

**EPISODE 165**

[INTRODUCTION]

[00:00:33]

**FT:** Welcome back to So Money, everyone. I'm your host, Farnoosh Torabi. Happy to have you join me here on the podcast.

Today's guest came to me through a friend recommendation and here is what my friend had to say. She said, "Hey, Farnoosh, I want to tell you about Kimra Luna whom I think could be a great fit for your podcast. She's a mom of three kids who went from struggling on welfare, to generating \$890,000 in the very first year of her online marketing business. This allowed her to retire her husband, a FedEx driver who now helps her with the business. She has one of the most passionate followings I've ever seen online. She runs a popular Facebook group called Freedom Hackers with over 10,000 members. She has about 14,000 people on her newsletter list and generated over \$720,000 on her most recent launch of Be True, Brand You with no affiliates."

Wow. She says, "Kimra's Freedom Hackers mastermind has become the number one online Facebook community for networking and learning how to grow a successful online business. Her \$2,000 program Be True, Brand You has almost 500 students and actually, Kimra earned not just \$720,000 from that recent launch, but altogether almost a million dollars in sales in the course of a year, launching her online platform." My friend goes on to say that, "What I think is so cool about Kimra is her unapologetic authenticity. She has blue hair and tells it like it is at her killer mindset."

Yes, I had to learn more. I was like, "I need Kimra on So Money." I quickly booked her, no brainer, I'm excited to say she said, "Yes." She's on the show today and what a killer mindset she has. I selfishly actually wanted to meet her to learn how she has made so much money online in such a short period of time. This isn't a Get Rich Quick episode but it's really about how one woman managed to despite a lot of adversity, living on welfare at one point in her life and just struggling financially, to be able to get the inspiration and also the willpower,

wherewithal, hard work, determination, to take her family from zero to 100 in less than a year. My goodness.

We're going to learn how from food stamps to almost millionaire, how did she do it? How she went from being a digital nobody as she describes herself, to generating almost a million dollars in online sales at her first year, the exact steps to building a massive online community and how her life has changed now that she and her family of five – three kids – have more money than they ever thought they would. So, here is the lovely Kimra Luna.

[INTERVIEW]

Kimra Luna, welcome to So Money. I am selfish today. I want you on the show because I want to learn as much about your success as anybody else on the show who's listening. So, welcome. I'm so excited.

[00:03:37]

**KL:** Thank you for having me.

[00:03:40]

**FT:** We have a mutual friend, Selena, who you're working with and I actually worked with at one point. She's a wonderful online media extraordinaire, connector, marketer, all in one. Selena So, if you're interested in looking her up or if you want her contact info folks, just email me. She is wonderful. So, she emailed me and she's like, "You got to meet Kimra." She told me your back story about how you went from food stamps, and welfare, to now making almost a million dollars. Let's just call it almost a million dollars because it's like \$900,000 and growing in the first year of your online marketing business.

Wow. Self-taught. As you said, you went from being a digital nobody to generating all these money in online sales, crafting this immense online community. How did you do it? Can you walk me through the steps? At least just the most important steps that you think you took that really got you from zero to almost a million?

[00:04:43]

**KL:** Well, I think one of the biggest steps, it was applying the things that I learned. I spent almost an entire year, a little over a year being completely obsessed with online marketing. I learned everything from everybody. I was listening to tons of podcast, I was reading every blog post I could, I was attending everywhere when I possibly could; because at the time I didn't have the money to really invest in a lot of the online courses, I didn't have the money to hire a business coach. So, I just devoured the information, then started applying it and I think that's one of the major differences I have compared to a lot of people who are still struggling, is that I actually apply the information that I learn and tested out, and I'm not afraid to test out things. I'm not afraid to try the new things and see if it's going to work for me. If it doesn't, it doesn't. Oh well, I move on to the next.

[00:05:44]

**FT:** You did this all while having a family. How did you find the time?

[00:05:50]

**KL:** I did it all with them. My husband worked 10 hours a day, he was a driver for FedEx. So, he was delivering packages all day and I was at home, listening to podcast, watching webinars, I would sit and watch CreativeLive for like eight hours straight, just taking breaks to feed the kids.

[00:06:10]

**FT:** Was it overkill at any point? Because I feel like there's so much information out there. If I started to do this, I would start talking to myself in a corner of a room. I would just have so much overwhelm-ness. How did you distill it all in a way that was actionable for you?

