

**EPISODE 252**

[INTRODUCTION]

[00:00:31]

**FT:** Welcome back to So Money everyone. I'm your host Farnoosh Torabi. Joining me today is the fabulous, the wonderful, the singular, Belinda Rosenblum. She is a CPA Wealth Expert and self-proclaimed Chief Money Motivator - I love that title! She's not the financial expert, or a financial advisor, or a money guru. I love this, Chief Money Motivator. I gotta change my title! She runs her own company called Ownyourmoney.com, which specializes in helping corporate professionals and entrepreneurs take charge of their money. Her goal is to lead a movement that will change people's perspectives on money and transform the ways we are thinking, feeling, acting with our money.

She's also the co-author of a book entitled "Self-Worth to Net Worth: 12 Keys to Creating Wealth Inside and Out" and it provides a step-by-step approach to help build financial self esteem. She's also offering our So Money listeners her free 10-day course to help any of you out there listening to get out of debt. Now I don't talk about debt too much on this show, although I know that it is something that for many of us is a financial concern. So she's being very generous and the course is called "Ditch Your Debt Challenge". So Money listeners can get the course by visiting [www.ditchyourdebtchallenge.com/somoney](http://www.ditchyourdebtchallenge.com/somoney). Don't forget that /somoney.

Three takeaways from our interview with Belinda: struggling with money avoidance when Belinda was young and how she combatted it. The moment she realized she had the intuition and the experience to lead others to a place of financial fulfillment and turning, as her book describes, their self-worth into great net worth. And how she teaches her clients to filter out all that external pressure to live their lives a certain way and really figure out what they want in their lives - I loved this part of the interview.

Here we go, here is Belinda Rosenblum.

[00:02:39]

[INTERVIEW]

**FT:** Belinda Rosenblum, welcome to So Money. A pleasure to have you on the show.

[00:02:47]

**BR:** Thanks so much Farnoosh! I'm excited to share.

[00:02:50]

**FT:** Yeah. I wanna get into all the great things that you have going on right now but take us back a few steps to share your journey to becoming this wealth expert, helping people not just with their dollars and cents, but really unveiling and unmasking the emotions that often hold us back from getting ahead with our finances.

[00:03:11]

**BR:** Absolutely. And it's so interesting because it's not like I had it all figured out. If anything, it was actually the fact that I was such an avoider heart. That was part of the motivation to have me get into this because I thought, "Wow, if I'm having these challenges with money," and I took accounting in college - or I majored in accounting in college, was really good at math and numbers, but never really learned money or money management, or how to have an abundant mindset for that matter. And I had a really pivotal moment when I was 28 years old and like when everything hit the fan, literally, for me - like my avoiding became just over the top.

And it really turned me around at that point, and then within five years after that I had become a self-made millionaire at 33. Actually almost messaged you about being one of your millionaires next door. [Laughs] But I figured...

[00:04:13]

**FT:** That would've been great. Although, we've had so much to talk about. I would have to spread the interview over like several episodes.

[00:04:18]

**BR:** [Laughs] Exactly. So I was like, "You know what? Let's handle me as wealth expert, and then go from there." And it was interesting because I had to, at that time, really figure out how to get my mindset straight, figure out how to get my money management straight, figure out how to grow my money in a way that I could do while maintaining a full time job. And at that time I did work for one of the big accounting firms for a while and did that for like 12 years and then worked as a divisional controller actually, of a \$400 million company.

So I have a strong corporate finance background, but even with that, I actually didn't know the day to day money management until I read the books and taught myself how to do that. And it's like everyone has this big "should", like, "I should know what I'm doing because I'm smart and successful in all these other areas," and I'm a firsthand evidence that you shouldn't actually [Laughs] because we never even teach that to our accounting majors really. And so it's about learning what you need to learn and then getting into action.

So shortly after the 33 realization when I crossed the million dollars I said, "You know what? I wanna do more with my life." Corporate finance and accounting really wasn't lighting me up anymore and because I was a good saver along the way, so even though I was a bit of an avoider when it came to looking at everything, at the heart of it I was an under-spender. So because I was an over-spender along the way, even though I was an avoider, it actually turned out okay because I had a strong saving tendency happening at the same time. And I was able to take off this year and half, I really did some soul-searching, I did some travelling, I had to really step away from what I was doing before. And then it was like I put the puzzle pieces together, bit by bit. I mean I backpacked around India and it was just real self-reflection in some of those experiences, and my volunteering.

