

**EPISODE 587**

[ASK FARNOOSH]

[0:00:31.8]

**FT:** Welcome to So Money, everyone. Fridays are my favorite, because that's when I get to connect with you. Lately, it's been an opportunity for me to connect with listeners, bringing them on stage. Today is no different. We have a special cohost whom I'm going to introduce to you very shortly. This is, in case you're wondering, So Money with Farnoosh Torabi. This is Ask Farnoosh Fridays where we tackle your biggest money questions.

It seems a lot of you right now are curious about investing. I don't know if you know this, but this is very timely to be talking about investing because the fiduciary rule starts to partially go into effect this month. Just to briefly state what that is, it's basically a mandate for the financial industry, the advising financial industry. If anyone's going to be giving you advice about retirement within your retirement accounts, your 401 (k)s, your annuities; they need to be fiduciaries. In other words, they need to give advice that is strictly putting your best interest first.

What we're going to, I think, see over the next several months while this implements, is we're going to see commission-based advisories transition over to fee-only advisories and there being just a lot more disclosure, which I think ultimately is a good thing. It's going to cost the industry billions of dollars, I think, to make this transition. For consumers and investors like you and me, it's going to mean ultimately money back in our pockets, which, I think, is the best thing.

Very timely to be having some investment questions. To help us navigate all of this is — I'm very lucky that I have such hardworking listeners. When I suggest maybe bringing on some people to cohost with me, I never knew the extent to which they would prepare. Yael, welcome to the show. Everyone, Yael Trusch is here. She's not only a listener but she's very, very fascinating and has a very strong growing business and a really profound interest in money.

Yael, welcome to the show.

[0:02:29.7]

**YT:** Thank you so much, Farnoosh. I've been a fan for a long time, so it's really a pleasure to be here.

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**FT:** You yourself have a podcast, right?

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**YT:** I do. It actually was inspired by So Money podcast. I started as a blogger.

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**FT:** No way.

[0:02:41.5]

**YT:** Yes, I started two and a half years ago with my blog, jewishlatinprincess.com, which is a bilingual blog for Jewish women. At the same time, I was going through my own journey with money and kind of rewriting my money story, working on some mistakes, and doing things over again. So Money was really my go-to resource for really a lot of the changes I was undertaking. As the blog platform had grown, I said, "Well, I want to do what Farnoosh is doing also and I'm going to go launch a podcast," and I did.

I did. I launched the Jewish Latin Princess podcast. Every week, I interview the world's most unique, the talented Jewish women and I explore how their work is tied to their souls' divine mission and to Jewish values and how they're putting themselves out there and changing the world with their God-given talents.

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**FT:** I love it. How did you discover the show in the first place? I always am curious how people land on So Money.

**[0:03:42.5]**

**YT:** I think maybe you were a guest on somebody else's podcast, either, I don't know, Girlboss or Hillary Hender — I don't remember. You were definitely somewhere where I heard you and I was like, "One minute, what is this?" Then, I subscribed and that was it. You were my go-to and then I started reading your books and most of your guests' books. Actually, some of your guests have been on my show also.

**[0:04:09.8]**

**FT:** Yes, Barbara Stanny.

**[0:04:12.3]**

**YT:** I had Barbara Stanny and I had Bari Tesler. I had Amanda Steinberg, who's going to air soon. I had Barbara Reich. Yeah, we definitely have a lot in common.

**[0:04:24.3]**

**FT:** Just to brag a little bit more about you. You have a very impressive background in finance. You worked in investment banking in New York City as well as Buenos Aires. You and your husband launched an Asian liquor brand called Byejoe.

**[0:04:38.7]**

**YT:** Yes.

**[0:04:40.0]**

**FT:** You're an entrepreneur. You have four children, but you admit and you admitted to me prior to cohosting, that you've made some mistakes in your personal finances. What was the big issue? What were some of the bigger flaws?