[00:06:27]

**KL:** Well, the main thing was because I didn't have a lot of money, I could only apply certain things. Some of the things, people were like, "Oh, well there's this. You got to hire all these people for these things." I couldn't afford those things so I just did the things I could afford. I had a blog that I had for about a year and I did very, very well on it. I did great especially using Pinterest. I got pretty popular on Pinterest and it was a food, health and wellness blog and it was really great, but I didn't have the monetization part down. Then finally I decided, "Okay, I really want to monetize, I want to make a real business" and I've learned so much about online marketing and I decided, "Hey, I'm just going to start my own business teaching people all the stuff that's inside of my head."

[00:07:20]

**FT:** Now your course is Freedom Hackers. Over 10,000 members. It's a Facebook group called Freedom Hackers and it's got over 10,000 members. How did you amass so many people? A year is a long time but it's not a lot of time. How did you really hit the ground running?

[00:07:41]

**KL:** Facebook ads. During that whole year I had my blog, at that time I was also in a network marketing company and I decided, "Hey, I'm done with this. I don't want to do this." But I have watched tons of webinars on Facebook ads. Because there's a lot of people who train on it and they kind of got a lot from people's perspectives, so I was starting a whole new brand from scratch and I was like, "I need to get in front of people. I need eyeballs to see my stuff." It doesn't matter if I'm creating content, I didn't want to rely on SEO because that would have took me like five years to get a following, right?

[00:08:19]

**FT:** Yes.

[00:08:21]

**KL:** So I decided to do webinars because I saw that webinars, people were getting tons of people on those. So I was like, “Hey, I can start my audience by doing webinars.” I did free webinars, I used Facebook ads to get people onto my webinars. Most of my webinars, I have nothing to even sell on them. The only thing I sold was, “Hey, if you like this content, join my Facebook group.” That's how my Facebook group started.

[00:08:50]

**FT:** Got you. Okay, tell me about Facebook ads because I feel like – is there a method to the madness? Obviously, there is. You got 10,000 members in a short period of time. What are the top two tips you give anybody who wants to invest in Facebook and does it take a lot of money?

[00:09:09]

**KL:** It doesn't take a lot of money. In the beginning I started out pretty small. My first few webinars I spent just a few hundred dollars but I was able to get about 1,000 people on my email list within just a few weeks. People are like, “What? That's crazy.” I'm like, “Well, I didn't even spend that much money.” It was pretty risky for me at the time because like I said, I didn't really have some sort of thing to sell. What ended up happening was because I was doing these webinars, people started asking me, “Hey, can you teach me these things one-on-one?” Because I was teaching a lot of technical things, showing people how to use a Google Hangout and people would say, “Hey, I want you to show me one-on-one how to do this.”

So, I decided to do “techy” business coaching type of thing. I ended up making more money with that and then I used that money to invest in doing more ads and keeping on building my audience and using that money for tools, and I ended up making \$10,000 in my first six weeks. So I asked my husband, “Can you please quit your job because I need more time to work with all these clients that were rolling in?”

[00:10:26]

**FT:** Was he okay with that?

[00:10:27]

**KL:** Yes. He was completely okay with that. He totally trusted me and what I was doing. He knew I had the knowledge and skill set because he knew how many hours I have been putting in for a whole year being this obsessed mad woman who have held online marketing. He just trusted and believed in me. He was like, "All right, cool. Let's go over it. Let's do this head on."

Me and my husband, we always think, "Okay, if we're going to take a risk and do something, we just think, "Okay, well what's the worst that could happen?" Okay, the worst that would happen is we both end up with jobs at Target. We weren't going to starve to death. We knew that we just had to go for it because you only have so much time in your life. I wanted to build something great for my children, it's like to me it was an easy decision.

[00:11:24]

**FT:** You mentioned on your website in your narrative that your husband and you are generally positive-minded people and that's actually what helped you accomplish what you've accomplished. It's the sense of like, "What's the worst-case scenario? We're still healthy, we have our lives, we have our family, we're able-bodied. That's what matters."

