

**EPISODE 248**

[INTRODUCTION]

[00:00:30]

**FT:** Thanks for joining me once again everyone. This is So Money and I'm your host Farnoosh Torabi. Got a wonderful guest today I recently met on a business trip. You know, those things are still good for networking. I went Podcast Movement back in August and I had a great time, met a lot of people face to face whom I normally just hear about or email with and one of those gentlemen was Alan Moore and we were seated next to each other at the Starbucks in the hotel, got to talking and I said, "You Sir need to be on the show." He is a certified financial planner, and the co-founder of XY Planning Network. It's a Fee-only advisory and location independent financial planning firm. So if you're in Boston and you want a financial planner, if you're in Honolulu, if you're in Paris, Alan can connect you with someone who can work with you remotely.

He co-created this company because he and his business partner just felt that Gen X and Gen Y'ers, many of you listeners, were being ignored by the bigger traditional financial planning firms. And I had to agree. And so they wanted to fill this voice with the creation of XY Planning Network. He is also the president of Serenity Financial Consulting, which is in Milwaukee. It specializes in providing financial planning advice and investment management services to individuals and families so that they can achieve their financial goals on an as-needed or hourly basis. Kind of like a la carte financial planning. Alan has been recognized for his work by investment news, naming him among the 40 Under 40 in financial planning and by Wealth Management as one of the 10 To Watch in 2015.

Well he's also one to listen to on this podcast. Several takeaways from our interview including the biggest issues he helps his young clients with when it comes to money. How the financial services industry is changing to cater to younger and first time investors and how he is paving the way. And a cool exercise Alan does with clients to help them realize what their "great life" should be. You should definitely try this at home.

Please welcome, Alan Moore.

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[INTERVIEW]

**FT:** Alan Moore, welcome to So Money!

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**AM:** Thank you so much. It's a pleasure being on.

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**FT:** We met at Podcast Movement and I consider that a lucky meeting because I was outside sitting, on a chair outside Starbucks in I think it was the Hyatt in Fort Worth?

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**AM:** Not drinking coffee!

[00:03:08]

**FT:** Not drinking coffee. I was Periscoping and I got the chance to meet you as well as Sophia Bera who's been in this show. Go to learn a lot about this kind of this space that the two of you are really cracking, which is all about helping younger individuals and families with their money. You don't have to be a millionaire, you wanna be someone who's ambitious, who's careful and caring about their money and someone like Alan Moore can help you.

So very excited to introduce you to our audience whom I feel like I'm just giving them more of what they want at this point by introducing you because they do come to me and they say, "Farnoosh, I'd like to start thinking about managing my money more professionally with the help of a professional. How do I go about doing it between the wealth advisors and the robo-

advisors?" It's sort of like the "Goldilocks Effect", where do we go? The wealth advisors are too expensive, the robo-advisors - whom I've had on the CEO of Betterment, John Stein - they might be a little too hands off. I want someone who understands me and knows where I'm going but isn't gonna - where do you fit into this equation?

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**AM:** You're absolutely right that there's this big gap between the technology that's out there and folks that I would say are taking advantage of many clients through selling products that may not be appropriate, whether it be insurance or investment. And then traditional financial planning, which has been built for the wealthy. And we kind of looked at that and said, "Well what about every body else? What about us?" As a young person myself, I mean I'm 28, where would I go to find a financial planner? And there really wasn't anywhere.

And that's actually - it's not the fact that consumers don't have enough money. It's not, if you're listening to the show, this is not your fault, this is our fault as an industry and we have to take responsibility for that. So we kind of built a profession around helping rich people spend their money and we're trying to change that. And the way that we're changing that is by creating a business model and a service model and a fee structure that makes financial planning accessible to folks, whether you have a million dollars in debts or a million dollars in assets, or anywhere in between.

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**FT:** Talk about XY Planning?

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**AM:** So the XY Planning Network is a group of advisors that are passionate about serving Gen X and Gen Y clients. So historically, as a Gen Y myself and Gen X just in general have been completely ignored because we didn't have enough assets to be the clients of wealthy wealth managers. You needed a million dollars or more. And even if you have a great income and you're saving and you're doing all the right things, and you're doing everything Farnoosh has

told you to do, ultimately you're not - you're just not there yet. And so the XY Planning Network has, as of today, about 120 financial advisors spread across the country that are dedicated to working with Gen X and Gen Y clients.

