

**EPISODE 708**

[INTRODUCTION]

**[0:00:37.7]**

**FT:** Welcome to So Money, I'm your host, Farnoosh Torabi. Happy Monday. All right, so this would normally cost us six-figures to work with our guest today. Our guest clients and millionaire entrepreneurs, academy award-winning actors, Grammy-winning stars. I have somehow convinced her to join us on So Money to give us her best advice, specifically around ceding in your relationship, when it comes to financial challenges of all shapes and sizes.

Marla Mattenson is here. She's a relationship and intimacy expert. She specializes in coaching entrepreneurial couples, but her advice I think translates to all types of relationships. Here is what's the most effective about Marla's advice. It is data-driven. She uses her neuroscience and math backgrounds to help clients transform their negative habits.

Get this, if you're wondering why it's so hard to be in a relationship, Marla says it's because as human beings, we're hardwired to sabotage them. She has good news too including simple and effective ways to find peace with your money in your relationship.

Here is Marla Mattenson.

[INTERVIEW]

**[0:01:29.8]**

**FT:** Marla Mattenson. Welcome to So Money my friend. It's great to hear your voice.

**[0:01:35.0]**

**MM:** Thank you so much for having me, Farnoosh. I am really excited to be here.

**[0:01:39.2]**

**FT:** All the way from LA, I can hear you smiling. I'm so jealous.

**[0:01:42.5]**

**MM:** Yeah, that's my thing.

**[0:01:44.8]**

**FT:** As I record, I'm experiencing a nor'easter again.

**[0:01:49.9]**

**MM:** I'm sending some sunshine your way.

**[0:01:51.4]**

**FT:** Thank you. Thank you. You and I met at a conference that my friend Chris Winfield hosts quite regularly called Unfair Advantage. He's a super friend, super supporter of this show. He's actually been a guest on this show. He's a super connector. Super is like his superlative. Everything is super, super. Chris is –

**[0:02:11.2]**

**MM:** Awesome.

**[0:02:11.9]**

**FT:** Awesome. He is huge in the sense that he loves to connect people. He connected us and particularly people in the entrepreneurial space, in the media space. What drew me to you Marla is, well you have just this amazing aura. You're very personable and sweet and endearing. I also am obsessed with what you do for a living, which is helping people in their relationship.

I feel like that is the one area at least in my life that I never got a rule book for. I went to school, I went to grad school, I learned how to negotiate my raises. I learned how to buy a house. I

learned how to stay health, stay fit. There's so many things that you can teach yourself, or that your parents tell you about, but I feel like we forget about the important ways to maintain a relationship. I don't have to tell you the divorce statistics.

Even staying married is hard. Staying in a relationship is layered and challenging. What I guess drew you to this occupation? Was it a personal calling?

**[0:03:25.8]**

**MM:** It's so amazing how this all manifested over time, because like Chris Winfield actually loves to say, you connect the dots looking backwards. You can't do it going forward. I started back in the early 90s as a doula helping women through labor and delivering other babies and postpartum.

I was invited into as one of the most intimate times in a couple's life and I was asked individually by each partner, "Hey, how do I handle her when she's like this? How do I handle him when he's doing that?" It actually turned into coaching. That was my big start is just really working intimately with couples in their own home on how to communicate with each other, how to recreate intimacy after they had a child and how to really up-level their levels of communication together.

Because as you know, if you don't communicate with your partner little resentments turn into big resentments and then those turn into big problems that snowball into I think want out. Or I'll just check out or withdraw.

I naturally had an affinity for seeing very logically, "This is what that person is saying. This is what this person is saying." I'm like the decoder. I could help explain, "No, no, no, no. Here is what she really means. No, no, no. Here is what he really means." Then just the love started to flow.

Then I ended up big accident. I rolled my car down Topanga Canyon in Los Angeles. Anybody who knows Topanga Canyon knows that's a scary place to roll your car down. I walked without a scratch. My car was totalled, but I –

**[0:05:14.7]**

**FT:** You had an out-of-body experience, I read.

**[0:05:17.5]**

**MM:** I did. Yes, you read that. Yes. I had an outer body experience. As the car started to roll down the hill, I left my body and was staring through the rear window with my body flying out the car in my mind. I was watching myself roll down the canyon and I thought, “This is how people die.” Not me. I’m not dying.

I thought, “All right God, if you want me on this, you better come down here and help.” That’s my very aggressive nature coming in. Let’s make this thing happen. The car stopped rolling down the hill at some point. I was upside down hanging by the seatbelt and I had to climb up the hill by myself. My socks and leaves and sticks in my hair and someone saw me go over and so they pulled over.

