

**EPISODE 143**

[INTRODUCTION]

[00:00:30]

**FT:** Hey everyone. Welcome back to So Money. I'm your host Farnoosh Torabi. Kicking off the week with a fantastic guest. If you're looking to start your own online business, but the thought of selling and financial uncertainty makes you forget about your dream once and for all. Well, don't despair just yet. Today's guest is a millennial business coach and a best-selling author. Her book is called "Make Money Your Honey". She's been featured in Forbes, the Huffington Post, and Business Insider. She helps entrepreneurs overcome these exact challenges because she's been there and done that. And she helps entrepreneurs become more comfortable with selling and changing their money mindset all to create and run a successful online business. Her name is Amanda Abella.

During our time together with Amanda, we're gonna learn how millennials are sabotaging their income potential, her number one tip for aspiring self-published authors, and how Amanda figures out how much to charge her clients. All good things.

Here is Amanda Abella.

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[INTERVIEW]

**FT:** Amanda Abella, welcome to So Money. A pleasure to have you on the show.

**AA:** Ah, thanks for having me.

**FT:** You recently published - self-published - a great book called "Make Money Your Honey". And I actually interviewed you as I was doing some research on my keynote at FinCon '14 last fall about how to really execute a successful self-published book. I think a few years ago it was

something that many people thought, "I'm never gonna be able to self-publish a book and make a name for myself. You have to go through one of the traditional publishers." But you have proven all of those people wrong, including myself at one point. And you're very excited and passionate about this particular topic as a millennial, especially, making money really a bigger part of your life and your focus in life. "Make Money Your Honey" - what was the genesis for this book?

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**AA:** Well I guess the real genesis, if you read the introduction and stuff, is - you know I graduated in 2010 from college, I went about 6 months without being able to find any sort of employment and it took me about a year before I could find full time employment.

**FT:** When did you graduate?

**AA:** 2010.

**FT:** Yeah. So it was a tough market.

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**AA:** It was bad. [Laughs] I think that year, like 80% of college graduates had to move back home. If we did find jobs, we were underemployed. It wasn't pretty. And at the same time, I realized that there were all these - that was the year that that really famous New York Times article came out. The "What is it about 20 something's", that was like "Oh you're all entitled and like to Instagram your food" - basically. [Both chuckle] "And you have no idea how the real world works, " and I was thinking, "Well of course we don't know how the real world works, because everything we've been taught went up in smoke. The same rules don't apply."

So in order for me to cope with what was going on at the time, I knew I needed to make money, and I knew how to write. So I literally started with a Google search of "how to start freelance writing online?" [Chuckles] It all started with a Google search.

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**FT:** So many things start like that by the way.

**AA:** I know, so many things started like that. What'd we do before Google? I can barely remember.

**FT:** I honestly couldn't tell you.

**AA:** [Laughs]

[00:03:58]

**FT:** I would be severely unemployed right now if there was no Google or Internet. But anyway, back to you.

[00:04:05]

**AA:** Yeah, so that's how I kinda started coping with is and just trying to figure out ways to make money on my own. At the time I didn't realize that I was basically in the midst of this kind of revolution that's been going on in the workplace where people are opting out of traditional careers to go into freelancing, and solopreneurship, and online business, and all these things that were not really available before. Or they were, and people just didn't know it was an option. So I didn't realize at the time that that's what was happening, but that's what was happening.  
[Laughs]

**FT:** And you say on your website, you have a free E-course, "5 Ways Millennials Can Stop Sabotaging Their Chances of Making Money". Sabotaging? What are we doing wrong?

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**AA:** Well I talk about a few things in that E-course, but one of the things I talk about is that you're not creating some extra form of income. Because I ended up recruiting for a couple years

for Fortune 500 companies, so I did eventually find a job. [Laughs] And at that job we specialized in college grad placements within some of America's top companies and it was a combination of young people having like a "deer in headlights" kind of thing because the economy was a mess. But also really not having a solid footing or grounding in how it is that career and personal finance works. People have been telling us forever, "You have to diversify your income. You have diversify your income. You have to diversify your income." But people still aren't doing it. [Laughs]

So that's one of the things I talk about in that E-course, along the lines of like "Hey, we came of age when people who'd been working at the same job for 30 years lost it." I interviewed people who lost their jobs from one week to the next, when I was working in recruiting, just because there was a company merger and new management came in and they got rid of everybody who was making X amount of dollars. This stuff happens. And the only way for us to really kind of be more secure in our finances and in our careers is to ensure that we are building other sources of income. But so many people don't do it. Even though they knew they should.

