

EPISODE 321

[SPONSOR MESSAGE]

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FT: Welcome back to So Money. I'm your host Farnoosh Torabi. Today marks the last week of 2015 and I thought what better way to close out the year than reflecting on some of the wonderful lessons my guests have shared with me this year on the show. It's been almost a full year since the show launched and I'm incredibly grateful to you and to my guests and really all of you who have taken the time to tune in and ask questions for me each week.

In just the last month we've been featured in the Wall Street Journal, INC magazine and on Marketplace Money, we were in Success Magazine and so it's really hard to think how we can top it all in 2016. I'm really thankful for a wonderful, wonderful year.

Now the is is a little bit of a different week. We're gonna do some year-end wraps, looking at some of the highlights of the year, extracting some of the really fun and important themes that we've gone over from health and wealth, to earning more, to starting a business. Today's theme is "Health & Wealth." So often we hear from my guests about how important it is to keep your health in check and how to be physically and mentally healthy and how that translates into growing your wealth.

One of my first guests on this topic is my good friend and *New York Times* best-selling author of the *The School of Greatness*, Lewis Howes. I interviewed twice this year, and he kicks us off today. Did you know he was a former pro football player and he's a current national handball champion. If there's someone who knows how health correlates to wealth, it's Lewis. Let's take a listen from So Money Episode 277.

[EXCERPT FROM EPISODE 277]

[0:03:25]

FT: In chapter five, we talk about mastering your body. This has to happen right? You can't be great and just be eating Doritos and watching reruns of Real Housewives on demand. I don't do that.

[0:03:40]

LH: Exactly. I think it was, I got to figure out what this quote exactly is but Richard Branson from Virgin America and Virgin everything, someone asked him the question one time, "What's the key to being a successful entrepreneur or building a successful business?" It was something along those lines, and he said, "The answer was working out and exercise." I was like, interesting that one of the richest guys says that the key to being successful in business is exercise and working out because in my mind, I feel like if we don't have control of our body, if

we're not in healthy alignment with our body and our emotions then we're going to have, it's just a scientific fact that there's excess weight that holds us back from making better decisions and giving us better energy throughout the day.

So I think if we want to be successful in business or relationships or anything, we've got to have our health under control and I don't think it means having a six pack necessarily, I just think it means having the energy to be able to make hard decisions and overcome adversity that comes your way every single day. Because we are busy, there is a lot of things that are being thrown at us and if our mind and body isn't able to handle it, we're probably going to react in negative ways as opposed to clear and compassionate ways. So I think it's all about the health.

[0:05:05]

***FT:** Coming from you as a former football player, you are an athlete, this is something that you're used to, it's part of who you are. For a lot of people this is something they have to train themselves to do well and consistently. Any advice for someone who is really busy, says to themselves, "I don't have time to work on my body," what are some easy things they can do?*

[0:05:30]

***LH:** I would say you need to shift your mindset first because the body is all we have. If you don't have time to focus on all we have then nothing else really matters. And if you ask someone, a billionaire that has cancer and is going to die in the next year and if you ask them about it, they would give all of their money away and take everything back to live another year or a few more years.*

So you want to start really shifting your priorities and thinking about your health as number one because if you can't be healthy, if you're just going to work, work, work all day and take care of everyone else and never take care of yourself, and you're making money but you're going to die at 50, how is that serving your family and the people around you when you're not being healthy? So I think it's more of a shift in mindset as a priority where you say, "Okay, at least 30 minutes every single day, I'm doing something where I'm focusing on me and health first so that I can

work harder.” That’s why I take the approach of doing something painful every day with your body.

Pain can look different for a lot of people, that could be walking a hill every day, that could be doing stairs, that could be running, it can be working out, anytime I’ve worked out where you sweat, I mean just getting out of bed and walking can be painful sometimes because we want to lay there. Doing something where you’re moving, you’re exercising for at least 30 minutes a day and that’s just a foundation that you set up for your lifestyle forever.

[END OF EXERPT]

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FT: That was Lewis Howes. So, just 30 minutes. That’s all he says it takes. And if you’re really busy like me, spread out those 30 minutes. Try maybe 10 minutes in the morning, 10 around lunch, 10 before you go to bed. I try to do some pushups in the morning and some pushups at the end of the day, just so I feel like I’ve gotten my heart rate up a little bit.

And also, carrying around my 25 pound son that’s one of the activities I do all the time. Probably helps me from having to go to the gym every day. But one of my resolutions in the new year is to hit my favorite barre class at least three times per week. And they’re opening a space near my office, so I really don’t have an excuse and I hope that you’ll keep me accountable.

Another guest whom I’ve had on the show twice this year is a dear friend. He has a similar outlook on health and wealth, James Altucher. He came out with a new book this year *Choose Yourself Guide to Wealth*. James, so say that he has contrarian views is an understatement. He doesn’t believe in 401(k)’s, he doesn’t think that college is for everyone. But this concept of how your wealth is correlated to your wealth is something that I think we can all agree on and specifically he talks about how money is just a bi-product of living a healthy life, I think is very true and very real. Here’s James Altucher from So Money Episode 3, talking about health and wealth.