And what I came to, essentially, was that I needed to take my skills and put them in different direction. And I actually almost became a financial advisor, and then ended up turning down three of those jobs because I didn't want to - I wanted to create my own motivations. I didn't

wanna be motivated by what my employer there wanted me to do, right? I really wanted to be able to help people, totally independently with both this inner game and the outer game of money, and really learn how to master both of those because I felt like if you have one without the other, then you're incomplete. If you have the mindset, but you don't actually take the action to manage your money, then you may feel positive, but you also feel broke.

And then on the other hand, if you have the money management down but you don't have the mindset down, then you actually likely feel overwhelmed, you feel unworthy, you're not able to really enjoy your money. And so it's when you're able to marry those two things and step into this power of what I call "owning your money" then that's where this whole new world opens up. And when I realized this for myself, and I was able to start to hash out how I could lead others, it was like the skies parted and ."Ahh!" You know? [Laughs]

[00:07:41]

**FT:** The birds were chirping.

[00:07:42]

**BR:** The birds were chirping, and I figured out what I was meant to do, yes.

[00:07:45]

**FT:** Yeah listening to you, Belinda, what I have also been hearing throughout your journey is that there's a lot of external influence that makes us, like you talked about, feeling this pressure to sort of figure out your life. And then there was the pressure from your corporate job to sort of do things a certain way, and you had these other job offers to become a financial expert - personal financial advisor, which would've been a great career, but not fulfilling. But yet society might have been telling you, "This is your path, this is the way you're supposed to go." So how do you filter out all this noise? Because I do think that is something that all of us experience in some, at some level. Whether for some people it's very heavy, for others it's just sort of these whispers of, "Come this way. Go this direction." Do you talk about that with your clients, and if you do, how do you - what's your advice?

**BR:** Certainly, and it's a such a great aspect that you just teased out because even though I teach money - money mindset, money management - helping people really figure out what they want for themselves in their life, like what their dreams are, what their goals are, and who they are, that then helps create more of the "why" and the vision for why they even wanna look at their money in the first place. When it ends up being money for money's sake, it ends up being rather empty. And as quite the over-achiever myself, I can relate to people who are so successful in all these other ways and they feel like they need to keep performing, but they never - well they often shut off their inside voices at the same time.

And so when you're able to clear yourself of that outside stress and you can say, "What do I really want?" Then it just opens up this whole new world for you, and it's partly why when I wrote my first book, "Self-worth to Net Worth: 12 Keys to Creating Wealth Inside and Out", I actually co-authored it with a psychotherapist because I wanted to be able to bring in more of that emotional work. When I do the "Ditch Your Debt Challenge", which is just coming out now, it has a gratitude piece to it. It has a piece to recognizing that there's an inner abundance and appreciation that we need to have to really fast-track our financial lives in away that a lot of wealth experts don't touch on.

[00:10:12]

**FT:** For sure. For so long managing your wealth as just been about accumulation and making sure that you manage risk. It's been pretty black or white. But more recently I've become in tune to, been tapping into this area and I've been meeting people like you who are very in touch with the fact that, guess what? People also wanna be fulfilled in their financial lives. This idea of finding fulfillment. You can teach success, it's harder to teach fulfillment because that really requires the individual to dig deep and it's not a linear thing.

So share with us a little bit more about "Self-worth to Net Worth: 12 Keys to Creating Wealth Inside and Out". What was the most astounding thing you discovered, especially as you were doing this in partnership with a psychotherapist?

[00:11:02]

**BR:** Sure. When, well I think at the core, what I realized is that when people are focused on their net worth and they're not realizing that there is this initial self-worth component that actually needs to be addressed first, sometimes they get there and it just feels really empty, right? It's like, "Okay I'm here, and now what? Where is that fulfillment, as you said? Or the well-being that comes with having this much money?" And at the core of it, we dive into the childhood influences and people's money stories. And so in a lot of my work we do breakthrough calls where we essentially have them learn how do they separate out the emotions that they have with money from their actual money actions, so that they can learn to make smarter decisions with their money once it's not based on old triggers or old money stories.

[00:12:00]

**FT:** Can I be - I wanna be on a breakthrough call! [Both laugh] That sounds like it's worth a million bucks! Do you really have breakthroughs on these calls? Or is it just like the beginnings of a breakthrough?