[00:11:47]

**KL:** Exactly. Because I've had a lot of people that are just like, "How did you get your husband to go along with all of this?" Because there's a lot of people's husbands who wouldn't. There are a lot of spouses who would not go along with this type of thing. I can only have my business for six weeks and I was like, "Okay, it's time." It was a very, very great decision because then he was able to help me with my business, I was able to have more time with my community, more time giving value, more time doing webinars and to me it was one of the best decisions we made, was for him to leave his job quickly rather than, "Oh, well, let's wait six months to see if this keeps going." If that would have happened, I don't think the results would have been the same.

[00:12:39]

**FT:** So, we're going to transition now to my So Money questions but I have to ask this because it's not everyday you meet somebody who went from \$0 to \$900,000 in sales in one year. How has your life changed the most, given this new financial reality that you're in? That you have now really a lot of wealth. How are you going about it? How has it changed your life?

[00:13:02]

**KL:** Well, it's funny because even as the money was coming in and people would be like, "Oh, you need to reward yourself" and all the stuff, a lot of times it's like I couldn't even think of things to buy. I was like, "What would I purchase? What would I do?" When I did my first launch, that's when I found out I was pregnant with my third son. I have a six-year-old, he was almost six, a three-year-old and then I was pregnant with my baby who I just recently had. He is 10-weeks-old now. At the time, people are just like, "Oh, you should travel somewhere." I'm like, "Dude, I'm pregnant and nauseous. I can't travel anywhere." It's like I didn't really have something to buy even. We were definitely people who "live below our means." Half of my house doesn't even have furniture in it because I was like, "Why would I waste money on stuff that I don't need when I could spend money on Facebook ads instead?"

To me it was kind of like yes, our life we feel more freedom. I'm able to go places. If I see something cool that I want to grab or I want to just grab something for the kids or something, I can do that. It feels great to be able to do those sorts of things, but it also feels great to be able to help out friends and family who maybe need things, it's great to be able to give to charities that I really believe in because before, we really pay the bills. So, it was like I do not have anything extra, really. I think for two years time I think I had one pair of jeans. That's just how we lived and we're still in that same thing like we don't need all these extravagant things even though we technically could afford a lot of them.

[00:14:56]

**FT:** That's fascinating, I have to say. That's very singular I think in the way that sometimes people – it's the rush, quite the windfall. People get \$3,000 in their tax refund and they go crazy. You make six figures, almost seven figures in a year and you're like, "I'm okay with my two pairs

of jeans.” Psychologically, I think that's fascinating. I think it's wonderful. What would you say if you are to distill what you just said to a financial philosophy? What would be your money mantra?

[00:15:27]

**KL:** My money mantra would be just enjoy the money that you have. I think that would be it, just enjoy the money that you have. Keep that good relationship with the money because I know now how to create that wealth and I know that I can use the wealth I have to invest and create more wealth so that my children and children's children will be able to have that as well. That's something that to me is very important. It's very important to be able to create a legacy for my children, and their children and even more than that. We've been using our money very wisely. We're the type that we put it away and we think strategically when we're going to spend and invest.

[00:16:22]

**FT:** Do you feel like you were destined to achieve this? That there was something inside of you saying, “There's so much more out there. You just have to go and grab it.” Did you have that voice?

[00:16:34]

**KL:** Yes, definitely. I've been like this since I was a little girl, actually. I've always known that I wanted to be a positive influence on people. I always knew I wanted to help people. I wake up ready to serve. I wake up like, “Oh my gosh, I need to go on my Facebook group and help answer people's questions.” “Oh my gosh, I need to help people in my program the best I can.” I just wake up ready to serve and I knew that I would have this someday. I knew it. I've known this since I was little. Known it.

[00:17:12]

**FT:** That's awesome. Okay, not to get too down, but what is your biggest financial failure?



[00:17:21]

**KL:** Being a little too trusting. When I first started when I built my website, there was one person who took a little bit of advantage of me being a newbie. She charged me \$1,000 and at the time I didn't have the money to just be spending on whatever. She charged me \$1,000 to put a little opt in on my website, when I could have paid someone like \$20 to do that. But it was a learning experience because since that happened to me, now I'm much more – not necessarily cautious because I do like to hire people out for things that I don't need or I don't want to do. It's like, "I don't want to do this. Here, you do it." I'm okay with that but it made me realize that there are some people who will be after you for the money if they know you have some. It made me realize that sometimes everybody is not necessarily nice. In this industry, not everybody is going to be friendly. It was a good lesson to learn and I'm glad I learned it right at the beginning when I was starting my business because then I was able to trust my instincts more as I moved along.

