

EPISODE 155**[INTRODUCTION]**

FT: Hey everyone! Welcome back to So Money. I'm your host Farnoosh Torabi. All week I'll be airing some of the greatest episodes to date. Popular guests who helped put this podcast on the map, and we're starting with the Mack Daddy of them all, my very first episode with Tony Robbins. He happens to have been our very first guest on the show when So Money debuted on January 14th of this year. And Tony, as you know, is a best selling author, entrepreneur, and philanthropist. He is the nation's number 1 life and business strategist. He is called upon to consult and coach some of the world's finest athletes, entertainers, Fortune 500 CEO's, and even presidents of nations. And through the Anthony Robbins Foundation and his matching funds, Tony feeds 4 million people every year in 56 countries. He's also initiated programs in more than 1,500 schools, 700 prisons, and 50 thousand service organizations and shelters.

Now I had an opportunity to speak with Tony back in January as he was in the midst of his media blitz for his number 1 New York Times best selling book, "Money Master of the Game: 7 Simple Steps to Financial Freedom". And people have written in to me since that episode aired to talk about how they didn't really know what to expect listening to a podcast with Tony Robbins. They thought it might be really "woo-woo", over-the-top motivational, some were thinking that it might be something like "infomercially", and they were really really surprised - in a good way - that they said to me, "I learned a lot about Tony Robbins. I learned about his background, I really got to see a side of him that we don't often get to see or hear," and so I'm proud that this podcast was able to accomplish that.

We also talked about his book, obviously. His media tour was extremely comprehensive and we talked about his book, why he wanted to write it, what makes it different from all the other financial books that are out there, and also a few things that 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 make smart financial decisions, and his very expensive guilty pleasure that allows him to save time, and in turn, money. Tony also answers some of your questions about how to achieve goals and overcome the fear of failure. A really, really great episode I'm proud to unleash.

Here we go, Tony Robbins.