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**FT:** A lot of want to be entrepreneurs, but I feel as though you don't really get the confidence to go out on your own, until you've experienced what it's like to work within a company right? To kinda get that education, to learn the ropes, make mistakes in a relatively safer environment where you're still gonna get that paycheck. What do you say to that? Do you think that you can still just get outta college and Google something that you wanna do, and do it, and create a following? I know that doesn't sound viable, but you know what I'm trying to get at?

**AA:** I do! [Laughs]

**FT:** How much experience do you really need in order to really market yourself as somebody that is trustworthy, that you wanna give your money to, that has the insights, and the tools, and the education, and the experience to really be self-employed?

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**AA:** Yeah, I think there's kinda 2 sides to that. The first side is "necessity is the mother of invention." So if you're in a position where you can't find a job, most people would be like, "Okay I gotta figure something out." And that's how we've seen a lot of businesses and startups and online entrepreneurs start, is because they either got laid off, or they couldn't find a job, or what have you right? It was economic circumstances that basically pushed them into this. But on the flip side, I would be lying if I said that real jobs don't help you when it comes time to be an entrepreneur. I mean if I had not worked in recruiting - I worked in a small business that had been around for 45 years and other than my boss, I was basically the only other full time employee, right? So I was doing like 3 people's jobs really.

**FT:** Right. Yeah.

**AA:** Which happens a lot in small business, it's just kind of the way it is. But that gave me a lot of the training and a lot of the chops that I use today, not just to build my own business, but also to teach people how to build their own so they can have extra sources of income or if they don't feel like working at a corporate job so they can build their own assets.

[00:08:39]

**FT:** I love this advice. It's the kind of advice that I followed myself not knowing what I was actually doing, back in, you know, when I got out of college and grad school. Like you said, it was born out of necessity, I needed to make more than \$18 an hour to live in New York and to pay off my student loans and to have a little bit of money to maybe get a slice of pizza once in a while. Talk about "Make Money Your Honey". You self-published this book, I have such admiration and respect for you for doing this, so well as well. What would be your number one bit of advice for anybody listening who's like, "You know what, I really want," - so many of my listeners really wanna make a jump to entrepreneurship, or being a thought leader within their space. And a lot of times having a book is the perfect vehicle for that, and not everyone can get a grand slam publishing deal with HarperCollins or Penguin. Self-publishing route - what would be your biggest advice for somebody who wants to go the DIY route?

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**AA:** Yeah, well I mean that's one of the things that changed, right? Now suddenly things to Amazon, Kindle, or CreateSpace, people can do this. It's not like you have to buy a ton of books, you know, put that huge investment upfront. I mean, it's printing on demand. [Laughs] Or it's digitally delivered. That's one of the huge ways that Internet and online entrepreneurship just kind of changed these systems that were set in place for such a long time, right? Publishing being one of them. And I think for anyone who wants to do it - and I'm sure you could attest to this - writing the book is the easy part.

**FT:** Yeah. Well, yeah.

**AA:** Yeah. I mean in comparison to the -

**FT:** Marketing.

**AA:** The marketing, and the putting it together, and the editing, and that whole process. Honestly if you really wanted to sit down and write a book, you could probably do it in a couple weeks. If you really put your mind to it, get a draft out, just get it out. That's the easy part, is just getting it out. So what I would suggest people do - and this is what I did - is, you know, seek people who have already done it to kind of guide you through that process, cause it's gonna make it a lot easier.