[00:12:11]

**BR:** Oh no really. No live and in person, yeah. I mean it's funny cause I have a lot of group programs and that's partly why I do Q&A calls because I've been doing this for eight plus years now and I'm so tuned in to what's just under the surface. And it's the what's just under the surface that's actually what's controlling you, right? And so I'll give you a for instance; I was just talking last week with a women. And so essentially she wasn't paying attention to her money, she wasn't finishing this investment course, and she was even at the tail end of mine where she was having trouble with the completion. And what I helped her to get to was that she was actually afraid to be super successful with money, because then she was afraid - and she was single and dating. A little quick background there. And she was afraid that if she became as successful as a part of her knew she could be with money, that it would actually push her farther away from her dream of being married.

[00:13:16]

**FT:** Because men are threatened by successful women?

[00:13:18]

**BR:** That was the belief that she had. Right, exactly. So that was the belief...

[00:13:22]

**FT:** Which is, by the way, true in some cases. But that doesn't mean that you shouldn't become successful.

**BR:** Does not mean that you should shy away. Right. And you know, from "Psyche Yourself Rich", and from "When She Makes More", that there is a component of that that's real, but it also is manageable. Right? And so what I helped her to get to is, she was doing it so unconsciously. Like she just felt like other things were more important and that that was just "how it had to be". Right? She was just "busy". But the reality is that it wasn't just about her being busy, because we make time for the things that we really value in our lives.

And she wasn't making time for this because then she felt like, "Well if I do, I'm gonna be less attractive to a man, because either I'm going to have more money, I'm gonna have my stuff more together, I'm going to have expectations of how he's going to be with money that he may have trouble meeting up to, so I'll have less to choose from." I mean all of these beliefs, like weaved in, right?

[00:14:20]

**FT:** Woah, damn!

[00:14:22]

**BR:** Right! I know! But [inaudible], I mean I could keep going. We could do our whole thing on money stories. And so what was so interesting is that once I helped her reframe it and a lot of

this work is bringing a gentle awareness. So for everybody listening, think about what your early money story is, and I know you talk about your early So Money memories right?

[00:14:44]

**FT:** I'm still gonna ask yours soon, in a moment.

[00:14:45]

**BR:** Oh, mine yeah, hit me smack across the head too when I realized mine. But that if you can bring a gentle awareness to it, you can reframe it. So what we came to realize with her is that she could actually be more desirable, not less desirable by understanding this. Cause I find, I work a lot with couples, and I find that often times the wife is actually the one who's tending to the finances. So I said, "Just because you're married it doesn't mean that he's necessarily gonna take over. If anything," if she wanted to be a stay at home mom down the road too. "If anything, you may be the one that has, supposedly," - as a mom of two now, there's not a lot of free time but, "As a stay at home mom you might have more time than he does if he's the one that's working. So we need you to understand this now while you have the time and space to learn it."

And she was like, "Wow! Okay. So I better figure this out." [Laughs] So I was like...

[00:15:44]

**FT:** Well it's empowering, it's empowering because I remember someone said, "Show me your schedule, show me how you spend your time and I'll tell you what your priorities are." I mean it's sobering when you hear it that way.

[00:15:55]

**BR:** Right, I totally agree. And to add one more thing to what you just said in terms of "show you how you spend your time and show you what you value", like look at how you spend your money, and show you what you value, right?



[00:16:05]

**FT:** Exactly! Yeah, yes, yes.

[00:16:08]

**BR:** And look at how you spend your time, or don't spend time on money, will show you what you value.

[00:16:13]

**FT:** Right.

[00:16:13]

**BR:** Because it's not like someone's gonna swoop in and they're gonna handle it for you, right? It's - for all the people that are waiting for that, I'm sorry to tell you, now is your time to take some action here. And that the good news though is that if you're able to start to relate paying attention to your money as a way of caring for yourself, as a way of caring for your family, and even just reframe the whole context around money, you might actually find that you're willing to do it. Because those of us who have families, especially, we would do anything for our spouses and our kids. Right? And I want you, from a self-care standpoint, to be willing to do things for yourself too. So if you can start to shift it to realize, "I'll be a better mother, a better father, a better sister when I'm not distracted and worried by money all the time." Then you might actually sit down and pay attention and open your bills.