I had a real awakening of what would I do if I had a whole another life to live. I was really happy with my life. I was called into mathematics and neuroscience at that point. That’s when I went back to school and studied mathematics and neuroscience at UCLA. Then I got a master’s degree in mathematics.

I ended up teaching high school math with inter-city kids for seven years, all the while still coaching couples and families and I moved into business coaching. Everything just naturally went – led one thing into the next.

**[0:06:41.5]**

**FT:** You’ve actually synergized the math with the love advice. Talk about that, because I think that you talked earlier about how you have this very logical side of your brain and I completely relate. My dad’s a physicist and I did much better on the math portion of the SATs than verbal, believe it or not. I think what really separates you from the crowd of so called relationships ex-

perts, love experts is that you really bring a lot of science to your coaching. How does that work?

**[0:07:16.2]**

**MM:** I am a firm believer in information. When we understand why we're doing something, it's really helpful to come out of that old habitual pattern in a way that's actually loving towards ourselves and towards our partners.

If I understand that my partner is doing this action because of some old programming from a science perspective, from a neurological perspective, or a biological perspective, I can have a lot more compassion for him than if I just think he's being a jerk. If I think, "Oh, well why can't he treat me with more kindness and respect and compassion when I'm struggling?"

Right, versus, "Oh, maybe he's activated by something. Maybe there's something going on for him, because something I said activated something inside of him that had his neurological pathways activate from something from childhood." I work with my partner, he's my love and business partner and we do coaching together and we basically do everything together.

We do a lot of research. The Gottman Institute from John Gottman has been doing research for 30, 40 years on couple. That's a really firm foundation into what we teach and what we do. Beyond that, because I study math and neuroscience, I understand something from the fight, flight or freeze response that we have in our brains that we actually view our partners as a threat when we're in a conflict.

There's no sabretooth tiger chasing us anymore. Instead, what we have is the person we love the most is presenting a threat. Instead of responding with kindness and love and openness, which doesn't happen naturally for any of us as humans, we typically – our first response is something negative. It's either blaming or judging or even with holding or lying or make ourselves wrong.

There's some pattern that happens in our brain that tells us very quickly this is not safe. Instead of opening and being vulnerable and soft with our love, we tend to do the negative habitual patterns that all humans do. That's our first response is something negative.

If we let that fly out our mouth, now we have a problem. The first response is internal. It's a cascade of chemicals that happens in our brain that sends a message to say safety is not happening right now, so now we need to either shut it down, shut it out or shut it off. One of those three responses is going to tell us what to do very, very quickly.

Even something simple. Let's say you're trying to lose a little weight or something. Your partner says, "Hey, let's go out for pizza tonight." You can tell that they're really happy. They're excited about it. You want them to be happy, right? But your first internal response is, "Shit, that's a threat to my – what I want to do." Now I have an internal response that says no, but I have a conflict inside of myself, because I really want to say yes, because I love my partner and I want him to be happy.

**[0:10:38.4]**

**FT:** Sounds like we're just hardwired to be terrible at relationships, because conflict is inevitable in any relationship; small, medium and large-sized. If our instinct is to attack in any situation where we feel vulnerable, or weakened, that's basically you're going to be employed for the rest of your life because you chose the wrong industry apparently.

**[0:11:04.4]**

**MM:** No, you definitely did not. You are in the perfect industry. You are correct. We are absolutely programmed to be terrible at relationships. If we never learn that that first response is just biological and learned, because we watched our parents do those responses, we watched our grandparents, we watched all of our friends and family. Unless we consciously choose to use that material as a way to what we call open the vault, which is we open our hearts in the moment of conflict to tell the truth to say, "Babe, oh my gosh, I love you so much. I want you to have your pizza, because I can tell you're super excited about it and I really want to eat something healthy tonight. Can we find something that works?"

That only comes from knowing yourself, from having awareness, from choosing consciously the words that you're going to use with your partner that are going to bring you closer together, rather than saying something like, "Pizza again. I don't want to make them wrong."

**[0:12:04.9]**

**FT:** How could you suggest something so mean.

**[0:12:08.5]**

**MM:** Exactly. Why you chose –

**[0:12:09.5]**

**FT:** You're trying to make me fat. Marla you are very high in demand. You work with a lot of entrepreneurs, who I would – make sense, because these are the people who have what seems to be the least amount of time in their lives to really be focusing on anything else. I was watching a Ted Talk the other day that said that there are five burners in life; work, family, friends, your health and sleep. You only get to choose three.