And they're all fee-only, so they're not selling products, they don't sell insurance, they don't sell investments, they're not incentivized to recommend one thing over another. They're really, they're fiduciaries. They're there to do what's in your best interest. And best of all, they all work virtually, so that's it's one of our membership requirements is that they have to offer their services virtually, which means if you don't have one in your back yard, totally fine! And you can work with anywhere across the country, which not only is a big help because there may not be one near by, but two: who's got time to go to a financial planner's office these days?

[00:06:22]

**FT:** Right?

[00:06:23]

**AM:** I would much rather jump on Skype. So that's kind of where our advisors fit in and being able to provide these services to younger clients.

**FT:** And yeah I mean, unlike your doctor, your financial advisor can be virtual. You can literally be in another state across the country, overseas, and still feel like you're being well guided with your money, thanks to Skype, thanks to all sorts of mobile devices. Now we can email, at the very least, and how much does it cost?

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**AM:** So each advisor kind of sets their own fee structure based on what type of client they generally work with. So many of our advisors have a specialization. They may work with new parents; we have one gentleman who works with missionaries, and that's his passion and that is his focus. And so his fee structure is a little different, admittedly, a little cheaper than the advisor

that specializes in doctors just because the service model is different, the income, and that sort of thing.

So we see a range, most folks kind of fit into a range of somewhere between \$100-\$200 a month in kind of a subscription service for financial planning. And I look at that and think, "I spend more than that on my CrossFit membership, my Verizon bill, my cable bill. So we've really been able, or we're trying to bring financial planning down in terms of cost to make it accessible to the vast majority of us.

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**FT:** Foundationally, do you think your advice is different that you would give to a millennial, to a young adult, versus somebody who would charge a higher fee that is a "Wealth Manager"? Or is it just that you're more accessible and you're more in tune to your audience? Does the advice differ?

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**AM:** The advice is actually completely different, and this is something that the advisory community is really struggling to understand. But consumers just inherently understand this, and that is, if you're in your 20's or in your 30's, the last thing you wanna do is come talk to me about retirement planning. Because you don't wanna be thinking about, "Oh I just need to save all my money until I'm 65 and then I'm never gonna work another day in my life. You wanna understand how do you live your great life? And how do you live that great life today? And how do you balance future needs and current needs? You don't wanna talk long term retirement projections, you wanna talk about cash flow, debt management, student loans, mortgages, having babies, getting married. When the traditional financial advisors work with wealthy individuals, they're not having these conversations at all.

And so it was actually kind of amusing; I was giving a presentation recently to a group of about 400 financial advisors and I said, "Raise your hand if you're a Social Security Expert. If you can get up here and give an hour long presentation on Social Security." And every hand went up. I said, "How many of you would give an hour long presentation on student loans?" No hands

went up. I said, "Who here would be comfortable simply explaining the difference between pay as you earn, and income based repayment programs with student loans?" No hands went up. I mean the traditional financial advisors don't understand the needs that we experience as millennials and as Gen X'ers. So we just had the advisors that do understand, that that are passionate about it, that talk student loans and honestly don't ask them a question about social security. [Laughs]

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**FT:** And so at what point do you talk about retirement in social security with this crowd? Because I worry that if - I don't think this is what you're saying though, that we're just neglecting this all together, but there are other things that take priority currently. But at what point do you then have the retirement conversation and so that it's not like a "let's catch up in a hurry to save for this because we've been so focused on student loans"? Can you strike a balance?

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**AM:** Yeah that's a great question. So I shouldn't, I don't mean to imply that we just ignore retirement planning. The traditional way that we've done retirement planning though has been to project, and to make a bunch of guesses about what your income is going to be over the next 30 or 40 years and what your utility bill is gonna be in retirement, and inflation. I mean, we make all these guesses to try to show where you're gonna be in retirement. And really, it's just on giant guess. And so instead the retirement conversation's very different. It is, "Hey, how do we take control of your spending, be a very conscious spender so that we're saving appropriately going forward?"