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**FT:** Yes, yes. And what I find is lacking is really the education around how to market a book successfully. I've worked with several publishers, there's limited amount of information and insight and analysis that publishers have - believe it or not - in their own industry. And so finding the authors who've been there and done that and can look back and say, "I wish I had done it this way, or this really worked well for me." Find those people because they will be so invaluable to you and your experience. So that's a great tip.

**AA:** Yeah. And that for me, for example, it was at FinCon. They did a panel on self-publishing, and that was when I realized, "Oh crap, I have a draftable book," like sitting on my computer, and I didn't even know it. And I think that's another thing too, especially those who maybe have

been blogging for a while or they just have a doc sitting on their computer. I mean, you probably have a lot more material than you even realize you do.

**FT:** We all have a book inside of us.

**AA:** Yeah.

[00:11:55]

**FT:** Or maybe a podcast? Maybe both? Amanda, tell us a little about yourself. I wanna know what your financial philosophy really is. Like if you had to distill it into one sentence, what would you say is your money mantra?

[00:12:08]

**AA:** "Make Money Your Honey"! [Both laugh] But really, I've become fascinated with the relationship that people have with money. Often times it's not how much we have or how much we make, often times it's just how we feel about it. And I didn't really realize this until I was working in recruiting, and I was interviewing people who were making 6 figures a year and were still up to their eyeballs in debt. Or people - I interviewed people during the mortgage boom - they were making like \$400,000 in commissions a year. Can you imagine?

**FT:** Wow.

**AA:** Like just in commission, \$400,000 in one year. And they blew all of it, you know? So I realized that there was this really huge disconnect going on. People did not know - either they didn't know basic financial principles, but I didn't think that was it because we're pounded with it. You can go Google it, you know? I mean it's not like it's difficult to go find, but I realize that it was a lot more psychological, it was a lot more emotional, so what I've realized in my own life - and also in the lives of many of my clients and readers - is once you get that psychological/emotional part down, then the practical stuff becomes a whole lot easier.

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**FT:** Oh yeah. It's definitely the backbone of all financial decisions. It's just getting your head straight first.

**AA:** Yeah. And I feel like for a long time they were kind of divorced. The emotional, psychological aspects - you know the logical stuff of like budgeting, or investing, or mortgages, whatever - I feel like for a long time they kind of divorced the two. And now I think I've seen a lot more of it, you know, people talking about the emotions and the psychology behind money. And one thing I've seen a lot of instead of people giving you this one-size fits all financial formula, which we all know doesn't work otherwise we would not still be in the situation that we are in - many Americans. You know, they are saying, "Okay, what is it that you value? What is it that you wanna spend your money on? Focus on that, and then cut in the places where you don't want to spend your money so much because you don't really care.

[00:14:18]

**FT:** Right, right. Totally.

**AA:** I've seen a lot more of that going on. And that's just kind of how I roll. Like in my book I talk about - clothes isn't a big deal to me, you know? I will find ways to not have to pay a lot of money for clothes, but you're not gonna see me spending 300 bucks at Nordstrom, even though I really love Nordstrom.

**FT:** Great return policy.

**AA:** Yeah exactly. Like you just won't see me doing it, right? Because it's not something that I really value, or you know, a car isn't something that I really value either. So you're not gonna see me spending an exorbitant amount of cash on a car or taking out a huge loan for a car cause I just really don't care.

**FT:** Yeah, you're really conscious about it. That's the difference between making mistakes and spending meaningfully.



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**AA:** Yeah. But on the other hand, I wanna pump a lot of money into my own business. I'm gonna pump a lot of money into causes I care about. I'm gonna pump a lot of money into travel.

**FT:** Yeah they say you wanna get to know somebody, check their bank account statement.

**AA:** Yeah, so true. [Both laugh] On my account it says that - you can learn a lot about people from what they spend their money on. You could learn a lot about what people value.

[00:15:30]

**FT:** What was the biggest lesson you learned, growing up, about money? Talk a little bit about your background. I know that you have an immigrant story and your parents are Cuban I believe?

**AA:** Cuban yeah.

**FT:** Yeah. So tell us a little about how that influenced your understanding of how the money world works and maybe any interesting lessons learned at a young age.