[EXERPT FROM EPISODE 3]

[0:08:20]

FT: Well, along those lines, do you have any kind of financial philosophies or mantras that you live by that maybe are reflective of kind of how you've evolved financially over the years? Maybe there are lessons learned and now you have this kind of idea about money or saying or philosophy. I think sometimes it helps people to reflect on money in that way.

[0:08:47]

JA: Yeah. So, I find that money is just a bi-product of living a health life. If you're physically, emotionally, mentally, and let's call it spiritually healthy, money is a bi-product of that. People say, "Oh, you can only say that after you have money." I can tell you for sure I had no money, and then I started focusing everyday on just 1% improving my life physically, emotionally, mentally and spiritually, and then money appears.

And again, it's not always doing what I love. For instance, I'm a board member on several companies of things that I'm not really that interested in, but I make money from them. And again, these opportunities happen because I stay healthy, and I constantly am coming up with ideas, I'm constantly practicing coming up with ideas, I'm constantly grateful for what I'm already abundant in. And then it's just natural that more opportunities come my way. It's almost like having faith in something, I trust that if I build this foundation, the house will be solid.

And that has always been true for me. I never think about the money first. I never think "How can I make more money?" I always think about, "How can I be more healthy in these four areas?" And by doing that, let's say I come up with 10 ideas a day. Often, I come up with 10 ideas for other companies or other people and how their lives can benefit. And so, I share my health with others, and that boomerangs back to me in the form of money often.

[END OF EXERPT]

[0:10:18]

FT: That was James Altucher telling us to flex that idea muscle. I love that philosophy. How many ideas have you had today? I bet more than you think. Another special guest on the show we had this year, Dave Asprey, author of *The Bulletproof Diet*. And he has a lot to contribute when it comes to the intersection and relationship of health and wellness.

He is a self-described 'biohacker'. He invested \$300,000 to hack his own biology and from there he lost 100 pounds and started somewhat of a revolution in the world of health. Dave's also a Silicon Valley investor and tech entrepreneur. I chose this excerpt where he talks about willpower, food cravings and how your nervous system impacts the financial decisions you make.

[EXCERPT #1 FROM EPISODE 11]

[0:11:09]

FT: *Let's talk money now. I'm curious to hear how some of your health philosophies might be mirrored in your financial philosophies. And that's my first question is, what is your best, a most sacred financial philosophy that helps guide your decisions? And you are somebody who is very successful, a very successful entrepreneur. You've sold businesses, you know a thing or two about money. But I'm curious in terms of managing your money, earning your money, saving your money, growing your money, what's your philosophy?*

[0:11:46]

DA: *It comes down to awareness, and it's exactly the same for food and money. And hence, there is a whole universe of things that happen in your body that are not visible to your conscious brain. I actually write about this in "The Bulletproof Diet". There's a whole conversation that happens. There's kind of three big buckets, and this is between your nervous system, and you can almost think of your nervous system as a separate part of you. And it just ties directly to the financial decisions you make.*

The first thing, if you imagine like a Labrador Retriever in your mind, this is what the Buddhists would call "the monkey mind". But there's a part of you that, if you imagine that floppy dog, you

say, "Look, there's a stick!" And you run after it, and that's distractibility. And also, "Oh, is that something I should be afraid of?" So there's this constant seeking for something that's either opportunity or something that's a threat. That's actually not really your conscious human brain, that's an automated defence system in your body.

There's also this, "Oh, look, I'll eat anything," which is what that Labrador will do, and there's also that, "Oh, look, there's a leg, I'll go mate with it." So those are the three survival behaviors for the species. And as I look at how did I lose \$6 million when I was 28, it was because my body, my nervous system's automated protection systems, were forcing me to not pay attention to what was important because honestly, my nervous system was afraid of them.

As a conscious, intelligent human being, I wasn't afraid of them, but I didn't realize that the fear response in my body had nothing to do with logic. So when I look at managing my money, the first thing I do is I look at what is my nervous system's response to a financial situation. Is there a fear or a tension or something? And if there is, I pay a lot of attention to it until that goes away, because I don't want to be dealing with money on that level.

I will honor my nervous system if I have a deal in front of me, and some part of me is like, "Run screaming, this is a bad deal." Okay, I'll go with my gut. And all the great venture capitalists, when you talk to them about this, they'll say the same thing. Some part of what they do is intuition. So I trust my intuition, but I listen to my nervous system, and I don't let it make decisions for me. I make them consciously.

[SPONSOR BREAK]

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FT: Time for a quick break to put the spotlight on one of our sponsors today, Wealthfront. Wealthfront is the most tax efficient low cost, hassle free way to invest. Now many of you I know are interested in simplifying your investment strategy. You wanna reduce fees, you wanna work with your service that you trust, and Wealthfront delivers. It builds and manages your personalized globally diversified portfolio.

