

EPISODE 689

[ASK FARNOOSH]

[0:00:35.5]

FT: You're listening to So Money everyone, welcome back to the show, happy Friday. We have a special guest with us today, a guest and a co-host, Apryl Pope, of Apryl Pope Financial. I can't wait for you to learn about her. I adore this woman, she is on a mission to help all of us live a life that is debt free and financially empowered. She comes to financial planning from the world of teaching and the world of service. Apryl welcome to the show.

[0:01:01.4]

AP: Hi Farnoosh, thank you, thanks for having me today.

[0:01:04.7]

FT: You're living in Cincinnati. Is it is the coldest as it is there as it is here in the Midwest?

[0:01:11.6]

AP: Yes, it's freezing.

[0:01:13.1]

FT: It is, okay.

[0:01:14.4]

AP: It's full of snow and deer running around literally in my front yard, it's freezing.

[0:01:19.0]

FT: I bought a new winter coat last month and I'm so glad that it came literally like the week before everything went to – the week before hail froze over basically. And I've been seeing, there's a joke kind of like going around that everybody, everybody is wearing a Canada Goose jacket. I don't know if this is a thing in Cincinnati but in New York it's like your uniform. I didn't get one so I'm kind of an outlier but it's hilarious and if – it's not coincidence that the stock Canada Goose Stock has skyrocketed in the last 60 days.

[0:01:55.1]

AP: Oh my bet.

[0:01:56.3]

FT: There's a line outside the door. They have a genius, I mean I – I'm totally going on a tangent here but I just thought it was an interesting anecdote, given that you know we're all so interested in finance. But anyway, sorry that it's so cold for you but so glad you have decided to join me on the show. Tell me about your financial services, boutique company firm?

[0:02:21.1]

AP: Okay so, yeah as you mentioned I do work with families and small businesses and I love the foundation of getting out of debt and staying out of debt that's kind of how I came in to it and putting myself through this. My husband and I went, you know, went through and went through and got out of debt and did all of that and that was my passion that kind of drove me into this industry.

And so, I do everything as far as the financial planning and debt budgeting and investing and all of that but I really try to focus on, you know, rescuing your money like get your money back. Get your income back like let's not spend it all on bills and debt like let's use that money so we can live a better life.

[0:03:03.0]

FT: Have a life. Live a life yeah, not just live a life but have a lifestyle even. So briefly what was your debt journey? I know that you have multiple degrees so maybe there were some student loans involved that you work as a volunteer so maybe income was not robust in the beginning of your career but how did you guys accumulate debt and how did you get out of it?

[0:03:29.2]

AP: Great question, yes, we were the typical average family we had student loans from grad school and undergrad both my husband and I right after I moved back to Cincinnati we had two kids and I stayed at home and we had everything and looks like everything was fine because we had our degrees, you know, we're working but student loans, car payment, the credit cards for starting from college when they get you when you walk in sign up for, you know, credit card and get a free pizza.

So, we did all of those and when I wrote it all down it – I remember staying at home mom I was sitting there wrote it all down circle the number and literally almost passed out like it - I started like shaking. I mean even to this day like it kind of makes me nervous because I was like, “Oh my gosh what if something happens to us like if I don't – if my husband has an average job or something we can't pay all of these, like we could afford it now.”

So, that's when we buckled down and I went crazy because I was sitting at home all day with the kids and I just was like we are selling everything and fast forward, I mean it took us four years but we paid off \$250,000 in debt and went after it and it was just so freeing afterwards to be able to, that's how I was able to leave the workforce and start my own business and really get out of that debt. So, I knew how great that felt and I had to help other people get there.

[0:04:49.0]

FT: What I'm hearing is that you didn't just save but you found ways to make money even as you as a stay at home parent, that's very resourceful. I'm happy that you share that because I think that's something that we sometimes forget we can do.

[0:05:02.2]

AP: Oh yeah, tutoring, small things we sold stuff we had yard sales, that was consignment I mean if it was possible we did it.

[0:05:12.0]

FT: And, how much of your husband's income were you saving at the time?