[00:18:39]

**FT:** Wow. Have you got back to her since and say, "Too bad you charged me more."

[00:18:45]

**KL:** I let her know. I was very upset when it happened because when I first started my business, my husband was, "Okay, we have \$5,000 on our credit card and we can use this card" with no other debt. We're a completely debt-free family even though we were like broke, we were still debt-free. We didn't have a bunch of credit card debt or any of that sort of stuff. But he told me, "We can get this credit card because our credit was pretty good. We can get this credit card, \$5,000, that's all you have for your business." \$1,000 for somebody to totally basically rip off from me was a lot. I was crying. It was a lot of money at the time. I called her, I was extremely upset about it. I said, "I'm not expecting a refund, but I just want you to know that it was very hurtful."

[00:19:36]

**FT:** She didn't tell you it was going to cost a \$1,000?

[00:19:38]

**KL:** No. She told me, but I didn't realize that the work that I was asking to do was something that could take someone five minutes.

[00:19:47]

**FT:** Oh my gosh.

[00:19:48]

**KL:** I did not feel like that because I was still so new. So, I didn't realize it and I told her how hurtful it was to me. I hope that she took that to heart. I don't know if she did. I still see her around on Facebook groups and stuff. If somebody is like, "Have you worked with this person?" I say, "Don't work with her." I told her how hurtful it was to me and I think now that she sees how much success I have and stuff like that – if she would have charged me properly and done a great job, I probably would have been referring a bunch of people to her. Also, I think now she's like, "Oh, crap, man. I shouldn't have been such a jerk."

[00:20:25]

**FT:** Well, I want to go back and explore a little bit more of your childhood. You mentioned that even as a little girl, you always felt that you were destined to help people. What was your financial perspective growing up? What would you say was your biggest money memory as a kid?

[00:20:45]

**KL:** Well, I was raised on welfare. Completely straight up, never even own new clothes until I was in high school. I remember my first pair of brand new jeans that I got. My step dad bought those jeans. I was so freaking excited to get a pair of brand new jeans. I never had one in my

entire life. I was 14-years-old, I got a new pair of jeans. I think because I was raised that way where if you got one thing, you were excited for it and you appreciate it, you're grateful for it, I think that has given me a great perspective on money and it helped me realize that money is to be used for things that you're going to feel grateful for.

[00:21:27]

**FT:** Wow. That's a great story. Yes, you had those jeans at 14. Did you wear them everyday?

[00:21:36]

**KL:** Almost. As much as I could. I still have a lot of clothes from this thrift store and my mom, she was a seamstress for quite a while. I'm a punk rock chick and you guys on the podcast can't see me, but I'm a punk rock chick, you know how I always had all the patches all over my clothes and all that stuff. Because my mom was a seamstress, she taught me how to sew and I would make my clothes that I got from the thrift store into cooler clothes. My own style type of thing. We made it work even though we didn't have money growing up, but I just still remember getting a pair of jeans that nobody had ever wore before. It was just such a different experience and I remember it very, very vividly in my life. It must have been a very important thing in my life. Thank you for bringing that up. I don't even remember that until right now.

[00:22:31]

**FT:** Yes. That's what the show is all about. Thank you for remembering it.

Now I want to ask about your So Money moment, like a moment probably recently where you achieved what you might call a financially So Money moment, a time where you really hit it big time financially. I know that you have been crushing it the last year, but was there one particular moment that you thought, "Wow, can't believe it."

[00:22:59]

**KL:** Yes, when I was doing my launch in February, I had one in my list to be much bigger. I figured, “Hey, if I could get my email list to 20,000 by the time I do my launch, I’m going to do super, super amazing.” I thought, “Well, if I make my list to 20,000, I should probably make maybe \$200,000 launch.” I figured I could convert that many people. The funny thing was I didn’t reach that goal. I didn’t reach my goal of having 20,000 people in my email list. I still don’t have 20,000 in my email list. I have 14,000 now. But I remember when I was doing the early birds special during my launch – I usually have early bird open for a few days and then I raise the price.

