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Jaime: Welcome to Eventual Millionaire. I'm Jaime Masters, and I am so excited to have the Ryan Lee back on the show again. Check out his shirt! So, you can find them at Freedym.com – make sure you spell it right, F-r-e-e-d-y-m.com. Thank you so much for coming back on the show again, it's been forever!

Ryan: It's been a few years! I was on, definitely, one of the earlier shows; and, it's been so awesome, Jaime, to see, just, you transform from the first podcast, to the book – which, I was honored to actually be in that – the compilations of some of the first interviews, to the podcast now, to this – all the people you're helping. So, when we reconnected, and I'm here. I'm just excited; and, I'm excited to share all the new stuff we're doing. And, I just want to teach.

Jaime: And, Ryan was one of my coaches at the very beginning, where I was like, "I don't know what I'm doing," and he's like, "Send an email," and I'm like, "I'm scared. I don't want to send an email."

Ryan: You were terrified! I'm like, "It's okay to sell!"

Jaime: I don't want to sell.

**[Crosstalk]**

Ryan: If you do it right," I know, and look at you, you're a selling machine!

Jaime: Better, better, for sure!

Ryan: No, you're great.

Jaime: And, that's the piece, that I think is really important. This is why I love that we brought it up; is because, everybody goes through that crap, when they're going through this, right?

Ryan: **Always? No.**

Jaime: So, no matter where anybody is, right now, that they're listening, what I would love to do today – because, I think this is what you're genius at – is going through the process of, just, pushing outside of your comfort zone a little bit more, so, that way, that growth does actually happen. Make sense?

Ryan: Yeah, absolutely. No, no. Yes, no! I mean, you have to. It's like, "Get comfortable being uncomfortable." And, you have to try new

things, and push. And, that's part of being an entrepreneur. Look, I don't like risk. I'm okay with taking calculated risk, but, sometimes it's too easy, and we get really comfortable, and, "Hey, I'm just gonna do my one little Facebook post today, and that's it." Everything's good, and I'm not gonna try anything different, I'm not gonna say anything a little bit – that might challenge some people, against their thoughts. But, one little thing – if you want to make quick inroads in any industry, or at least, get noticed – find what everyone is saying. What's the norm in the industry?

What is everyone talking about? And, find a way to kinda go against that. And now, obviously, only if you believe it. I happen to get a lot of fitness people in my work, because that's where I started. But, if everyone's talking about how much they love Crossfit, and "Crossfit!" Or, let's say kettle bells. Everybody's talking about kettle bells, "Kettle bells! Kettle bells! I love kettle bells!" And, you're the person that said, "Hey! Here's why you shouldn't use kettle bells! Because it's dangerous, and blah, blah, blah. It's too much weight, bad fo..." whatever it is, all of a sudden, you instantly get a little bit of a boost.

Like, "Oh, what's this person...? Why should I not? What's the case against kettle bells?" So, that's a little – see – I'm just gonna drop nuggets – bombs all day, Jaime.

Jaime: That's what I'm here for. And, I think this is hugely important. Because, I am a type of person that wants everybody to like me (which is very interesting), so, I have, actually, (I am very opinionated, though), so, I've actually stayed away from "poking". And then, the other day, I saw somebody did an article about how Napoleon Hill sucks, or something like that. And, I was like, "Ooh!"

Ryan: I saw that.

**[Crosstalk]**

Jaime: And then, I shared it with a whole bunch of friends. And, we're writing a new post about other pieces about Napoleon Hill, coming up, on the back end of that; because, I did more research into it, because I wanted to know. But, it was so – like, I shared it with all of my friends! "Did you see this? Did you see this?"

Ryan: Yep.

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Jaime: Right? And, you saw it, too!

Ryan: Yeah.

Jaime: So, what do you think made that post – and, we’ll have to link (well, maybe we won’t link, because they did it on purpose) – but, you tell me, what made that really, really, successful?

Ryan: Because, in our world – and this person’s audience – Napoleon Hill is like the Godfather of personal development. Everything came from him, and he sat down with Carnegie, and, you know. It’s this story that’s been passed down. And, it’s so ingrained in every teaching, every course. I read “Think and Grow Rich”, everyone has, and it’s like, the “thing”! And, you never question that. And, the fact that he’s saying, “It’s all a scam, it’s a lie; this guy was shady. It’s all made up. He probably never even met with Carnegie,” just completely goes against everything we’ve ever been taught, by everybody.

So, of course it’s gonna get eyeballs, and it’s gonna get noticed. Whether it’s true or not, and the research, I don’t know, I’m not judging, I have no clue. But, I do know that it got a lot of opens, and, I guarantee this built this person’s list, and the person probably got clients, or sold products from that. Just by being, kind of, opposite what everyone says. It’s like, whatever’s popular, or whatever’s trending. So, the **next phase of** marketing – like, everyone talks about Gary Vee – he’s the big thing. And, there are people who love it, and hustle, and work 24/7. The minute you go against that, and say, “It’s not really about working all day, and hustling all day. It’s the opposite.” People, like, “Oh, really?”

It’s just a different way to think about marketing. But, the key to it is, whatever you’re writing, you gotta believe it. I never advocate saying something, just for shock value, just to get attention; because, that’s not good. If you truly believe it, then great, then talk about it. But, you can’t be scared. I always look at it like this, like, “What’s the worst that can happen?” I was very fortunate. For six years – you know my story, Jaime – for six years, I worked in a children’s rehab hospital. So, I’ve seen everything – the kids with spina bifida, spinal cord injuries – I’ve seen so many kids pass away; more than anyone should ever see, in a lifetime. But, it put things in perspective. And, it’s like, “You know what?” Like, we get home at night, people are like, “Oh, I missed Seinfeld!” I’m like, “You missed Seinfeld? You can walk. You’re not in a wheelchair, you’re fine!” So, what’s the worst that can happen? I

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do an article, and it only gets eight views, or three likes, or two shares, or only four people build my list. Who cares? At the end of the day, when I'm on my deathbed, am I really gonna worry about that? No. So, do what's right, do what you believe, and don't be afraid to say what you really think.

Jaime: I love that you said "Seinfeld". Because, who the he – no – that has been a long time, since Seinfeld was on.

Ryan: Seinfeld. Well, I was actually trying to do it more current. I was gonna do an '80s reference. I was gonna say, "Family Ties", or – well, I don't want to say "Cosby Show" anymore, when you say "Cosby", that's a whole different connotation.

**[Crosstalk]**

Jaime: Yeah, but do we want those eyeballs? Maybe we should be hashtagging that, and people will pay attention. So, that's the other piece, though. We still want to make sure it's our audience, when we do stuff like that, right? So, Think and Grow Rich, everybody that went after that was people that cared about Think and Grow Rich; hence the reason. So, there's sort of an avatar in this. Instead of just going down the path of, "I think this is true," it doesn't really have to do with this specific audience of mine, but, I think this is true. So, where is that line of, "It's for my people, and it's controversial"?