[0:04:55.3]

**YT:** I make plenty of mistakes in my 20s. I could relate to you being in your 20s in New York City and not finding the right advice. I think I just ignored my finances. I was making really good money after college. Between college and my MBA, I really was making good money. I just didn't know what to do with it and I just ignored it. I got into a credit card debt. Of course, I had student loans and I had been on my first big bonus. I went and I invested it but I never kept tabs on it. I just hand them my money to some guy in fidelity. After many years, I've realized, all my high fee mutual funds had just been eating up my gains. A lot of just not paying enough attention.

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**FT:** What made you pay attention?

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**YT:** I became debt-free over time. I am debt-free. I don't have any student loans and I've changed. I've started investing differently but I would say I made a lot of those biggies.

[0:05:58.9]

**FT:** A lot of those financial growing pains as we're coming up in life, and most of us didn't learn anything growing up about investing or compound interest or credit cards. You actually learned the hard way, but the good news is that —

[0:06:13.8]

**YT:** Isn't it ironic, right?

[0:06:15.1]

**FT:** Yeah.

[0:06:15.5]

**YT:** We had education and I have an MBA and like, "Hello, personal finance."

[0:06:19.6]

**FT:** I have a degree in finance. We didn't learn anything about personal finances in college. It was all about how to manage portfolios in beta and all that abstract stuff that I'm not really using anyway in my life. Maybe the system will change. I hope it will.

In the meantime, there are podcasts like this and there are resources like you and I who, hopefully, we can be mentors to people at least virtually. What made you want to cohost?

[0:06:44.3]

**YT:** Aside from being a fan, I became over time, through my growing pains, really passionate about the topic of money. I kept learning more and more. I kept discovering that much of the work of creating wealth and building a healthy relationship with money is rooted in Jewish mystical tradition, which is something that I was always incorporating in my writing and in my speaking. I said, "Well, there's so much here. We have so much in common. Let's go do this together because it's going to be so much fun." In fact, my next project is to teach personal finance to women using Jewish mysticism as the framework for the practice of money management and wealth building.

[0:07:24.8]

**FT:** What does that look like in practice?

[0:07:27.7]

**YT:** What does that look like? The first thing is that I would say that we need to understand that money is another tool in the physical world that God gave it to us in this world to help him them elevate the world. The universe as people could refer it, or whatever your higher power is, wants us to have money to use it for good. Like anything else in this world, we can use it for the service of our Creator. Once we get that, I think we can use so many of the tools of self-refinement and development that Judaism teaches us and apply them to our relationship with money.

For example, mind control, training our thoughts. This is a fundamental Kabbalistic concept using our mind to give birth to positive emotions. The way we speak actually, the power of our words is critical and it's also something that we can apply to our relationship with money. Serving God with joy and inner happiness, it has a direct impact in everything we do including how we give, how we spend, how we invest. Defining our values and putting our money where those values are; understanding the power of giving and the energy that goes behind the money that we give. Finally, having faith in God or the universe and that God wants great things for us and is entrusting us with a great mission in this world and having faith in ourselves that we can carry through, we can accomplish so much in this world.

All of these are very fundamental Jewish teachings that we know we have to work on. We know they're applicable to our lives and our relationships, but I think we need to connect the dots and see how they all translate directly to our relationship with money. If I can frame the work of money and wealth building from that perspective as Jewish women in particular, I think it would really be very beneficial.

[0:09:16.3]

**FT:** I think it's brilliant. I think money is a topic that alone can be very overwhelming, and as a result, people don't learn about it or are not interested in it. When you position it like you are, I think that is very smart and that's where there is interest. People are just in their faith. If they want to learn more about how to build upon their faith and if you can make that connection with their finances, I think that is very, very, very strong and brilliant. How's it going?

[0:09:45.0]

**YT:** I'm in the research stage and the putting everything together. I see a book at the end of the tunnel. I'm not sure if I'm starting with a — I'm going to start testing a few speaking engagements that I have coming up and start testing the waters and then I'm taking it further and diving deeper. I'm in this pre-stage of just developing the first few workshops that will eventually become a book.

