, I'm changing myself. Thanks, Ryan, I just listen to things and now I'm better, right. So what do we do about that?

Ryan Moran: Well, I think one of the most frustrating questions that people ask is, does such and such a thing work? For example, when I was still just reading about entrepreneurship, I was obsessed with real estate investing. And I am a real estate investor. It's where I put my money when I make it in business. But I remember sitting there thinking like, well, what's the right route? Is it this or is it this or is it this or this or this? Is it land contracts or lease options or apartments or house flipping or rent-to-own? What are all the – what's the right one?

And the truth is, they're all – all of them – they all are. It all works. It's just a matter of what's in alignment with your skill set and what you actually do. I think when you finally cut out the overload piece and you finally just start moving towards something, that's when you're like a heat seeking missile because then you can start bringing in the information that'll actually serve you versus just hearing all these different ideas that lead you in a variety of different directions.

Jaime Tardy: Thank you. I'm like, please.

Ryan Moran: You're welcome. I'll be here all day.

Jaime Tardy: Well, how I picture it is the people in information overload are sort of in the woods circling around going in circles. But when you actually have the goal – or even if it's a business that you don't think will get you where you want it to go, but is a business none the less that you can learn in, then you're on a track.

Ryan Moran: Right.

Jaime Tardy: And when you're on a track at least you're mostly going forward, right.

Jaime Tardy: Yeah, and I think there's a big fear about getting it wrong or choosing wrong or failing. And I had a coach tell me once,

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especially when I first moved to Austin, Texas and I had a lot of guilt moving down here because I had grandparents who were aging and I had two very young nephews and I had a certain family member who needed me at that time, but I had kind of – I wanted to leave for a long time and I finally moved to Austin. And I was feeling kinda bad about it and I said to my coach at the time, I said, "I'm really thinking about going back." And she said, "All right. I just wanna be clear about something. If you go back to Cleveland, can we agree that it's not failure, it's just another decision?" And I was like, "Oh, that is a huge distinction."

Because so many times in my life or relationships or businesses I had changed my mind or gone a different direction? I had beat myself up over the fact that I had quote "failed." But the truth was I just made a different decision based on new information that was there. We never have that all right and make the best decisions. We just make new ones. And we're not really free until we make those decisions because when we're sitting there waffling in a bunch of information and we're not doing anything, we're not progressing. We're not free. And I don't think you can get what you want until you really get clear and decide to move forward.

Jaime Tardy: Yeah, I think it's so amazing when you have the mindset shift and you can't get it wrong because I feel – I always kept going like, what if I make the wrong decision? It doesn't – none of that – like, you can always keep moving forward and swimming no matter what instead of going, well, that was wrong and that sucked and that was a failure. Because who – ten years from now none of this matters anyway. No offense but most of these decisions that we're making in the moment right now most people won't even remember in ten years.

Ryan Moran: Right.

Jaime Tardy: And then we freak out over them right now.

Ryan Moran: And there's that common quote about the biggest regrets in life are the decisions you don't make or the things you don't do. So it's pretty rare that making a decision in a forward moving direction is ever regretted. And I think we spend so much time analyzing them and know that analysis process is actually what we regret. So the faster we can fail the better. The faster you can make mistakes like I did with the event of just, I know I'm gonna get it wrong. I know I'm gonna make decisions that I wish I hadn't, so let's go get them

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out of the way as soon as possible so that we can do this awesome thing.

There's an article by [Setfield](#) and I think it's called *The World One* or he talks about getting the worst one out of the way where the first time you do something it's always gonna be the worst. So you won't – hopefully you won't do something again that it'd be worse than the first time. So the first time you do it it's always gonna be the worst one. And if we're not willing to get the worst one out of the way, then we're probably never going to get to the best one. We're probably never gonna be able to do anything really spectacular. And so I just try to operate from a place where I'm gonna get the worst one out of the way as quickly as possible. Let's get it done.

Jaime Tardy: Thank you so much. That is so smart and I really think people need to hear that a lot because we're all like, oh, I have to go out and I have to do it right the first time. And it's like, nobody does it right the first time.

Ryan Moran: Nobody.

Jaime Tardy: And we hear like, well, the baby didn't learn how to walk without falling, right. But that's like a cliché that you're like, yeah, whatever, that's fine. I still wanna get it right, right. But the fact that you're like, okay, this is gonna be wrong, I know it's not gonna be good, let's go as fast as –

Ryan Moran: Well, it's gonna be good. It's just – it's gonna be really, really good. It's just –

Jaime Tardy: It will be amazing.

Ryan Moran: -- I hope that if we do another one that it's even better. And plus it just frees up your mental space to say, I know I'm not gonna get this perfect. I mean, perfectionism is just a mind killer.

Jaime Tardy: Are you a perfectionist?

Ryan Moran: I have a bit of a streak in that sometimes.

Jaime Tardy: Huh, interesting.

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Ryan Moran: I have – I practice the art of non-perfection of just getting it done and getting it out of the way.

Jaime Tardy: Yeah, interesting. I used to be a perfectionist and I call myself a recovering perfectionist, right, because it's still kind of in there and kind of hard sometimes. But you have to shove it down so that way you can actually do things at 80, 90 percent instead of wasting all your time trying to do that last 10 percent as much as possible.

