

**EPISODE 327**

[SPONSOR MESSAGE]

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**FT:** Creating opportunities by starting your own business is one of the most empowering things you can do for yourself. However, it can also be overwhelming at times. The secret to getting more done isn't about finding more time, but rather finding the right tools. Our friends at FreshBooks couldn't agree more!

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[INTRODUCTION]

[0:01:36]

**FT:** Welcome back to So Money Everyone, I'm your host Farnoosh Torabi, thanks for coming back. It's the New Year and today we have a guest focused on helping you look, lead and live your best life. Kailei Carr is here, she is a sought after speaker who advises C level executives and successful entrepreneurs, particularly women on their image, presence and personal brand and how to be a compelling force within their organization, how to really stand out.

Kailei has recently created the power presence toolkit where she walks you through four steps to create a stronger, personal brand, we're going to talk through some of that on the show. She's also the host of the podcast, a very popular podcast, Beyond the Business Suit. It uncovers the secret weapons as she says of successful women. Kailei also holds an MBA from the Kellogg's school of management at Northwestern.

With Kailei I was interested to learn because she went through this understanding that there's more out there for you to achieve. You're at a job that you like, you don't love it, it's not fulfilling. How do you go after what it is that you actually want, how do you identify what it is that you want and make that transition? She shares her journey and lessons learned. We talk about frequent mistakes when we are trying to create our personal brand. And oh yes, the time Oprah Winfrey grabbed her breasts.

Here is Kailei Carr.

[INTERVIEW]

[0:03:02]

**FT:** Kailei Carr, welcome to So Money my friend, happy New Year! Lots in store for you in 2016 including a little bambino?

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**KC:** Yes, I'm so excited to be here Farnoosh. Thank you so much for having me on So Money.

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**FT:** How are you feeling?

[0:03:17]

**KC:** Feeling really good, on the home stretch now so excited for the new little one to come.

[0:03:25]

**FT:** I'm so excited for you and your husband and really impressed Kailei with the career that you've built for yourself. We were connected through a mutual friend around the time when you were thinking about leaving corporate or maybe you had just left your corporate job, you were very successful, you have an MBA, you could have stayed on that corporate track and probably gone on to run some companies if that was what you wanted to do.

But you decided, "You know what? I'm going to take my skill set and I'm going to combine it with more of my passion and develop my brand and get out there and connect with people directly, women specifically to help them learn how to lead their best lives, focusing on presence and image and personal branding," and you did it, you are doing it. You are growing and it's like every time we connect, I talk to you over here and there. It's like always something new, always something more exciting. A new speaking engagement, a new product.

Take us back because I think a lot of my listeners perhaps are in that place right now where they're working their jobs, they enjoy their work but they know there's more out there for them and they want to develop this thing called a personal brand. How did you do it and through your story, tell us a little bit about what you might teach others as far as what works for you?

[0:04:44]

**KC:** Sure. Going back to being even in business school, I always knew that I wanted to be an entrepreneur and I never knew exactly what it would look like but I knew that I was meant to be kind of my own boss and to get out of corporate America even though that was very comfortable for me and it worked really well for me, I had a very successful career and I continued to climb and made some great relationships and to always seem to be promoted.

However, I just was not feeling fulfilled and I got to the point, I really had two plunges, I left corporate America in 2008 and had an idea of starting a company with my best friend and Barack Obama had just been elected and I was thinking, "You know what? This is the time to do it. So I'm going to leave my job, I'm going to move to New York," I was living in Dallas at that

time, “I’m going to start this business with my best friend,” who was living also in the northeast, “and we’ll figure it out.”

It’s really better to have an idea clarified and solidified before you leave your job. That’s one piece of advice I would give people. It was great, I took eight months to develop an idea and by the time we started developing and we decided on what we were going to do, we actually launched a digital magazine focused on professional African American women. I realized that my savings was running out and I needed to go back to corporate America.

So we continued to do that and it was more of a hobby than it was a full time or even a part time position at that point in time. I always had this desire to go back out on my own. Fast forward to 2013, I was leading a marketing department and doing really well in that but I just wasn’t feeling fulfilled and it was at a time when my mother was ill and I was living at home with her, taking care of her, also leading this team all around the country and trying to manage that.