**[0:12:36.9]**

**MM:** Oh, my gosh. Wow.

**[0:12:38.8]**

**FT:** You can do all five, but you're half-assing it. You could do three really well, two are going to fall off the wayside. I think for a lot of people, it's like your work, your family, maybe your sleep or not sleep, or maybe it's your health, you go to the gym. I don't know. That's a hard one to choose, but I feel like the relationships often are the ones that become the sacrifice in many people's lives, especially those who have very busy careers, would you say?

**[0:13:11.9]**

**MM:** I think that that is absolutely true. One thing that happens often in relationships is that we put our relationship on the back-burner, because we know that they love us, we know that they're sort of always going to be there for us, especially when we're married, because it's too hard to get out, so you know you're going to stay in, unless things are really terrible.

We're going to stay in our relationships pretty much and the issue there is it's not going to bring you the satisfaction, the pleasure, the enjoyment that is capable of happening in your relationship, unless you pay attention to it.

We like to teach things to turn our attention towards our relationship to fill that well, to what we call the union between the couple. There is the personal needs of each individual and then there is the union between the two. What we do is we feed the union.

For example, like if your husband for example suggested pizza knowing that you like to eat healthy, that he could suggest, "Hey, babe. I'm super craving pizza right now and I want to support you in what you're doing. I would love to go to this place, because I know they also have some healthy options. How about that?"

That's a way to not only ask for your personal needs to be met, but to include your partner in having the union's needs be met, because when we make it what we call a deposit in the union, then later when things are challenging we can make a withdrawal from the union of the relationship and it still is sustainable.

**[0:14:50.0]**

**FT:** I want to get to your personal financial stories, but I have to also ask you because you're a relationship expert and money often is a topic of contention in relationships. What tends to be your approach to couples? I'm sure you've experienced, you've counselled many couples on this, when they're having issues around money, whether it's because – gosh, there's so many angles, right?

It's like, well maybe she makes more and he feels like his ego is bruised. They can't communicate, or they fight over their spending and saving behaviors. One person might be hiding some spending as financial infidelity as it's called. What do you see most in your practice and what tends to be your general advice around couples and money?

**[0:15:39.2]**

**MM:** I love this is a huge question.

**[0:15:41.5]**

**FT:** I know. In 12 minutes.

**[0:15:43.0]**

**MM:** Right. Okay. Let's do the fast version. Here is the thing, I work with a lot of couples where she makes more. That's an issue of real vulnerability for both partners, for the woman to be able to feel like she can soar. Julian my partner, he plays the role of what we call power beta. I'm the alpha in the business and he's the power beta, which is he is a badass who really holds space for me, for the business, for all of our couples, for the finances, for everything, and I'm the alpha in the business. I'm the face of the business. I lead the business.

In our relationship, it's the opposite. He's the alpha in the relationship and I'm the power beta. That switch is a really important shift, because if you're always wearing what we call the business hat, then when you come home it's very hard to have a loving intimate connection and increase your passion over time if you're constantly wearing your work hat at your house.

That's number one is really choosing, especially when you work together, or if you're both entrepreneurs, you really need to make sure that you're choosing to have non-work time together. That's number one. Different spending and saving habits, where you get hiding of money and pockets of money. You call it financial infidelity. To me has to do with communication and that is the number one thing that I deal with.

**[0:17:23.2]**

**FT:** Fear, right? Because you're afraid of being discovered as somebody who has a tendency to buy things.

**[0:17:32.3]**

**MM:** Yeah. I love that. Yes. Fear of being found out for who you really are. This is the thing, if you have a tendency to spend or overspend and your partner doesn't know about it, or every time they find out about it, there is shame that arises in you, because your partner is shaming you in some way.

Then what happens is it starts building the platform of I can't share with my partner. That's the unhealthy cycle, which is one partner does something unhealthy and then the other partner chooses consciously or unconsciously also an unhealthy response.

The only way to come out of an unhealthy habit pattern like that is one partner has to choose to be kind and loving and compassionate in the middle of the pattern, or after the pattern is over to come back and say, "Wow, we didn't handle that amazing. How about we set ourselves up for success for next time this happens that when you overspend, that you come to me and you share with me I overspent and I want to share it with you. I want to have it be received with love and compassion."

Then the other partner to do their best to say, well first response, "Thank you for bringing this to me. Thank you for sharing this with me. How can we now work with this either to return it, or to impossibly keep it and then not do it next time?" Pre-plan how you're going to respond and how you're going to act in the future. That you can catch it sooner and sooner. If you are an over-spender that you can actually text your partner, I'm at the store and I'm thinking about spending.