[00:15:51]

**AA:** Yeah, well I mean I think my lesson - people ask me all the time on interviews, "Oh your parents must be freaking out cause they're boomers, and you're kinda doing your own thing." And I'm like, "Actually, my parents aren't really typical boomers because they're not from this country." [Chuckles] So I think having grown up in Miami, which is like a huge political exile community, you know I lived in a community of people who literally lost everything to the government. My mom, my mom's side of the family for example had a lot of land in Cuba, and they had farms. And they were fine, they were pretty well off. And my mom remembers one day, the government coming in, saying "Hey, this all belongs to Cuba now. It's not yours."

**FT:** Oh my gosh.

**AA:** You know, "Your land isn't yours, your farm isn't yours, the animals aren't yours, the livestock isn't yours, the property isn't yours, this all belongs to the common people," or whatever they were saying during the revolution. And she remembers that. She was a child. So my parents were basically uprooted from their homes. They came to the U.S separately. They didn't meet till the 70's in Miami, but they were uprooted as children basically, everything was taken from them. My dad came to the U.S by himself at the age of 11.

**FT:** What?

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**AA:** Well my grandfather was already here. He lived in New York in poverty basically, my mom went from Castro Cube to Franco Spain also living in poverty. When she came to the U.S in New Jersey, living in poverty. And they got out of it. They really worked their tails off to get out of it. And I think a part of the reason it was such a push is because at such a young age they realized the importance I guess of the a free market, and the importance of hard work, and the importance of freedom and the importance of liberty, and how that could lead to good economic circumstances. And they really instilled that in us when we were kids. They're like, "Don't take for granted what you have here in the U.S. You guys can start a business from one day to the next, basically, in the U.S."

**FT:** My dad would always tell me - my parents are from Iran and it didn't really make sense to me, I didn't really appreciate this when I was young - but he would more often than not say to me, "You should really appreciate the fact that we're living in the United States because it could've easily been the other way around. You could've easily been growing up in a country that does not, at the time, appreciate independence and freedom and is not a democracy, and you wouldn't be allowed to go to school wearing the clothes that you're wearing. You wouldn't be allowed to even probably get an education." I thought he was talking about some alternate universe. I was like, "What is this country? Iran?" So challenging.

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**AA:** It's interesting being first generation American because you hear these stories from your parents and your grandparents. And you're aware of what goes on in other parts of the world, and you're aware of economic and political injustices, right, that occur. But at the same time I guess, you know, you're born here and you didn't have to live through the injustice yourself, you know?

**FT:** It almost seems like an exaggeration. You know, "I had to walk uphill in the snow going to school," but it's like, no you get older and you read the history books and you watch the news, and you're like, "Wow. I am really lucky to be in America."

**AA:** Yeah really lucky. And my parents have really, really instilled that in me from a young age. And then you know, growing up, my mom is retiring this year. She's worked for the government for 35 years, my dad's been in small businesses and also large corporate companies. And my mom, especially, I guess she was always pretty entrepreneurial but she was too afraid to act. Because she was an immigrant she felt like it was harder. Or, you know, economic circumstances at the time - my grandparents were much older when they came to this country. They couldn't find work, so my mom had to help support them. I guess she never acted on it. But with me, [Laughs] she's like, "You better act on it!"

**FT:** Yeah. Good for your mom. I'm glad that she instilled that in you. What would you say is your biggest money mistake? Your financial failure in your young adult life thus far?

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**AA:** I don't have like a huge catastrophic mistake. I have the same mistakes everyone else makes. Like, "Hey, I made money in college and I blew all of it," or like I've gotten in and out of credit card debt. I have all that stuff. But I think my biggest mistake, and this is something that I have to work on every single day, has been too afraid to ask for more.

