



How to overcome adversity and dominate in business and sales

////// JOURNEY ////////////////////////////////////// NEW BEGINNINGS //////////////////////////////////////

Grew up lower class and went to jail for selling drugs.

He got a job at a car wash, then one day a finance lady walked in and offered him a finance job.

He started out helping his friends pay off their bad credits with loans and within 3 weeks he made \$8,600 helping them fill out applications.

Then he started to learn how it worked, began outperforming his office, then his branch, and started speaking at real-estate seminars.

Two years later he owned 35 houses, people went to him to pay rent, began picking up commission checks and dropping off packets of applications.

Then the cops searched his house because he was making too much money and they thought he was selling drugs again, but found nothing... except a gun that was illegal at the time.

Ryan went to the largest mortgage bank in the state of Texas to give him a job and he stayed there for 4 hours until he got the job.

Within a month he became the top producer at the company.

In 2009 he made \$300,000. In 2010, he couldn't get his mortgage license because they moved the license from the state level to the federal level.

Since Ryan was still on parole at the federal level, he could not get his mortgage license.

One of his real-estates friends referred him to Frank Kern and he began learning internet marketing.

He took one of his courses and, after trial and error, he went all in on digital marketing in 2011.

In 2015, he made close to his first million in internet marketing.

In 2017, he made 5 million.

In 2018, he will do 10 million.

Ryan's company now makes approximately a million a month.

"Say what you see, so you can hear what you say."

////// MINDSET //////////////////////////////////////

The one thing that saved Ryan's life and released him from being below average was his focus.

He realized that everyone on this earth is trying to distract him and keep him unfocused.

Distracted by social media, people's problems, pop-ups, advertising...

He stays focused on his mission, no matter what.

You cannot multi-task because that will give you half-results.

Ryan believes in full focus and being in the present.

He lives by his schedule.

He lives by the following Core Values.

He focuses on the supporters and not the reporters.

Reporters talk behind your back, he doesn't focus on them or the haters that he has because they're distractions.

He focuses on his supporters - clients, family, friends, people he loves and those who inspire him.

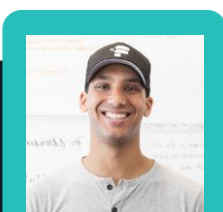
He faces his fear and forgets angry.

The only reason people get mad is that we fear missing out on something, they are fearful or scared of something.

When he embraces fear, he loves himself first and if he can't love himself, how can he love anyone else.

He shows up in all 4 areas of his life:

- Faith*
- Family*
- Finance*
- Fitness*





MINDSET (CONT.)

If you're an honorable person, Ryan will honor you.

He believes in "live and let leave" - if he loses money or opportunity, he'll let it leave, and continue to live.

He wants to be the man to look up to for his kids, clients, for the people he's inspiring around the world.

Don't be an asshole – he is never the asshole first.

Confidence over cockiness - treat yourself. If you want something nice, you should treat yourself.

Have patience for the less informed - Ryan has the patience for those who don't know what he knows, because he can help them.

If it's not done with integrity, he doesn't do it.

You can count on Ryan - because of that he can hold people accountable for their actions.

He makes his own moves - no one controls him but himself.

He identifies his weaknesses and improves them daily.

Focus on nothing but mastery.

He reads his core values every day, out loud, because he believes "Say what you see, so you can hear what you say."

THE MENTALITY TO SELL

In the Navy they have a saying: "keep it simple, stupid."

In sales Ryan, says "keeping it simple, sales."

The more complex you make things, the harder it is for a human being to make a decision. You only want a human being to make a decision whether or not they want to buy your stuff.

The simpler things are easy to implement and make a decision on. That's why he has a calendar and focuses so much on online marketing.

If you give the general public too many decisions to make and too much overwhelming information on a funnel, they won't do anything.

The reason there are no conversions is that the funnel has too many decisions and distractions for the customer to actually make a decision on whether or not they might want to do business with you or not.

There are only 2 things you need – besides the technology – when it comes to generating leads and making sales online:

- 1. Be inside the head of your audience. Know what they want.*
- 2. The right offer. Make the offer that the audience wants.*

Ryan is a self-made guy who has no business partners or investors and bootstrapped his life on \$25 after he finished his 15 months in federal prison. If he can do it, so can you.

"You need the right offer. Make the offer that the audience wants."

BIGGEST TAKEAWAYS FROM HIS LIFE

The biggest thing Ryan is proud of is being the dad he never had.

He shows up for everything where he is needed.

He never had a safety net growing up. He's proud that he stuck to it, and when it was hard, he still made it work because he had no choice.

He's proud he didn't make the decision to go back to the dark world and made a decision to stay in the light.