**[0:19:28.6]**

**FT:** Please pick me up.

**[0:19:29.7]**

**MM:** Yes, please. Help. Send somebody to get me.

**[0:19:32.2]**

**FT:** Send a team.

**[0:19:33.7]**

**MM:** Yes, because what happens is if you can turn towards your partner in those moments of deep vulnerability, where you feel like you're in your guilt and shame pattern and instead of following all the way through the pattern to buy the thing and move forward in that direction that you choose to say, "I am going to communicate this with my partner."

It's probably the hardest thing to do in relationship is when you feel the most vulnerable to turn towards your partner and share that, especially if there is a history of shaming. It's not intentional your partner never wants to shame you, they just want you to be happy and healthy. When you keep making unhealthy choices then it's hard to be happy for you.

Choosing in advance how you're going to deal with this unhealthy pattern and when one partner starts to choose something different, it becomes easier for the other partner to also choose that healthy path.

**[0:20:28.7]**

**FT:** I also recommend couples to have three money buckets; your account, my account, our account. Not everyone, but a lot of people assume that once you get married or you partner up that you have to just have one bank account and put all your money into that bank account, because that's what you do. You love each other. All for one and one for all.

I find that in my experience, couples who have a lot of disagreements, or have these tendencies to hide purchases, or be resentful of each other when the other person buys something without

telling them about it, that it's because there is this tug of war with the money that is sitting in their joint account.

Having your own account in addition to that joint account, that perhaps is fueled with a fraction of your income and it could be an equal percentage. You put in 10%, here she puts in 10%. That's money that you can spend any which direction you want. It's guilt-free spending and I find that that alone helps to squash a lot of the battles, the mini battles around spending in the household.

Also, I think because couples are getting more serious with each other later in their lives, like I know I got married in my 30s. Some people aren't getting married until their 40s, forget even marriage. Some people are just living together. You arrive in a relationship having had a lifetime of supporting yourself and making your own financial decisions.

It can be a cold splash of water in the face when your partner is suddenly like disagreeing with you on how you've been going around about spending money for your entire adult life. With that, I think having your own account maintains your autonomy to a degree, which I think can be really healthy.

**[0:22:20.3]**

**MM:** I 100% agree with that. The dynamic that you're talking about right now when if you lived your whole life pretty much making your own financial decisions and then you partner with someone and you join all of your money, what – then they have an opinion about how you spend your money, that is what we call the parent-child dynamics.

It is one of the biggest passion killers on the planet, which is when your partner turns into your parent, or you turn into the parent with your –

**[0:22:48.6]**

**FT:** Mommy. Financial mommying and financial daddying.

**[0:22:51.3]**

**MM:** It's the worst. It's the worst. Yeah. That's a big passion killer. I 100% agree. I like to teach that is my percent. Your separate account can be by percent of your income. If she makes more, or if he makes more, whoever makes more, that's the percent that goes into those separate accounts, so that's just another way to look at that too, so that you don't have to say, "I only get this amount, because we're splitting it 50/50." It doesn't have to be 50/50.

**[0:23:19.5]**

**FT:** All right. Let's talk about your financial life. I'm going to start with chase late question, which is what is Marla, a bit ticket item that you are currently saving up for?

**[0:23:36.8]**

**MM:** I like that question. Well, I always put 10% of everything that I earn into a wealth fund, which is a fun, frivolous, asset-based fund. It's something that actually is going to be for an asset. I don't know what it is yet, but we're saving money for that thing. I think it's probably a house, or a property somewhere, maybe a commercial property. We actually were entertaining buying a hotel in Los Angeles.

**[0:24:12.6]**

**FT:** What? I would go. I think you seem very hospitable to me.

**[0:24:17.7]**

**MM:** Oh, my gosh. I love hosting dinner parties. Yes, you are welcome anytime. A hotel where we could actually have Mattenson coaching and consulting headquarters, and then people could just come and stay at the hotel for fun and that actually have our nonprofit in the lower floors. We have big visions about this.

**[0:24:38.5]**

**FT:** Wow. Like a Marla Center.

**[0:24:40.1]**

**MM:** Right.

**[0:24:42.1]**

**FT:** Deepak Chopra has the Chopra Centers.

**[0:24:46.6]**

**MM:** Yeah. I like that.

**[0:24:49.1]**

**FT:** The Mattenson Centers are – I'll work on it. I'll work on the name for you.

**[0:24:53.9]**

**MM:** Okay. We got to work on it a bit. It's still building, still building.

**[0:24:59.7]**

**FT:** All right. Let's go back in time for a bit to that transition you had from working as a teacher, an although you were doing the coaching still on the side you mentioned in tandem to the teaching. At some point, you went full-blown coach. Today, fast forward today you're making a lot of money. You're very expensive. You work with high – some high profile academy award-winning actors, which offline I'm going to ask you all about, because I'm going – I know you won't tell me, but I got to ask.