**FT:** For example, like on your first job, when you finally got that job you didn't - you were just happy to be there?

**AA:** I was just happy to be there. I mean, after a year of not being able to find full time work, I would've taken anything. Honestly. But I remember there was an article I read recently on LinkedIn that made a big splash about the differences between a workaholic and a high achiever. And one of them really caught my eye, and it was that workaholics let other people dictate their value for them, and high achievers are very authoritative in their value and they stand in it, and they let people know what that value is. And I was like, "Oh my gosh, I'm a workaholic!" [Laughs]

[00:21:31]

**FT:** Wow.

**AA:** Yeah.

**FT:** I have to think about that. It really makes you stop and think. And actually that kind of dovetails something I learned at a Tony Robbins event. And I apologize if you're listening to this podcast and you've already heard me say this, I tell this to everybody because it's become such a part of the fabric of my life now. But it's, "Success without fulfillment is failure." And I think that kind of dovetails in what you said, you know, if you're a workaholic there's probably no fulfillment in what you're doing. If you're a high achiever you're actually following your passion, you may be more demanding, you know what you want, and it's riskier even. You're just as hardworking in some ways, but at least you're doing it to please yourself as opposed to other people.

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**AA:** Yeah. And honestly, it's something I see all the time. In my peers, but also like back in February I did an even for this International Organization of Women Entrepreneurs, and it's like an epidemic. This whole like, "Being too afraid to ask for more" thing. Either people think they're too young, or they shouldn't do it. It takes a while for you to really start seeing that, especially if you're an entrepreneur, no one's deciding your salary for you. You decide that. You don't have to go through red tape for someone to give you an extra 25 cents an hour, which I experienced at my first job.

**FT:** [Chuckles] 25 cents!

**AA:** Yeah. It took like 4 months for them to decide to make it an extra 25 cents and hour. And by that point I'd already started freelancing. So I was like, "Dude, I could probably sell a pen on a street corner for a bigger profit a lot faster than it takes you guys to do this."

**FT:** Oh my gosh. You could sell lemonade at a better profit.

**AA:** [Laughs]

[00:23:20]

**FT:** Let's talk about success. What would you say is your So Money moment, besides writing "Make Money Your Honey"?

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**AA:** I think it's just when I get emails - well first of all, I think one really successful moment for me was last year. I've been taking it in baby steps, so my only real goal in 2014 - which was the first full year that I was on my own as an entrepreneur - was just "make more money than you did at a regular job". Just make the same amount of money or more, and I did that. I made more money than I made at a regular job. And that was really eye opening because that made me realize, number one, this can be done. Number two, you did this doing stuff you actually like to do! [Chuckles]

**FT:** Was it easier than you thought?

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**AA:** It was a lot easier than I thought. And I think part of what kept me from doing it for so long is, something that I see often times in the people that I coach, is we have all these fears about the money not showing up, or there not being enough. Really it comes down to the fact that we, it's almost like we don't trust ourselves to make and manage money.

**FT:** How do you determine how much to charge for your services?

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**AA:** Wow, that's a really good question. Again, this is one of those things that people try and do like a blanket formula, and it doesn't really work. The way that I do it, personally, is a way that one of my coaches taught me. And I'm like, "Okay, well this is how much money I wanna make based on my current structure. This is how many people I'd have to take on." And then I test it according to how much time I have and how much time I wanna work. So I start asking myself, "Okay, is it feasible - I'm just throwing a number out here - is it feasible to take on 25 coaching clients in month?" And when I realize that it's not, I'm like, "Okay, the price has gotta go up." [Laughs]

**FT:** Well they get more of you.

**AA:** Yea, or I gotta get more of me, and it's not easy to duplicate yourself. You can delegate, but you're never gonna totally duplicate yourself. So you gotta start making those kinds of decisions. So the way I figure out my pricing is I base it on how much I wanna make with how much time I actually have. And I think that's actually something that a lot of people don't do, is they don't take into account, "How much can I realistically take on? Or do I wanna give myself the weekend off? Or how much time do I wanna spend with my family?" They don't tend to think about putting that in the calculations.

**FT:** How about a habit, Amanda. What's your top money habit that really serves your financial decision making process.