And I just got to a point where I was thinking, “You know what? I know this isn’t it and my priorities right now are my family and I think I’m going to need to take a step back.” And I talked to my boss about it and she said, it’s very interesting you say that because we were thinking about relocating you to corporate headquarters in Philadelphia, I was living in Chicago at that time. She said, “You know, we know what’s going on with your mom, we’ll wait but if you do want to move, we’ll wait but if you don’t, we understand.” I said, “You know what? I don’t.”

That was kind of the kick and the push that I needed to go out on my own. I left on a Friday I remember, and the following Monday my mother passed away and it was a really tough time obviously, I was very close to my mother but the silver lining in that was that I didn’t have to grieve while also working a job that I had also, you know, just wasn’t in to anymore. I could spend the time to really think about what I wanted to do with my career, how I really wanted to use my career to give back and to live out my purpose.

I realized that there were so many things to help and hinder women or that helped and hindered women from advancing in their careers. A lot of those things were not talked about in classrooms, they were not talked about in performance reviews and they were things that I was good at. I really developed my company out of that vision. My advice for people would be to number one,

figure out what you're going to do before you leave your job. And number two, will figure out for you what is it that people continue to come to you for? What is it about you that really helps you thrive, that really brings you energy and excitement and can you turn that into something that can be monetized?

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**FT:** Well speaking of monetization, you have to have also a business plan. You have to think about, "Well how do I just translate this in to something that can be viable for myself, how can I scale this?" Take us to that next step which is how you decided to bring this intelligence of yours to the masses, what are you doing to get out there? Because I think that's also a challenge.

Everyone would love to — not everyone but many people would say, "I want to get more speaking engagements, I'd like to get in front of larger audiences." How do you do it when no one knows who you are? I know who you are, I'm happy to make introductions for you but you know what I mean? How do I get known?

[0:09:37]

**KC:** Right, the first thing is to test out a theory. If you have a theory, at least for me, I had an idea of what I wanted to do but I wasn't sure if people would pay for it. I wanted to test out my services on people that I knew first and get feedback from them and then pitch it out. So I started to develop my personal branding profiles and style profiles for a few friends and colleagues of mine who were in my target audience and I did some pro bono work and they loved it.

I was asking them, "Do you love it because it's me or do you love it because it's good?" And asked for some really candid feedback, got some really great feedback and developed my products from there. Now, something that I also did was talk about what I did. I think sometimes it's really difficult especially for someone who has been in Corporate America and has had a successful career and identity tied to your corporate persona, if you will, to do something very different.

For me, that meant that I had to change my LinkedIn profile. I had to start talking as if it was happening. So on social media, I talked about what I was doing, I was not only to my Facebook page that I built around my business but also to my friends. When I would get pro bono speaking engagements, I would talk about that.

And the next thing I knew, I was getting calls and LinkedIn messages from people who I knew, sometimes not very well but we were connected loosely, asking me to come to speak to their law firms, to their companies on stage at their conferences and because I had already built up a strong reputation in general throughout my corporate career, people already trusted me. And then that turned into them recommending me to other people and me continuing to build my brand and my customer base from there.

[0:11:47]

**FT:** This reminds me of a quote that I heard years ago, which I love because it really reflects, it personifies in some ways what you've just told me. Every day, you have to pretend like you're auditioning for your job, every day. Or you're going on that first interview for that job every day. In other words, come, show up as if you're putting your best foot forward, you want to never burn bridges, you want people to see the best of you and that once you get the job, people sort of forget about that.

They kind of go back to being, I guess, not ungrateful but just they take for granted sometimes where they are in life but you never know. One day you wake up and you go, "You know what? I want to try something new," and when you want to leave, having that history of people admiring you, respecting you, knowing you do good work will come to welcome you in lucrative ways sometimes.

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**KC:** I believe that whole heartedly.