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[EXCERPT #2 FROM EPISODE 11]

***FT:** You are in the process of spreading a very important message to the world about becoming more healthy, becoming more fit through your own personal journey. You have a new book out called "The Bulletproof Diet." But some people might be wondering, "Why did I invite Dave Asprey onto So Money, this is a financial show?" Well, if there's anyone out there that's proven that they've got a very disciplinary method to their life, you're one of them.*

You're very disciplined, you're very focused when it comes to your health but apparently also to your entire life. And I think that there are a lot of parallels in how we approach the discipline that's required to maintain a healthy living lifestyle and a financial lifestyle and a financial life. So I'm curious to see how that might translate into your own personal finances. We'll get to your personal finances in a second, but first congratulations on "The Bulletproof Diet".

Tell me a little bit about the book and the bio-hacks, and you as a self-described biohacker, what made you wanna write this book?

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***DA:** I spent \$300,000 in 15 years, first getting my health back and then exceeding what I ever thought was possible. And along the way, there's a certain amount of psychological, emotional stuff that you work on in order to be a peak performer. And I got really interested in all of the things that you can assemble to perform at your very best level, and then measuring what you were doing and do more of what works and stop doing what doesn't work.*

And when I ended up writing "The Bulletproof Diet", it ended up being a book about willpower. It turns out that there are many things that you do everyday that are outside your conscious awareness, and those zap your ability to make good decisions, of any kind of decision. And one of the biggest areas where people today are just wasting their energy is on food cravings and on hunger rather than eating so that they have maximum energy to make the best decisions, whether they're financial or personal or just a decision that you're not gonna snap back at your kids when they pester you.

Whatever that is, there's some amount of energy that you have to bring to bear on a problem. And if you're eating the wrong foods or if you're just not eating enough of them or if you're beating yourself up with exercise for two hours a day every day, all of those can make you a poor decision maker across your entire life. And that is something that became apparent to me, so I stopped wasting time and energy on being hungry and having food cravings, and that has unleashed a lot of entrepreneurial performance for me. So I wrote the book to share that with people.

[END OF EXERPT]

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FT: Dave's book *The BulletProof Diet* went on to become a New York Times Best seller. My final guest on this theme of health and wealth is Amie Valpone. She is someone who is incredibly triumphant, she was told she had just 24 hours to live, and yet figured out – on her own – how to not only survive, but thrive. She went from also getting fired while suffering from a chronic illness to building now a six-figure income with her blog *The Healthy Apple*.

[EXEPRT FROM EPISODE 302]

[0:18:13]

FT: *What would you say is a failure that you fell upon or you experienced earlier on in your financial life that was a big learning lesson for you?*

[0:18:22]

AV: *You know, I don't know if I ever really had a failure because I saved so much that I was able to have — I mean I did not live a glamorous life in my 20's at all. But I did not — the thing that I learned is that I saved, I don't want to say too much, I was too much of a penny pincher. I did not enjoy myself in my 20's and I thought that was just life in New York. I mean I really didn't go out to dinner, I did not like to spend my money, I didn't take cabs. I was very hard on myself and I got to the point, I feel like the universe just gave me a lesson and was like, "You need to start loving yourself and taking care of yourself," and I got sick.*

And after that, I was like, "I'm worth spending money on food. I'm worth the cab, I'm worth this, I'm worth that," and that, is what made me budget my money. Because now, I mean my food has to be all-organic and my bills are very, very expensive just taking care of myself. I have an infrared sauna in my apartment, like different things that I have to do to keep myself healthy are very, very expensive and time consuming and I had to say, "Wow", that's been the biggest lesson for me, really learning to take care of myself.

And I wrote a blog post about this the other day. I was like, "Why did I never learn?" I went to college and no one ever taught me how to take care of myself and half my friends, I'm 32 in my 30's, half my friends in their 30's or even 20's and 40's still don't take care of themselves but they don't even realize it. They're in Corporate America, they're pounding the pavement, they're just grabbing whatever they can to eat, they're not really taking care of their bodies and it's hard. Right? So I found that as one of the biggest lessons that I learned. That balance is really how you excel in life.

[END OF EXCERPT]

[0:20:10]

FT: I really love that saying from Amie, that "balance is how you excel in life." I don't know if I really believe in balance, but it's a nice thought nonetheless. I believe more in like integration, you know? There's no such thing as a 50/50 balance of your personal life and your professional life. I feel like sometimes it just has to be a juggle.

And that's our wrap. Going down memory lane to rediscover some of my guests' thoughts on wealth and health. I hope you'll go back and listen to the full episodes with Lewis, and James, and Dave, and Amie. As you head into the New Year making a resolution pertaining to your health and staying fit remember making that investment in yourself can translate into success in so many other areas of your life.

When you have more energy, more focus and you feel better and you are better physically, that just means you're gonna be so much more productive and so much more active in hitting your goals. Come back tomorrow when we review some of the top discussions on this show pertaining to, my favorite topic perhaps, earning more.

And remember, so much more over at somoneypodcast.com where you can get the transcripts to all of these interviews and you can also ask me a question. Click on "Ask Farnoosh" and you can send me your thoughts for the Friday Ask Farnoosh episodes.

Thanks so much or tuning in everyone. Hope to see you right back here tomorrow. In the mean time, hope your day is So Money.

[END]