[0:10:12.2]

**FT:** Yael, I have to tell you. I'm so honored and proud to have you as a listener. It's really refreshing and great to know that —

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**YT:** Thank you.

[0:10:19.7]

**FT:** Yeah, there's this really smart and ambitious and motivated Q&A out there that's tuning into my podcast. I feel like there's so many shows out there, so many people you can tap into. The fact that you're using us, me, is a real honor, and thank you.

[0:10:40.5]

**YT:** No, my pleasure. Thank you for having me here. It's so fun.

[0:10:44.2]

**FT:** Let's have more fun. Let's get to these questions. Like I said, a lot of people this week seem to be curious about where to put their money. Our first few questions actually come through SpeakPipe which is a great handy-dandy tool on somoneypodcast.com if you want to maybe be

a little more personal with your question or just you're on the go and you can't type. You can always leave an audio question. Just click on SpeakPipe and you can get going.

First question is from Brett. It's a woman and she is curious about where to invest her money. Let's listen to her question.

[0:11:25.4]

**B:** Hi, Farnoosh. My name is Brett and I'm 26 and live in Brooklyn, New York. My question is how and where I should begin investing my money in particular in the stock market? I make about \$30,000 a year. I have \$25,000 in my savings. I have 16,000 in my Roth IRA and have contributed the maximum for 2017. I keep about 3,000 in my checking and I have zero debt. I currently work to part-time jobs and worked as an artist for myself as a third job. I'm interested in growing my financial wealth while maintaining my current lifestyle.

[0:12:09.1]

**FT:** All right, Yael. Are you invested in the stock market?

[0:12:12.3]

**YT:** I am. I am. I am invested in the stock market.

[0:12:17.1]

**FT:** Do you have a particular strategy? Do you have an advisor?

[0:12:21.5]

**YT:** I'm not working with an advisor yet, although we've interviewed a few. Right now, we're using Robo-advisors. We're invested through Internet platforms in addition to my husband's 401(k) and an IRA that I have with a Robo-advisor, and then a separate investment account but also thorough Robo-advisor.

[0:12:41.1]

**FT:** That's great. I think that the smart money is where you're not paying a lot in fees. However way you can diminish that for your portfolios, I think, is first thing. It's really more about, first, making sure that wherever you're investing that the fee structure is not one that's going to bite you over the years. Remember, fees compound, so that's why Yael and even I do have some of our money with Robo advisories. I work with Charles Schwab. Others might choose Betterment. There's Wealthfront. There's Ellevest. I don't think that there's any value in actively managed funds. Particularly, any more residual value than perhaps putting your money in a passive index fund. That's not just me speaking. That's a lot of the data out there that points to that math. Why pay a lot for the same return?

Putting my money in index funds through Robo-advisor, I feel I'm getting ultimately the same net effect, net benefit but just at a lower cost. I think that, Brett, that could be some to look into. With the different Robo-advisors out there, you can keep your money in a Roth IRA. You can also have a brokerage account. I like the passive investment route. I like index funds. I like ETFs. Call me boring. I don't know.

[0:14:06.2]

**YT:** I'm with you, Farnoosh. I'm definitely with you. I definitely had my experience paying way too many high fees and actively managed funds, so I'm with you on that one. In fact, even the 401(k) that my husband has to work. We went back and we restructure that to go with a very low-cost index. We free checked that as well.

[0:14:31.3]

**FT:** Even some of the financial advisors that I've had on this show will admit that, for years, they thought that actively managed funds were better. They were mistaken. Now, they have changed their tune. We have a question here from Megan, an audio question as well. It sounds like she has a very similar kind of question, but let's you hear her out.