Ryan: It's funny, because a lot of times – so, we'll be in a specific market. So, let's go back to fitness, again. So, people think, "Well, I'm teaching fitness online, and I'm the fitness person." And, they think the only thing you have to talk about, ever, is fitness, or recipes, or workouts, or Burpee's. And, you know what? There's a lot of people, who – even though they're passionate about that – want to talk about other things. And, it's okay to talk about other things. So, for example, we have our Freedym – our private group.

This morning, I just posted – and, you know, look, I love all things, like retro, and '80s – and I just posted, I said, "Very important," this is a paid group, "Very important. Please list your favorite '80s movie, show, and band." And, I went first, and (what did I say?), favorite movie was Ferris Bueller's Day Off, of course; favorite musician – Michael Jackson, you can't even argue that; and show – I think I said Family Ties, which I love Family T –

**[Crosstalk]**

Jaime: You said Cosby Show, I know you – no, I'm kidding.

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Ryan: I did not. I did like it, but I can't say it. And, it's amazing how much engagement we get from that, because it just makes people feel good. You want to help people, but, don't be afraid to go in different roads, and talk about different things.

Jaime: Okay, so many questions on this; because, we talked about this, a little bit, with the interview that I just did with Gerard Adams. Because, I was asking him where that line is. Because, to me, for my paid people, I tell them to delete Facebook off their phone. I'm like, "Do not bug your life with stuff that's silly," right?

Ryan: Right.

Jaime: That being said, we are humans, and I have a dead woman, Dead Pool next to me. You know what I mean? So, I'm a huge geek; and yet, I won't ever post in my paid group – at least the Mastermind that I've got – anything about how much I love geeky stuff. So, where is that line?

Ryan: Oh, look! There's my record player, with all my records.

**[Crosstalk]**

Jaime: Oh, my gosh, that's so awesome!

Ryan: So, yeah, you know, it's a great question. I think it also dep – now I've gotta fix my camera, look at this, we're getting all –

Jaime: Getting too excited!

Ryan: – tech-y, here. I get too excited. I think, first of all, it depends. If you take a step back – what's your brand? What is it about Jaime, or Ryan, or – what is it about that person? If you took your audience, and were in a different room. And, you were in the other room, Jaime, and I had ten of your biggest fans; I said, "Describe Jaime. What would you say? How would you talk about her?" And, you get excited, sometimes you get nervous. You're like, "Oh, my god, what would they say?"

Jaime: What would they say?

Ryan: So, for me, for my brand, it's like, "We like Ryan. He teaches, it's no BS, it's about being simple; and, it's fun." At my events, we laugh half the time, and it's not always taking yourself so

seriously. So, the idea that we can talk about, you know, “What’s your favorite ‘80s movie?” As long as, obviously, it’s done within reason. So, if I had, so, let’s say, every ten posts in a paid group, and eight, or maybe even nine, are about that topic, that thing that’s related to that; and one is gonna be fun.

If it’s the opposite – if people are paying – and, every post is me, wearing a stupid hat, or wearing an Alf t-shirt, it’s gonna get old, and they’re kinda like, “Well, what is this stuff?” So, I think it depends on your brand. And, I think there’s always a time to add in the personal. My emails – I start off every email with something personal – a story. And, you just gotta be careful with trying to be funny. There’s always that person – I’m sure you know that person, Jaime – that, you’re at a party, or an event, or something. And, they come over, and they try to be funny, and they’re just annoying.

Jaime: Yeah, they’re like, “Help me!” I try and help them. You know? “Come on! You can do it, buddy, yeah!”

Ryan: Don’t try so hard. And, I’ll tell you, the best kind of humor that works, is self-deprecating. I don’t like making fun of other people. I think, sometimes, that’s mean-spirited. It’s not like, sometimes if you joke around with other people. If you’re always putting other people down, that, kind of, sours; and people – they don’t want to be around you. You want to look at your marketing like, “If I was at an event – who are the people there? What are we gonna talk about? What are we gonna interact?” So, even if you’re at one of my marketing events – when everyone’s in the corners, and mixing – they’re not only talking about business, they’re talking about other things.

Especially me – my brand is a lot – I work from coffee shops, I do this from home, and I have four kids, and I’m all about family. You’re about your kids, too. So, it makes sense to talk about family. Oh, and I’ll say things like, on a Friday night, “Hey, the weekend’s coming,” and, “Any fun plans this weekend?” Just, let’s kind of break it up –

Jaime: Connecting human-to-human, in general. So, to me, I can do that in person really, really well. I’m really good in person. Writing things is not my forte, so, we were talking about emails, beforehand. So, I feel like I’m pretty funny in networking settings.

Ryan: No, you’re not.

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Jaime: I love you, too, Ryan. And then, when we come to email, or any sort of written things, I'm like, "Um, yeah," I just go – nothing. So, give me tips, because, I bet a lot of people are like, "I can't actually do this," so, give me what you do. Because, your emails are really engaging. I've had people, like, "Have you seen Ryan's emails?" I'm like, "I have, they're very impressive," but, personal, and I feel like they're coming from you. So, give me all your tactics, and secret sauce for that.

Ryan: Okay, the number one, overall thing is – you're right – people make that mistake. What happens is, you sit down, and the minute you go on your keyboard, you start thinking like a copywriter. You start thinking about, "Okay, this has to sound different," and then, you start with the big headlines, "Who else wants to blah, blah, blah." "They laughed when I sat down to play the piano," and all of sudden, it sounds like it's someone you're not. There's this great copywriter, Abbey Woodcock. And, she phrased it really well, she said "Imagine you're standing at a bar (or, sitting at a bar), talking to a friend. That is how you should write your email."

And, that's exactly how I write my email. I make-believe I'm just talking to a friend, that's it. And, I know – my dad's on my email list, my sister's on my email list, all my high school friends are on my email list, my college roommate, all the people in the neighborhood, and my friends who are hedge fund, and multi-million dollar investment – they're all on my list. So, when I'm talking to them, I'm like, "Let me just talk, let me communicate, let me, just, let them in." And, I truly don't think I'm trying to sell them, or write copy. And, I've said this phrase for a while, now, it's, "Don't write like a copywriter, start communicating like a friend," and just write exactly how you're speaking.

And, I write my emails every single morning. I sit down, I have a routine – and, that's important, too – I think you have to have a routine. It's hard to just say, "Okay, I only got five minutes," and you've got to type something out, really quickly. Every morning, at 7:00 in the morning when the coffee shop opens, I get there, I get the same latte, I sit in the same seat. And, I'm like, "Hah, what am I gonna talk about? What am I gonna communicate with my friends?" And, I just start writing. And people – when they get it – they feel like I'm talking to them. And, little tactical things, like, not using things like, "Hi, everybody," right? Because, if I was writing to you, personally, Jaime – which, we've emailed before, personally – I wouldn't say, "Hi, everybody," see, it feels like I'm

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talking to everybody. So, I would just say, “Hi.” Now, I also don’t like using those – you know, where you insert people’s names –

Jaime: Me, either.