[0:05:15.5]

AP: So, we were just safe we had our emergency fund, we had a small emergency fund and whatever we needed to get the match for employer and that was it. So, we are teachers so I mean we are in the catholic schools like we're not making a lot of money.

[0:05:29.1]

FT: Not rolling the dough.

[0:05:30.4]

AP: Nope, so most of it we had a little emergency fund so we just didn't have to use credit cards if anything happen and the rest of it we attacked, we attacked our debt with the rest of it and then my little side jobs and adjunct teaching and stuff like that at the university I did whatever I could do to bring in money those four years.

[0:05:48.1]

FT: And now, you're circumstances have changed you started your own practice aprylpopfinancial.com and Apryl with the 'Y' because anyone who wants to check that out. So, I assume the life of an entrepreneur is much more fulfilling, flexible, lucrative, am I correct?

[0:06:07.8]

AP: Yes, especially the time. That's really what it is the time I have like you I have two little ones at home and they are little older they're six and eight but, you know, -

[0:06:16.0]

FT: Does it get any easier?

[0:06:18.4]

AP: Oh, it does it does and I promise you two is so much easier than one and like three years or so it's going to be phenomenal –

[0:06:26.5]

FT: With two kids is easier than one?

[0:06:27.8]

AP: Yes, yes, yes, I swear. I think you'll see. I know right now because your little one I think you have little little one.

[0:06:34.9]

FT: Ten months and three and a half.

[0:06:38.0]

AP: Okay, I remember mine is two years apart so literally I had that situation I know it but it's like grain house Spaghettios on the ceiling for like another year it's going to be crazy. But then they play together, they entertain each other, they go off by themselves, and yes. It's coming, coming Farnoosh.

[0:06:57.7]

FT: I look forward to that. I look for mommy can get some sleep.

[0:07:00.0]

AP: Exactly it's coming.

[0:07:00.9]

FT: Let's help our listeners, shall we Apryl?

[0:07:04.5]

AP: Absolutely.

[0:07:04.5]

FT: The first question is from Alexandria and she is interested in saving a million dollars by retirement. She says, "What type of savings account should I use if this is going to take me 10 to 15 years?" I'm actually wondering if maybe she should give herself some more time. I don't know if you can save a million dollars in 10 to 15 years. I mean certainly people have but you have to bring in a lot of money to be able to do that easily.

[0:07:32.2]

AP: Oh yeah, absolutely and that's and depending on where Alexandria, where she is right now. Like, how much does she have save, what is she thinking to put aside and just that idea of a million dollars, you know, it is great that's a great round number and, you know, yes I want to retire with a million dollars but also think about like how long is that going to last. Like, you guys are in New York right? Like, you can have –

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FT: A minute, yeah.

[0:07:56.0]

AP: Exactly, do you have a hundred thousand dollar lifestyle like great you retired for 10 years, you know, like what a million dollars really do and I think it is a good number and it might be enough that really thinking about, I like to help people think about retirement. Can I have a business? You're starting a new business if you go in to retirement so, you know, you got to manage those in flows and out flows, so you can see there's a million dollars really work for you and, yeah, what do you think?

[0:08:22.8]

FT: I agree. I wish we had more information Alexandria if you wanted to follow up with me and give me some more facts as far as how much you have saved, like Apryl talked about, what you make, what you're currently what your current savings rate is, when you plan to retire what you plan to do in retirement, do you plan to bring in some money so that will help us to give us – give you more specific advice but I think the things that you want to think about and specifically she asked what type of savings account should I be using?

I mean I don't really think of retirement as, yes, you're saving but you really doing with your money is you're investing it because you want to be able to take advantage of compound interest and with someone who has 10 to 15 year time horizon, timeline, you can afford a little bit more risk than just damping it in, you know, a zero percent interest bank account so I would take on too much risk if you're planning to retire in 15 years that's not a ton of time but certainly, you know, following the market and some broad index funds maybe reducing your stock exposure to no more than say 50%. Maybe turning dialing up the bond exposure as you near retirement that might be a better plan for you and get you some more bang for your buck and so where you can open up some of these accounts I mean if you have a workplace for 401(k) that's a place to start or something like that. An employer sponsor retirement account. There are also individual retirement accounts that can get you that, kind of, diversity and risk management.