[00:26:03]

**AA:** I dunno if it's particularly a money habit or an everything habit, but it has helped me make decisions, and that's medication actually. Cause it gets me out of my crazy brain, right? It calms me down, it gets me out of my crazy brain. If I have to make really big decisions like, "Oh my gosh, I'm about to invest all this money in my business," for example, "I've never done this

before." My mind tends to go where most people's minds would go. Like, "Oh my gosh. Can you do this? Where's the money gonna come from? What if you fail?" You know, all that stuff. And when I sit my butt down on a meditation pillow and I kind of just chill out, I'm kinda able to come back to centre and then make more conscious decisions.

**FT:** I'm so fascinated with meditation. I feel as though meditation got some really great PR campaign behind it in, I say, the last year. It's interesting that so many of my guests do talk about it, and not just my guests, but I just have been noticing more articles and there's apps now to help you meditate. My brother's trying to look into this, it's like, "Wait a minute - " I've tried it. I've tried to meditate when I was younger. I bought books, I bought tapes, I couldn't focus. I didn't feel like I was ever gonna get to that "chill out" place. I would just either fall asleep - which is not really meditating cause I have lots of dreams too - or I just would get too distracted. So what's your secret to meditating successfully, especially for somebody who is a little on the fence about it and doesn't feel like they have the emotional and mental capacity to really dedicate to this?

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**AA:** Yeah, I think a lot of it, when people think of meditation they think, "Oh like you gotta go sit in an ashram for 2 hours, and have like the candles and the nice music." People don't think that they can do it.

**FT:** Enya.

**AA:** You know what I mean? Really meditation at it's most basic, basic, basic level is just taking deep breaths. That's it, you know?

**FT:** Okay, I'm writing that down. "Take deep breaths."

[00:28:12]

**AA:** Right. And you can do it anywhere, anytime. I did it for 5 minutes this morning. I mean, I didn't sit there for an hour, you know? I don't have time for that. I might do it again for another 5

minutes after lunch or I may not do it at all later. Make sure to do it at least once a day, but I remember when I was first starting and I was really, really busy with my job and building a brand on the side. I mean, I had a lot going on for 2 and a half/3 years, where I basically had no life. It was like work and sleep. And I remember, mornings was totally out of the question because I was trying to get out the door. But I remember being in situations where I would take my iPod to work, and if I was having a bad day, I would go into the stairwell for like 5 minutes and just stick in one of those recorded meditations and just do it. Even if I only had like 3 minutes, right? And that was just so helpful. Because you don't have to sit there for 2 hours, you don't even have to sit there for half an hour. Yes okay, there are more benefits to it. But what's better? You doing it for 5 minutes everyday, or doing it for an hour once a week?

**FT:** Yeah. And I think I like how you said, it's really just about taking deep breaths and slowing down for 10 minutes and not trying to multitask and be all things to all people. Which is hard to escape sometimes.

[00:29:40]

**AA:** Yeah. And I think often times we're so reactive to our situations. Sometimes we handle paperwork as if we're being chased by lions or something you know what I mean? We're so intense about everything.

**FT:** It's so true. And I love to hear you say this because you're so real, you're so raw Amanda. I really appreciate your perspective and your willingness to say it like it is. And so with that, I'd like to end with some So Money Fill in the Blanks, and just share more of what it is that's on your stream of consciousness.

**AA:** Let's do it.

[00:30:18]

**FT:** Okay, if I won the lottery tomorrow, let's say \$100 million, the first thing I would do is \_\_\_\_\_.

[00:30:24]



**AA:** Good question. I think the first thing I would do is make sure my parents never had to worry about money again in their lives.

**FT:** That's awesome, that's awesome. I think that's probably what I would do too, and there'd be a lot left over, hopefully after that.

**AA:** Yes.

**FT:** One thing that makes my life easier, or better, or both is \_\_\_\_\_.

[00:30:46]

**AA:** Meditation.

**FT:** Alright. My biggest guilty pleasure that I spend a lot of money on, maybe a little too much, is \_\_\_\_\_.

[00:30:56]

**AA:** I don't spend a lot of money on it, but one of my major guilty pleasures is reality TV.

**FT:** [Both laugh] You spend time, time is a precious commodity. What do you watch?

[00:31:05]

**AA:** Real Housewives mostly.

**FT:** What's your favourite?

[00:31:08]

**AA:** Probably Atlanta

**FT:** Really? I dropped Atlanta. I just couldn't keep up with -

**AA:** Really, you dropped Atlanta? I'm not so excited with it this last season. Beverly Hills is also pretty good.

**FT:** I love Beverly Hills. I wish New York would get back the original cast -

**AA:** Get it together right?

**FT:** I don't like when they change the cast all the time. It's like hard to get attached, which is probably a good thing actually. You don't need to get attached to reality TV.