**[0:14:50.6]**

**M:** Hi, Farnoosh. I'm Megan. My question is on investing. I'm currently maxing out my 401(k), have no credit card debt, have a substantial amount of cash. I'm about to start investing my excess funds in a Vanguard account. Would you advise working with an investment advisor for these investments or simply choosing some index funds? Research shows actively managed funds don't perform better than standard funds, but I'd love your perspective on how I should forward.

**[0:15:16.3]**

**FT:** Yael, she basically took the words out of my mouth. She is curious to know whether actively managed funds perform better or worse than standard funds. She says the research points to the fact that the money is better with standard funds. I agree with those researchers, Megan. I really do. I wasn't always aware of this and I think this is becoming more and more of a reality and something that is more commonly expressed, even within the industry, even within the financial advising industry. They are the first sometimes to admit that your money is better in a plain-vanilla index fund with a very small fee compared to a more sophisticated mutual fund that ultimately is yielding the same results.

Megan and Brett, I think have similar questions. Really take a look at how much you're spending on these fees. It's important to do that because sometimes you just think, "Oh, it's one percent or it's 0.9 percent, but that compounds, and over a 25, 30-year stretch where you're investing. That's hundreds of thousands of dollars potentially. There's some math out there that shows that it could take a 25 percent bite out of your retirement savings just from fees alone, so be very, very careful about that.

**[0:16:31.5]**

**YT:** Yeah. One thing I would add, too, Megan, it seems to me to go through the index funds route but I also see that maybe, at the same time, she might want to be in a position already to consider working with a fiduciary financial advisor. What do you think, Farnoosh? Somebody

who could help her manage her money and have a strategy, long-term strategy, one she could trust.

[0:16:55.2]

**FT:** Right. I think that for the purposes of working with someone to give you holistic advice not just on your investments but also who's going to take a look at, let's say, your estate planning a little bit, your insurances. Maybe, they'll find some holes in your insurance coverage. They'll help you set up a college fund, savings fund. We initially — Tim and I did work with a financial advisor. When we got married, I thought that there were a lot of benefits at the time and there were. One was — There's a lot of value in having a third-party being an objective voice, especially when you're newly married and you wanted to get on the same page and avoid squabbles. She was great on that front.

Additionally, she identified some weaknesses in our insurance policies and worked with us to get them more robust. Then, she also, of course, created a timeline for us and charts as far as if we invest so and so much today. Continuously, this is how much we'll have in our retirement. She was just a good person to call up on occasion and say, "Hey, we're thinking about buying an investment property or a car. What do you think? Can we afford it?" Really, I can do the math, but it's great to just always have that second opinion.

We worked with her for a few years until we felt that we really had everything under control. We had figured out our systems. I think that sometimes, in some lives, a financial advisor can be a great resource to have. It doesn't have to be a forever relationship. It can be relationship that you have for a few months, a few years; but I don't think that hiring someone just to help you manage your money in terms of your retirement is really money well spent. I think these days, Robo-advisors can do that pretty well for us. If there are other things that you need help with, then I think that's going to be worth it.

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**YT:** Absolutely.

[0:18:52.1]

**FT:** We have another finals SpeakPipe question from Regina and she wants to know about mentors. Here we go. Let's listen to Regina.

[0:19:01.7]

**R:** Hey, Farnoosh. Regina here. Today, my question for you is about mentorship. I'm considering switching career paths in about a year or so. What's the best way to go about finding mentors, especially since they're not really in my field that I'm in now and I don't really know anyone who is in the field that I want to be in? Also, is there a sweet spot for the number of mentors you're supposed to have, or is one enough? Should you have more than one? Do they have to be in your industry? I would just love to hear your thoughts on the topic.

[0:19:31.6]

**FT:** Yael, who have been your mentors?

[0:19:35.1]

**YT:** It's interesting that Regina asked that because as a Jewish woman, we don't take the topic of mentors slightly. The classic Jewish thought advice is in having one mentor in life and that mentor is mostly for spiritual concerns and matters of Jewish life, but it also could translate to career and business. It's not a thing that you choose overnight. It really takes a lot of work to find the right person and to really know a person who really knows you, your strengths, your weaknesses; and who's coming from a very humble honest place who can even tell you, "I think for this, you need to call so-and-so who is an expert in that."