The day that the price was raising, it was raising for \$1,800-\$2,000. The day that the price was raising, I had 100 people sign up that day. My phone was going off the hook because my husband set up one of those If This Then That things, those IFTTT things. He had that set up so my phone every single time I got a specific email saying like someone signed up or whatever, he set it up so that the phone would go ka-ching! So my phone is like ka-ching like a gazillion times. It keeps going and going. I was like, “Oh my God. All these people are signing up.” It was crazy. I was just like, “Oh my gosh, what is going on here?”

[00:24:31]

**FT:** That’s almost \$200,000?

[00:24:34]

**KL:** Yes, in that day. That was a very, very big financial day for me. Probably my biggest day. Well, actually the day the doors closed, I had almost 100 people sign up too on that day.

[00:24:50]

**FT:** You know what I’m doing right now? I’m going to Kimra Luna on Facebook and I’m going to like your page. I need to get some of this Juju. I need to understand how this is working. I don’t believe in get rich quick and you did not get rich quick. How many hours do you think you poured into learning about online marketing?

[00:25:10]

**KL:** How many hours? I don't know. Like 300x8.

[00:25:16]

**FT:** Wait, 300x8, 2,400?

[00:25:20]

**KL:** Yes, something like that. Crazy amounts. I spent over a year learning everything and I still am learning. Everyday I'm still buying courses, watching people stuff, watching webinars, listening to all these podcast. I'm always learning. My brain just wants to absorb this stuff so I keep learning, and keep learning, and keep learning. But yes, I spent a lot of freaking hours – a lot. I actually had a friend who's staying at my house. At one point she stayed at our house for about a month and she could not believe. She's like, “You're really going to sit there watching this thing on CreativeLive all day?” She thought I was nuts. I'm like, “Yes, I'm going to watch this all day.” And I have piles, and piles of notes that I was taking. It was just craziness but I literally just became obsessed and I think it's like I finally had something that I just love. I love the online marketing space. It's not like, “Oh, I just do this so I can make money.” No. I love online marketing. I would still have my Freedom Hackers mastermind group. I would still be [inaudible] even if I wasn't making money.

[00:26:29]

**FT:** What do you love about it so much? Explain to the person who is like, “What the heck is online marketing?” It's just this very intangible thing. How do you find passion in it? What is it that makes you so excited about it? Is it the connection? The community?

[00:26:45]

**KL:** It's mainly the community. One of the books that I've read was Danielle LaPorte's *Desire Map*. In that book she talks about the core desired feelings and my number one core desired

feeling is to feel like a rock star. Of course I'm a punk rock chick, I've been this way since I was a teenager and I'm not a [inaudible] talented musician. I could dabble on the guitar. I'm not like some amazing artist, I'm not an actress, so what other way was there for me to be like a rock star? Having a huge online community. That's my "audience." That's what I love about it. I love being able to be in front of people and doing presentations, and people being like, "Oh my gosh, great content." I love that feeling.

Before I read that book the *Desire Map*, I thought that that type of feeling was something I needed to shut down. I thought that it was something, "Oh, that's egotistical to want that." But then when I think about it, I'm like, "No. I want to inspire people." And in order to inspire people, I need to be in front of people and there has to be people to be in front of. That's the reason why I love this space. I'm able to create that for myself and I maybe sound selfish or something, but that's what I like. I like it, I enjoy it.

[00:28:07]

**FT:** Wow. So Danielle LaPorte's *Desire Map* works. Folks, she was on So Money way back when we first launched episode 10. Check it out. I'm actually going to re-air the episode next week. Kimra, what's your number one money habit?

[00:28:21]

**KL:** My number one money habit? I would say and this is going to sound very bizarre, is I do not look at my bank account at all. I don't even know how to log in to my bank account. My husband handles all of that. I think because I don't really look at it, it actually makes it easier for it to flow into me. I'll just get checks here and there, I actually cashed one of the biggest checks I've ever cashed in my life. It was a \$17,000 check from doing an affiliate. I did an affiliate, I promoted someone's thing and I got a \$17,000 in the mail. We have to go to the bank and actually deposit the check – I don't want to cash a check that big. Deposit this check. I don't even pay attention to the bank, though.

[00:29:13]

**FT:** Okay, Kimra, you need to know. You need to know the password, you need to know where the bank – like just with the basics. I know that your husband can take care of it, but I think you should just at least have...