And yeah, we can make some projections about what that number needs to be, but essentially we're just trying to move the needle when it comes to good financial habits, and even just putting some money away. I guess looking at a retirement projection for me, that would be 40 years down the line, I guess it could be helpful but I don't really think so. I think it's more helpful to say, "Hey, let's just start saving a little bit. Let's save a little more next year, and a little bit more the next year," so that when we get to this point we're not playing catchup and we kind of

get ourselves on track. Because ultimately, the projection isn't what's important, it really about developing good financial habits today.

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**FT:** So a question that my brother might have in his cohorts, he's 24, he's very entrepreneurial, he does not work for a company that offers a 401(k), big sister Farnoosh is constantly on his case to open up a Roth IRA or do something like an investment vehicle for retirement, specifically for retirement. He is of the camp, because he loves James Altucher, and he's been on the show twice and some of the more kind of out of the box thinkers about what you should do with your money, particularly at a young age.

And he believes he should, well he doesn't, he asks me - he's not sure whether he should do this, so I'm asking you. Would he be better off taking that money and say investing it in the business that he wants to launch, or investing it in some skill building, investing it in personal growth as opposed to a Roth IRA? And maybe he could do both, but because when you're young, this is really the time to be investing in yourself. Although there is this thing called compound interest, so now where do we draw the line? How do we strike that balance?

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**AM:** It's a great question, and this is a classic argument among financial advisors. And so I would actually argue that I would lean towards the direction your brother's talking about going, which is investing in himself. Investing in yourself has by far the highest rate of return that you can ever ask for. And whether that's getting an additional degree or certification or more training, or investing in a business, that's really where you build wealth. And yes, putting money into the Roth IRA is important, and hopefully you can do both, but I can say for my personal life, I have most of my money tied up in businesses.

And I'm in that same boat, you know, not much older than your brother, that that's kind of where my wealth is being built is inside of business. Not necessarily inside of a Roth IRA at this point. So it is a little different I would say, than the traditional advice that financial advisors are

throwing out there, but it's a little more risky than necessarily just putting your money into a Roth, but I think that's really where long term wealth comes is by investing in yourself.

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**FT:** And getting used to that risk early on and knowing what it feels like to stomach that. Because he might lose that money in a year, because he did something riskier. But maybe he'll learn - he's young enough to be able to recover at this age and maybe master it later on.

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**AM:** And he's gonna learn a lot. I have had business fail, and I've learned more from the failures of my businesses than probably from the successful ones. And so you learn a lot in that process, and there's really no way to learn without that experience. So it's really important to experience that. And it's not that you're out there looking for failure, but it's saying, "Hey, be open to the fact that what you're doing may not work but you're gonna learn from it and move on and that's gonna - failures today will drive your future successes."

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**FT:** Right. You're gonna fail, I mean just accept it.

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**AM:** Absolutely.

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**FT:** You're going to fail to some extent, so just go for it and if you can assume that and be okay with that and be somewhat prepared for managing it, then I think that's more than half the battle.

What is your financial philosophy, Alan, as a 40 Under 40 in financial planning? Wealth Management calls you the 10 To Watch in 2015. Share your wisdom with us; what's one major, over-arching financial philosophy that you have that you share with clients and friends?

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**AM:** Life isn't about maximizing money for retirement and again, this is kind of that rub between the traditional financial planning and the way that many of us operate. And that's that it's not all about retirement, it's about living your great life. And only you can define what that great life is, and maybe that's a desire to travel or a desire for more time with family, or you wanna open a wildlife rehabilitation centre, or you wanna work virtually - I don't know. But whatever it is for you, be willing to admit it. Be willing to say, "This is my goal, this is what I wanna do with my life," be willing for people to make fun of you - that's totally fine! And then align your finances to support whatever that great life is.

So that may involve starting a business, it may involve taking a pay cut in order to do the job that you love, it may involve downsizing from a big house to a studio apartment. There may be some changes that you ultimately make, but that's okay. And it's not just about "make as much money as you can, save as much money as you can, and then one day you never have to work again." Maybe enjoy your job so much that you don't wanna quit working at 65. Maybe take enough time off throughout your lifetime that you don't feel like you gotta fit it all in when you're in your 60's because you may not get there. Many of us won't make it into our 60's to spend the money that we're saving.