**FT:** Your Ditch Your Debt Challenge, you're generously offering our listeners a free 10-day course. [Ditchyourdebtchallenge.com](http://Ditchyourdebtchallenge.com), tell us a little bit about why you created this, and really in just 10 days we can ditch our debt? [Laughs]

[00:17:21]

**BR:** I can at least get you on the path, right? I find that debt is really one of those major causes of breaking up couples, of stress in our lives. And I did an interesting survey with all of my readers and what I found is that there's maybe a third of them that didn't have any debt, that paid everything off currently. But then there was another third that had anywhere from a dollar to \$5,000 that they carried on their cards. And then another two thirds with over \$5,000.

And it's just, it's interesting and if you look at the averages, I mean the average family has - actually I wanna say an average family with debt has over \$15,000 in debt. And then the average - and you may know these off the top of your head too. I think it's like \$15,183 or something. And then the average household, period, has \$7,000 in debt. And one of the major things that I've come to realize is that when people, even making - you know you had on Brian that was making six figures and was in six figures of debt.

What ends up happening is that when we're not paying attention, we end up with putting a little bit on the card. And then we take the vacation, and then we put a little bit more on the card. And all of a sudden we've now dragged our past into our present. And we are taking away from our future all at the same time. And the way I have people start to look at it is any money that you're paying to pay minimums on past debt is taking away from our ability to help you to save for the future and to be able to live the life of financial freedom when we want for you today. And so absolutely what we need to do is help make sure that you ditch the debt now and that you don't have to start to generate debt in the future.

And then the other interesting thing that I put in to this Ditch Your Debt Challenge is a piece of bringing some gratitude in. So gratitude for what we were able to buy when we accumulated that debt, gratitude for what we do have in our lives, and to shift the focus - you know, you get more of what you focus on. So to shift the focus from the scarcity and the lack and the shame, that often loads our debt, right? And loads our beings because we have that debt, to instead learn how to be grateful for our family and our health and our home and what we have. And so I'm so excited to have people take this, I mean I'd like to have 10,000 people, probably mainly women, jump into this Ditch Your Debt Challenge. Because I know that this is so at the core of freeing people to be able to live the life with money that's possible for them.

[00:20:02]

**FT:** And I have heard already so many different philosophies, money mantras shared from "own your own money" to "you get what you focus on", "have gratitude". What would you say this is, Belinda, your over-arching money mantra, if you had one? If you had like a catch phrase?

[00:20:16]

**BR:** So "own your money is definitely the over-arching". I mean that's the name of the company, it's the name of the website, and it's honestly how I live my life and it's what I want everyone listening now to try on and to say like, "Okay, if you live from a place of "I own my money," what does that do for you?" I mean I do a lot of work shops too and I find that as people are literally able to start to take it into their body - that was the other thing that in the book I did a lot of body centred work - that when you can start to imagine, "Okay, if I own my money I can let go of the fear and the guilt and the shame, and the frustration, and the overwhelm, and all that stuff. I let go of that old identity, that money has to be hard and complicated."

And you step into the power that comes from "I own my money, really, like for good," then it's just like things open up for you. You don't have those negative feelings anymore, you get joyful even. I have a program called "Making Money Joyful" because when you step into owning your money, you get the sense of joy, of peace, of abundance. Sounds a little woo-woo, but it actually is such a positive place to be able to come from when you're tackling your money, that it makes everything easier and you're willing to pay attention in a whole new way when you have your mindset straight. And then we layer on the tactical money management that comes with it.

And I think of owning your money where you're not a victim, right? It doesn't own you, instead we make responsibility as sexy, fun, and cool as irresponsibility has always felt. That's what happens when you own your money.

[00:21:57]

**FT:** You know, I think if we were to capture our current era of financial advise it would be called "The Woo-Woo Era" because I do think, in the best way possible, I think that leaders like you and - I mean I dunno my history that well, but I do feel like currently we are, I am at least,

catching drift of so much - so many though leaders in that space that are trying to get people back in touch with the basics. Not just dollars and cents, but really about gratitude and about appreciation and about self-worth and confidence.

We're seeing meditation take on a whole new generation where like my 24-year-old brother is meditating now with his friends. It's like Yoga's back, I mean there's like a Hot Yoga place that just opened up downstairs. I think there's this huge trend, and I hope it's not just a trend, I hope that's kind of here to stay. It's like this movement towards being almost taking a step backwards instead of moving so fast. We've been moving so fast, Belinda, right? Life's been...

