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## 4 optimistic signs for ecommerce

1 message

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If I was starting out as an entrepreneur right now, I would be pretty freaked out by all of the events in the world.

So if that's you right now, I get it. I probably would be, too.

At the same time, I would also face the fact that things are not going back to normal...

So... as scared as I might be, I would also be hungry and committed to be one of the winners in the game.

**In order to be one of those winners, I would pay attention to a few trends happening in the marketplace:**

1. Amazon has grown 50% since COVID. Shopify has grown just as much. Online shopping has never been more wildly used.

But this is just the start. Online buying is getting faster and easier every year, and that trend is not going to stop any time soon. The earlier you get in, the more time you have to take advantage of the growth in ecommerce.

2. Ad costs are down. I never thought I would see the day that ad costs came *down*. That means that it is cheaper and faster to build audiences and get your products in front of people.

3. There are more audiences and influencers than ever. And they are very under-monetized. More people are creating and consuming content and building audiences, without monetizing them. This is a wide open opportunity for entrepreneurs.

All of this points to additional opportunities for brand owners... especially if you have an audience.

4. There is so much investment pouring into online brands. Established companies are pouring resources into ecommerce, because it is the only part of their business that is growing.

That means that there are more investors, buyers, and advisors ready to get involved with exciting businesses. *There is more demand for new entrepreneurs than ever.*

**Here's how I would take advantage of this...**

If I was starting from scratch, I would put my energy into creating relationships with a few influencers and use their audience to build a physical products brand.

I would launch the brand to their audience, and then I would run targeted (cheap) retargeting ads until my business crossed 7-figures.

Then, I would hire on a CEO to take over the business and move onto the next one, until I had a portfolio of ecommerce businesses.

**If you are looking for opportunities, they are everywhere right now.**

In fact, I think this is the greatest time ever to build a really successful business.

But if you are looking for reasons to be scared, there are plenty of those opportunities too.

Whether you are just starting out...

Or you have been in this business for awhile...

Take heart.

There is more opportunity than ever.

Rooting for ya,  
Ryan

P.S. This September, my team and I will be working with up to 25 people for 6 months to help them build successful businesses.

I've received 31 applications in the last 48 hours, with 250 on the waiting list.

However, I am prioritizing three types of people:

1. Entrepreneurs or influencers who are starting something new, with a *long term vision* for something that they want to scale or sell.
2. Audience leaders with at least 1,000 active followers OR access to a partner who has an active audience.
3. A new entrepreneur with 7-figure aspirations. I don't want to "convince" someone that 7-figures is possible. They have to already want it.

There are still 4 weeks before we begin, so I'm going to make sure that the right 25 people are in the group...

If you feel that you are ready to build something that can scale and/or sell...

If you are an entrepreneur or an influencer with an audience that you can leverage to build a 7-figure foundation...

And if you are ready to work with my team and I to start something new that is bigger than what you have done in the past...

If that is you, then [I encourage you sign up for full details on this page.](#)