[00:29:23]

**KL:** I get told that all the time. I swear to God, I cannot do it. If I look inside that account, I will stress out.

[00:29:29]

**FT:** Oh girl, you can make \$900,000 in a year, you can figure out how to type in a password into a bank account.

[00:29:34]

**KL:** Well, it's not that I can't do it. I don't want to do it. I know how to type in the password, I know how to go in, but I don't want to look at those numbers because to me, then it's like, "Okay, you got to put things over here." My brain just doesn't work that way and it never has. Like I've never been able to pay bills. I don't do that. I think because I don't do it, it makes my relationship with money way easier.

[00:30:02]

**FT:** Well, for now. This is my thing. I'm here to serve you, I'm going to help you. I want your husband and you to have just a monthly check in where he just shows you what he's done. You don't have to talk, you don't have to say anything, but I think it's just important for you to know, to have transparency because what if he can't manage the money for a while for some reason? And you have to do it? Maybe you'll hire someone to do it, but you have to...

[00:30:29]

**KL:** We do have a person that's hired to do it, our CPA helps us. That guy, he works a lot, trust me. With all this money organizing around. But yes, we do have a CPA and stuff like that. If my husband wasn't able to do it, my CPA could easily do it for us. But I don't pay attention to numbers. If I paid attention to the numbers, I think I would start feeling stressed out, "Oh my gosh we spent that much on this this month?" I stress easily. I do, I totally do and I know that that's a thing and that's why I don't look at it. Before in the past when I did look at it and I was organizing it and doing the bills and all that stuff, I was a freaking stress case. I just couldn't handle it.

[00:31:18]

**FT:** I get it. You don't like doing it, but you're not alone. So, don't do it. But I think your husband and you should definitely still have a check in. Just once in a while because it's just good to just be on the same page. You deserve to know how the money is getting managed and I know you trust your husband, you trust your Certified Public Accountant but it's just important. It's empowering. If you don't know, it could get really dark soon. Like you just need to know. Just know. You don't have to manage and make decisions, just be aware of what's happening. It's not like they're asking for you to pay the bills or anything, but I think that you work hard, you make good money, you should know how your hard-earned money is getting spent. That shouldn't freak you out. Don't let it freak you out.

[00:32:07]

**KL:** Maybe. I don't know. I like to be coachable, but I don't know.

[00:32:15]

**FT:** I know. Listen to this podcast. Maybe it will hopefully inspire you to think a little differently. Well, women should be even in control of their money.

[00:32:28]



**KL:** Well, if there's anything that I ever want, like I told my husband like, "Hey, I want this much money for my launch." He's like, "All right. Cool. We're setting that aside. That's for the launch." To me it's like I don't really need to. I just don't. I don't want to, I don't feel like I need to because if there's something I want to get, if I'm like, "Hey, we need to spend \$7,000 on a videographer." My husband is like, "Okay, let me put the money into that account for the videographer."

[00:32:59]

**FT:** Your whole financial life is hinging on your husband's ability to follow your directions.

[00:33:05]

**KL:** And he's amazing at it. He's amazing. Even when we're on welfare, he was so good at the budgeting and making sure that we were able to be happy and have the things that we needed. Even then, it's crazy, crazy.

[00:33:20]

**FT:** Well, you're lucky to have a partner like that. That's so buttoned up and so good.

[00:33:25]

**KL:** He's my chief financial officer. That's his role in my business.

[00:33:29]

**FT:** And you're the chief executive officer from what I gather?

[00:33:31]

**KL:** Yes.

[00:33:33]

**FT:** Let's do some So Money fill in the blanks.

If you won a \$100 million dollars tomorrow, Kimra, the first thing you would do is?

[00:33:42]

**KL:** A \$100 million?

[00:33:43]

**FT:** Yes, not a million because you already got the million. Let's say you got \$100 million.

[00:33:52]

**KL:** Well, I'd probably start up several other businesses. I have about 10 other businesses that I want to do. I would definitely work on bringing in other multiple streams of income and following some of my other passion projects that I want to be starting. I want to open a venue because I love music and so, I want to have some physical location businesses, which would be a different thing for me but I think it would be a fun adventure. I definitely would be helping out some of my favorite nonprofit organizations like The Gentle Barn. I don't know. Honestly, even the money I have now, half the time I'm just like, "What should I buy with this stuff?"