Ryan: – like, “Hi, Jaime, how...”, it’s so fake.

Jaime: It’s like they put a fake name. I’m on Derek Halpern’s list, but I wrote a different name; and, I know every single time he emails me, not personally.

Ryan: Right, right. If you type in “A-hole,” “Hi, A-hole, how are you today?” I think it does the opposite. So, I’d rather say, “Hey, it’s Ryan, and I’m here at the coffee shop,” or, “Hey...”, so, I don’t use those insert things. Even though, “Oh, old school says if you do it, it can increase 30 percent.” But, it’s all fake, and everyone knows it’s fake. So, getting into that frame of, I’m talking to a friend, it’s in a routine, every morning I’m gonna do this, or, whether yours is once a week – getting in the right physical space. So, I have – in my basement, over there – there’s a table. That’s where I pay my bills. I cannot write an email from that table, because I get in “bill mode”, “IRS mode”, I hate that stuff.

And, for a while, it took me – it took me a while to figure out what that space is. For me, it’s a coffee shop. For you, it might be your bedroom, it might be your kitchen table, it might be the library; it doesn’t matter.

Jaime: But, you write them, actually, currently. So, it’s not like you batched them, you write them on the day – ooh, gosh! **I’m all batched.**

Ryan: Oh, absolutely! I’ll tell you why I like that. So, everyone talks about funnels – and, I’m kinda going off a little bit, but, I’ll bring it back – everyone talks about funnels, funnels, funnels. You gotta have 18-sequence, auto-responders; and, you gotta move them through the funnel. Again, would I do that to a friend? No. If I’m the customer, do I want to be put in a funnel? No. And, the worst thing – don’t ever use that word, “tripwire”. I know that marketers, they –

Jaime: I know, I don’t like it either! I’m like, “Oh, we’re gonna kill everyone. This is awesome,” great.

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Ryan: Yeah, right, great way to start a relationship. My friend, Kevin Rogers, came up with a word a while ago. I wrote a post about this two years ago. Instead, we call it “welcome mats”. And, I don’t know – Kagan ended up – I think he created a product called the “Welcome Mat”. I don’t know if that was inspired by us, but we call them welcome mats, because it’s just a different feel. So, you’re getting that feel. So, let’s say you subscribe to my email. You might get one welcome, “Hey, welcome, I’m Ryan. You’re gonna get an email every day. This is what we’re gonna talk about. If you don’t want to be on it, that’s cool, just click the link below. You don’t have to stay on.” And, that’s it.

And then, they’re in my live sequence, that’s it. Because, what happens is, there’s something about the energy of a live, real-time email, that just can’t be rep – I don’t care how good, or how many email courses you’ve taken, you can never replicate that feeling of, “Hey, did you watch the Grammy’s last night?” or, “I can’t believe what Beyonce wore,” or, “Oh, Star Wars is opening next week.” Just like, again, a real conversation with a friend! You’re not gonna say, “Hi Jaime, how are you? What a great day! Did you read this new book by Napoleon...” No! Like, “Hey it’s Ryan, I’m at the coffee shop.”

And, I think the branding is still important, of that feeling, of, what do you want to think about you, to say about you, to feel about you? With me, my stuff is like – and, I’ve evolved – now it’s about the freedom with the wife, working from a coffee shop, being home by 3:00, always being with my kids. So, it makes sense that I would tell a story about, “Today, I’m driving my kids until 10:00 tonight, because of a gymnastics meet.” It makes sense. So, tying that all together, and just telling stories, engaging, not taking yourself so seriously, showing your imperfections. The most annoying thing in the world, is getting email from people who think they’re perfect. “Oh, another launch...”

Jaime: I’m perfect, Ryan, shush. Don’t –

Ryan: I know you are, but besides you. Besides the perfect Jaime, (and, I’m referring Chris, sitting here, who’s perfect, as well). Talk about your flaws. Some of the best emails you’ll ever write – some of the best promotions – happen when you screw up, or when you’re just being real. And, that’s the thing, just be real. You could celebrate the wins, but share the losses. When every email is like, “Oh, my god, I just had the best day.” If you’re a fitness professional, you know what? You weren’t born with a six-pack. And, I don’t want

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to hear that. Tell me – what makes it more real – is like, “Yesterday, man, I ate a whole bag of M & Ms. And, not the little one – like, a large,” and, it’s okay –

Jaime: **Because, that does makes us** feel much better about ourselves, if a fitness guy did that.

Ryan: We’re human.

Jaime: Oh, for sure.

Ryan: We’re human.

Jaime: Where do we put that line, though? Because, to me, social was always about taking away the curtain, a little bit more. And, email was more professional. Because, I have the worst grammar in the world. We have a check seventeen times, whenever I write anything, because –

Ryan: **[Inaudible] [00:24:36]**

Jaime: – if it was just **my end**, nobody could read it. Really, it’s that bad.

Ryan: But, that’s okay! I look at email as the exact, same thing as social, and, social as the exact, same thing as me, in person. And, whenever people meet me in person, that’s the first thing they say, is, “Oh, my god, you’re just like your email,” or, “You’re just like the video,” or, “You’re just like this podcast,” like, you’re exactly the same. And, that’s how it should be. You ever meet someone – you see their emails – and you meet them. You’re like, “This isn’t the person...” Or, they’re outgoing, and, they’re like, “**Nnh**”. Just, be you, whatever “you” is, just be you. And, that’s the thing, I don’t get in the frame of mind, like, “This is email, it has to be professional.”

It’s like, no, “This is me, the good, the bad, the ugly; either you like me, or you don’t. If you don’t, that’s cool. I want you to, but, alright.” I try to be nice, and try to give, and try to share. And, it’s funny, there’s a local college, and I know the woman who’s head of the whole business and marketing department is on my list. But, it’s okay, I’m still writing my thing; you either vibe with me, or you don’t.

Jaime: So, you do daily emails.

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- Ryan: Yeah, yes.
- Jaime: What's your open rate? And, how do you keep coming up with that? Why do so much?
- Ryan: There are people, who – they tell me – we get emails, every day, “Ryan, your email's the first thing I open.” First of all, it's consistent. They know it's coming every, single morning. I write it at – my time, between seven and eight in the morning – so, they're gonna get it in the morning, depending where they live, their time zone, obviously. But, they know it's getting there every day. So, here's little things you could do – first thing you could do is sit down, and be like, “Okay, what happened yesterday?” So, let's role play for a second, Jaime. I'll make-believe I'm gonna write your email.
- Jaime: Yay!
- Ryan: Well, sometimes, what I like to do, often, is start with, what's my end goal? What's the call to action? What do I want to sell, or, maybe, promote? Because, at the end of the email, it's still a business, we want to make money; so, there's gonna be a call to action, a soft offer.
- Jaime: Well, but then, that's my question. How do we bridge the gap between, “Hey! I'm having fun!” and, “Oh, I have this thing, you should totally try it!”
- Ryan: Let's do it right now, let's do this in real-time. Okay, so, tell me a product, or program you have coming, or that you'd want to, maybe, mention today. Whether it's live, or it's on the way. Whatever it is.
- Jaime: Oh, man, **nothing is selling** right now, [inaudible] [00:26:51]
- [Crosstalk]
- Ryan: Just something.
- Jaime: I just sold **the last one**. We need to do an audiobook version of the book.
- Ryan: Okay, so the audiobook version. Let's say, you have the audiobook ready, and you want to get them to buy the audiobook. So, it's on Kindle, or wherever it is. What's the audiobook about?
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Jaime: It's my Eventual Millionaire book, that I just never did the audiobook on.

