

INTRO

It is the inaugural episode of [So Money](#). Thank you for joining me I'm your host Farnoosh Torabi. I come to you from my home in Brooklyn, NY and our very first guest needs no introduction. But I'll give one anyway. Tony Robbins is a bestselling author, entrepreneur, and philanthropist. He is the nation's #1 life and business strategist. He's called upon to consult and coach with some of the world's finest athletes, entertainers, Fortune 500 CEOs, and even presidents of nations.

Through the Anthony Robbins Foundation and his matching funds, Tony feeds 4 million people per year in 56 countries. He has also initiated programs in more than 1,500 schools, 700 prisons, and 50,000 service organizations and shelters.

I had an opportunity to speak with Tony as he was in the midst of his media tour for his #1 *NY Times* Bestselling book [MONEY: Master the Game: 7 Simple Steps to Financial Freedom](#). (And by the way, we have 20 free copies of his book to give away. It's really simple to enter to win. Just head over to [SoMoneyPodcast.com](#) after the show to learn how.)

Now you've probably heard Tony speak at length about his book. His media tour was extremely comprehensive but we talked about things you may not know about this man. For example the moment in Tony's life that shaped, not only his financial perspective, but his entire philosophy on life. We learn his most effective RITUAL that helps him to make smart financial decisions and his very expensive guilty pleasure that allows him to save time and, in effect, money. Tony also answers some of YOUR questions about how to achieve goals and overcome fear of failure.

Without further ado, here's our special guest....

Farnoosh Torabi: Tony Robbins, welcome to So Money.

Tony Robbins: How are you Farnoosh?

FT: I'm doing so great. You know, this is actually day one of my new podcast, and I'm incredibly grateful to have you kick us off. It's only January, but you've kinda made my year already Tony.

[laughter]

TR: Well, that's a nice privilege, thank you. I'm very privileged to be on with you.

FT: And it's perfect timing for both of us. You recently published a tremendously powerful book called, "MONEY Master the Game: 7 Simple Steps To Financial Freedom". I read the book. I did 600 pages cover-to-cover. I actually gave you some praise before it even came out because, I knew this was going to change the game of how we talk about money in this country and how we should be really grasping the basics of finance in our personal lives. And so first of all, thank you for writing the book.

TR: Thank you.

FT: What I didn't quite get though, was you talk early on in the book about how there was some skepticism surrounding you, Tony Robbins, writing a financial book. So, okay, you're not a financial expert, but we both know that mastering your money has more to do with psychology and mindset than anything else. So in some ways didn't you feel like this was your calling? To really be the one to translate this for the masses.

TR: Well actually yes, but not everybody knows that for the last, I've had 21 years of actually coaching Paul Tudor Jones, who's one of the top ten financial traders, literally in the history of the world. This is a man who, back in, you know 1987, when the market had its largest drop in history percentage-wise, he made more money than anybody on a day like that in history. He made 200% that year to give you an idea. And then I'd worked with him for 21 years, so I was with him side-by-side when the tech crash happened in 2000, when 9/11 happened and he's made money. In 2008, when the market was down, as you remember, from peak to trough 51%, he made positive 28%. So I literally coach him daily. I have ongoing communication with him. I measure everything he does. And for 21 years no one of his size and scope can say this: He's never lost money.

TR: He makes money no matter what. So I thought if I could take what I've learned from him over 21 years, but I added to that by interviewing 50 of the most brilliant financial minds literally in the world. I'm talking self-made billionaires. People that started as golf caddies and now are worth \$14 billion and manage \$160 billion. If I could go to Nobel laureates, I covered the other side of the fence as well. And if I could really convert this into an action plan, like what I really respect you for, is make this simple enough so that the average person could really do well.

FT: Well I've read a lot of financial books. I've written a few myself. This is the best book on this topic and I have an appointment with my financial advisor, a fiduciary, fortunately...

04:15 TR: Good for you.

FT: I'm meeting with her this month. She's lovely and smart and great and I'm bringing your book and we're gonna go through it.

TR: That's awesome.

FT: Let's get philosophical Tony. Your book is full of secret strategies, as you say, from 50 plus most brilliant financial minds in the country and the world. And you also share some of your own personal financial truth bombs in the book. I want you to tell me though, what's your favorite? What's your top personal financial philosophy or mantra that helps you keep your money where it needs to be?