[00:31:33]

**AA:** Yeah. I mean honestly, if I've been working really hard, I just wanna watch something that doesn't - you know it's fun, it's flighty. It doesn't require a lot of work on my part.

**FT:** Yeah. It will breakup my marriage one day though if I watch it too much. My husband says he has to leave the room. There's just too much screaming. And I said, "You know what, this is, for me this is like you watching the Zombies on TV. It's the same visceral reaction that I get when he watches Walking Dead. I can't, I can't deal with those shows. So we each have our thing. Again, I knew I liked you for some reason. If for no other reason, we're kindred spirits when it comes to reality TV. [Both laugh]

Well let's talk about one thing I wish I had learned about money growing up, what is it?

[00:32:24]

**AA:** That I don't have to be so afraid of it. My parents were really good about the basics. I've never really carried a balance on my credit card. No, I don't think I really ever had. I always paid off my credit card in full. Because my parents basically instilled the fear of God in me. [Laughs]

**FT:** Yes. Mine too. It's worked!

**AA:** When it came to credit cards. But I think on the flip side of that, again because of what they've been thought, my parents had everything ripped from them. When they came to the U.S they were living in poverty. I think there might be a lot of lack mentality going on, and a lot of fear. My parents are really, really, really, risk averse and I think that sometimes, especially in entrepreneurship, that can really hinder you.

**FT:** Of course yeah. Well it's understandable, having come to this country with virtually nothing, their wealth basically taken away from them in their homelands.

**AA:** Yeah it makes sense.

**FT:** It make a lot of sense. When I donate money, I like to give to \_\_\_\_\_ because \_\_\_\_\_.

[00:33:32]

**AA:** Actually, the National Wildlife Society because I need to be out in nature. Not so much Florida nature, like swamp, I don't need to do that. I keep telling - I was visiting a friend of mine in California last year, and I remember hiking in the Redwoods and in the mountains and I'm like, "I need to do this at least once a year. This is like my sanctuary." [Laughs]

**FT:** Amazing. And, I'm Amanda Abella, and I'm So Money because \_\_\_\_\_.

[00:34:01]

**AA:** Because I teach people how to make money their honey.

**FT:** Yes. What's the best story you can share with us from a client that came back to you and said, "Amanda, my money's not only my honey, but it is like my sugar momma, my everything." Like they really were able to take their finances from great to excellent?

**AA:** I got a few of those. I think one story that's actually very recent - and again this is something I see a lot in millennials and in women. Millennials probably because we're still pretty young. Women because, a whole myriad of reasons. But this client in particular was still struggling, this was the second time we'd worked together, she came back a year later, bought the biggest package I had basically, and she initially came to me thinking that she was having an issue marketing herself and blogging. And that's why she wasn't making enough money. And after like 3 or 4 sessions, I realized that the root issue there was assertiveness and thinking she was good enough to make the kind of money that she wanted to make. And being assertive in so far as not letting her clients walk all over her, ask for the kind of money that she wanted, again just going back to trusting herself to do whatever it is that she needs to do. And once she made that connection, that it was a matter of assertiveness, opportunities just started falling in her lap.

[00:35:30]

**FT:** Because she was able to be conscious of it and not let it happen.

**AA:** Yeah.

**FT:** I love that story. Well Amanda, thank you so very, very much. Everyone check out Make Money Your Honey, and [Amandaabella.com](http://Amandaabella.com). We're gonna have all the links over at [Somoneypodcast.com](http://Somoneypodcast.com). Amanda, you've been fantastic. Hope to have you back on soon.

[00:35:48]

**AA:** Yes. That would be so much fun. Thank you for having me.

[END]