It doesn't mean you wanna get into your 60's and not have any money, it's all about balance and finding that balance for yourself.

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**FT:** Yes. I love that. Finding your - discovering what it is. What is your great life? I mean I think that, I don't know if I could tell you right off the top of my head what that would look like, but it's sure fun thinking about it.

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**AM:** And I can tell you that however you define it you'll test drive it and realize it wasn't quite what it was cracked up to be, and things adjust. And so it's just kind of fun. That's how we experience life, is just going out there and kind of seeing what's there.

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**FT:** And so many break throughs I've heard on this show from guests who as soon as they understand what that great life is, it's such - it's a life-altering moment because really a lot of them they realize it's not the life they're living. Even though they are successful and they feel they have done everything right, they're highly schooled, they're in good relationships, but there is that something, the "je ne sais quoi", that's missing. And often it's fulfillment, because they weren't truly following their passion, listening to their voice as opposed to doing what they though society wanted them to do. So I think that's good advice for everybody.

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**AM:** And that's really what financial planning should be about, is discovering what that great life is. And again, we tend to focus on just saving, but it's kind of like the difference between seeing a pile of - let's say you had a 10,000 piece puzzle. Like it's the difference between having a pile of puzzle pieces and slowly kind of working through them. "Oh look how much I'm accomplishing over time," versus having the picture on the front of the box. And the picture on the front of the box is what you really need, and that is the financial plan, but the only way to get that picture is to really be able to say what your great life is because then you know what you're shooting for and things move so much faster and that, like you said, is where the break throughs come.

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**FT:** How did you become so wise? I mean you obviously have all the credentials, but you didn't become just another financial planner. Like you really carved a niche for yourself and became a master in this space for so many millennials, and young adults, and young families. You

identified this market, and you're executing this business so successfully. How did you become who you are? We know that there was a path that you had to follow, which was to get credentialed, but then what? What were the experiences that led you to this point?

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**AM:** You know, I've never really taken orders well. I've never been one to respect the status quo, and that's just part of my upbringing. I was actually home schooled my whole life and so all of my friends have always blamed that on - blamed my inability to just follow the status quo and the fact that I didn't go to traditional schooling system and learn how to follow the status quo. So it's probably partially my parents fault. But you're right, I went through the traditional process and I was gonna be, I was actually following a very traditional path myself. Got my first job in financial planning, was gonna take over the firm one day cause that's what you did. Ended up going to another firm half way across the country, and six months later I got fired.

And I just sat there and realized one person in my life that I didn't even really like, which was my boss at the time, had full power over me. He had full control over my life and my income. And I vowed then that I would never make that mistake again. I would never give one person that much power over me, or take that much risk. People think starting a business is risky, I think having a salary that somebody else dictates is really risky. And so just kind of set out on this journey to say, "What's my great life and what can I do to support that?"

And it ultimately ended up just being building a business that supported my great life, and in return, happened to kind of fall into this niche of wanting to serve younger clients. And it's just such a wide open place in the financial planning profession that it was easy to become an expert because there was no one else doing it. So kind of winning by default, I guess. [Laughs]

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**FT:** And getting fired, awesome. I love when decisions are made for you.

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**AM:** Yeah I needed to leave there, and I knew I would at some point. I was in a relationship that wasn't in the right position. She was going to grad school, and I didn't need to lose my job, but it ended up getting taken from me and honestly, I don't wanna give him credit for my future successes, but I will say that that was a real turning point for me to just embrace the fact that I needed to work for myself and that that was okay.

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**FT:** What's your biggest failure Alan? Financial failure? Have you ever had one?

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**AM:** Oh that's a really good question. I'm like an eternal optimist, so any time I think of what like other people would consider a failure I'm like, "Look at what all I learned from this failure! Isn't it great?"

I would say, I mean I've had a couple of businesses that didn't quite make it. Honestly my biggest failure, I would say in the traditional sense, and I'm still doing this, and that is that I over-invested myself in businesses probably. So if you look at my balance sheet it doesn't look like it's appropriate for a financial planner cause you're like - again, "Where's the Roth IRA getting money? Where's the 401(k)?"