Ryan: Okay, we eventually want to, somehow, tie it into the audiobook. Okay, take me through yesterday. Tell me some things you did yesterday.

Jaime: Yesterday was coaching day, it was Tuesday. So, back-to-back coaching days.

Ryan: So, how many clients did you talk to yesterday?

Jaime: Well, I had two prospects, and four clients, probably, and a te –

Ryan: So, out of the four clients, was there anything that was interesting, that was a common mistake? You don't have to, obviously, say the person, but –

Jaime: We were talking about Miracle Morning, and we were talking about how we can mess that up, big time, sometimes. Or, going to bed early enough; that's something that **I talked about**.

Ryan: So, Miracle Morning, by Hal Elrod, right?

Jaime: Mm-hmm.

Ryan: Okay, in your audiobook, do you mention Hal, at all? Is there a story with Hal?

Jaime: I mention morning stuff, for sure; morning routines. I interviewed Hal, but yes, yeah.

Ryan: Okay, so now we've got a potential tie, and it doesn't always have to be a perfect fit. So, you say, okay, "E-book, yesterday..." you just start thinking about who you went through, "Okay, morning – Miracle Morning..." okay, now it's starting to tie together. So, "Hey, it's Jaime, and I'm..." so, you talk a lot about your kids, and what do you have going on today with kids, with family, with anything? Do you have anything going on today? Do you have –

Jaime: Today, seven back-to-back interviews.

Ryan: Here, it could be. Okay, so, you sit down (you're writing), "Hey, it's Jaime, and I'm gonna make this quick, because I have seven

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interviews for the podcast coming. I just wanted to share a story. Yesterday, I did a coaching call with Jenny, and she has this great thing. And, we were talking about her morning routine, specifically the...” was it Miracle Morning? (I always screw that thing up), what the other thing is. “And, I was telling him about the importance of that routine, of having that morning thing.

And, if you’ve read The Miracle Morning – which is a great book, by the way, by Hal Elrod – it recommends you spend, at least, ten minutes, or twenty minutes reading, in some kind of personal development.” And then, you get to the thing, “Oh, by the way, and we have our new audiobook, that just came out,” or, “is coming out in a week. And, we take our best stuff, and you could actually listen to it. So, if you feel like you don’t have enough time, this is a great way to make this part of your morning routine; and, we actually mention morning stuff in there. Click here, to get the audiobook.” So that, obviously, I did this off-the-cuff. I’d sit, and write it, and flesh it out a little bit more.

But, you get the gist – it’s a little bit personal, at the beginning. Think about what you did. First thing, the fact that you did four coaching calls yesterday – because, you could say, “I did four coaching calls,” – “Oh, Jaime does coaching. I didn’t know that. Her coaching schedule’s full. Next time she opens it, I might want to jump on that.” Second thing is, you have seven interviews today, so you’re kinda foreshadowing all this great stuff. And, you could say, “I have seven interviews, and one of them is with this guy, Gerard,” (eat shit), “but, the other one is with Ryan Lee, and, you gotta wait to see that.”

So, now, you’re talking about your show, and, “Hey, I’m a working woman. I’m hustling, I’m moving,” there’s notes. So, you have all these, kind of, very subtle things in there; but, it’s friendly, it’s informal. And then, you talk – you give that little learning lesson about the importance of a morning routine – and work it into, “Oh, by the way, if you’re interested, we have the new audiobook, Eventual Millionaire, that just came out. Click here if you want it; if not, that’s cool too. See you tomorrow! Hugs!”

Jaime: How do you prep for that stuff? Because, I batch everything in my entire life, right?

Ryan: I know you do.

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Jaime: I am the most efficient person I know, (which is horrible to say), but it is totally true, probably to a bad degree, to tell you the truth. That being said, when we're trying to figure out – we have editorial calendars until months in advance, we have all that sort of stuff all set up; so that way, I don't feel rushed, because I don't like feeling rushed, in general – that being said, in being, and doing something on-topic, on time, seems difficult for me. So, is there anything that you do, whether you pre-empt, and figure out, what is my call to action for the next three weeks? So, that way, at least you know what to start with? Or, do you go, “Hmm, what am I gonna do as a call to action, today?”

Ryan: Pretty much, the latter. We'll have big things. So, Freedym – our next big initiative – is we're gonna launch a print magazine. So, we know that's a month away. So, that is in the back of my mind. So, maybe, I'll tease it a few times. So, I'll mention in an email, “Oh, by the way, today I have seven interviews lined up. It's all gonna be for the magazine, coming in three weeks.” So, I'll do a little foreshadowing. But, that's about it. If there's a big thing – or, like, maybe, we're completely re-doing Freedym. So, I'll give you a perfect example. Last week, it was on Friday, so depending when people are seeing this – I live in the northeast, in Connecticut; I know you escaped, and went to Texas.

Jaime: Thank goodness. I heard about all the snow.

Ryan: Ah, you are such a sellout. Although, Maine isn't really northeast; I don't know what the hell, the heck it is, up there.

Jaime: Yeah, it's fine.

Ryan: Northeast is New York, New Jersey, Connecticut – although, I'm a New Yorker – I can't believe I'll be in Connecticut 20 years. Ah, Connecticut is very soft. But anyway, so, the – oh, God, I forgot what the heck I was even saying. I'm talking –

Jaime: Friday there was snow.

Ryan: Yeah, it was a big snow day. So, it was Wednesday, and we saw the big forecast for snow. And, Wednesday night, they said, “Oh, school's gonna be cancelled for tomorrow.” So, I'm gonna have all my four kids; so, I'm gonna be home, I have a lot of people in the northeast – perfect, this can be a snow day. What can I do? Well, I know my people keep asking about membership site; that's always a big topic. And, I figure, “Okay, what can I do? What's a hook?”

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So, I came up with this idea. Let me eliminate all excuses, I'm gonna teach them how to do a one-page membership site. And, I did this live, and in real-time. So, I did a live training on the snow day. That was it, so I said –

Jaime: With your kids running around, what?

Ryan: So, I went in the basement, and I said, “Kids...” –

**[Crosstalk]**

Jaime: Like, “Kids, go away.”