Then, there are also Robo advisers we talked about them ad nauseum on the show. There's so many now there's Wealthfront, Betterment, Ellevest, you know, there's Specifi from Citizens, there's the Charles Schwab investment platform.

So, look around explore about explore it online see what you feel comfortable with but I would invest this money wisely maybe work with a financial advisor in tandem to help you create that structure that foundation but more importantly really start thinking about what your life is going to be in retirement? What you envision? How will look like? Where will be living? What you will be doing? All of that is going to matter and determine whether a million dollars is more than enough or not enough.

[0:10:45.2]

AP: Yeah, absolutely and if just thinking numbers Farnoosh as you were saying that I mean those that's exactly the right think those are great ideas if they had just an example. Let's just go out there she has a hundred thousand already, right? I mean you could do this on any of the investment calculators and put out hypotheticals that she had a hundred thousand dollars and wanted to grow that in 15 years to a million dollars, you know, she's going to be putting away \$1,500 a month and getting a 10% return average over those 15 year so that's some, we are not giving that of the bank.

[0:11:16.3]

FT: The 10% return part is worrying I don't know who – I don't know if you get that consistently or even on average for just 15 years.

[0:11:22.9]

AP: Fifteen years exactly. That shows you that's what you have to do and so that's going to be tricky so it's either going to be hopefully you're starting with a little more or you going to have to put away a little more each month.

[0:11:32.7]

FT: Yeah, so you're retiring later in life. You're not going to call in call quits at 15 years you might want to extend that to 20 maybe go part-time and so you're not completely phased out, right? Thank you Apryl and thank you Alexandria, please send us some more information and we'll be happy to tackle this even further for you.

Hamid says that he is contemplating between buying a home and continuing to rent. He and his wife have jobs in different states, he is in Oregon, she's in Mississippi it's quite the trek. Quite a long-term long distance relationship, he says in the long run our plan it to move to Mississippi where my wife works because her contract at work lasts a little bit longer than his does hers last until 2020. His contract in Oregon lasts until 2019.

So, it sounds like maybe they work for the government or they are contractors they are, I don't know but there's a time limit. And so, the idea is to move to Mississippi in the long run go there buy a home, either this year or next year. He says, "We currently rent our apartments in both states," so we all getting a visual image of this its bit of little here. He says, "Would it be a good idea for me to buy a house in Oregon now and rent it out until 2019 once I moved to join my wife?"

I think not, I think he gave us a little bit more background he says we both, oh, actually here we go, "We're both," – they're doctors they're physicians they're both in their late 20's they have no student loans. He says, the area in Oregon where he lives in Salem is really growing. The vacancy rate is currently around 1% less than the national average. He says, "We don't need the extra income but I want to expand my investment portfolio and hopefully get in to some real estate investments."

So, he's kind of asking me two different questions here, right? One is like, should I invest in real estate as an investment as a way to maybe earn more in my portfolio. The other question is, "Do we continue to rent or do I or do, you know, what do you think of the plan?" In general, I think is like, you know, you want to move to Mississippi buy this house then I think that's a fine plan if you want to work your way towards fully, full-time being in Mississippi buying a home in Mississippi.

I mean I bought a home I bought homes now three times and every time it's it takes time it takes planning it takes having that goal and saving up for it and it's a big enough goal and out of itself to, kind of, consume you for the time being. If you wanted to add to that another property in the meantime that you're going to renting out as an investor as a landlord. I mean for me that would be just too much to handle and I would want to make sure that all that all the money that I need for that home in Mississippi is protected, is safe, is growing and so if it anyway this investment home in Oregon in the meantime would disrupt that that's where I get a little uneasy but maybe I'm just as risk tolerant as other people.

What do you think Apryl?