I have invested in very high risk businesses, which are small business, the ones that I'm building. But I love it so much! It's so much fun. I figure there's always an opportunity to take a job and go earn a salary if I need to, and so for now it just makes sense at my age to do that. But yeah, I don't think I have anything that I would say is just like huge failure that has just like tanked me. Cause everything has kind of led down the path to where I am now.

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**FT:** And success, let's flip it; you can only pick one moment of pure success - So Money moment. I ask this of all my guests, to identify a moment in their career, in their personal life,

when they achieved a substantial amount of financial success thanks to their own good efforts, hard work. What would be one example of this in your adult life Alan?

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**AM:** This may be cheating, but I have always said that my dream life was I wanted to be able to ski on Wednesdays. And I remember a moment, I moved to Bozeman, Montana on a whim because I love skiing and wanted to be here near skiing, and that's where I live now. And I remember being up on the ski hill 11 o'clock in the morning on a Wednesday thinking, "This is it. This is me having achieved my great life." I make a lot less money, probably than I could if I went to work on Wall Street or work in San Francisco or something like that, but I had finally reached the point to where the business, and I built the business to support kind of the life that I wanted to live, and that was being able to ski whenever I wanted.

And so that was when I really just felt success. And it was Steve Jobs that said, "It sure did take a long time to become an overnight success." And you know, that a lot of really boring decisions led to the ability to do that. And it was a lot of nightly grinds, and working long weekends, and really being intentional about building a business that was gonna support what it was that I was looking for. And that was kind of when I realized like, "Hey, this actually worked! And I made it to where I wanted to be."

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**FT:** And where are you now located, full time?

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**AM:** I'm in Bozeman, Montana more times than not. [Laughs]

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**FT:** Nice. So maybe that's what we should think about when we think about our great life, is what is one recreational thing or one fun thing that you would like to have in your life on a

consistent basis, daily, because it adds to your happiness, your health, your fulfillment, and the closer you get to that the more that you can afford that, then the more you are achieving this "great life". Maybe something? Maybe that's an exercise?

[00:23:26]

**AM:** Yeah I love having people put their ideal calendar, or their ideal schedule on their calendar. And so I'm a big CrossFitter, and as you know, the first rule of CrossFit is never stop talking about CrossFit. So I have to mention it at least three times on the podcast.

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**FT:** [Laughs]

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**AM:** No but, the deal is I love doing CrossFit and I wanna be sure that that gets incorporated in my life because that's important to me. I have a one-year-old, I wanna spend time with him. So time with my son goes on my calendar, CrossFit goes on my calendar. Maybe your thing is Yoga, or it's travel, or volunteering at the local animal shelter, whatever it is, put it on your calendar so you actually start doing it today. Cause too often we start saying, "Oh I don't have time to do the things I wanna do."

Go ahead and schedule out the things you wanna do, and I think you'll be amazed to realized how everything else that you need to get done work-wise and relationship-wise, and that sort of thing, kind of fits in around those pieces because you're really incentivized to go do the things that you love doing. So you don't have to wait till you're 65 to really go live your great life and travel the world. You can do that now, it's just about being really intentional about it.

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**FT:** Maybe getting a partner in crime? So you schedule that CrossFit, but you do it with a friend so you show up and you feel accountable.

Alright, what's one habit that you incorporate into your life? A financial habit, Alan, that helps you maintain this great life?

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**AM:** You have got to track your spending. And I know, I know what listeners are thinking. Like, "Oh gosh, here they go again talking about budgeting." I'm actually not the biggest fan of budgeting because for the most part it doesn't work for most people. We just suck at it, and that's just a human nature. But you gotta track your spending. You've got to know where your money's going because that's the only way to really be aware. So a friend of mine, Carl Richards, he has this exercise where he has people go through the last three months of expenses and basically say, "Did this expense match your values?" And you will go through, I dunno, dinner out with a spouse? Yeah, it matches your values. The Starbucks coffee? No, probably not.

And you start having all these "yes, no's, yes, no's" and you start to realize just how much money we're spending on things that don't really contribute to our happiness and don't contribute to our great life. And so being really intentional about understanding where your money's going is crucial because without that you're very much kind of wondering around without a map, in the middle of the woods without a map kind of thing. So that's really gonna be your map, is where your money's going.