Ryan: Actually, in the basement, there is a room within a room. It's like a storage closet. And, I'm not kidding, it used to be my office; my wife made it a storage closet. So, I went in there. So, I shut one door, shut the other door; it's pretty sound proof. And, I said, “Just, please, don't bother me. Give me 45 minutes.” And, I went in, and I did a promo. And, it was completely spur of the moment. I said, “Tomorrow's a snow day. We're gonna do this live training at 1:00. If you're a member of Freedym, click here to register; if you're not, come on in, the water's mighty fine.” And, that little promo brought in a lot of members. Because, it was real, it was honest.

It was like, I'm listening to my members, what do they want? I'm living in the real time. Again, that's more my brand. I move fast, I move quick, I think fast on my feet; and, I'm not the guy who's gonna think of a launch for eight months, or a year, and plan this out. That fits with me. For you, if you're known as more of, like, “I'm systems, I'm measured,” it might not work quite so much. Unless you do it as, kind of a, like, “Hey, it's a snow day tomorrow. I must be out of my mind, but I've decided to do this last-minute training. It could be great, it could be a disaster, I don't know; but, come on in, and let's try this together.” You see, so, you, kind of, use it to your advantage, so you can make it fit in.

But, for me, it was a perfect fit; and, it was a really nice, little, mini-one or two-day promo. And, the recording just went up today; so, I lengthened it a little bit, and, we just promoted it again. Say, “Hey, the recordings are now up,” and, we're getting more members signing up, just for that.

Jaime: I love how you do it on – it feels very inspired, like, “I feel like I'm gonna do this, right now!” Do you have a list of call – is there any

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way we could talk about what types of call to actions you do? Because, that was a recorded within the membership site; so, they, technically, can't see it, otherwise, unless they join, right? Or, how did that work?

Ryan: Right, right.

Jaime: What are some calls to action that you typically do? Because, I feel like I don't have that many things, that I could be, "Hey, do this! Hey guys, do this!"

Ryan: Yeah, most people don't. Look, there is an advantage to doing a one-product business. Like, "Hey!" Like, **[inaudible] [00:35:03]**. Like, "I sell one big product a year," a two, or three-thousand dollar training, and that's it. And, the rest of the time – calls to action – what are they gonna be? Because, you're not really selling – or, it's just one thing – and after a while, you kinda drown it out. So, it becomes a little bit more challenging. You could use affiliate links, if that's your thing. Your calls to action could just be getting people to social, or sharing, or, if you like it, comment. That could be your call to action.

For me, that's why I love having a membership site. So, Freedym is – we call it the Netflix for lifestyle entrepreneurs. We create a new training every frigging day.

Jaime: You're crazy! You do it every day, wow!

Ryan: Because, I wanted my energy, my stuff – and, we just recorded your training, last week – I want to do what none of my competitors would ever do. I'll out-work them. So, what's cool about having a membership site, in general, is there's always something new for me to talk about – a new hook, a new promotion, something different. You spoke at my Freedym Fest, a year-and-a-half ago. I could do something about podcasts, and, "Oh, by the way, if you want to see that session with Jaime, click here." So, that's what gives me so many different things to talk about. Even if you have a membership site you update every two weeks, you could still tease it. There are gonna be people who are gonna join your programs, or buy your products for different reasons. Sometimes, it might be to save money, sometimes, it might be to save time, or, a big payday, or a small payday, or recurring revenue, or to gain 10 lbs., or to lose 10 lbs. So, you gotta hit on different emotional buttons. And so, I look at it kind of like a little jigsaw puzzle, like, "What am I gonna talk about today?"

What gets me excited?” But, this energy you feel, is really how – when I sit down to email – how I feel.

It all starts – and, you know this, Jaime; and, I’m sure people know this – it all starts with, you really have to love what it is you’re selling. And, I think, everyone jumps ahead to the tactics. If I hear the f-ing word, “ninja”, one more time, I’m gonna strangle someone. Enough of the ninja, enough of the hacks. Let’s just get real. You gotta have something you love, and you’re passionate about. And, I wrote a post the other day; I said, “If you’re not proud enough to wear the name of your company on your shirt, then you need to find another company. You need to do something else.” So, I think it starts there.

And, if I didn’t feel good – again, my dad’s on my list, my sister’s on my list – if I didn’t feel good about promoting this, I couldn’t do it with the energy, and the passion that I have. So, I think it starts there. If you have that luck, if you truly believe – and, I’m not talking the BS believe – the old marketing that, “Hey, if people aren’t buying your \$30,000.00 coaching, then you’re doing them a disservice.” Come on, man, that’s a way to rationalize, because you feel guilty, because you know you’re not really delivering. That’s their way of goading you into it. But, if you know you provide the value, then you should be proud to sell it.

And, when you do that, that energy, and that passion comes through, and you don’t feel shady, or, like, “I’m embarrassed to sell it,” because you feel frigging good about it. And, unless you get to that point with your business, and your product, or your membership – whatever you’re selling – it’s gonna be hard to really stand out, and to get people to follow you, and to listen to you. I’m gonna get off the soap box, now.

Jaime:

I love the soap box. But, I feel the exact same way. But, what I want to do, is transition into – you were talking about membership sites, and I know you talk about this, in general – so, you know how we were talking about controversy, beforehand. I’m not a huge fan of digital products, at all, because I don’t feel people use them. They buy them, they don’t do anything – not that I don’t buy them for my team to train them, but in general, I don’t sell any digital products, because I’m not a huge fan. That being said, everyone’s like, “Jaime, you should start a membership site.” I’m like, “I don’t, mm-mm...” I feel like things are changing, membership site-wise, to where it is more about community, and

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less about, let's just give you a whole bunch of content, in general. So, tell me what you're seeing trending in membership sites.

Because, I was part of a ton of them; and now, I'm not so much a part of a ton of them, anymore. So, tell me what you see as, actually, working well on the creation-side of membership sites; and then, getting people to actually care about them.

Ryan: Yeah, well, I've also said, for a long time – although, Stu McLaren is gonna debate it, and say he came up with it – but, I've been saying (before Stu was born), people are gonna join for the content, but they're gonna stay for the community. And, that is still true to this day, because, it's not just about the content; it's about the feeling of being part of that community. That's a big part of it. Are there content-based sites? Yes. But, see, I kind of go against my advice. I tell people, don't try to overwhelm them. It used to be – when I started my first membership site in 2001, in sports and fitness –

Jaime: What? Okay, continue.

Ryan: I know, I know. I've been doing this for quite a while. But, most of the money I made at the beginning, was all in health and fitness, and nothing to do with business. So, I actually practice what I preach. But, that was about, "Let them drink from a fire hose," because, there wasn't a lot out there. But now, there's so much, it's more about, "Hey! Join this for 20 bucks a month, 30 bucks a month." I'm gonna sort through all that crap, and just give you the good stuff. Almost like curation, in a way. And, it's not really about volume. Now us – again, I'm going against my advice – but, ours, the way I position it is, "We're gonna give you so much," but, just like Netflix, you can't watch every movie, and show.