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AP: Yeah, I agree and I deal that they're living so it sounds like using about buying where he is and then leaving and going to Mississippi, so maybe even flip like maybe buy a rental property in Mississippi where you are going. I've done the same thing I mean we bought homes and I've had I have rental property out of state that we had an in state and I tell you what as a landlord and having a rental property having something I can drive by and see is invaluable like I love being able to go touch it and knowing that his going to move out of that state, yes it might be a good investment but you can't drive by you don't know people are actually cutting the lawn you don't know what's happening with that.

So, it's a lot more risky and harder to manage out of state another property. I mean it's doable but I agree that's a little risk, you know, if your ultimate goal is to move to Mississippi then, hey maybe do the opposite plan. Buy something there and then decide to move there or not, rent it out there when it gets when they do finally get there.

[0:15:50.3]

FT: Again, I don't know the financials entirely I don't know what the cost of living is in Mississippi versus Oregon I have a feeling maybe Oregon is on the higher end especially since, you know, talking about tons of people living there. The vacancy rate is only around 1%, and so I wonder if

he could afford it, you know, that if you've got some money set aside for something like this some sort of alternative investment you want to maybe be a little riskier with a portion of your savings and you are comfortable with being a landlord and as people mentioned living the state and so having this property to manage and you can obviously hire people to do that for you but you have to also make sure that the cashflow makes sense at that point.

Are you profiting monthly after you have paid the mortgage and the taxes and the management fees and etc. etc? Are you making enough rental income in order for this to really be financially viable for you?

So, all of these things Hamid to think about but I like where your heads at, you know, I like to hear from people that they're trying to, you know, leverage their money. Do more with their money and, you know, flex that risk muscle smartly, you know, sounds like you're taking hopefully a calculated risk here and good luck I hope that you and your wife reunite sooner than later it's I can't imagine being so far away from your partner and I know you both working hard as physicians so your hard work will hopefully pay off.

Next question is from Jessica, Apryl do you want to read enough for us?

[0:17:27.3]

AP: Sure, so Jessica says I have some available cash that I want to invest above and beyond my retirement funds. My father is nearing retirement and suggested I purchase a town house or condo that he would then rent for me for me for the next several years. Since this would be my first home will this be considered a good investment? If not, what other ways could I invest my money to build wealth, another question about real estate.

[0:17:53.3]

FT: Yeah, real estate, yes. I mean well the pro here is that she has a guaranteed renter.

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AP: Yeah, I know. A dependable one too.

[0:18:03.7]

FT: A dependable hopefully, yeah, hopefully, you know, I don't know sometimes parents can be just as terrible as strangers when it comes to making financial promises but I think Jessica that if you have the cash that you again like what we talked about with Hamid, you have that the risk tolerance for being a landlord once your father no longer wants to rent this home from you what happens then. That's something to hopefully think of you can think about it be optimistic about that maybe you could easily rent it again or at that point maybe you want to live there and benefit from the home as a home owner and as a resident.

I think that if it's not going to compromise your retirement it's not going to compromise your any day fund you have this cash to put towards the down payment and the maintenance of this home you got a ready renter it's dad, you know, hey sounds like you got a lot of positive going for you in this case and I'm not going to tell you you should you shouldn't but I'm liking the idea.

[0:19:05.6]

AP: Yeah, I think it is it is a good idea and definitely down the right road like you were saying and just not knowing the details if they live in the same state or they're with each other but there's an idea to of maybe a multi unit maybe one, of it I don't know duplexes I live out near in Ohio and we can get four families three families two families for great deals and if you buy it as your first home it's still your personal residence if she was going to live there.

So, maybe she was on one side dad lives on the other, you know, she basically living rent free or mortgage free.

[0:19:35.7]

FT: Exactly, right. Oh, even better, yeah, if you can find a property where you can benefit from living there as a resident while renting it out to a relative like your father or somebody else. Airbnb down the road maybe you don't need a full-time, you know, a neighbor or a tenant

maybe you could just benefit from sometimes tenant through this sites like Airbnb and home whatever they're called.

[0:19:57.5]

AP: Like, VRBO.