[0:12:49]

**FT:** It reminds me of a story when I was looking for a job, I was sort of in transition in my mid 20's trying to figure out my next step as a journalist, I wanted to do more broadcast and I had a drink with my friend who was at the time working at ABC, he had a senior position there thinking, I dunno, maybe he could help me? I did not end up getting a job at ABC but then he went to be on a panel the next week and met a few people in the industry and heard that this one guy who worked at TheStreet.com was looking to hire someone that fit my description.

Put us in touch and I was literally a staffer at TheStreet.com to months later. Putting your energy out there, your ideas out there, even if not fully baked can definitely be helpful. Thanks for sharing that with us because I love to hear that it is working for people. Tell us about your kit and I actually want to hear about this too. What are some of the mistakes, specifically women make as far as their presentation and their, I suppose the way they dress even at work that you see all the time, that you help women with?

[0:14:06]

**KC:** Sure, some of the mistakes, some of the biggest mistakes that I see are around confidence. Women, we're plagued right now around confidence and a lack of confidence. Something that I see from a lot of my clients is that they are not owning their worth and another thing we do is apologize, we apologize all the time! I don't know how this happened, how this became a part of our rearing or social development, but women — and I do this myself.

We will say I'm sorry as a default even when we don't do anything wrong. That's something that I talked to my clients about and as well as just owning your ideas and communicating confidently because if there is a man and a woman in a meeting and they're both communicating ideas, chances are, the man will be about 40% sure but he will sound 110% sure and the woman will be maybe 40% sure but she'll sound 30% sure.

[0:15:20]

**FT:** Right, that's something that I read in *Lean In* as well that when there's a job posting and it's got all the prerequisites or what we like to see in this candidate and a woman needs to feel as though she qualifies for every single description and if she doesn't she won't apply for the job.

[0:15:38]

**KC:** Yes, it is really doing us a disservice. Another thing that I see quite often is that many of my clients will say, “Well you know what? I’m going to wait to get my wardrobe together until I lose my last 20 pounds or lose the baby weight.” Or I’ll just wait until ... And the thing is, when we make that first impression, we only get seven seconds to make a first impression.

[0:16:09]

**FT:** Seven?

[0:16:10]

**KC:** Seven. Online, by the way, we get 40 milliseconds, that’s it.

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**FT:** Wait, who said that? What is a millisecond? That’s like...

[0:16:22]

**KC:** I know, right?

[0:16:23]

**FT:** Times 40, that’s what I have to calculate?

[0:16:25]

**KC:** Yes. We don’t get a lot of time to make a first impression. So when a client says. Well Kailei, I’m going to wait to do this wardrobe overhaul until I lose this last 20 pounds. Well, if they meet somebody tomorrow who has never met them, who didn’t know them 20 pounds ago then



they're showing up not as good as they could be. So I try to coach my clients on showing up as great as you can be today versus trying to wait until some day that may never happen. Can I just mention one more?

[0:17:03]

**FT:** Oh yeah, please. By the way, I empathize with that woman a little bit because it must have been 18 months since my pregnancy and...

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**KC:** But you look fabulous.

[0:17:14]

**FT:** You know what's weird? You'll maybe experienced this. I've heard this from other women who have been pregnant and they're like, "You might go back to the scale where you were but your body's not the same." Your hips are maybe a little wider, your fat deposits in areas that it didn't before. Maybe my legs are skinnier but my gut's bigger. I don't know. I empathize but I have scheduled a styling session this January and I'm like, "I'm just going to go for it because I've been living in sweat pants for a little bit too long."

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**KC:** Yeah, soft pants can be, yes. For us entrepreneurs, the soft pants can...

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**FT:** I don't show up on TV wearing sweat pants.

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**KC:** Right, that's true.

[0:17:55]

**FT:** I'm not wearing sweat pants right now, I'm actually wearing a skirt but it's easy to feel not — when you don't feel your best, you don't make the effort.

[0:18:05]

**KC:** Exactly. Studies show that when you wear things — your image and your wardrobe impacts not only your perception, how other people perceive you but also your performance and your pay.

[0:18:22]

**FT:** Wow, okay wait, let's dig in to that a little bit. What are the correlations? Because I guess you're right, you don't ask for — you don't feel the confidence to negotiate, which impacts your pay.