Besides traveling, a lot is that. I don't know. It's always been hard because I remember people say, "What would you do if you won the lottery?" I was like, "I don't freaking know." Probably start some businesses, want to invest.

[00:35:00]

**FT:** You like to work?

[00:35:02]

**KL:** Yes, I put the money to work. Definitely.

[00:35:05]

**FT:** The one thing that I spend my money on that makes my life easier or better is?

[00:35:10]

**KL:** My nanny, my housekeeper. Those are two pretty big ones. My VAs, that makes my life a lot easier. I can just message them and be like, “Hey, I need this done.” They're like, “All right, on it.” They get it done and I'm like, “Oh, awesome. Thanks.” That sort of stuff I think is really important. I'm still learning a lot about hiring and outsourcing. I did have a VA that I had for several months and I ended up having to let her go. It's interesting becoming like a boss. It's like, “I'm a boss now?” I have to, “Hey, you do this and you do this.” To delegate, because I did everything myself. It was just me and my husband basically running my business. Hiring a copywriter, oh my God, that saves you so much freaking time. People have asked me, “Why don't you have a bunch of blog post on your site? Why don't you blog?” I say, “Because it takes me two hours to write a freaking blog post. That's a lot of time when you have three little kids.”

[00:36:16]

**FT:** Three kids? My gosh.

[00:36:18]

**KL:** Yes, I have three kids.

[00:36:21]

**FT:** And what are their ages?

[00:36:23]

**KL:** My oldest is almost six, my middle son is three, and then my youngest son is eight weeks-old.

[00:36:30]

**FT:** Six, three and eight weeks. All boys?

[00:36:35]

**KL:** All boys, yes. My husband has five brothers. The genetics. My side of the genetics and it went over his did. All boys.

[00:36:46]

**FT:** Amazing.

My biggest guilty pleasure that I spend a lot of money on is?

[00:36:52]

**KL:** A lot of money on?

[00:36:53]

**FT:** You don't spend a lot, but if you had one that was sort of frivolous, but you love it.

[00:37:01]

**KL:** Like t-shirts. I love t-shirts and I do spend a lot of money on Doctor Who t-shirts, Harry Potter t-shirts, Sherlock – I'm obsessed with all those shows. Somebody asked me the other day, they're like, "Is your whole wardrobe just Doctor, Sherlock and Harry Potter stuff?" I'm like, "Pretty much."

[00:37:25]

**FT:** Awesome. Rock star.

One thing I wish I have known about money growing up is?

[00:37:34]

**KL:** That it's easy to obtain if you're doing what you're passionate about.

[00:37:38]

**FT:** Perfect. When I donate money, I like to give to \_\_\_\_\_ because? You mentioned the...

[00:37:45]

**KL:** The Gentle Barn.

[00:37:45]

**FT:** The Gentle Barn. Yes.

[00:37:48]

**KL:** Yes, I'd like to give to The Gentle Barn. It's an organization that's out here in Southern California. They rescue animals, they rescue horses, cows, chickens, things like that. I'm vegan, I've been an animal activist since I was four-years-old. My brothers used to call me Lisa Simpson because she's like an activist. I'm a bit of an activist and they also have a program there where they help at-risk youth, where because the animals, the way that they have been treated and a lot of those at-risk youth have been treated the similar way, it helps them feel like this connection with these animals, like the animals understand them. The animals have been through the same things they have been through. It's a really, really great organization and that's the number one that I send money to.

[00:38:43]

**FT:** Amazing. I love that. Finally, Kimra, I'm So Money because?

[00:38:51]

**KL:** That's a good question. Because I believe in helping people, because I believe in serving. I believe in providing immense value to people. Especially when it comes to sales, I like to do things in my own way. I don't feel like I'm actually a super great salesperson. I feel like I'm just great at helping people and that automatically converts into sales.

[00:39:19]

**FT:** \$900,000 worth of sales.

[00:39:22]

**KL:** Yes.

[00:39:23]

**FT:** I am now a Facebook fan, I'm checking out your site Bettruebrandyou, also Kimraluna.com/freedomhackers. Kimra, I couldn't imagine a better person to achieve such success – hard-earned. Congratulations, mommy of three. We love you. Thank you for being you.

[00:39:44]

**KL:** Thank you for having me.

[END]