[00:23:07]

**BR:** Well I actually think that all of that is to counter how fast and how connected we are, but not really. Like if you think about it, right, between your phone and your computer and your iPad and just every way that you can connect with somebody. But at the same time, I think that people end up feeling quite isolated often times, and that it's the meditation and the Yoga and these realizations through my kind of work that says, "You know what? It all has to start with me." Right? It has to start with the inner me that can feel empowered and worthy.

I remember on Tony's interview with you, and you guys had talked about right at the core we wanna feel loved, we wanna feel like we're enough. We have these basic needs to feel that, and basic fears. And so if we're able to ease those fears and have our self-love and self-acceptance be something that we can provide ourselves, then we don't have to seek it outside, we don't have to seek it from stuff, we don't have to seek it from people and it's a much more peaceful way to live our life.

[00:24:11]

**FT:** Absolutely. What would you say was your, now getting to the So Money questions, your absolutely number one money memory that really defined your thinking about money, at least for a while. Maybe it's not how you think about money today, but it was a very pivotal money memory?

[00:24:30]

**BR:** Well being in this work I have felt this need to really get in touch with what's been going on for me, right? And to dig deep back because I do wanna be like clean so that I can tune in to what other people are doing. And so, and this came through some of this kind of work to take me back to when I was about seven years old and my parents were separated and they were spending a lot of money on lawyers and divorce proceedings. And they would tell me that they were making more money each year, but they were spending more money on the divorce. And then they had nothing to show for all of their hard work.

And so it was interesting that I concluded with my seven year old mind, that as I made more money, I wouldn't necessarily have anything to show for it and it would mean more fighting. So at the core, money equalled pain for me. And it was interesting because I essentially had kept myself and below a certain money threshold I felt like I was safe and I wouldn't be hurt. But then once I realized that I had created this self-imposed limitation, then I could look back and I could reframe what was happening, that they really just cared about us too much that they wanted us to be happy and they both wanted to be with us, that I could release that cap.

But it was interesting because when I was figuring this out at the time, I essentially had made the same thing for the last three years. This was like the ceiling that I had put on myself. So I had to clean it up, had to reframe this old story so that I could then keep going, right? I could make more money and I could release my parents in a lot of ways from controlling my financial destiny.

[00:26:15]

**FT:** Wow. Yeah you chose to not live in the past. I understand that - another kind of really cool saying that I came across in my 20's was that the moment in your life where you stop blaming your life on your past is when you actually become an adult.

[00:26:34]

**BR:** I mean I definitely, I teach this stuff, I laser in on it because as soon as people are blaming somebody else, then it means they are not taking responsibility, but it also means that they let go of control. Right? And so I want everyone listening to be able to focus on what they can control. You can't necessarily control how your parents brought you up, but you can control the perspective and your response to those experiences. You can't control the ups and downs of the stock market, but you can control to make sure that you're diversified. Right?

And so it's like, blaming them doesn't work. That's like you drinking the poison, expecting them to die. I mean it's a little drastic, but it's kind of like, blaming them is only hurting you. Right? And as soon as you can really take that in and be like, "Okay, well that's not working for me. [Laughs] How do I move forward so that I get to actually create the life that I want instead of just blaming them for the life I don't have?"

[00:27:31]

**FT:** What was your greatest failure, financial failure, Belinda?

[00:27:34]

**BR:** Well when I was 28 I was on the road for like four or five days a week, every week and I was working for one of the big accounting firms. And what would happen was that I would come home from my business trips and I would get my mail out of my mailbox and I would just throw it on my desk without really opening or looking at things. And it wasn't just my bills, which compounded the challenge, it was that when my dad was 21 he'd had a stroke and I had been put in charge of the entire family finances. And so I was essentially family CFO at 21, and this was not a job that I had wanted.

And so along with really wanting to care for my dad, I was in charge of eight bank accounts, two properties, five credit cards - I mean it was just, it was so much for any mortal to handle. But it didn't help the fact that I then turned into this avoider. So I would come home every week, and I would just rinse and repeat. I'd get the mail, and then I'd throw it on the table. And so after about four months of this I just got really freaked out. My sister one day had said to me, "You know

how are you doing handling everything?" And I had to pause and I said, "You know what? Let me just tell you on Monday."