[0:18:34]

**KC:** Right. There are some studies that show that women who have a professional dress have are more likely to have higher income, women who wear makeup have a 30% higher income than women who do not.

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**FT:** What? Well I'm sure that could also backfire too much.

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**KC:** Exactly.

[0:18:53]

**FT:** Too much perk and too much makeup.

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**KC:** Yes.

[0:18:57]

**FT:** Doesn't it bother you? Kailei, men don't have to worry about this crap, what the F?

[0:19:02]

**KC:** I know, it's so frustrating but it is what it is so we just need to do what we can with how the culture is and what we have.

[0:19:15]

**FT:** Yeah. So there was a third thing you wanted to talk about or did we already go into it?

[0:19:18]

**KC:** Yes, one thing, another challenge that I see a lot of people or mistake that I see a lot of people making is not putting enough emphasis into their digital presence. In particular for people in business, that means LinkedIn. They'll say, "Well you know what? I don't really like the pictures that I take so I'm not going to put a picture up." Or, "I only have one professional photo and it was taken 16 years ago but I'm going to use that." Or, "I think I look really cute in this picture and even though I'm leaning in and I cropped it out, I'm going to use that as my LinkedIn photo." Like I said, you only get 40 milliseconds to make a first impression.

[0:19:57]

**FT:** 40 milliseconds?

[0:19:59]

**KC:** Yes. When someone, you may be being considered for a position that a recruiter came across your page, you may not even know you're being considered but that door has closed before you even knew it was open because of how you presented yourself in your LinkedIn profile.

[0:20:15]

**FT:** Yikes. So Power Presence Toolkit is your latest and greatest and it's walking through four steps to create a stronger, personal brand. I love it. What have you learned through this process that you didn't know before, you didn't realize before? Because I'm sure you'll come to this with a set of expectations and you know what your advice is going to be but then you learn maybe there's a few things that you should be reiterating or that you discover is a need that people need to know about.

[0:20:46]

**KC:** Sure, a couple of things from the mind, one is what I talked about earlier which is the roll of confidence and how much it impacts women in business and women in leadership, particularly another study that I came across was with 60,000 executives and within this study they showed that women outranked men, women leaders, women executives, female executives outranked men on almost every criterion except for confidence. This is impacting women's ability to climb in their careers.

Another thing was this area around how you're dressed impacts your performance which I think is so fascinating. There have been a couple of studies out there including one at Northwestern University which is, they call it The White Lab Coat Study and it was back in 2012 and basically they found that in one experiment, they had two groups. One group had to wear white lab coats and another one had to wear their plain clothes or their street clothes, whatever they showed up in. They found that those who wore the white lab coat performed 50% better than those who wore their street clothes.

[0:22:01]

**FT:** Wow.

[0:22:02]

**KC:** Yes, and they did this again, this time with three groups. One group with the white lab coats, another group that had white coats that were the same white coats but they were painter's coats and the third group was, had their plain clothes on but they had to look at a white lab coat before taking in the test. Again, those who wore the white lab coats performed better than the other two groups. That was just so fascinating to me and it really helped me even further — it just helped further reinforce what I had already felt and seen in my work with my clients that your wardrobe absolutely impacts how well you do in your job.

[0:22:42]

[BREAK]

**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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[INTERVIEW CONTINUED]

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**FT:** Demonstrating confidence Kailei at work or anywhere sometimes I feel it doesn't work the same for women as it does for men. And that's unfortunate because sometimes you get characterized, mischaracterized as someone who is difficult to work with or the B word. How do you reconcile that? We want women to be more confident, how do you exercise that? You can't do it like a guy because it doesn't bode well for you. What is the recipe for displaying confidence in such a way that wins for you and wins for everybody?

[0:24:13]

**KC:** I think one advantage that we do have as women is that we are by nature many of us, not all of us but many of us by nature are very empathetic. I think by having that empathy and not losing that empathetic nature that many of us have, we can still be confident but that confident does not translate to cockiness or to aggressiveness by other people because we can be powerful but our power doesn't mean having power over people.