TR: Well, what all of these investors, what makes them the best in the world; they'll all tell you. I sat down with David Swenson, who is the Chief Investment Officer of Yale. And he took \$1 billion of assets, which is a huge amount, Yale had built up over the decades. And converted it to \$24 billion in two decades. Literally, more than \$1 billion a year. It's unheard of. He's the greatest

institutional investor of all time. And I said to him, "If you're gonna move the dial, if you're gonna really... Once people decide that they're gonna not just be a consumer, they're gonna be an owner. They're gonna be somebody that's gonna own business, they're gonna grow, they're gonna have assets. What are all the tools you can really move? In my experience of life in anything, life or business, they're not unlimited things that can improve you."

TR: And he said, "Tony, there's only really three primary dials." He said, "You can either make better selections on the individual stocks or securities or whatever you're investing in, or you can have better timing, or you can have better asset allocation. Those are the only three things you can do." And he said, "Let me just tell you: The only one that matters is asset allocation." Because everyone's gonna be wrong on timing. The best in the world are wrong on timing. And everyone's gonna be wrong about the assets. The most important investment decision in your life is not to buy Apple or not or to buy this piece of real estate or not. It's you're asset allocation which is a very complex word for most people to say, "I gotta decide which portions of my money am I gonna put in a place that's more secure where I may get a more limited return. And where am I gonna put places where I have more risk and I might have greater upside?"

TR: And so to try to find the right asset allocation, one of the questions I asked every single one of these people, 'cause they all approach life differently. I'm gonna give an example. I go sit down with Carl Icahn. Carl Icahn has produced a return of 1600%, in the past 13 years versus the S&P 500s give me a 75% over that time period. Most people think of Warren Buffet as the greatest investor of all time, but Kiplinger just did a study that showed from 1968 on, if you were invested with Carl, you would've a had a 30% compounded return since 1968, per year. You'd have a 20% return for Warren Buffet, which is nothing to sneeze at, but there's no question. That's why Time Magazine put him on the cover and said, "Master of the Universe." The day I went to see him, he literally wrote a Tweet, on Apple, saying it was undervalued in his opinion and Apple stock went up \$17 billion in two hours. It's just unbelievable.

FT: A little powerful.

TR: If this is a man... But when you go to see this guy, he's quite a player. So I go in to have the interview with him, and all these interviews are supposed to be 45 minutes. And I wanna get in and I wanna get inside their head. I don't want the general things. So they almost always go three hours on average. I get there and the first thing Carl does is he says, "Video crew, out." He throws them all out. I said, "Wait a second Carl, you agreed!" He says, "I don't care, I changed my mind." "Okay, my audio crew." He goes, "No audio crew!" I said, "No audio crew? What am I supposed to do?" He goes, "Bring a pen, kid. You got 10 minutes." [laughter]

FT: Oh, my gosh.

TR: So his personality... I ended up spending three hours. He wrote... Everybody, you gotta read this book, "Sophisticated Investors". He's an incredible friend and partner in this now. But Carl makes all his money by shaking the C-suite and saying, "You guys are not maximizing this business

and I'm gonna put you out of business. I'm gonna take your job away from you." That's how he does it. If you go to somebody like Jack Bogle, who's been in the business for 63 years, and this is a man that's all index. And he's a genius, he created the first index, Vanguard. \$2.4 trillion, \$5 trillion, now that index.

TR: So my point is, everybody's different. But what I wanted to find out, what were the common denominators for all of us? And so you ask question: What was the insight for me? I found that they all were totally different but they shared two obsessions. One obsession was they don't lose money. Warren Buffet said it a million times, "What's the first two rules of investing? Rule One: Don't lose money. Rule two: See rule number one."

FT: Right.

TR: Now I'll give you the second one which is even more powerful: Asymmetrical Risk Return. And if you ask me, the one thing that I got out of all these people that makes them different that I work for now, when I think about investing it's: Asymmetrical Risk Reward. Big words, what do they mean? It means most people think when they go to think of a multi billionaire who started nothing. Well, they must of taken just huge risks to do that. But the absolute opposite is true. They took the minimum risk possible with the maximum upside.