I do have a mentor whom I go to for many questions about my marriage, about decisions that we're making about moving cross-country or from different countries or any business venture. I do have a mentor and my husband has a mentor. Sometimes, we go — And we also have always a good friend. That's also the advice that we have a good mentor and a good friend. I

think it's worth exploring and talking to a lot of people, but there's definitely value in aiming for oneness, for one person that we could really trust.

[0:20:49.2]

**FT:** I agree with you and I would add that mentors don't always have to be with you physically. They don't have to be someone in your town or your school or your work. When I was in my 20s, and even still, I found a lot of direction in just observing and reading about people that I admired. Whether that was various people in media, whether it was feminist leaders, mothers. I found guidance through reading about other people's failures and successes. In some ways, I hope this podcast is a virtual mentorship for some people, who you get to hear different stories about failure and success and habits.

I think that's something to also remind yourself of that even though you might be living in the middle the country or you feel like I'm not anywhere where there is this massive community of ambitious — New York City is just full of drive. Everyone here is on the go and it's very inspiring. You could just literally be at a restaurant and overhear a conversation and be inspired and find a resource or get an inspirational direction. Sometimes, you'll feel like they're in a bubble. They don't really have people that inspire them. Get on line, read books, reach out to people on Facebook. There are ways to grow yourself through mentorship from afar. Sometimes, people don't even have to know that they are your mentors. I secretly had mentors. I would just follow people or take notes. They didn't really know that I was paying such close attention but I was.

[0:22:26.4]

**YT:** Yeah, to learn from a lot of people, I agree with that. If you end up choosing one person over time, bear in mind that that person needs to have your best interest in mind.

[0:22:37.7]

**FT:** A fiduciary mentor.

[0:22:40.1]

**YT:** There you go. That's the term. Coin that

**[0:22:41.1]**

**FT:** A fiduciary mentor. Even better, taking it a step further, people are not only interested in mentorship. They want sponsorship, right? A mentor give you unsolicited, or rather solicited but unfiltered advice. A sponsor will go so far as to vouch for you, make introductions for you, write you a recommendation. That's mentorship to the 10<sup>th</sup> degree, to the nth degree. That's always a bonus, if you can find someone who can do that for you even more of a needle mover, as I say.

**[0:23:19.2]**

**YT:** Yeah, definitely.

**[0:23:21.4]**

**FT:** We have time for two or questions. I'll let you take this one and read it for us. It's from Kate. What does Kate have on her money mind?

**[0:23:28.4]**

**YT:** Kate has whole life insurance policy with a cash value of \$40,000. She wants to know if she should use this as her emergency fund or towards a down payment for a home.

**[0:23:41.3]**

**FT:** First of all, why does she have a whole life insurance policy? I don't know. I just feel like it's such an expensive thing to take on if you're young and healthy and you don't really have a complicated financial situation. Whole life insurance, I find it's a very hard argument, a compelling arguments to make. It's a very big investment. Studies find that many people who invest in these policies end up forgoing the policy because if you lose your job or you face

financial hardship, there's a very costly premium, typically, more so than, say, a term life insurance policy.

As she says, it comes with the cash value so that is very attractive to some people. In this case, she's got 40k. I would say, Kate, that I'm a little conservative. I would say that if you have no other ways to afford a down payment on a home, you can't get a loan, you can save up over time, you can't cash out other assets that wouldn't necessarily compromise your ability to have a secure financial future; then maybe look at the cash value. I think it should be a very last resort.

The cash value of a whole life insurance policy is meant to be there to help you in the event that you will need to execute that life insurance policy. It's going to help to pay for your family's financial needs. It could help to pay for funeral costs. Of course, there is a life insurance as well but the cash value can come in handy when there is that life emergency. I would hate to have it not be there in the event that something happens.