Whereas unfortunately for a lot of men, there is this ego component that comes in that make them thrive around having power over people. I think the more emotional intelligence a female leader has, the more empathy they have for their employees, their teams then the more respected they'll be as a confident leader who can make decisions and should be followed and has that trust but also isn't trying to get over people.

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**FT:** This what you just say, I totally agree with and there's a great book out there called *The Athena Doctrine*.

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**KC:** I haven't read that one.

[0:25:36]

**FT:** Written by two men and basically looks at, globally, examples of how female leadership is a winning formula for politics, for industry, for business, for households to thrive. That we need to — and they divide the book I think based on kind of some of these traits that you talk about, empathy and communication and multitasking and all the things that are generally inherent to women that we need to really appreciate and they show clear examples of how, when that is used, when that is exercised, everybody wins. That's encouraging so *Athena Doctrine* is something that I actually read a little bit to prepare for my book *When She Makes More*, it's very empowering and everyone should read it.

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**KC:** I'll definitely check that out.

[0:26:32]

**FT:** Alright, let's talk a little bit about money and Kailei.

[0:26:35]

**KC:** Okay.

[0:26:36]

**FT:** Okay? This is the So Money show.

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**KC:** That's right.

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**FT:** In case anyone forget. What's your money mantra?

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**KC:** My money mantra. I don't know if I have an actual mantra but three things come to mind. One, when you're doing something that you're gifted to do, it won't feel like work and the money will come. Two, if you are not showing your best self, you're leaving money on the table. I just talked about how if you're not doing the right things, you may not be getting the income that you should. And then three, women need to ask, we don't negotiate enough and you know this very well.

[0:27:18]

**FT:** Yes.

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**KC:** We need to ask.

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**FT:** Of course, how you ask, there's a science to that too, there's an art to that.

[0:27:26]

**KC:** Right.

[0:27:29]

**FT:** We're not going to get in to it because it's a whole show. Listen to Leah Goldman's episode folks.

[0:27:32]

**KC:** I heard it.



[0:27:34]

**FT:** Yeah, executive editor at Marie Claire and I've written about this and Barbara Stannie talks about this in her podcast so I encourage you to go through those archives and read it. Tell me now a money memory. Growing up, you grew up in Chicago or Atlanta?

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**KC:** I grew up kind of all over.

[0:27:54]

**FT:** Kind of all over, because your family is a little bit all over. I'm curious to know Kailei, what was your exposure to money issues as a kid growing up? What's one pivotal memory? What happened, what did you experience and what was the lesson?

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**KC:** The challenges that money wasn't talked about very often. However...

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**FT:** you were curious about it?

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**KC:** I don't know if I was curious or not, we didn't really want for much. My parents were divorced when I was very young, I was about two and a half and my father was always in my life although he lived in a different state and my mother went back to school to get her master's degree so that she could have a better life for my brother and she had been a teacher and knew that that salary wasn't going to be enough for what she wanted to provide for us.

So I guess that's a part of it, but one money memory that does come to mind is that later in life and maybe, I don't know, maybe when I was a teenager, my mother mentioned that when she and my father got divorced and she was you know, struggling financially, she sold things like the backs of her 14 karat gold earrings and she pawned things in order to have some more cash so that she could provide for us.

That did show me just the sacrifices that she made and now that I'm going to be a mother, I have so much more respect for my mom and the sacrifices she made in her career and throughout our lives to make sure that we had a great life.

[0:29:36]

**FT:** It's the baby effect Kailei, the baby effect. You have a kid and suddenly you're whole — I have these thoughts like six times a day which is like, "If I lost everything, I think I could get it back together." I'd have to and I would do whatever. Hey, I have no shame, I'll go and clean people's houses, I'll go and write commercial songs. Whatever, I'll dance, I'll skit you know? I will do whatever it takes.

And I also feel at the same way and you probably already feel this way. It's like suddenly there is this accountability in facing you that didn't face you before which is like, you're accountable to your kids. You want to be able to provide a future for them that in some ways it's better than yours.