TR: In other words, I'll give you a perfect example, Paul Tudor-Jones, I've coached 21 years. When I came in to work with him, he was going through a little bit of a tough time. And so, I went in and I did this homework on everything he did at his best, and I discovered he dropped the principle. And the principle was this: He never made a trade. Every trade he made before he invested, he asked himself, "Is this a five to one? If I spend a dollar, am I certain I'm gonna make five?" That's a pretty big risk reward. And his mindset was, "I know I'm gonna be wrong but I'm gonna feel certain I'm gonna be right, maybe wrong. So if I'm wrong, I can spend another dollar. Now I spent two dollars to make five, I'm still doing great." He could wrong four out of five times and make money.

FT: Okay, Tony, you grew up quite poor, and you talk in the book about that and how it helped you shape your financial mindset now as an adult. You're a giver. You're very generous. You come from a place of gratitude and you look at the world as a place of abundance. Talk about, perhaps, one money memory, as a child, that you think about almost everyday, or it's a really, a big active part of your mindset and how you lead your life financially.

TR: Farnoosh, one of the most significant event that shaped, not only me financially, but shaped my philosophy of life, the way I live, certainly my career, was when I was 11 years old and I had no food on Thanksgiving. My family... I had four fathers and my fourth father came along and he was in real tough shape and so he'd not provided for us. I have a younger brother, younger sister, and parents, when they're in those stressful events, holidays make things even worse, and they were saying things to each other that you can never take back after you say them, and I'm trying to protect my brother and sister from hearing this, and this knock comes at the door and I open the door and there's a tall man there with all this food, saying, "Is your dad here?" And it was mind-

boggling. It was a gift from God, as far as I was concerned and I went and grabbed my father. He didn't respond too well the idea of charity, even though we're starving. When I say starving, we would have had a meal the next day, but it wasn't gonna be a feast and it sure as hell we weren't gonna have a meal that night.

TR: But my dad took the food and it changed my life, because before that happened, my father and my family had always said, "Nobody gives a damn about anybody else." There was so much evidence that people could be so selfish and mean and harsh, especially when you're struggling financially, oftentimes that's all you notice in the world. But I couldn't deny that strangers cared, because the person who delivered the food was not the person giving it to us, it was a delivery guy. I still don't know to this day who delivered the foods, just somebody knew our family was in need and wanted us to have a great Thanksgiving.

TR: And so it completely shifted. It wasn't the food. It was that somebody really, a stranger cared. And so I thought if strangers care about me, I'm caring about strangers. So I decided that day, someday, I didn't call it "pay it forward" in those days, but I'm gonna pay it back is the mental idea I had. And so when I was seventeen, I still wasn't doing well, I was just starting my life and career, but I said, "I'm gonna feed two families here." And I went and did it. And it was one of the more beautiful experiences of my life, because one of the two families I went to feed, and I went in a T-shirt and jeans, I went as the delivery guy, even though I paid for the goodies, 'cause I didn't want anybody to be offended.

TR: I got to see the look on the eyes of this woman who had four children, her husband had just left her, they had no food, and when I brought in all these bags of food, and when I brought in the pumpkin pie, it was over, these kids were crazy. So, I left there with so much emotion, crying because it's like, "Wow!", this all came about simply because, we not only went through this, but father left our family afterwards, 'cause he thought this is when he failed. And so it's like, if my father had not left, if we'd not been through this pain, I wouldn't be here right now. And so that grew the next year to four families, then eight, then I got my companies involved, my little small company in those days and then she got to a million meals like, 15, 18 years ago, then two million. I've been feeding four million people a year, two million to my foundation and then two million I put up to match it over the last five years.

TR: And in this year when I wrote the book, I thought, "You know, they cut food stamps more than \$8.7 billion last year and nobody noticed." That basically two million people are on their own. And these are people that, they aren't just homeless people, it's your neighbor who counts on a certain amount of economic support. Now they have to decide, "do I pay for my medicine or do I have food? Or do I pay for the utilities or do I give my kid this additional meal?" It's crazy! You got 50 million people in the richest country in the world, and 17 million children that go to bed every night not certain if they're gonna have food the next day. And so I thought, "You know what? I want to bring attention to this." So I said, "If I gave all of the money from this book in advance, not wait and see if it sells, how many..." I went to Feeding America, 'cause they're the most powerful organization in the United States for taking care of people that are hungry. They said, "You could

feed 10 million people." I said, "I'm in!"