It's, literally, impossible, there's not enough hours in the day. You literally couldn't do it. Same thing with Freedym – you can't go through it. We have, like, a thousand hours, and it grows every day; but, just pick what you feel like learning. So, if you feel like learning about traffic – boom – here we go, here's some trainings. If you want to learn about membership sites, here you go. It's kinda like a Vegas buffet.

**[Crosstalk]**

Jaime: Well, when your site stays updated – I was gonna say – that's the other thing, is, membership sites from two years ago, and you're

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like, “Okay, great, that was awesome then,” nowadays, it’s different.

Ryan: Yeah, “Submit your site to HotBot, and Lycos, and Alta Vista, and you’re gonna make money, baby!” Yeah, and the stuff from 2007, that feels so old. People still calling things like “tele-summits”. We need to update this stuff. So, ours is, yeah, it’s new, it’s fresh, it has energy. So, I think if you’re going to do a content-based membership site, it has to have that feel. And, the worst thing you could do is, if someone’s paying – people try to get every dollar out of that member, they try to wring it out of them – and, “Oh, you want this? Well, this is password-protected. This is our super-duper level. Oh, this is the double-XL level, with Ryan, you get to spoon him for 50 bucks.”

Like, it’s like, “Enough. Enough of the upsells.” Imagine if you went into Netflix, and you want to watch, “Oh, I want to watch Friends,” “Oh, sorry, that’ll be another \$3.00, that’s our super-deluxe.” It’s like, just give it to me. I don’t want to be nickel-and-dimed. And, I think that feeling of doing it out of – the word I use all the time – is “service”. If you truly come from a place of service, and you deliver a membership site, or experience, or content, that you would be blown away from, as a member – great. By the way, everyone talks about, “We have great customer support.” We have one thing in our customer support.

Here is the only filter we have to run it by – all of our team knows this – any question that comes in, I say to them, (they have to ask themselves this question), “If I was a member, how would I want to be treated?” Okay, they want a refund, even though there’s no refunds after a certain date. It’s been two years, they still want a refund. If I was a member, what would I want (even though I’m wrong)? I’d want the refund. So, we give it to them. And, when you do it like that, people are gonna stick around. But, it is – membership is a retention game. Everyone doesn’t realize that. You can get lots, and lots of people in, but if they don’t stick around, there’s no point.

Jaime: What is the average? Because, I know a lot of people are like, “Well, three months, or ‘ish’,” the average, depending on what –

Ryan: Yeah, it probably is, if you kinda go across the board, in general; it’s about three months. I remember I talked to one guy, in this internet marketing space, with this awful – they sell a product – “Oh, 47 a month, my Insider Club.” And it’s, basically, an

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interview with his hack-friend, which is just a pitch. And, he's like, "I don't understand, my churn rate..."

Jaime: I hate those! I know, this is why I don't even like the word, "membership site".

Ryan: Awful! And, the churn rate was 80 percent. Well, even this - think about this, Jaime - so "churn", that's how many members turn over, every month, or yearly. There's monthly churn, and yearly churn. If you have a monthly churn of 10 percent, you're like, "That's pretty good." But, after ten months, if you don't fill them with new people, you're down to zero. Our overall marketing, and content messaging - I'm like you, but I like to simplify things - we have things that are "GT", and "KT" tasks. GT is "Get Them", which stands for traffic - social media - that's a traffic thing. Me being a guest on here, is a GT activity. I'm getting - attracting - new people. And then, there's KT, which is "Keep Them".

Which is, "Hey, we could do new summaries. We're gonna do a new post. We can do a live training." That's KT. So, we find that 50 percent of our time should be on GT activities, and 50 percent on KT. And, if it slants too much, one way or the other, if we're too much focused on retention, and not enough getting new people in, we're still gonna lose some. So, it's gonna be lop-sided, and the membership, it's just gonna slowly die. If we're too focused on "traffic, traffic, traffic," but, we're not taking care of the members, we're gonna get new people in, but it's gonna be such a high turnover, it's a lot of stress, too.

So, I think, when you find that perfect thing - that, half of my time is getting new people, and half the time is taking care of the existing one - that seems to be the good balance.

Jaime: Okay, what works best for getting new people, right now? Because, I'm sure everybody's, like, "Okay, great! Tell me how to get new people." No drinking water allowed, Ryan.

Ryan: Well, that's a good question, I had to prepare for it.

Jaime: Better be a good answer (no).

Ryan: Now, it's a traffic question. And then, you have to look at your own resources, "Do I have a budget? How long is my membership site...", and this is the stuff that makes - we talked, earlier, about being uncomfortable - this is stuff that makes people

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uncomfortable. How much are you charging? What's your membership retention rate? What's your lifetime customer value? And, let's say it's \$30.00 a month, and let's say the average member stays for three months; that's \$90.00. So, if you're gonna do paid traffic – if it costs you \$89.00 to acquire a member – you make a dollar profit, but, you've gotta know your numbers.

Now, if you're starting a membership site, and it's brand new, and you don't know your numbers, base it on two months; just, kind of, be conservative. And say, "If I could be profitable at a customer retention of \$60.00, if they stay for three months, or it's three-and-a-half months, it's even better." So, if you're doing paid traffic, you have to, at least, have a baseline – because, you could say, "Oh, I'm getting a dollar a click." And, they'll say, "Ryan, I can get a dollar a click, is that good?" Well, I have no idea! What's the conversion? What's a member worth?

If your member stays for three years, at 50 bucks a month, and they're worth, like, \$500.00, you could spend \$200.00 to get them. You could spend \$30.00 a click, and make money. So, yeah! Do it all day! So, you have to know that. And now, let's say you have no budget – nothing – no money, you want to do free – try to get in front of your audience. Podcasting is a great way, first of all, to connect with people, but, to get in front of other audiences. Like, Jaime, you do a great job of building your audience, and your list; and people know you, and love you, and trust you. They love the Eventual Millionaire brand, so here I am, in front of it; it's like an implied endorsement.

And, I'm getting in front of thousands of potential people, that, maybe, didn't know me before. That's rare, because everyone knows me; but, let's say they didn't, let's say there's the one who didn't –

Jaime: **[Inaudible] [00:46:47]**

Ryan: Thank you. But, finding where they are. Blogs, digital publications, just –

Jaime: I see a lot of people doing this, and then, not get – so, it's harder to, of course, get a really, really popular show when you're first starting out; so, they get the not-so-popular shows. And then, they feel like they're pounding the pavement, and getting two new subscribers that then, don't convert, and then, they're like, "This sucks." Exactly, which I get, and its business. So, you gotta do

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what you gotta do. That being said, we want to know what is the most bang for our buck. Or, should we just keep pushing, and pushing, and doing everything, to see what hits?