Just think about that hazard. I would rather she take the time to save up for the down payment on the home. If she doesn't have an emergency fund, that should be the very first and that should be coming out of your paycheck to really build up that cash reserve. Imagine the cash value isn't there, and only to tap it if there's a really imminent emergency that this like the break open glass emergency. What do you think?

[0:25:48.8]

**YT:** I really agree with you. I see this is as a great opportunity for Kate to gain the discipline of saving towards something, towards that emergency fund, and then to save towards a down payment of a home. That discipline is going to help her eventually when she does get her home. Being a homeowner, as you've said many times on the show and those of us who are homeowners know, we have to be able to save up for repairs and all the things that come with homeownership.

I think it's a good opportunity for her to leave the policy untouched. It serves its purpose as a life insurance policy and just start serving, which is going to come in handy in the future.

[0:26:28.3]

**FT:** I agree. I agree. Just like we've talked about, I'm in debt, or my boyfriend's in debt or my girlfriend's in debt. I want to just write him or her a check to relieve the debt, and then we can move on with our lives together. While that could be a really quick solution, I think that there is something to be said about going to the process of getting yourself out of debt, or in this case, the process of saving up. You'll appreciate whatever that goal is a lot more when you get it. It's a good muscle to flex. If you have yet to really bulk up that emergency savings, it's never too late. You got to start doing it. Start doing it, like you said, with discipline and using your paychecks to really beef that up.

All right, last but not least, Arielle. She is in a transition. Tell us about what's going on with Arielle.

[0:27:24.0]

**YT:** Arielle quit her corporate job at a fast-paced startup because she couldn't take the chaos anymore. Now, she's on the job hunt for something new and she realizes she has no idea what to do. Her paychecks will soon be gone, and she may be lost in jobless at the same time. She wants any advice on what you should do with her finances while she's in the in between, anything she should do for money in the interim, any thoughts.

[0:27:49.2]

**FT:** My hat's off to you, Arielle, for knowing your limits and quitting that job. I do believe that while it's a risk to quit your job without another one lined up, if it does mean improving your health and an opportunity for you to really take the right time to reflect on what you care about, what's important to you, the next at the want to make without feeling pressure; I think the can be a really smart move. I've written about this for Oprah Magazine. I would say that from just a practical to-do-list standpoint, it's important that you look at all of your expenses and get rid of anything that is not a need right now.

When I got laid off in 2009 and although I had savings, of course, there's this fear that you're going to run out of money because you don't know when you get your next gig; whether that's a full-time job, a part-time job. I pair down a lot of my expense. I suspended many of my subscriptions for at least a few months. You can do that. I also found that when you call this company that you might have memberships to or subscriptions, or you're paying a monthly fee for something; whether it's cable or your gym membership. In telling them that you are unemployed right now might earn you a big discount or an ability to freeze the account penalty free and then just pick up things get better for you. You don't have to cancel and then renew. That can be a whole time-consuming thing.

Just really be extremely frugal and realistic about what you can afford. Maybe it means you're making some life adjustments, changing where you live, selling some items. If you don't have the emergency fund that you really need to cover you during this transition period and hopefully you have something like six months reserved. You're going to need to bulk that up. What would you, Yael? She seems really nervous about this.

[0:29:44.5]

**YT:** Yeah. I like all your practical tips and I guess I would add to her, to that not to panic because, obviously, she's taking it seriously, which is important, but without panicking because that never helps with us being open to new ideas or new direction, and to have faith that she has what to contribute to the world. She will find that that calling and that will help her start thinking about what things she's good at, what things does she enjoy the most, what people always maybe call her help and advice. Sometimes, these things can give us really clear hints. It's the one thing that you're so good at and I always call you for this or that. It hints to where we should be going in life.