TR: I'm personally feeding 50 million people. And then I'm working with Feeding America. They're delivering the food, but they're doing an appeal now to get matching funds. So if somebody puts up \$10, I match your \$10, and together we can feed 200 people. -

TR: So I really believe that you have to get beyond scarcity. You never get beyond it. You have to start beyond it by putting yourself in a position when you do something when it's difficult. I gave when I didn't have anything and it became natural for me. People say, "When I'm rich, I'll give, they're lying. If you won't give a dime out of a dollar, there's no way you're gonna give a 100 million out of a billion, you're lying to yourself. But if you can do it today, the biggest thing that giving does, is it teaches your brain there's more than enough.

TR: I'm right now, I'm in a hotel here in Beverly Hills, The Peninsula, and probably 20 minutes from here, 15 minutes from here is where I used to live in Venice, California and I remember the day I became a wealthy man. I was literally... I was finishing the book, and when I was writing a book about "how do I get across the message of this book?" And the message I wanted people to get is, it's not about money, it's about freedom. It's freedom from your fear, it's freedom from money controlling you, it's freedom to have time on your standards, it's freedom to do, share and give, but you don't get to that freedom just with money. There's a lot of people with money and they're still not free.

TR: And the way I got the lesson was... I was in Venice, I was living in this 400 square foot bachelor apartment, and I was mad at everybody. I was mad because nothing I had worked on was working, and I was deeply in debt, and I had loaned some money to people when I was doing well and... One in particular just ignored my phone calls, and I was literally down to my last \$19 and a bunch of change, maybe with change, I had \$21 or \$22. And I thought, "How am I gonna eat?" And so I thought, "You know what I'm gonna do?" I came up with this plan, "I'm gonna leave my car here. I'm not gonna drive it for the gas, I'm not gonna drive it so I have pay for parking and I'm gonna go to Marina del Rey, about three miles from my home, I'm gonna walk over there and I'm gonna go to this really cool restaurant." It's still there, called El Torito. It's on the water there, where you can see the boats going by, and they have an all you can eat salad and taco bar, and I'm gonna load up for the winter [chuckle] for five bucks. I'm gonna make sure...

FT: You sound like me in college.

TR: Yeah, I've read a little bit about it. I know you and I have a common background. You're doing \$18 an hour before taxes, borrowing clothes and the whole thing.

FT: Lots of canned of tuna and \$5 Subway subs.

TR: I had ketchup for my... I'm pouring ketchup on my spaghetti, for tomato sauce.

FT: I love ketchup! It's an underrated condiment.

TR: It really is. So, I'm sitting there and I'm stuffing my face if you picture, Farnoosh, and I'm like looking out the window and all of a sudden, my fury of fear is subsiding for a moment, because I'm just, you know... The sun's out, boats are going by. It's like, look I'm full, I'm doing good. I'm not worried about the future for a moment or two. And then, the door opens, the main restaurant door, and this very attractive woman walks in, so obviously it got my attention as a male. But then, I looked to see who this suitor was, and her suitor was about four feet tall... This little boy, probably eight years old. And it's obviously her son, and he's in a three piece suit, and he opens the door for her, and he pulls out the chair for her.

TR: And I just got to tell you, I don't know what it was about him, but he was so loving, so present with his mother, not everywhere else, he was right there with her. Something about it just touched me, and I went and paid for my meal... I don't know, probably \$5.95 for all you can eat in those days... And so, I took whatever was left, probably \$13, \$14 stuck in my pocket, and I walked over to this little boy and I said to him, I said... I introduced myself, and I said, "Listen, I just wanna tell you, you're a class act. I saw you held the door for your lady, and how you pulled up the chair and you're really a class act.

TR: And he goes, Well she's my Mom!" I said, "That's even more cool! And it's pretty cool you're taking her to lunch like this." And he goes, "Well I'm not taking her to lunch, because I'm only eight. I don't have a job." And I said, "Well, you are taking her to lunch," And I didn't have a plan, I didn't have this idea, I just said, "You are taking her to lunch," and I reached in my pocket, I didn't hesitate a moment, I took every penny I had and dropped on the table in front of him. And the look on his face was worth it. His eyes got big as garbage can covers, right, and he says, "I can't take that," and I said, "Yes you can." And he said, "How come?" I said, "Because I'm bigger than you are!" And he laughed and I laughed, and I didn't even look at her, I just walked out the door, no car, no money. I don't know where my next meal's gonna come from.