[0:30:26]

**KC:** Right.

[0:30:28]

**FT:** Not that you want to spoil them or make life too easy for them but you want to be able to pass on your wealth and so how do you do that? How do you protect that? That's a conversation in your head to that hopefully you're having it with your husband and your financial partners or financial advisers as well.

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**KC:** Already thinking about that.

[0:30:48]

**FT:** Failure, I'm sure this comes up a lot when you're coaching your clients, it's a big part of who we are, our experiences, our challenges, our failures. What's a financial failure Kailei that you experienced and how did you overcome it?

[0:31:03]

**KC:** I haven't had any huge financial failures, however I had some bad decisions and one was just in college. Going to college and since we didn't talk about money a lot in the household, I had no idea how much both of my parents actually have impeccable credit and they never really talked to me about credit cards and that you shouldn't get a credit card when you go to college because you don't have a job, work study isn't going to pay for it.

So I got a credit card that I had no business getting and I never racked up a lot of debt, I'm pretty conservative when it comes to spending but I charged more than I could afford for sure. That just haunted me for longer than it needed to.

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**FT:** So you graduated with debt. How much debt was there?

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**KC:** Definitely under \$2,000. And I paid it off, maybe even less than that but it was more than I could afford. It was definitely more than I could afford.

[0:32:10]

**FT:** It's all relative, absolutely. You have no money, \$2,000 is a lot of money.

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**KC:** Right, right.

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**FT:** Okay, let's talk success, financial success. I have to give it to you because you've gone through a lot of transitions in your life and not having the job, starting your business, a lot of fluctuation there financially, potentially and now planning for a family. What to you had been your proudest financial accomplishment to date? Your So Money moment?

[0:32:39]

**KC:** I would say my So Money moment came actually before I went out on my own and it was when I was in business school and it actually ties to negotiating. I had a couple of offers coming out of business school and I kept hearing that women don't negotiate enough and the offer that I wanted to take was in Dallas and I actually was fine with the salary, the salary was better than I expected. However, I just felt like I should be negotiating. I called my dad, my dad is a master negotiator, he is the type of person who lives for buying and negotiating a new car.

He will be on a car lot for hours trying to out negotiate the sales people on a car lot, it's so funny. But he suggested a list of things. So things like grossing up the signing bonus and getting half of it upfront and half of it when I started. A house hunting trip that they'd pay for at the time I had a property in Atlanta that I was running out that I wanted to sell so my dad suggested that I ask them to pay for all of those cost associated with the selling of the house. More vacation and a couple of other things, I can't remember everything.

I felt like there was absolutely no way that I should ask for all of that. I knew that if I did, they would just resend the offer. It would be like, this girl is just crazy. I did ask for everything that he suggested reluctantly and they gave me everything that I asked for. Everything that I asked for.

Not only — yes, everything and not only that, they hired someone else at the same time, there were two of us from two different MBA programs and the other person who was a guy did not negotiate at all.

Yes, they gave him everything that I asked for to be fair. On the first day of work, I never met him before and he was like, so appreciative of me for asking for all of that because he got a lot more than he asked for as well.

[0:34:42]

**FT:** I think this hit, one of the tips there if I've heard it correctly now is, it was a timing too, you knew they wanted you.

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**KC:** Yeah, that's true.

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**FT:** You were about to start, this is when you want to and this is the sweet moment that you asked for more.

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**KC:** That's true, absolutely. That's what my father tried to coach me on. Like, "You got the offer, they want you."

[0:35:04]

**FT:** Which sometimes give me a frightening — I think people who are not accustomed to asking for raises and negotiating, that could be scary. "Well what if they resent the offer? They're going to think I'm asking for too much, I'm too greedy." Stop listening to those voices in your head.

[0:35:20]

**KC:** Right, because you'll never know.

[0:35:22]

**FT:** "Let's look at this for what it is really, which is that they like you enough to offer you a job." Negotiation is something that as an employer, you're not — this is nothing new to you, you know to expect this. It's actually surprising and there was a study. When you don't negotiate your salary, it's actually unexpected. They expect you to come back with something.