[0:30:26.1]

**FT:** I agree. That's so true. There's two ways to make money. There's you can make money from what you do, which is your job, and then you make money from what you know, which maybe a skill that you are not practicing in your nine-to-five. Like you said, it's something that you're known for that your friends identify you with, and that could be worth exploring. I will say

just as a final bit of advice. Arielle, keep busy, stay active, meet with friends, don't stay home and search online all day, although that is very helpful sometimes. You can find a lot of information online. It's really important to get there and get to the face-to-face with people and go to events. Maybe start your own, kind of like a mastermind.

I know this is something very common here in New York City with professional women. I'm a part of one where you get together with like-minded women or men or all of the above, and you talk about work, and you create this formal mentorship for each other and you share resources. That could be something worth doing, and it's not very time consuming. You could do it virtually with people across the country. You could do it with people in your hometown. Meeting once a month and emailing in between can be really helpful and keeping your ideas moving further along, finding ways you can give back. I just think that's a very constructive way to pass your time, especially in this transition.

Especially when you go to the next interview, they're going to want to know how you've been spending your time. What have you been doing? You want to have something really positive to show for that. Arielle, again, congrats on taking this very tough move. It's tough to quit your job. It is, but I commend you for it, knowing that this something that you know will help you in the long run. If you have any more questions, you know where to find me. Thank you so much.

Yael, did you have fun? I think are just so great at hosting. I'm going to start listening to your podcast.

[0:32:30.1]

**YT:** Thank you. I would love to have you there. I had such a nice time, Farnoosh. It was so fun.

[0:32:34.9]

**FT:** Tell us how we can learn more about you and find you. I want to really get people to appreciate all the work that you're doing.

[0:32:41.3]

**YT:** Absolutely. The name of my blog is jewishlatinprincess.com, and you can find me there. Over there, I really try to weave spiritual insights onto practical subjects that all women can relate to; food, design, fashion, parenting, and of course, money. As Judaism is a ways of life, and so it's very fun to see practical topics just come to life from a soul perspective. Of course, the podcast is also called Jewish Latin Princess. It's on iTunes and it would be great to have everybody there.

**[0:33:14.5] FT:** I'm on your site right now. I really like the look. It's just really beautifully artistically well done site. My hat's off to you, Yael, and I hope that we can reconnect again soon.

**[0:33:24.1]**

**YT:** Thank you. Thank you. Me, too. We'll have to talk about Book to Brand eventually.

**[0:33:28.1]**

**FT:** Right. What she's referring to, everyone, is my workshop that I have coming up in the fall. It's filling up and just through word of mouth. I'm going to put something together more formal for everybody in the coming weeks. Just to give everybody who's curious about it some background; I started this workshop making money from what I know, which is how to build a brand, how to leverage a book to connect the other dots in your professional life that you want to connect, whether that's getting more press, doing brand partnerships, doing more books, getting out there in a bigger way, becoming known as a go-to expert in your respective field, and all of the above. That's what the workshop really demonstrates. We bring people from these worlds to talk about how to do it including myself. It's a really intensive 48 hours but people walk away with so much insight as to how the industry really works, who the gatekeepers are, how to connect with them the right way, and how to go about recruiting a cohesive brand for yourself.

Anyway, it's October 23<sup>rd</sup> and 24th this year. I'm putting it out in the universe, Yael, because that's what you would say. Just put it out there.

[0:34:43.5]

YT: Put it out there.

[0:34:45.0] FT: I have an application, and if you're interested, email me, farnoosh@farnooh.tv. Put book to brand in the subject and I'll get you some information. It's limited seating. It's just maybe six to eight people. I'm not looking for a stadium. If you're interested, be quick to email me, and I'll get you more information as soon as possible. Are you interested, Yael?

[0:35:08.8]

YT: I definitely am.

[0:35:12.6]

FT: I'll be sending you that link very soon. Thanks so much, Yael. I hope your weekend is so money.

[0:35:18.2]

YT: Thank you. Thank you, everybody. Thank you, Farnoosh.

[END]