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**FT:** I look forward to interviewing Carl Richards at FinCon this Fall, this month actually - September. We'll be bringing you that interview soon. He's a certified financial planner, also really an expert in behaviour and he's got a website called [Behaviorgap.com](http://Behaviorgap.com). So looking forward to that. Happy to hear that he's also one of your go-to's.

[00:26:19]

**AM:** Yeah, he's phenomenal. You're gonna love having him on the show.

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**FT:** Ready for some So Money Fill in the Blanks Alan? You did not get these questions before hand - we should tell the audience. And you've been doing really well at navigating these questions unseen. But this is the part of the show where I start a sentence and you finish it, first thing that comes to mind.

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**AM:** Sounds like fun!

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**FT:** Okay. Yeah, it's pretty fun!

First, if I won the lottery tomorrow, let's say \$100 million, the first thing I would do is \_\_\_\_\_.

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**AM:** Start a financial literacy program that basically brings financial planning - makes it more accessible to the folks that really can't afford it in that \$100-\$200 a month range and really focuses on the folks that need substantial help today.

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**FT:** Excellent. One thing I wish I had learned about money growing up is \_\_\_\_\_.

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**AM:** Good question. That you can always make more of it! So I kind of learned growing up that, in many ways, that it was finite and it was almost like - oh what's the word? Kind of this "restriction mentality". I'm a big believer now in "abundance mentality" and I wish I had realized

that there was always gonna be a way to make more money. And you just have to keep focusing on finding that way.

[00:27:36]

**FT:** Yeah, growing up for me it was like the only way to make more money was to wait for the raise, or ask for a raise. It wasn't, you know, let's start a side business or be entrepreneurial. I think that that mentality is changing though, which is nice to say.

One thing that I spend on that makes my life easier or better is \_\_\_\_\_.

[00:27:57]

**AM:** Getting my meals cooked for me.

[00:28:01]

**FT:** Really? So how does - every day?

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**AM:** Not everyday, but we have a company here in Montana that delivers meals a couple times a month. And so I will order meals in bulk so that at least half of my dinners, and then lunches the next day are taken care of.

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**FT:** That is awesome! Do you like the food? Is it like - I know you're probably pretty healthy, health conscious. Is it to your liking? Obviously it is if you keep doing it!

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**AM:** It is. I love it. So like I've tried some of those recipe delivery systems - we don't have to name any of them, but it's kind of challenging cause you still have to cook it. So these kind of come pre-prepped, throw in the skillet, crockpot, or oven. And this particular system allows you to exclude ingredients. So I hate cilantro, it's like, it's a thing.

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**FT:** I hate that too! I hate it.

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**AM:** I don't - people make so much fun of us over that.

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**FT:** No, but there's two types of people in this world. Those who love cilantro, and those who abhor cilantro. And it's just one of those things, I think if you ask like a tastebud expert there's actually probably a biological thing behind it because it is such a gap. There's no one that's like "Eh, I kind of like cilantro." No, you either are like, "Yes, more cilantro," or, "Absolutely not!" And for me it tastes like soap.

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**AM:** Exactly, it does!

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**FT:** I dunno. And it wasn't, it was in a version that developed not right away. It was something like when I was a teenager, my mom used to put it in all our cooking and then I would ask, "No cilantro, please in my portions," because it made me gag.

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**AM:** [Laughs]

[00:29:38]

**FT:** Oh my gosh. See you learn something new every day on the show. You learn something new every day on the show.

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**AM:** But yeah, so I just say, "No cilantro, no onions, no whatever your thing is." You just say, "No" and the meals come. Yeah, it is a huge time saver, not only in actually cooking the meals, but also in thinking about the meals you're going to cook that week and grocery shopping. It's just a lot of time and energy.

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**FT:** I went grocery shopping yesterday with my husband and I just, we always get the same things and it's never very - we need to learn how to either cook some new meals, or just get better at finding these resources like you have. We don't wanna keep ordering in, we wanna maybe find the service that can make us and prepare us foods that are actually delicious and healthy and affordable as opposed to going to the grocery store, which we're just not creative enough. Again, it's the fatigue. After a whole day of working and dealing with a million and one things, to think about what you're gonna cook, I'm not one of those people that looks forward to cooking.