Producers, directors, coaches, millionaire entrepreneurs, Grammy-winning artists, these are your people. When you made that jump, that career leap, what was that transition like? Yeah, people think you make all that money overnight, but there was probably a period when you were building the plane as you were flying it, like building up this practice as you were making less, a

lot less. Take me to that time in your life, because I find that those are always the periods in our lives where that really define us.

**[0:26:08.1]**

**MM:** Yes. Here's the thing, I live in Los Angeles, so I've been working with people in the business, all different types of the business; music and entertainment business for many years as a doula and then coaching throughout.

I never really cared all that much about money. I'm a little embarrassed to say that it just was not on my radar. I always had more than enough money, I always traveled, I did what I wanted to do and I never really thought much about it. I just moved from my place of intuition, okay here is what I'm doing. I'm loving it. Went in that car accident, now I'm going to listen, oh I'm going to study mathematics. That's bizarre. Okay, I'm going to do that anyway. Then I became a high school math teacher with inter-city kids for seven years.

Money, it was just, "Oh, okay. Well, here this is the salary that they give you." I always did more. I was department chair and then I was the common core coordinator. I did all kinds of other things, I taught teachers around the country math and pedagogy. I always made more than the minimum.

Then I got the intuitive hit, it's time to move on from teaching and go back full-time into coaching and breakthrough any mindset material that you've ever had. That was the message that was very clear to me. I invested in a high-level coach, a business and mindset coach to help me breakthrough my financial limitations in my mind.

I spent over \$500,000 with him over the course of a couple of years. It was worth every single penny. Most people think I'm a little nuts. Some people still think I'm a little nuts for investing that much money, but it was incredible. I was pushed –

**[0:27:56.6]**

**FT:** What was the most life-changing thing that he taught you? Because I don't want to spend \$500,000. I want to just ask you what you learned and then apply it.

**[0:28:05.4]**

**MM:** Good. Here is it, because and you love to ask about the money mantra. Here is my money mantra; if I desire it, then I can have it. I need to earn it. It's not just randomly spending money, because I have a desire for something. If I really have a desire for something, even to start a program, or start a 501C3, a nonprofit organization, anything that I desire I can have.

If I have a desire for it that means it's already here. It's already manifest in the form of desire. Therefore, it can manifest in physical form. That means I'm being called to a higher level of engagement in order to actually manifest that in physical form. Whether it's my car, or whether it's a trip, we lead private couples retreats all around the world.

Whatever it is, if I have a desire to do, be or have something, then I can. That is not only my money mantra, but that is also my mantra for life. That's how we live the life of a growth-based mindset that teaches how to go beyond what you think is possible.

Then circling back around to the practical, you also have to take a look at well, what's actually happening right now in my accounts? What's possible in my accounts right now and then how can I move beyond what I think is possible to what I desire?

**[0:29:41.0]**

**FT:** Give us an example of how you manifested something with that money mindset.

**[0:29:48.8]**

**MM:** Okay. The first who I had hired – this coach, his name is David Nagel, I hired him for a year and then there was an opportunity for me to go to Belize, to go on an extra trip with him, which was with four people. At the time, I think it was about \$36,000 to go on that retreat, plus air fare.

I thought, “Well, how am I going to do that?” The most I had ever made in a month, take home was about \$3,500 as a teacher. I knew I wanted to go. I felt inside I need to be on that retreat. I didn’t know why. I didn’t know how it was going to happen. I had no idea.

I listened to his coaching. I had programs set and my earlier programs were less expensive than they are now. He said, “Go sell X many programs to bring that in, or something else.” What did I have to do differently? I had to actually put myself out there, so I started posting on Facebook, “Hey, did you know I’m doing coaching?”

I made phone calls. “Hey, if you know anybody who’s interested in relationship coaching, please keep me in mind.” All the basic things about letting people know what you’re doing, because sitting on the floor and meditating and hoping that this is going to come in is not enough. We have to actually take action.

We have to take action from a place of a growth mindset. Meaning, this absolutely not only can happen, it’s already done. You have to see it as already done and feel what it feels like internally that it already happened, and what does it feel like after it’s already happened. Like after I brought in the \$40,000 that it took to go on that retreat and pay for air fare and tips and all that kind of stuff.