[0:35:48]

**KC:** Exactly.

[0:35:49]

**FT:** So use that to your advantage. Great, great story. Let's talk about first Oprah, then Habits. Yes. I don't let any guest on this show who has had — I don't let any guest on this show who's had a brush with Oprah to not at least tell me about everything that happened with that brush. You were on the Oprah Show years ago. Tell me why, briefly. As comfortably as you want to make that statement and then now you're reuniting with her. So that's exciting, tell us a little bit about that.

[0:36:31]

**KC:** When I was in business school, I really wanted to intern with Oprah and I was in Chicago at the time and wanted to see if she had any internship programs and that investigation led me to a page called "Be on the Oprah Show". And there were a few topics listed and I submitted at least two or three and one of them of course, the one that they responded to was one about "do you think you might be wearing the wrong sized bra?" Because 80% of women wear the wrong sized bra.

[0:37:04]

**FT:** I was for many years by the way.

[0:37:05]

**KC:** Yes, I was too which is why they selected me and I wrote a letter about my best friend and me and how we were petite women but somewhat endowed and probably did not wear the right sized bra and apparently Oprah really resonated with the story or the story resonated with her and the producers called us and we were mortified but really excited. This was probably two years maybe before she ended the show, we knew it was coming. So it was like, "Okay, it's this or nothing."

Come to find out, we ended up walking on stage arm and arm with Oprah. Oprah spooned me so I got the second base with Oprah and she kind of fondled my best friend and I think my best friend is a little traumatized...

[0:37:56]

**FT:** In a good way.

[0:37:58]

**KC:** Yes, yes.

[0:37:58]

**FT:** The best kind of trauma.

[0:38:01]

**KC:** It was still Oprah, let's be clear, we were excited. As a result of that, we were on Jimmy Kimmel, the best week ever on BH1 and Talk Soup all showed the clips and one of them said,

“This week, Oprah turned into Gropra,” and they showed the clip with her and me and my best friend and another woman where she did kind of a double hand squeeze and it was traumatizing, embarrassing, especially since I was in business school at the time and all of my classmates saw it.

[0:38:35]

**FT:** Only Oprah could fondle you like that.

[0:38:37]

**KC:** I know.

[0:38:38]

**FT:** And somehow you go back into the real world unscathed.

[0:38:41]

**KC:** Exactly.

[0:38:42]

**FT:** Actually respected in some ways, more respected than you were prior to the groping.

[0:38:47]

**KC:** The funny thing is, now I talk to my clients about are you wearing the right size bra, have you been fitted? Let's go get you fitted, let's make sure you have the support that you need but yes, I recently was in a clip of a where are they now show.

[0:39:09]



**FT:** Where are they now? Did Oprah did that interview or was it one of her producers?

[0:39:24]

**KC:** One of her producers and here 10 years ago which is when it was first aired, there was no YouTube. We were very excited and thankful for that but unfortunately now it's coming back to haunt us.

[0:39:25]

**FT:** It's all good and I can't wait to see it now because I don't know how else I would have gotten to see it. I'm very excited for this. Let us know when that airs.

[0:39:33]

**KC:** yes.

[0:39:35]

**FT:** Okay, so now, what's your number one — unrelated transition. Number one financial habit Kailei?

[0:39:43]

**KC:** I think it's that I am a great bargain shopper. Shopping is my cardio, I do it for my clients.

[0:39:50]

**FT:** Shopping is my cardio.

[0:39:52]

**KC:** It's my cardio but when it comes to bargain shopping, I am with the best of them, I am confident in my abilities. I very rarely pay full price for anything especially clothing, I know where to find the best deals on clothes and shoes and...

[0:40:10]

**FT:** Tell me, tell me a little bit about this, let's spend a little time talking about that.

[0:40:15]

**KC:** Okay! It ends up what it is.

[0:40:17]

**FT:** It's January, what's a good time, what's good to buy this month?

[0:40:22]

**KC:** Actually, this is the perfect time, we don't have much time, we really only have a week window where there are tons of sales coming out off of Christmas and things are deeply discounted because the stores want to make room for their spring merchandise. Now is the time to hit the sales racks, go to those discount stores, Nordstrom Rack and Off 5th and Neiman Marcus Last Call. This is the time where you can get some gems as well as thinking ahead to next year.