And I had all of these really like self-defeating thoughts, you know that self-talk that says, "Is my dad gonna get kicked out of the nursing home? Are his doctors gonna stop seeing him? What are they gonna do if they find out at work that I'm this A+ player and I don't have my own finances together?" Right? Like I really did put a lot of that external pressure on myself. And at the same time, I had let it pile up. Right? So I needed to step in and find another solution to that total overwhelm because, and I view that as "a failure" because I had let it get so bad. But honestly, it was what I call my "come to Jesus moment", which is really good for a Jewish girl from New York [Laughs].

But I had this moment where I said, "If I keep going like this, it's just gonna get worse! It's not gonna make it better. These bills are not gonna get opened, they're not gonna get paid." And we had the money to do it, fortunately, it was just that I wasn't taking the time, I wasn't prioritizing it and so I, in that moment, figured out like at the core what it meant to own my money. Right? And how owning your money could give me the lifeline out of that overwhelm and stress and then it was getting the money management system together, and I had to have a friend come over and help me open bills. Like just so you know, I was completely paralyzed. I couldn't open mail...

[00:30:26]

**FT:** And yet you still wanted to go into finance.

[00:30:28]

**BR:** I know! Well fortunately it took six months, and I worked my way out of it. that's when I immersed myself in everything, right? And immersed myself in the books, just immersed myself in paying attention, asked for help, and figured out that financial independence didn't mean I had to do it on my own. And then it was five years later that I had become a self-made millionaire. And I wouldn't have known if I wasn't looking at anything and tracking.

[00:30:53]

**FT:** What would you say was your So Money moment? Was it becoming - was it 32, 33 you became a self-made millionaire?

[00:31:00]

**BR:** I don't thin it was actually that moment that I would deem as my - it was fun, don't get me wrong! Right? I mean it was nice to know, but even now in our economy, a million dollars isn't as much as it used to be kind of thing. I wasn't retiring at that point. But what you're probably learning about me, if you haven't figured out already, is I really care about my family. And it was about building a business - I started this in 2007 - that would allow for me to be able to have a family and grow my family.

So my So Money moment was actually 2013 because in 2012 I had revamped my entire business so I could create a life where I had a successful business and grow my family. I had grown, and grown, and grown, but it was too time intensive for me. So 2012 I revamped the entire thing to be able to scale it, help more people, and require less direct time from me. And then in 2013 I took off nearly three months while I grew my revenue by nearly 50% and I increased profits by over \$50,000. And it was being able to do that and to allow money to be a tool for me to have what I wanted in my life, that's really what it was all about for me.

[00:32:16]

**FT:** I hear you talk and I'm like, "Man, she's a CFO!" [Both laugh]

[00:32:20]

**BR:** I am a CPA at heart, that's how I started this whole journey. And so I do like money, I do like math. I help others learn how to like it too and just paying attention to your numbers in a way that isn't loaded with shame and judgement is huge! Right? And you don't have to make it mean all these things!

[00:32:43]



**FT:** Don't feel bad about your money, people.

[00:32:46]

**BR:** Right! Go love your money. It's all good! [Laughs]

[00:32:47]

**FT:** Go love it! Go make out - big, big, make out session with your money.

[00:32:51]

**BR:** [Laughs] I don't know what that's gonna look like, but that's okay.

[00:32:54]

**FT:** What's your number one habit Belinda? Something that you practice regularly to help you with your money?

[00:33:02]

**BR:** Well it's a good follow on after the story of 28. So I actually have to, even though I've recovered and I consider myself a recovering avoider now, I have to open my mail and review my credit card statements regularly and currently. Because if I don't and if I let it pile up, then it triggers back to that moment when I was at my dining room table and I had amassed all of my piles of mail and bills. Right? Like even though that was 15 years ago plus, it's amazing how our psyche works, and I still get triggered back there.

So now I just have set up systems in place so that I open everything and I review it on a regular basis. And then if there's something wrong, I also take action immediately, or quickly if not immediately to resolve whatever it is that's on that statement, let's say, that's not correct. Cause I think that often times there are just so many charges that people didn't ask for, they didn't

realize, they don't see because they're not looking at their statements. So I've found that opening your mail and reviewing what's there is an important habit that seems simple, but you'd be amazed at how many of my clients aren't able to do that. Or at least have...