TR: I should have been freaking out going "What the hell is going on"? And it was the most... I don't know how to describe it, it was the most free I had ever felt in my life. I went home, walked home. I worked on this plan. I thought, "Okay, within 10 days I'll have some cash flow." People fast for 10 days... I started to rationalize. And the next day on the old snail mail, I get this check for the \$1200 I loaned this guy who wouldn't return my phone calls, apologizing, with an additional little bonus in there, which in those day would of lasted me a month, and I started to cry.

TR: And I'm just sitting there going, "Why did this happen?" And then I thought to myself, "It happened because I did what was right. It happened because I saw this little soul in front of me, I didn't think, I didn't... It wasn't cute, it wasn't a strategy. I didn't do it 'cause I thought I should. I gave 'cause it was the right think to do, I gave 'cause I wanted to." And that's the day I became a wealthy man. I had no money, but I linked up in my head... If you and I don't stop to take a breath and think, is there going to be air there before you take a breath? You know it's going to be there... And that's the day I did it.

FT: Unconditional generosity.

TR: Truly.

FT: Do you have rituals that are financial, Tony? Obviously, habits are important for maintaining whatever it is that you wanna achieve in your life, but speaking strictly financials, are there habits that you have that help you keep your money safe and protected?

FT: For me personally, it's really looking for, and never believing you have all the answers. One of the reasons I wrote this book is, I spent 21 years coaching one of the most brilliant guys in the world who never loses money. But I learned so much. I figured out how little I knew. The best people on Earth, they all say, "What don't I know?" 'cause the world's always changing. And so I look for things like what I wanted to put in this book. I did this book because I thought, "If I go out here, I wanna be able to show my kids, I want to be able to show anybody what to do."

FT: Now, I reached out to some of my listeners, Tony, and I asked them if you could ask Tony Robbins anything about money what would it be? And it turns out people want to turn to you for all sorts of questions. People are asking me, "Hey, can you ask Tony where I should live? Where's my husband? I'm looking for love?" [chuckle] You are God to people and you probably know this. And I said, "Okay. They didn't follow the directions." But some people did, so I have two really good questions that I'd wish... I'd love to ask you on their behalf.

TR: Sure.

FT: And Julie wants to know: How do you change from being an opportunity seeker and always wanting to actually being a business owner? She and her husband say they... She says, "We always keep on seeking out opportunities, but we never actually do anything."

TR: Well, you have to understand, why. There's two reasons why. Number one, certain things are exciting. Beginning something's exciting. Searching for something is exciting. Finishing something is exciting. Building's something to be exciting. But the hard work that it takes to commit yourself to something and let go all of the other possibilities is not very exciting, in fact it's scary. And so, for what most people do is they want to stay excited, so it's like entertainment. It's like why do people live in a world on the internet where they are living on the internet for hours, and they don't really accomplish much? A lot of movement, but not a lot of achievement. It's because one link leads to the next, leads to the next.

TR: So what you have to do is you have to be honest with yourself about what's happening. You're really afraid to fail. That's just the truth. We all are. It's human nature. We're afraid that as long as they keep talking about their future, it's an exciting future. But what if I commit to it and it doesn't work, and now I gotta deal with the deepest fear all human beings have. I'm not enough, and if I'm not enough the deeper fear is that I'm not worth loving. That's what we connect unconsciously as

human beings.

TR: And so, what you have to do is gotta say together, "You know what we're going to do? If I'm gonna try to make the perfect decision, I'll never make a decision." The most successful leaders on Earth... You are a leader if you can make decisions, because so few people do in this world today. People spread their preferences. They talk about what they want. They skate on the surface. They don't go deep and master anything. If you decide, "I'm going to make the tough decisions," then you're gonna be an effective leader. And the first tough decision is in order to do something you've gotta give up other things. I gotta pick one thing. It's not going to be perfect, but I'm going to make it perfect. I gotta pick something that I'm driven by. And if you don't know what it is, you gotta pick one thing and go full towards at it. You got to give it its time. You're going to say, "I'm going to spend the next 18 months doing this. If I find out I'm wrong, I'm going to find out quicker than if I spend the next 18 months still looking at 15 opportunities.