What it would feel like. I had to imagine that first. It’s a lot of love attraction kind of things, but he actually teaches that it’s not a love attraction. You don’t have to attract anything. It’s the law of manifestation. It’s already here. It’s amazing, because as soon as you open your eyes to the opportunities, meaning who could I actually help? How can I be of service? How can I help people?

Every single day, that’s where I come from is how can I help someone? Who can I help today? Who needs my assistance today? That’s how my life is guided. Even back then, my first toe dip into that was, okay not coming from a place of I need to bring in this money, but coming from a place of how can I be of service while bringing in this money? That I think is a big mindset shift, or it certainly was big in terms of really being of service while bringing in larger and larger sums of money.

Now yes, we have a seven-figure business and it is really incredible to just know that if something arises that we want to do, we can do it, because the money is always coming in and we're being of service, because we're changing lives of couples who are impacting thousands and millions of people. We work with the influencers who are impacting others.

When their relationships change, everybody's relationships around them start to change. How they teach changes and the message they send out changes. We're behind the scenes withal these people and that's what just totally turns me on.

**[0:33:28.2]**

**FT:** I cannot agree more, especially with the part about if you are an ambitious person, a financially ambitious person and you want to make more money, sometimes I think especially I'm going to generalize here, but I think sometimes with women we feel as though the desire to make more money is not a virtuous thing.

We associate money with power in the worst possible way. We see people with money do terrible things. It's not something that we are conditioned to necessarily strive for. I think men are more in that lane. I also just speak personally. I think I hit a place in my career a few years ago where I was like, "Okay. Money is good. I've got savings. I can support my family. If I want more money, I'm just being greedy. Like, come on Farnoosh. Just be happy with what you have."

I certainly was grateful, but I think that as soon as I started to see how my financial strength and wealth could not just be a plus for me and my family, but for my extended family, my community, the world. Like you said, if you can actually shift your mind to see you as having money, as someone who can be having power to help people, to be of service to people, I think that completely changes your belief system around money. It's great. It's a great motivator to say, "You know, what? I need to actually make more money, because when it's in my hands, good things will happen."

**[0:35:03.8]**

**MM:** Yes. I absolutely love what you're saying. First of all, this is a huge topic that I deal with all the time. I wrote an article in entrepreneur.com in the Dear Marla column about that, which is ambition is a positive thing. First of all, it's natural. It's natural to want more. Not only that, it's the law of the universe. The universe is always for more life.

It's always getting internally that meaning that we make out of ambition and how we shame ourselves for wanting more, it's actually – that's what's unnatural. What's natural is wanting more. By the way, all of us always want more. Women in particular always want more. This might not be PC, but I don't care, because we definitely always want more. We want to feel filled and we want more, more, more.

We rarely get satiated. When we do, here is a little relationship tip, when you feel satiated by your partner ever in any way, shape or form. Let's say he brought you flowers, let's say he ran a bath for you, or he just gave you an amazing huge, or you made love or something, you turn towards him and you say, "I feel so satiated by you right now." That will feed him for a week, because there are –

**[0:36:32.3]**

**FT:** Men are so basic.

**[0:36:33.4]**

**MM:** They're so easy. All they want to do is please us. They work so hard to try to please us. If they never get that return satiation of "Hey, I feel filled. Thank you. I feel amazing right now. It's because of you." If they never get that reflected to them then they start giving up. They start not giving as much, because what's the point?

When we turn towards our partners in moments, once a day is a perfect formula. Once a day you turn towards your partner and let them know genuinely where you feel satiated by them in the moment. It's going to do wonders for the relationship.

Coming back to the ambition, we always want more. We never ever make that wrong. It's, "Okay, I want more." Great. How can I be of service? Well, bringing in more. By the way, when I bring in more money, I can employ more people. If I am employing more people, then they're providing for their families. Great.

We're about to start a 501C3 for inter-city kids to bring in professional musicians and artists to mentor very talented kids. That if I wasn't making enough money to sustain something, then how could I turn any attention towards that project, where these kids need this. You see what I'm saying? More is always a good thing.

**[0:37:58.1]**

**FT:** Yes. The column is such a great idea. A wonderful way for you to be more accessible to people. Good news listeners, Marla is looking forward to hearing from you. She wants your questions, right? You're actually hoping that you'll get people to ask you some tough questions about relationships.

**[0:38:15.6]**

**MM:** We love juicy questions on the Dear Marla column. We absolutely love that. We accept questions on the website, on my website [marlamattenson.com](http://marlamattenson.com), or on Facebook you can send me a private message. We have lots of great questions that have already come in. We're always accepting more, especially if you have a real tender, vulnerable question that you just don't want to ask anybody, ask me.