[00:34:22]

**FT:** That happens to the best of us, Belinda. It happens to me. I'll check my credit card statement and I'll be like, "Wait a minute, I thought I cancelled that such and such account." And I forgot. Because I go to the airport, for example, and I buy wifi - I'm one of those people. And it's like a trial, right? Free, but then you have to give them your credit card and they'll start charging you every month, \$7 or \$10. And that happened to me once for a period of like four-five months I had no idea. Called them, they ended up reimbursing me cause I was like, "Guys, what?" [Laughs] That was in the fine print.

[00:34:59]

**BR:** And you can use your phone. If you're at an airport you can use - oh well, if it's overseas, maybe not. But...

[00:35:05]

**FT:** As a hotspot? Actually can you? Do you have to pay your carrier to be able to have that? I dunno! I know everyone's like, "Just do" - yeah I dunno how that works. Someone, right to me! If you're listening to this, email me and tell me how that works cause I need to - yeah, that would be very helpful.

[00:35:25]

**BR:** Yeah no problem. [Inaudible] that is. But yeah, but the point that you're making is a really good one in that there are often time subscriptions that we have or sometimes I'll see this with people's cable bills where they have free channels and now the free part has worn off and then by not looking at the bills they're not recognizing that all of a sudden their bill just went up from \$80 to \$160 and they're like, "Woah!" If they're looking at it they'll notice that it just went up 80

bucks, but if they're not, then all of a sudden they're just now paying this much larger bill that they have to deal with.

[00:36:04]

**FT:** Absolutely.

[00:36:05]

**BR:** And then they probably can't...

[00:36:07]

**FT:** Yeah, like I said, it happens to a lot of people who are normally good at managing their money, but sometimes things fall through the cracks.

Belinda, let's do some So Money Fill in the Blanks, starting with, if I won the lottery tomorrow, let's say 100 million bucks, the first thing I would do is \_\_\_\_\_.

[00:36:26]

**BR:** Well first I think I'd talk to my accountant, figure out what I have left [Laughs]. That's probably the CPA in me, in terms of taking some off the top, I'd put some aside so I felt like I had enough for me, for my kids, for my grand kids. And then, it was interesting cause I've heard you ask this question before and every time I think about, you know, "What would I do?" And I would start a foundation to empower women to really believe in themselves and their worthiness, to let go of those old stories, especially their old money stories and really step into that greatness and allow money to serve them.

I own some property in Costa Rica, I would a retreat centre out there. That's been something that I've kind of held on to the property, at this point now I'll likely be selling it soon, but unless I happen to win that \$100 million, then I'll go build my retreat centre. And then I think there'd be a bunch that would be fun money. I would do some of the things that I don't indulge in now, like a

stylist, or shopping, or going to Disney. Right? Isn't that what people say, "What are you gonna go do?" "I'm gonna go to Disney!"

[00:37:32]

**FT:** Don't go to Disney! Maybe cause you're like a parent, you do that for your kids, but seriously? My cousins go to Disney every single year. They got married there.

[00:37:42]

**BR:** Wow.

[00:37:43]

**FT:** Yeah. They're those people.

[00:37:46]

**BR:** I got married on the beach in Costa Rica. That's more my thing. So it'd probably be a family trip there first. But my kids are two years and three months right now.

[00:37:55]

**FT:** Yeah they're not gonna remember. Don't go yet. Go when they can remember it and they can appreciate it. And then you can say like, "We're not going again cause we already went."

[00:38:06]

**BR:** [Laughs]

[00:38:08]

**FT:** Let's see, once thing i wish I had learned about money growing up is \_\_\_\_.

[00:38:13]

**BR:** That financial stability doesn't mean you have to have a paycheck job. I wish that I'd really gotten earlier that entrepreneurship was a viable option and one that can actually put more control of my destiny into my hands.

[00:38:34]

**FT:** Right! Yeah I did not get taught that either. It was all about like, "Get the 401(k) with the job and health insurance," which is great if you can get that, but it's no guarantee. I got laid off, I know what that's like.

[00:38:47]

**BR:** Right! Dido.

[00:38:49]

**FT:** One thing that makes my life easier or better - one thing that I spend on that makes my life easier or better is \_\_\_\_.

[00:38:55]

**BR:** My assistant meal preps my lunches and it's interesting because I end up having just a really packed day, partly because I only work about 25 hours now, given kids and all of that. And so for me to know that I have my lunch prepared for the week and for me and my husband is actually really super helpful.