TR: So I think the bottom line is you gotta face your fear, and the way to do that often is to turn fear on itself.

FT: And you say in your book, "Let your disappointments drive you to find new answers." I highlighted that and I have it stuck on my wall now.

TR: That's awesome.

FT: And now, Ray wants to know: What is the best way to deal with your own fear of failure after a bankruptcy or other financial disaster? And I picked this question because I think a lot of Americans are still suffering the aftermath of the great financial crash of 2008, 2009. And so, what do you say to these people who feel still financially fragile and vulnerable?

TR: Well, I'd say to somebody of that nature that, again, you have two choices. You can do nothing and then we know what's gonna happen; you've already failed, because you're not gonna earn your way toward financial future, you're only gonna do it by taking earnings and converting yourself into an owner, into an investor or building a business, right? That's the only ways you're really gonna be able to do this. So I don't care what you've been through. It sounds horrible, but I've been through it as well.

35:58 TR: And I've had bigger fish to fry. Somebody comes to me and says, "You have a tumor in your brain, you may die." You know, I've buried four parents, three fathers and a mother. I've been through so many things that quite frankly, we need to stop talking about the story of what we've been through, and we gotta focus on what it is we're gonna create. 'Cause anybody who really does go through an extreme stress and really deals with it and just stops telling the story about it, an interesting thing happens. Keep telling the story, every time you tell the story, you feel the fear again. But you know, this happened one time, you don't talk about it anymore, you just focus on what you want to deliver. The game changes. And here's what happens when you make it through extreme stress and by the way everybody is gonna go through it, everyone's gonna lose a family

member, everybody's gonna find a time where either you or someone you care about has a significant health challenge. Everyone's gonna face some ridiculous financial or job or career challenge. We're all gonna face it at some time, or you're gonna have somebody steal something. It's gonna happen. Aren't you glad you showed up at this positive podcast?

[laughter]

36:51 FT: That's right.

TR: But it's true. But it's true.

TR: So I'd say to that individual, "What you really gotta do is, is you've gotta put the story to bed." Divorce your story of your past and marry the truth of what you do today is all that matters. If you marry the truth and act on the truth, your life will change. If you keep sharing the story, and by the way we do this 'cause we think if we tell people, "I really wanna do it, but I'm just fearful 'cause I lost all this money in the past." It gives us an excuse why we're not doing it now. It's not that we're weak, it's not that we have no guts, it's not that we have no courage, it's just this horrible thing happened to me. We all love to plan or point the finger to something we can't control that's not our fault.

FT: Divorce your story, Ray!

[laughter]

TR: We do love you Ray!

FT: Great question, great answer. Last, but not least, this is the finale where I'm going to start a sentence and you'll finish it for me and the first thing that comes to your mind. Okay?

40:27 TR: Great. Go for it!

40:50 FT: The one thing that I spend on that makes my life easier or better is...

40:55 TR: Private jets. Private flight. Extraordinary. There's nothing that changes quality of life when you travel as much as I do, as that.

FT: I've gone first class.

TR: I got to tell you something. I'll tell you a story. I have a friend who says to me one day, he lives in Aspen, very, very wealthy man. By the way, if you wanna do better financially, a universal principle is change who you spend time with 'cause who you spend time with is who you become. If you go play a sport, let's say tennis, racquetball, whatever and you play against somebody who is 10

times your ability you are gonna increase your skill just to stay on the court with them, but if you play against people you're better than, it's only a matter of time before your game goes down. So, in my life, I've always tried to reach the people that were playing the game much higher and knew the game ahead of me, like they knew the road ahead 'cause I know that anticipation is power. So, those who know the road ahead or somebody that's 18 years my senior for example.