[0:19:59.0]

[00:20:00]

FT: Yeah, VRBO, right like so, yeah I think maybe, I mean do the math make sure that you're going to be cash flow positive every month that's usually good let missed asked for whether a rental property is worth it but just again, how you're thinking and I hope that you and your dad can make this work. Alright, Chris is emailing me and he is a fellow Penn Stater. Where did you go to school Apryl.

[00:20:27]

AP: I went to Wittenberg University here in Springfield, Ohio for under grad and then George Washington in D.C. for grad school.

[00:20:33]

FT: Nice, how did you like D.C.?

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AP: Oh, I loved it. I miss it, I miss it. We would have not moved back to Ohio if it wouldn't have been through these kids, you know we needed family and grandparents and stuff to help but my husband and I, we love living in D.C.

[00:20:47]

FT: Oh, man.

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AP: It was just phenomenal. It's so diverse, and food, and culture, yeah I miss it.

[00:20:53]

FT: I hear that though about wanting to be near family and -

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AP: Oh, yeah.

[00:20:57]

FT: Having some extra space probably out there in Ohio -

[00:21:00]

AP: Babies first.

[00:21:01]

FT: Yes, yes. Well, he says that he is working on a personal budget. He just downloaded Mint which I write for. I write for their blog. It means obviously this great free budgeting app. He says, can you help me determine how I should go about setting up my budget. It sounds like he's looking for some rules of thumb, parameters, best advice and I've written about this extensively Chris. I talk about this in my course as well. Master money in which you can buy at investopedia.com. Shameless plug.

[00:21:34]

AP: I know, it looks like it's awesome though, I looked it up, many times.

[00:21:36]

FT: I'm really proud of it. It's going well, it's going well. I'm really proud of it. It's something that I've always wanted to create but you know with anyone out there who has done a course or has taken a course, you might know that, you know it's not so easy, it's a lot of infrastructure, there's not just the teaching but there's the marketing, the sales, the production, oh it's like a whole orchestration.

So, my little business of one didn't really have the bandwidth to do it solo so I had the opportunity to partner with Investopedia who is well versed in the course world. They produce wonderful courses. They have a library all sorts of finance related courses and they hadn't yet done something about personal finance and so we paired up and made some magic and the course is \$99, its called *Master Your Money*.

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AP: Now, it's so affordable, like why not, why not.

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FT: I wanted to be really affordable because like a money course. You don't want to like go with that.

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AP: Exactly. But there are times ago, before like let me help you get out of debt and you're like wait a minute.

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FT: Only \$3,000, like what?

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AP: To do your course, it's not do it. No, I am just so excited that they come together and I remember you talking about this because I've been following you and listening to your podcast forever and I remember being a dream and you're ahead and you be talking like one day I'm going to do a course and I don't know it's going to go, I am like, it's here.

[00:22:58]

FT: It's here, dreams come true. Well, you can get a 20% off with the code Farnoosh20 just go to academy.investopedia.com, academy.investopedia.com and you can just search for either my name or *Master Your Money*. It's also probably on the home page, it's somewhere there. I wish there is an easy landing page to direct people to but that hopefully will get you there.

[00:23:24]

AP: Yeah, they kind of appear in newsletters, they'll see it because I saw it. There's a great link in there.

[00:23:26]

FT: Yeah, that's true and also if you - there's a link in the newsletter also you go to somonycourse.com and sign up. I'll send you the link directly there along with the coupon codes. You don't have to be digging around somonycourse.com that's easier to remember but Chris I talked about budgeting in that course and I'll give you some pointers.

I think that, I'll just kind of give you kind of like a pie here, right? So like no more than, and Apryl chime in if you disagree or you're like what, but I think the financial textbooks typically recommend spending no more than a third of your paycheck on housing and that's like the limit, you know if you live in a big city like New York you might be raising your eyebrows at me but it's - so here maybe you can spend a little bit more but then you have to cut back on other aspects

of your budget but 30% to 33% is kind of where we recommend not overspending, that's the threshold and if you can include things like your taxes, your home insurance if you're an owner, your renters insurance into that percentage, I think even better if you want to save at least 10% for your retirement, 10% to 15% either through a 401(k) where a vehicle like an IRA.