[00:39:16]

**FT:** Yes. It also gets rid of that fatigue, right? Of trying to figure out what to eat every day.

[00:39:20]

**BR:** Right. I mean I'm a big fan of meal prep with groceries for dinners. So when I can just - and I don't mind having the same thing every day. So I get some help with that, and it's just a big relief to know that I'm eating well and eating healthy, and we actually do a local farm share, which is also something that I feel like makes me feel better. So we use as much of that as possible, and it's just a real win-win.

[00:39:45]

**FT:** Wow, we need more of those in New York. Well, I should say Manhattan.

[00:39:47]

**BR:** Yeah they're a lot harder to come by in New York

[00:39:50]

**FT:** They're a little harder. I mean there's farmer's markets all over the island, but now that we have moved sort of subletting in Williamsburg there's just - hey again, if you're listening and you know more about the city than I do, like let me know. I'm using my audience as a resource to inform me about things, but looking for inexpensive ways to eat healthy in New York City.

Okay, one thing that I - well I already asked you that!

When I donate, I like to give to \_\_\_ because \_\_\_\_\_.

[00:40:21]

**BR:** Two major places: one is the Dana-Farber Marathon Challenge. My husband runs the marathon; he's done New York once, but mainly Boston. He just signed up now for his fourth year doing Boston. And we really, we have, unfortunately we've had people pass away from cancer in his life, in my life, and we really want our children to get to a point where they can

learn about cancer in history class. Whether it's them or their children that we get rid of cancer. And then also I give to Combined Jewish Philanthropies, to really further Jewish Priorities in the world too.

[00:41:03]

**FT:** Excellent. Yeah we don't learn about cancer in school. I suppose it's too hard a topic to really - we learn about it in maybe health class, but not as part of the regular curriculum.

[00:41:16]

**BR:** Yeah I just want us to find a way to find an answer. Right? To find a solution because so many people die of cancer every year that it's just so sad how prevalent it is in our society and in our families. Yeah, so he's running 26 miles and then we're raising money in the process.

[00:41:35]

**FT:** My goodness! Some day I might do a marathon.

[00:41:39]

**BR:** Better him than me! [Laughs]

[00:41:40]

**FT:** It's on my bucket list. Yeah. And last but not least...

[00:41:42]

**BR:** We're cheering him on!

[00:41:43]

**FT:** Good yeah! Posters all the way - sidelines.

[00:41:46]

**BR:** Exactly! [Laughs]

[00:41:47]

**FT:** Count me in.

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

[00:41:53]

**BR:** I'm So Money because I'm a recovering avoider who now gets to help others face their financial fears and create the lives that they are meant to live.

[00:42:03]

**FT:** I wasn't sure where you were going with that at first! I thought you were gonna say, "I'm a recovering a...lcoholic or something." And I was like...

[00:42:10]

**BR:** [Laughs] Should I have paused a little longer?

[00:42:11]

**FT:** No.

[00:42:11]



**BR:** Yeah I mean, it's all I'm creating a judgement free zone, which I have to tell you is So Money! It's so hard to get that in our lives when we handle our money. And so I feel like I'm So Money because I can help people be able to do that, to ditch their debt, own their money, and live the life they're meant to live.

[00:42:29]

**FT:** Love it! Ditchyourdebtchallenge.com everybody. Go check it out! Even if you don't have debt, I wanna go on there and maybe have a breakthrough.

[00:42:39]

**BR:** Absolutely! Absolutely. I mean I'm gonna be doing Periscopes every day of those 10 days, and I know now you're dabbling in that a little bit too.

[00:42:49]

**FT:** A little bit!

[00:42:50]

**BR:** Little bit. I'm doing - I have like just a whole series of support over that 10 days for you and there will be a webinar at the end to really live your rich life and some live makeovers there. So yeah, you get a little bit of everything with this challenge and it's - you don't have to have debt, because what it will do if you take it is it will then help you set yourself up so that you don't get yourself into debt or you know how to deal with it when you do. So whether you have a lot or a little debt, come join me!

[00:43:23]

**FT:** Alright everyone you heard that, join. Thank you for joining us today on So Money Belinda! Really hope to have you back soon, and we'll be keeping an eye on you.

[00:43:30]

**BR:** Absolutely. Well thank you Farnoosh. It's really been a pleasure and I feel like your podcast also just really brings this fresh sense and access to people that a lot of your listeners might not normally have access to. So thank you for allowing us to share with all of your listeners!

[END]