I don't know when we started. I know we have to start wrapping up and I wanna talk to you forever.

Ryan Moran: Okay.

Jaime Tardy: It's just that we can't but just so you know.

Ryan Moran: That's so sad.

Jaime Tardy: I know, but if everybody comes to the event then they can talk to us forever.

Ryan Moran: Okay. Cool, forever.

Jaime Tardy: Is that cool? So I'm gonna ask the last question and then I wanna hear about the event and stuff like that. So what's one action listeners can take in this week to help move them forward towards their goal of a million?

Ryan Moran: I would say pull out a journal – I do everything in a journal – and write down who you're spending time with right now. And also who you're listening to and who you're following. And then compare that to the goals that you're wanting to hit. So look at your three, six, twelve month goals or whatever they are and just see if there's an alignment there.

I think a lot of people are very surprised when they find out that they've got these arbitrary goals or they've got these ideas in their head or written down somewhere and that's great. But when they look at who they're hanging out with and who they're listening to, there's a mismatch. And you can swap either one of those and now have alignment. You can change your goals or you can change who you're listening to and who you're hanging out with.

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And for me that has created massive shifts by just saying, okay, I'm gonna align these now and that's gonna require me to get around a different group of people in order to create a new trajectory.

Jaime Tardy: Okay. Please do not ignore what he – don't go, oh yeah, I've heard that or whatever. Actually put it on your calendar, to it right now. Don't do it if you're driving. This has been one of the main things that I did way back when I wrote the list. And don't show it to anyone because sometimes you're like, oh, these people are kinda crap now. They're not crappy, they're just not where you wanna go.

And so make sure you write it down and then look at it and actually figure out. So thank you.

Ryan Moran: Do you know you were on my list once?

Jaime Tardy: Really?

Ryan Moran: So let's talk about that story once. You'll remember how this happened but maybe three –

Jaime Tardy: I wasn't one of the bad ones, right? No, I'm kidding.

Ryan Moran: We'll talk later.

Jaime Tardy: You're like, cross that out.

Ryan Moran: So about three-and-a-half years ago I shut down a business and decided to go in a completely different direction. And I didn't know what that direction was. And I made a list of people that I respected that I wanted to spend more time with because the people that were on my list, I wasn't very happy with. I wasn't very happy with the list. In fact, one of the reasons I shut down the business was because like, I don't even like who I hand out with. I don't like the other people in this industry. Why am I trying to be like them?

So I shut it down, didn't know where I was going next. And I finally said, all right, who would I wanna spend time with? Who would I want hang – like who's doing things in business that I respect and who would I want to spend time with. And I made a list of, I think, 20 people and you were one of them.

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And I remember I was sitting in a Panera Bread in Ohio. I hadn't moved here yet and I called you up and I said, "I don't know why I'm calling."

Jaime Tardy: I remember that.

Ryan Moran: "I just honestly wanna spend more time with you. And you're just one of the people I respect and wish that we could do more together. And I don't know what that looks like but I just thought I'd let you know."

Jaime Tardy: It's so crazy. I was at a coffee shop in Maine. I didn't remember that either and it's so weird how that worked out because now we hang out a lot. That's so weird. I totally forgot. We're awesome.

Ryan Moran: So I actually do that exercise. It's not just an idea.

Jaime Tardy: I love that. Okay. So now everybody has to do it for real. Everybody –

Ryan Moran: Put Jaime on your list.

Jaime Tardy: Yeah, put me on the list. Thank you so much, Ryan. Where can people buy tickets, how do they come meet us and all that fun stuff here in Austin? Because Austin's amazing if you come visit anyway and this is a tax deductible reason to come to Austin.

Ryan Moran: Yeah, I like to say the government's gonna pay for half your trip anyway. I mean, at the end of this year you'll calculate your earnings from your business, you'll write the government a big old check and you can mitigate that by going to an event. So the government's gonna pay for half of it anyway because half of it's gonna go to the government.

The event is Freedom Fast Lane Live. We have – actually I don't think I told you I set up a discount link for –

Jaime Tardy: Oh, you did? For my people? Yea.

Ryan Moran: Yeah, it's 500 off for – it's FreedomFastLaneLive.com/EM for Eventual Millionaire.

Jaime Tardy: Awesome. Smart. Don't put my name because nobody knows how to spell my name.

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Ryan Moran: EM.

Jaime Tardy: -- slash E-M for Eventual Millionaire. Thank you so much. I really appreciate that. Everybody, I'm sure, appreciates saving money as they go anyway. But what dates are **[inaudible]** **[00:36:50]** –

Ryan Moran: Oh, right, yeah. December 11, 12 and 13 of this year which is coming up pretty quick. And it's here in Austin, Texas at the JW Marriott.

Jaime Tardy: OH, yeah. And everybody shoot me an email if you do end up coming to that. Maybe we can get like a – I know four people have already emailed – you made a speakers announcement and a bunch of people emailed me going, "Oh, I'm gonna be there." So make sure you email me too because we'll maybe do an Eventual Millionaire meet-up or something like that. So awesome.

Ryan Moran: Thanks for having me, Jaime.

Jaime Tardy: Thank you so much for having me over here.

Ryan Moran: I'll see you again in a few weeks.

Jaime Tardy: Oh, yeah. Thanks guys. Bye.

**[End of Audio]**

**Duration: 38 minutes**