Another 10% in to a rainy day account until you have about six to nine months saved and then you can take that 10% and put it some place else, food 10%, I mean there's all these different variables but I think the biggest thing you want to be paying very close attention to is housing and probably food because that's the one you know, food can be very - you can live on - you can spend a lot of money, you could spend very little money and at the end of the day, you know, you still get some delicious meals. It's just about being creative sometimes and looking for alternative places to shop.

[00:25:26]

AP: Yeah, absolutely food is the biggest budget buster. I deal with budgets and day in and day out with my clients and that is the biggest budget buster because we feel like, it's not like we're splurging we're just at the grocery store. You know it's like, you don't feel like you're buying you know shoes or bag or something like -

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FT: And you got to eat.

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AP: Yeah but you have to spend \$1,500 a month maybe not. No, but it is a really does get out of control and something like mint.com or you can kind of when your stuff is in there and all your accounts are linked, you can really track that. And I think, you're exactly right having those percentages is a great way to start and then really just spending your money on paper like seeing where it goes.

You don't have to, maybe do the budget every single month but having a written budget so that you can see. Okay, I bring in this much and here's my income versus outgo if you think about it that way and also automating things, making sure. I know at Fincon just listening to David Bach and I just love David Bach but you know the automatic millionaire but he is really in to like automate, automate, automate make sure your savings so like Farnoosh is saying your rainy day, your retirement, make that automatic.

And another thing that I've read, you might have seen this Farnoosh there's a thing that has been going around about annual budgets and I've been reading from blog post on it and it kind of make sense it was talking about. We try to budget monthly but things pop up, we don't remember but if you do an annual budget and just think like wait this is what I bring in, this is take out taxes, this is my take home for the whole year.

You know what it is like if you have a stable, you know, job and you know what you're bringing in and take out all of those fix expenses and then you're left with a pot of money for the year. So, maybe you have \$12,000 left. Well, heck divide that by 12. You have a thousand dollars and you better fit that in to entertainment and food, and whatever to kind of - because if you do the annual, you remember the holidays, your birthdays, your vacation, everything.

[00:27:17] FT: Right, you're donations.

[00:27:19] AP: All of that, you remember that all the time I need to percent offs 10% off the top for donations. So, if you take that all out, I mean the numbers don't lie, what is left, is what is left.

[00:27:30] FT: The numbers don't lie and you know that very well Apryl as you and your husband looked at the numbers and went, "Okay, here's what we got to do, things got to change." So, Chris, good luck and I actually, he asked this because at Mint I believe they want you to set percentages for yourself, sort of like benchmarks and then they will do the good work of nudging you if you exceeding you know the budget for whatever for a food or for transportation that month.

I'll say, "Hey, you know you've already reached 50% of your budget it's only Tuesday. It's only the second of the month."

[00:28:03] AP: Exactly.

[00:28:03] FT: FYI. Thanks Mint and so I see where he might be a little lost but you know Chris hopefully that was helpful if you need more. I encourage you to check out my course and everybody else Farnoosh20 is the code investopedia.com academy that investopedia.com is where you can find it called *Master Your Money*.

Alright lastly, Sujilee writes in and wants to learn more about how I wrote a book. As people may know I got my first book deal at the age of, I believe it was 26. This is only after I spent many years writing as a freelance writer talking about personal finance. Working in the world of business news and finance that I was able to leverage that in to a book deal. So, he says, "Do you have any guidance on how to publish a book, I've been wanting to write a book for years but I just sort of don't know where to begin to publish."

So, this is very timely as well Sujilee and anyone else listening because right now I'm currently upcoming to do a soft launch. I'm not really blasting this to the universe right now. Though you might be seeing my Facebook ads during a little bit of Facebook campaign around this but I'm opening up my workshop again for people who are interested in writing books in May. I've been doing this now for two years, demand has been growing so this you're all be having two live workshops in New York, it's called *Book to Brand*.

It's a side hustle that I've started teaching people the process like Sujilee asks how to go about publishing a book and then perhaps if you're interested learning how to leverage the books' success once you got a letter press and you know writing for it in to things like brand partnerships and influencer deals and television shows, and television segments, and speaking opportunity isn't all that good stuff that lies on the other side of publishing a book that I have experienced, that I have seen other's experience and so this workshop is two days in New York.