Ryan: Yeah. There is no “one thing”. I will say, the most important thing – so, we’re talking free traffic, right? Paid traffic – you can have infinite scale, if you get that working. So, we’ll do paid traffic – we’re doing stuff now, where we’ll send people to a free blog. **Unless**, you give them really good content, and the opt in is, “Hey, if you want more, if you want to see the whole video, enter your email.” So, that’s working –

Jaime: Is it Facebook? Or, is it other –

Ryan: We’re using Facebook; we’re using Facebook traffic, because it’s so easy to collect.

**[Crosstalk]**

Jaime: Facebook, I know, nobody does anything else any –

Ryan: I know, because it’s so damn easy. Google, you have to play their game, and everything has to – but, it’s still working. We’re testing Instagram now, which is integrated with Facebook. But, in terms of “free”, I will say the most important thing you can do is be consistent. That’s the most important thing. It’s not about trying to be everywhere. And, I know, there’s guys like Grant Cardone, and Gary Vaynerchuk (**I mentioned earlier**), who try to say you have to be omnipresent, you have to be everywhere; every platform, you have to do. It’s impossible, it leads to stress. You can’t be everywhere, so don’t try. Pick your one or two channels, not only where your market is, but, what’s in your comfort zone.

If you’re really good on video, and you love talking, you love doing this, then focus on video. So, I would say, “Okay, do a Facebook Live show.” Facebook has one-and-a-half billion people, and it gives you free technology. You can turn on your computer, and start doing a live show. If you do a live show, maybe, you start off, say, once a week. “Every Wednesday a at noon, the Jaime Tardy Show is coming. We’re gonna be talking about this.”

**[Crosstalk]**

Jaime: Wrong last name. I’m sorry.

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Ryan: Jaime Masters Show – the Jaime Masters Show – the formerly – the show featuring Jaime Masters.

Jaime: You're awesome, I'm totally putting you on the spot. I **looked at** your face.

Ryan: Yeah, I **[inaudible] [00:49:09]** for years for that. So anyway, the Jaime Masters Show. So, consistency. So, I have a guy, Jeff Cavaliere, he built this really successful fitness brand. It started with one Facebook video – and, if you look back at Facebook first (and, I'm sorry, it wasn't Facebook, it was YouTube), and, it was this awful video. He got, like, 50 views; and then, it was the next month, it was 55. Now, every time he floats a video, he gets 10,000 views. If you don't have money to invest in it, and you want to go the free route, it takes time. That's the thing, it just does. Unless, you strike gold, you have a really good relationship with someone, and you get on a big show.

So, if you're in the business space, and you know someone. Or, you grew up with Tim Ferriss, and all of a sudden, you're featured on his show, and you get 5,000 subscribers; and, you got some traction. But, you can't really replicate, or duplicate that. The thing with free – it's free – but, it's not dependable. You can't really rely on it. But, consistency is the thing. And, that's why, with my daily emails, people know I'm here. I've been online since (I said 2001, that was my membership site), I've been online since, the end of '98, early '99; so, coming on 18 years, and, I've never stopped.

So, the people have been with me for 15, 16, 17 years. They know me, they like me, they trust me. I'm not saying it's gonna take you 18 years –

Jaime: Thank you.

Ryan: – but, don't give up after a month, or two months. We're talking building a business. And, we see these examples, and we see someone who puts up a video, and gets 100,000 views every time, and you don't realize how long it took them to get there. Another guy is Elliott Hulse. He came to one of my events years ago. No following – guy has, like, a million people now! And, he's got this huge following. And, we did an interview with him, and you see his video, and you see the evolution; and, he just never stopped. Even when he was getting –

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Jaime: What do you think it is about those people? So, not just the consistency, but is it about them, as a human, and people just resonate with them, and they like it? Or, they hit the marketing nail on the head, for who they are, versus with the audience that they're going for? Because, I feel like there's gotta be something besides consistency, that really makes a sweet spot.

Ryan: They were driven. I don't know what it is. There's another guy – a long-time client, Zach Even-Esh – who, the minute I talk to him, yeah, he did the first call with me. He's like, "Dude, I'm a gym teacher, I do some private training, I make five bucks an hour, I put fliers on a tree." That's it, that was his business. And now, it's a multiple, six-figure business. But, Zach never stopped, and he never stopped being him. He never did ninja stuff, he never did tricky stuff; it was just being real. Everyone uses "authentic". If I hear "authentic" one more time, I'm gonna throw up. People want to teach courses about being authentic. God, just be you!

And that's the thing, because Zach was authentic, before authentic was a thing. He was just being him. And, the right people are gonna find you, and you'll attract some, and you'll repel others, and that's fine. And, even with him, I tried to get him on speaking stages at the time, at some of the big events, and they didn't want him because he was kind of raw, and he would talk about lifting chains, and tires, before anyone else was doing it. Now, they all want to talk about that. But, I think if you're driven, and you're excited, and you're passionate; and, you lead, they're gonna follow you.

It comes down to, really, truly, if people are gonna follow you, and they were gonna, especially, invest money – like, take out their credit card, and buy something – they have to trust you. Leadership is about trust. They have to trust you. When I was in college, I ran track, and I was voted captain of our track team, in college; and, in high school. And, why was I voted that? Was I the fastest on the team? No, second. But, because they trusted me. They knew I would always do the right thing, and I would always take **care**. And, people on your email list, and your social media, and in your membership site, or your product, have to know you have their back. Jaime, a lot of people invest in coaching with you, because they know you have their back. You're not going online, and talking about the, "Oh, man! I just closed another \$10,000.00 deal. Awesome! Cool, dude!" You're doing it because you care, and people get that feeling. And the Zachs, and the Jeff, and Elliot, and all the people over the years that have followed my advice, and

never stopped – they were real, they never sold out, and they’re just doing what feels right. Whether everyone else, and all the other gurus, that “Oh, you gotta promote, you gotta do JVs, you gotta do affiliate launches,” “Nope, man, I’m going str...”

And it’s funny – those three guys that I mentioned – never got involved in the JV world, and launches, and, “You **mail** for me, and I’ll **mail** for you,” never. They’re just like, “I’m gonna do my own thing, and, either you come on board,” and they all sacrificed. I’ve done this, too, sacrificed a lot of short-term money; but, the trust you get back, you can’t even compare it. You spoke at my event a year-and-a-half ago. It’s like the only marketing, where there’s no pitching. People are like, “I don’t understand, how could I do this, how could I come, and how do you not pitch me on a \$30,000.00 Mastermind?” or, “How’s everyone not pitching?”

Jaime: You had friends. You had Abel, who was playing guitar; and, Abel just went because he loved you. And, you had Dan Meredith, who I was like, “Whoa! This guy, very – yep – own personality, for sure!” It was awesome, because it wasn’t the “same old, same old”. You know what I mean? It was wonderful.