TR: So, I had a friend 18 years my senior, still a dear friend of mine, still 18 years my senior as the years have gone by, but this is when I was in my early 30s, I'm now in my mid 50s, 54, and so I remember I went to see him in Aspen. He had this 1,000 acre ranch in Aspen, very wealthy guy, asked me to come for Christmas, had this big dinner. And I lived in San Diego, California, so I had to fly from San Diego to LA and then I'd get on the flight, which is of course, San Diego flight was late. The LA flight was late, which went to Denver. In Denver, they lost our luggage and then I had to get on another flight from Denver over to Aspen. So in the end, it was about 12 hour, maybe 13 hour full travel time from start to finish, house to house. I was late. The dinner was over. I missed all the festivities. And he said... He came, pulled me aside, he said, "What is the matter with you?" And I said, "What are you talking about?" He goes, "Why would you spend 13 hours, 12 hours of your time traveling. You could have been here in 90 minutes.

TR: I said, "Dude, I'm not a billionaire like you." He goes, "You don't have to be a billionaire. You have to start thinking that you're worth it" And he said, "Here's what you need to do. You need to go charter." He said, "Now if you go charter, you're not gonna like the price you see." 'Cause you're gonna see, "I could've got a ticket for \$800 and made all those trips. Now when I charter, this thing might cost me \$5000, for the small jet in those days, to do this trip." He said, "But, I'm gonna tell you something, if you just take a budget and you just say, "For the year I'm gonna spend this, but I can go when I want, where I want, wherever I want, in the middle of the night, with my own food. I can sleep in the middle of the night 'cause I've got a bed on the plane." He said, "It will change your productivity more than anything on earth." And it sounded insane. So he said, "Start with a small amount. Pick a number, and just say you're gonna charter. Don't be stupid and buy a jet. That doesn't make any sense." He goes, "Just go charter."

FT: And finally real quick, Tony, I'm so money because?

TR: I'm so money because? I'd never think that thought.

[chuckle]

TR: I'm so happy because I get to give. I get to grow. I get to expand. I get to serve. I get to have an impact. I get to wake up each day surrounded by extraordinary human beings that are my friends and family, and those that are my co-workers that really are my extended family. I'm on fire! I'm fully alive because my life is about creating impact, and as long as that's true there's never a day that it's boring. I tell yeah, the worst part about money is people think, "If I make a certain amount of money than I'll never work again." If you... Your real goal is to make enough money so you don't have to work. If you don't work, you'll go crazy.

TR: Every person I know... Steve Winn's a good friend of mine, who rebuilt Las Vegas, he's 72. Warren Buffet's 84 years old. And I can go through a list of 20 people I know at that stage of life, and they're working more today than they ever did before. And they've got billions of dollars. It isn't about the money! That's why I call it "MONEY: Master the Game." It is a game. A lot of people get offended by that, like "Oh my God! How could he call it a game?" It is. The wealthiest people in the world know it's a game, and the reason they succeed is they know it's a game. They know there's certain rules. If you know the rules, you can win and if you don't you're gonna lose. Rather than be pissed about it, learn. And that's why I wrote this book. I said, "I wanna help the average person to know what the richest people on Earth know. And I wanna give it to them in a form that they can really follow through on, and that's what this book's about.

FT: Well, I love the book. You make it winnable; you make it easy; you make it simple; and we appreciate you, Tony Robbins. Thank you so much. The book is called, "MONEY: Master the Game: Seven Simple Steps to Financial Freedom." Get this book. It will change your life. Tony, thank you so much.

TR: Thank you, and just know, you'll change your life. You can also feed 50 other people. So blessings to everybody. New Year, new life to you all.

SIGN OFF

....And thank YOU – my listeners -- for spending time with me. This is the very first episode of So Money. I hope you enjoyed it. For more about Tony head over to tonyrobbins.com and to learn more about and contribute to his mission to help provide meals to families in need, check out FeedingAmerica.org.

Once again, we've got 20 copies of Tony's book – MONEY: Master the Game -- to give away for free. Visit SoMoneyPodcast.com to enter to win. There you can also check out the transcript, comments, resources and links mentioned in this episode.

And I'd love to hear from you. [Visit SoMoneyPodcast.com](http://VisitSoMoneyPodcast.com) to submit your question – about money, work, life, guests and there's a very good chance I'll answer it THIS weekend. I'm serious! And if you want to make a shout out in 140 characters or less, tweet me [@Farnoosh](https://twitter.com/Farnoosh) using the hashtag #SoMoney.

Thanks for tuning in. I'm Farnoosh Torabi. Hope your day is So Money....