If you're interested go to booktobrand.co, booktobrand.co, you can learn more about it there and register for a time for us to chat but to answer your question quickly without giving too much away. I would say the first that you want to do usually is anybody who wants to be an author think less about what is going to take to publish this book focus more on the idea of the book because I cannot emphasize that enough. I can sit here and tell you, you know, who the big publishers are, who are the big literary agents are and their emails but you need to have a really strong idea.

An idea that isn't so much like no one has ever heard of it because at this point there are no new ideas but an interesting point of view, something that is maybe counter intuitive to what we have been hearing about a certain topic.

A particular personal journey that is just so heart wrenching compelling, interesting, fascinating that maybe you've already, evidence to that you are somebody who has influence in the world that you want to introduce this book two. So, if you're a health coach and you know, showing that you have a following. Certainly, there are people who trust you, believe you, who hire you. All of that is really important in shaping the kind of the book planned, the book proposal and that's the other thing you want to make sure like you have a - I think it's a business, right?

A book is a business, so what's your plan for this book? What's the idea? What's the execution? Why are you necessarily the best person to write this book? Thinking about all of these things before thinking about, okay, now how do I get in the right hands? How do we get that deal. All of that has to work before anyone is going to take a look at your idea. They have to be interested in all of the planning and who you are and the platform and the idea so working on that is critical and spending even a year to do that.

If you feel like you're not in the right place working on that. It's like you want to buy a house and your credit score is not where it's to be to spend the time to work on your credit and be eligible for that mortgage. So, they will be eligible for a book deal, you want to work on your brand, on your idea and really get it to a point where you feel confident speaking about it because you got to get that elevator pitch ready. We talked about all of this in the workshop and I love to work with you, Sujilee if you're really interested I love to learn more about you so go to booktobrand.co

Apryl when is your book coming out?

[00:32:31]

AP: I don't know I guess I'll be going to book to brands.

[00:32:34]

FT: Yeah, well we can talk about that.

[00:32:36]

AP: But no, I mean make an appointment and there's so much out there like when we went to Fincon, you're like oh my gosh there's like then the people writing in all talking about this and there is so much out there really just figuring out what can be, you know you're interest point of view.

I like how you said that, there is nothing new under the sun. You don't have to come up the new way to budget or anything like that but what's your twist on it. Why would people read what you like.

[00:33:00]

FT: Well, I like your idea of budgeting is a business, right? Or, what's the business?

[00:33:05]

AP: Well, retirement.

[00:33:07]

FT: Retirement is a business, that's a new way to think about it, really.

[00:33:12]

AP: And, you're the CEO right?

[00:33:13]

FT: And you are the CEO and you have to come up with a plan and yeah, I like that Apryl. I don't know maybe something there.

[00:33:21]

AP: Maybe something there, yeah we'll see what we can come up with.

[00:33:23]

FT: Alright, that's time for us. I want to just thank you Apryl so much for coming in the show. Tell us how we can find you, not just your website but all over social and the web.

[00:33:35]

AP: Okay, yeah thanks for having me Farnoosh and as you said Apryl with a 'Y' so Apryl Pope that aprylpopefinancial.com, you can find me at Twitter @moneycoachpope, I'm also in LinkedIn Apryl Pope. So just remember, it's Apryl with a 'Y' and you'll be able to find me pretty easily.

[00:33:50]

FT: Alright Apryl thank you so much and thanks to our listeners for their questions, if you have any questions for me, you know how to reach me right? Go to somoreypodcast.com, click on Ask Farnoosh and there you will be prompted to leave your question either a text message or a voicemail, I love hearing your voice and also there let me know if you want to co-host as you know, that's how this happened right Apryl?

[00:34:13]

AP: Yeah, absolutely met you at Fincon.

[00:34:16]

FT: I read, yeah, I mean, I read those notes so please let me know and everyone have a great, great rest of your day and hope your weekend is So Money.

[END]