**[0:38:39.2]**

**FT:** Ask Marla.

**[0:38:40.7]**

**MM:** Dear Marla, please ask me.

**[0:38:43.0]**

**FT:** Okay. We'll be sure to include those links at [somonypodcast.com](http://somonypodcast.com) in case anybody missed them too. They'll send you a question. That's such a great resource. Thank you. How did you land this entrepreneur column?

**[0:38:52.9]**

**MM:** Well, I have to give a huge shout out to a few people. One of course, is Chris Winfield. He is that master connector. I went to his event in July of last year and I met the amazing Andrea Huspeni, who is special projects director over there. She connected me with Liz Weber, who is one of the editors. I pitched it to them and I had written an article for them about 10 things you should never say to your lover if you're on an entrepreneurial relationship.

That column went well. Then I just made those connections. I pitched it to them and they said yes. We sent some columns off and it's been a go. It's about putting yourself out there. If you have a desire for something, you have to put yourself in a situation where you are around people who can connect you, number one.

To be unapologetic to say, "Hey, I have something of value that could really help your audience." You have to really know that that's true. If it is true, then just unapologetically go and share it until you get what you want, what you really desire. Listen to the vision that's trying to flow through you and take action.

Then if you don't get the results that you want, instead of making yourself wrong in any way, shape, or form, you use that time to reflect and reflect back on, "What did I do that worked? What did I do that didn't work? Then what can I shift?" Then you fill yourself up again and then you start shining out with that generosity and you start being the person that would easily get a column in entrepreneur, or that somebody would want to help you get published in Fortune or money or time or some magazine that really speaks to you. Meaning, speaks to what you do for a living.

What value can you bring to these publications, because there is always people who are looking for valuable material to share with their audience everywhere, all kinds of magazines and podcasts and lots of venues where you can share your knowledge with others.

**[0:41:05.9]**

**FT:** Yes. Especially these days with the digital – with everybody reading everything online. I know now people who work behind the scenes at online sites, they need content yesterday. They need content all the time. It's not just like once a day. It's 12 times a day.

**[0:41:22.3]**

**MM:** Yeah. I just want to say one more thing about that, which is what I do of course, it's all about relationships. If you are building relationships genuinely with people that you enjoy, then when you actually want to pitch something, then it's easier to say, "Hey, I also have this thing I'd love to share. If it works for your audience, I think this could be a good thing for them." It's about building relationships with people. Sometimes it's scary to get out there and say, "Hey, can I share my information with you? Is this going to work for your audience?" Instead of coming from a place of fear or like, "Oh, this isn't going to work," get in that growth mindset and say, "Yes, I know that this is valuable. I hope it works for your audience. I'm not sure if it does, but here, what do you think?" Really put yourself out there with relationship building.

**[0:42:11.0]**

**FT:** Marla, I want to ask you some So Money fill in the blanks. May I?

**[0:42:15.4]**

**MM:** Yes.

**[0:42:16.0]**

**FT:** All right. You've been so great and we could obviously for many hours. I want people to continue the conversation with you through your online column and your website, which we'll have

all that back on somoneypodcast.com, all those great links. Before I let you, finish these sentences. If I won the lottery tomorrow, let's say a 100 million dollars. These days I mean, it's probably even more, the first thing I would do is?

**[0:42:44.0]**

**MM:** Put it in a bank. Then hire a financial adviser to tell me what to do after a year. I have already planned this. If that ever happened, which actually you have to play the lottery in order to actually win.

**[0:42:56.6]**

**FT:** Do you play the lottery?

**[0:42:57.2]**

**MM:** No, I don't. I don't. But if I did –

**[0:43:02.0]**

**FT:** You have your own luck. You know what, you just create your own luck. One thing that I spend on that makes my life easier or better is?

**[0:43:10.7]**

**MM:** Help. Employees and my amazing housekeeper. Help, that's what makes life easier. Yes.

**[0:43:22.1]**

**FT:** I've read the other day that the number one attribute that employers really like in their employees, I guess it was maybe people who are liked at work or perceived as confident, are actually the ones who ask for help more than others. The colleague that will come up to you and say, "Can I use your –" I mean, not the one that's always asking for help, but when they recognize

that they don't know something, I think that that we're sometimes afraid to mention that we don't know something, because it will show over a week, but actually can be a sign of strength.