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**AM:** Me neither.

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**FT:** Unless, yeah.

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**AM:** And I can tell you, if we have it in a town of 38,000 people in the middle of Montana, I bet you've got it near your place so you just have to look around.

[00:30:47]

**FT:** We do, but yeah I gotta look around. There's a few services, but they're pretty pricey. But I'm sure there's a market for everything.

How about this? One thing that I splurge on that I wouldn't have it any other way, my biggest guilty pleasure is \_\_\_\_\_.

[00:31:02]

**AM:** CrossFit.

[00:31:03]

**FT:** Yup.

[00:31:03]

**AM:** I spend a lot of money on it, and it is worth every penny. I would literally give up my apartment before I would give up my CrossFit membership.

[00:31:10]

**FT:** What?!

[00:31:11]

**AM:** I just, you know it's not only about staying healthy, it's also about community and I have learned the older you get the harder it is to meet friends that have similar values as you do. And so it's really my home at this point. So I would probably get a cot and move into my CrossFit gym before I would give up my membership.

[00:31:29]

**FT:** When I donate, I like to give to \_\_\_\_ because \_\_\_\_.

[00:31:33]

**AM:** Typically the Red Cross for big events and helping out with Katrina or tsunami and things like that because I know the money's going where I need it go to.

[00:31:43]

**FT:** Yeah. That's awesome.

And last but not least, I'm Alan Moore, I'm So Money because \_\_\_\_.

[00:31:50]

**AM:** Oh man, that's such a good question. You caught me on that one!

[00:31:56]

**FT:** Well first, thanks for letting me know it's a good question cause sometimes guests are so perplexed and kind of irked by this question because they think, "Ugh this is so not what I would ever say about myself." And I'm like, "Loosen Up!"

[00:32:08]

**AM:** [Laughs]

[00:32:09]

**FT:** Loosen up! This isn't like, you know, I'm just giving you a platform here to brag a little bit about why you're so great with your money, which we should embrace and celebrate. So run with it! Run with this.

[00:32:23]

**AM:** I think I'm So Money because I work for myself. And I know that for people that haven't started a business yet or are in business for themselves, there are just so many things to try to tell them to convince them to go do their own thing. And I know everyone's not built to start their own business, but ultimately it just gives me so much control and satisfaction in my life and it allows me to make, honestly, as much money as I wanna make. Because I control how much I work and how hard I work, and where those hours are spent. But it also allows me to spend more time with my son. So yeah, I would have to say working for myself is huge.

[00:32:54]

**FT:** And your son is one?

[00:32:55]

**AM:** He just turned one.

[00:32:57]

**FT:** Awh! Mine also just turned one a couple months ago. What's his thing? Like what's the new and latest? What's his name?

[00:33:05]

**AM:** His name is Ridge, and he learned to walk at like 11 months, [FT: Wow!] and he went from walking to running in about five minutes, I think. So he is 100 miles an hour at all times. I love it! He's just exhausting to keep up with, but he's so much fun.

[00:33:20]

**FT:** Keeps you fit! Keeps you ready for the next CrossFit session.

[00:33:23]

**AM:** Oh my goodness, I'm chasing him like clear across the park. If you let him go for five seconds, he's far enough away that I'm running to catch up with him. So he's a ton of fun!

[00:33:32]

**FT:** That's great. It's fun to see kids that like, they're all around the same age, but they have their own pace and it's really fun to watch. My son just started walking on his own, and he is like getting very - he's one of those, I like to say he's a perfectionist. He waits till he gets it right and then he goes for it - that's just a proud parent.

[00:33:51]

**AM:** Yeah, Ridge is like a drunken sailor.

[00:33:54]

**FT:** [Laughs] They're all drunk at this stage.

[00:33:56]

**AM:** He just crashes and burns and up and move, ah! It's so much fun. [Laughs]

[00:33:58]

**FT:** It's so much fun. Well too bad you're so far away, or otherwise we'd have a play date or something. But looking forward to airing this, and thank you so much for joining us, Alan!

[00:34:07]

**AM:** Thanks! This has been a blast.

[END]