Ryan: Right, and you can’t be scared to just be yourself, and try to, just, say, “This is what I feel.” And, it’s amazing that people will feel it back, and they’ll respond. And, when you hit that sweet spot, and you’re doing a business that you love, that you’re excited about, and, you’re doing what you’re good at – whether it’s video, whether it’s writing, whether it’s an audio podcast, whatever you’re good at – and, you just go in, and you’re in your zone, marketing really becomes effortless. It doesn’t feel like marketing. It feels like just talking to frie – Jaime, I could do this all day.

Jaime: I know, I am gonna do this all day. So, that’s what so funny, everyone’s like, “How can you do seven back-to-back interviews?” And, I was like, “I don’t even realize the time goes by.” The sun goes down, I’m like, “Oh, shoot! Okay, apparently, it was the whole day.” Because, I love, love, love connecting, and doing this, and I so appreciate – and, time goes by so fast, I didn’t even realize how long we’ve been on, right now. Awesome, right?

Ryan: Oh, we’re just getting started. This is Part One.

Jaime: I know, we’ve got seven hours straight of Ryan Lee, all live. Ready, go! You’d totally bring it, you would totally **be** fine.

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Ryan: Oh, my god! I did a workshop two weeks ago; I, literally, talked for eight hours straight.

Jaime: I have all my cough drops, over here, to make sure I'm gonna have a voice by the end of all this.

Ryan: And, you know, I usually do vocal warm ups, and I forgot to do them. So, I'm even feeling it. I got some good voc –

Jaime: We'll have to chat, because I need vocal warm ups. I don't know how to do that; so, we'll talk about that.

Ryan: Oh, did two days of talking, I didn't lose my voice, at all.

Jaime: Haa! That's so amazing!

Ryan: And, you're like, **one, two, three** – you do all these little exercises, and your voice is completely relaxed.

Jaime: Okay, we'll have to talk about that, for sure. Since, that's, now, something. Because, now, if I don't have a voice, I can't coach, I can't do interviews. There goes the business! I'll be their mute **[inaudible] [00:55:58]**, and I hate writing. So, I'll just –

Ryan: Just learn sign language.

Jaime: Yeah, I knew, at one time –

**[Crosstalk]**

Ryan: I know some sign, yeah.

Jaime: – some sign. Ready? Wait. That was “My cat threw up,” by the way. Just so you know.

Ryan: Yeah, I took sign language in college. I was not very good at it, obviously.

Jaime: I went to a half-deaf school, so, we had to learn sign. And, that's the only thing I remember, because that's important to know.

Ryan: Yeah, I remember the letters, it was like A, B, C, yeah, and all that stuff, yeah.

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Jaime: See, this is why I love you, Ryan. Everyone's like, "Totally off-topic, but it makes us love you more." So, I have to ask you the last question – you ready for it? Its, what's one action listeners can take this week (better be good) to help move them forward towards their goal of a million? I love that I can joke with you. Go ahead.

Ryan: Okay, keeping in line with what we're saying – beyond the theoretical, beyond having a product you believe in, blah, blah – let me give you something tactical. And, I'll give you two-for-one. Build that list. If you had to do one thing, focus on building your list. Social media, Facebook – all that stuff is great – but, that's just a channel to get them on to your list; because that's your biggest asset, by far. Everyone says email is dead, don't listen to them, because they're just trying to sell you a Pinterest course. Build your list. But, on the flip side of that, if you build your list, you've got to communicate; and, communicate like a friend.

When you do those two things, you can, literally, run a seven-figure business, with one person, from home, with a daily email, a hundred percent Build your list, and communicate. Everything else – all the traffic, all th – get them on to your list, and just communicate, and be cool. Everything else – you can take away all my other stuff – you just leave me with my list, I'm good.

Jaime: "Hashtag be cool". See, Ryan makes it sound so simple. Everyone's like, "I'm on the bandwagon!"

Ryan: It is! It is! It really is! Everything – social med – it's just a vehicle to get them on – and I had a whole program, called "One Email a Day". That's the whole business model. It's so simple, and so few people do it, because they don't get it, and they don't write the writings. Or, they have a list, and they never communicate. They're scared, "What if people won't subscribe?" Don't focus on that, focus on the people who get it. But, that really is, absolutely, the key. And, you'll start getting back emails, "Oh, my god, Jaime, thanks so much for that email. That was awesome," or, "Thanks for that reminder, I love this," or, "I look forward to your emails every day."

And, you start reaching, and connecting – greatest business in the world – and, you get to work from home.

Jaime: Yeah, in your basement, where you have a closet that you go in, in general. So, where do people –

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Ryan: And, a record player.

Jaime: And, a record player, exactly, which you showed us, before. So, where do we, actually, get those emails? How can we sign up on your daily email, so, that way they can see what you're looking to do all day?

Ryan: Just go to Freedym – F-r-e-e-d-y-m.com. I think there's a little place to opt in for an email. I don't even know. If not, I don't even care at this point. Or, just go to Ryan Lee – R-y-a-n-l-e-e.com, and there's a big thing, it's just, like, "Hey, come on my newsletter, I hope you'll enjoy it. And, if not, go "f" yourself." No, "Come on board!" Seriously, there's nothing I look forward to more than writing my daily email, and getting email back, and having people write back, "Oh, my god! I followed your advice, and I just made this money," or, "Now, I'm working from home, and I'm loving life."

Jaime, seriously, thank you for having me (I sound like a manic, nut-job). Thank you for having me, but, I love what you do, so I want you to keep doing what you're doing.

Jaime: "I sound like a manic, nut-job." On that note, we're gonna go sign up for his list. I love you Ryan, you already know I do. Thank you, so much, for coming on the show again, today. And, hopefully, we'll hang out again, in person, soon. Have an amazing day. And, everybody, go sign up, and see what he says. And then, email him back, and say, "Jaime sent me," so that way, he knows how much people love you.

Ryan: By the way, if you do have a question – ah, should I give –

Jaime: Do it!

Ryan: I'll give my email –

Jaime: Dun-dun-dun –

Ryan: [ryan@ryanlee.com](mailto:ryan@ryanlee.com). I should have done that –

**[Crosstalk]**

Jaime: Probably could have guessed that, but, that's okay, good.

**[Crosstalk]**

Ryan: Yeah, yeah, you probably –

Jaime: Email Ryan lots of things, with –

Ryan: No-o-o.

Jaime: It's **not my** fault, you said it!

Ryan: I did. I don't know, I like –

Jaime: No, only email him (to not waste his time) to tell him that he's awesome, or something like that, okay?

Ryan: Yes, I'm not very good at constructive criticism. By the way, don't ever give people constructive criticism, if they don't ask for it. That's the most annoying thing in the world. "Hey Ryan, I like you, but you had a spelling error." Don't do that, alright? I'm gonna keep going, so I'm gonna shut up.

Jaime: See, this is why you can do seven hours, straight. I have to prepare for my next interview, because I prepare. But, you go send emails, have an amazing day. We'll chat again soon. Take care, Ryan.

Ryan: Thanks, Jaime.

Jaime: Bye.

Ryan: Bye.

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