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The Mystery Machine Is Alive and Growing

Hey Mystery Fam,

Writing these newsletters is kind of funny, it feels like I'm time-jumping. One day I'm not entirely sure where this business is going, and the next (newsletter day), I feel like I'm ready to pitch to Mark Cuban and his sharks.

That's kind of where I'm at right now. The second Mystery Machine is off to such a great start I could honestly cry. I don't know if it's the energy, momentum, or atmosphere lately, but something's clicking. People and businesses have been reaching out to add Mystery Machines to their locations — which is surreal.

I've been getting better at systemizing things, slowly but surely. But one area I still need to improve is buying drinks. The obvious move is to buy wholesale, but here's the tricky part: the whole magic of the Mystery Machine is variety, and wholesale usually means buying one drink type in bulk. So until I hit a higher number of active machines, it's just not financially realistic to stock every type at wholesale scale. That said — once I reach that level (5 or 6 machines), profit margins will skyrocket.

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Revenue is awesome. Profit is good. But there's still a ton of room for improvement on the margin side, and I'm working toward that every day.

I've definitely got a lot to figure out. Still broke? Yes. But the more the MMs make, the more I find myself thinking rational thoughts like:

- "I should get insurance."
- "I need outdoor covers for these machines."
- And then less-rational (but fun) ones like: "What if I made... Mystery Merchandise?"

All in all- big things feel like they're coming. I'm working hard, staying focused, and super grateful that the Mystery Machine is alive and growing.

Appreciate you being part of the ride.

Until next time,
Mystery Man



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