**[0:44:00.5]**

**MM:** Yes, yes.

**[0:44:01.4]**

**FT:** That was a really good piece and a good reminder. All right, one thing I love to splurge on, your guilty pleasure is?

**[0:44:09.3]**

**MM:** Self-care. Self-care and travel. If you look at my expenses for the year, probably the highest is in travel.

**[0:44:17.4]**

**FT:** Where do you love to go? Where have you been the most outside of the US?

**[0:44:21.8]**

**MM:** Gosh, I go a lot of different places. I'd have to say France. Paris is definitely –

**[0:44:27.5]**

**FT:** City of love. Of course.

**[0:44:29.1]**

**MM:** Of course, right? They have –

**[0:44:29.9]**

**FT:** They haven't named the city after you already, like there's not a street like a Marla –

**[0:44:34.5]**

**MM:** That's happening next year.

**[0:44:34.7]**

**FT:** Rue de Marla.

**[0:44:36.4]**

**MM:** I like it. I like it.

**[0:44:37.7]**

**FT:** Rue de Marla. That's actually has a nice ring to it. When I was growing up, the one thing I wish I had learned about money is – I didn't even get to your childhood which I normally do with guests. Where were you raised?

**[0:44:48.9]**

**MM:** Los Angeles. Yeah, I'm from LA.

**[0:44:51.7]**

**FT:** Born and raised. All right, so one thing I wish I had learned about money growing up is?

**[0:45:00.2]**

**MM:** How to invest.

**[0:45:01.6]**

**FT:** Yeah.

**[0:45:02.7]**

**MM:** Yeah, how to invest.

**[0:45:03.8]**

**FT:** Does anyone ever learn how to – I mean, yeah certainly people do, but it's so rare.

**[0:45:08.5]**

**MM:** It's so rare.

**[0:45:09.6]**

**FT:** We forget to just teach kids how to save. Forget invest.

**[0:45:13.6]**

**MM:** Right. Right. Well, my mom taught me how to save. My mom taught me that. She went with me to the bank. By the way, it's my mom's birthday today. Happy birthday mama.

**[0:45:22.9]**

**FT:** Great. Happy birthday Marla's mom.

**[0:45:25.6]**

**MM:** Shout out for my mama. Yeah, she taught me how to save. She took me to the bank. We opened my first savings account and she – I remember her saying, "Okay, if you want to buy a shirt and it costs \$20." This is a long time ago obviously, then you have to make sure – you have to know how many hours do you need to work in order to buy that shirt. That little thing just had me think about money in a particular way, about you have to earn what you're going to spend.

Then going through coaching, I actually had to break through that limitation, that you can actually spend more than you're earning if there's a long-term plan in place. Any case, that's – yes, that is savings is my mama taught me that.

**[0:46:14.8]**

**FT:** Thank you mama and happy birthday to you. All right, one – let's see, when I donate, I like to give to blank because?

**[0:46:25.6]**

**MM:** We have a number of charities we like to give to. Charity Water is number one, because they are – I love the way they have a GPS system that you can see what wells and what communities are actually being helped by your money in Africa, in particular. A 100% of donations go towards actually building an actual community.

All administration fees and everything, they raise money separately for that. I really love that. The other one is Vipassana as taught by S.N. Goenka. I've been sitting meditations since 2003. 10 days silent meditation retreats. We always donate to Vipassana Meditation, which is dhamma.org. D-H-A-M-M-A.org.

**[0:47:17.7]**

**FT:** Dhamma.org. Charity Water is so brilliant in how it – in every way. First of all, the charity is so wonderful what they do, but then also how they are structured and the way that they make their donors feel so good. I think having that transparency is so cute. It's a big lesson for anyone starting a nonprofit.

**[0:47:41.7]**

**MM:** I love everything about what they're doing. I think it's phenomenal.

**[0:47:45.3]**

**FT:** I love their commercials.

**[0:47:46.9]**

**MM:** Yes. Yes, everything.

**[0:47:49.4]**

**FT:** All right. Last but not least, I'm Marla Mattenson, relationship coach, I'm so money because?

**[0:48:00.9]**

**MM:** I'm so money because money doesn't rule my life. Desire does.

**[0:48:08.4]**

**FT:** Nice. Thank you so much, Marla. We appreciate you and I know why you're so expensive. You're good, you're great and we just are happy that we got to catch you for 30 minutes and shine some parts and wisdom to our audience.

**[0:48:22.6]**

**MM:** Thank you so much.

**[0:48:24.2]**

**FT:** Thank you and happy birthday to your mama.

**[0:48:28.0]**

**MM:** Happy birthday mama.

**[END]**