When you're going to those holiday parties and you need a good formal dress or a cocktail dress, those deals are going to be great right now because they have excess inventory from people who didn't purchase the dresses off the rack this year. You can be one step ahead for holiday season later this year.

[0:41:19]

**FT:** Well I'm going to take notes and I live across the street from Nordstrom rack.

[0:41:24]

**KC:** Oh that's so dangerous.

[0:41:25]

**FT:** If you're looking for me, you know where I'll be. I promised listeners that starting in the new year I was going to ask guests some fresher questions other than my usual go-to's. I want to just ask you if you think here that they can be quick answers but I think feeding my listener's curiosity, how do you make money Kailei? What is your greatest revenue stream right now?

[0:41:50]

**KC:** My revenue streams are multifaceted. I have three main revenue streams. And they're pretty similar honestly. One is speaking engagements, another is through my online program the Power of Presence Toolkit and the third is individual clients.

[0:42:09]

**FT:** What's the revenue stream that you don't have here that you'd like to grow?

[0:42:15]

**KC:** I would love to have a TV show.

[0:42:17]

**FT:** Yeah? Okay. Put it out there.

[0:42:19]

**KC:** Heard it here first.

[0:42:20]

**FT:** Okay, I'm going to do my dance, I'm gonna do my dance. If you lost everything, how would you begin rebuilding your financial life? What's the first thing that you would do?

[0:42:37]

**KC:** If I lost everything? I would figure out what I needed to do to generate income. Whether it was rebuilding, if I felt like I had enough time to rebuild a new venture, I would do that. If I felt like it would be faster to go back into corporate America for a short period of time to reestablish myself wealth wise then I would do that.

[0:43:07]

**FT:** Who are your role models or mentors or influencers right now that are helping you, inspire you to get your business to the next level or your finances or your personal life? It doesn't have to be about business, you know, people that you really admire that you look to to say, "Okay, what are they doing and thinking and saying?"

[0:43:31]

**KC:** I have several accountability partners that I meet with on a regular basis and one of them is Amanda Miller Littlejohn. She is a personal branding expert and she's really good and I would say she is a couple steps ahead of me but we have very similar mindset and aspirations. It's great for us to help to motivate each other.

Another person is Tod Herman and I don't know him personally but he is a peak performance expert and I'm really fascinated right now around this area of peak performance. So I've been listening to a lot of things that he does and says and his approach and methodologies are really exciting to me.

The third person that I recently came across and you had on your show was Tara Gentile. I haven't met her personally again but I really like a lot of her approaches and philosophies to marketing your business and establishing your ventures and businesses and I really appreciate some of the tips that she has.

[0:44:39]

**FT:** Quiet Power Strategy, I believe is what she preaches. Yeah, she's fantastic. Okay, some So Money fill in the blanks Kailei, really quick. You've been so much fun and I could talk to you for lots more hours but we have things to do. You and I, not just I. And our listeners got to go to. Tell me, the one thing that I spend my money on that makes my life easier or better is \_\_\_\_.

[0:45:03]

**KC:** A cleaning person. I don't do it often but it's nice to have someone else cleaning the house every so often.

[0:45:10]

**FT:** I hear that, likewise in our household. One thing I wished I had learned about money growing up is \_\_\_\_.

[0:45:19]

**KC:** Good money management and financial wellness. Like I mentioned my parents had such great financial habits but they didn't talk to us about them. I wish I would have had more insight into the behaviors because I did not learn a lot of those until later in life.

[0:45:37]

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

[0:45:41]

**KC:** My mother scholarship because it's a part of her legacy.

[0:45:45]

**FT:** Where is the scholarship?

[0:45:47]

**KC:** It's at Benedictine University which is the university where she got her PhD and it's an annual scholarship that she started about a little bit over 10 years ago and it's awarded to an African American student from the inner city in financial need. Since my mom passed away in 2013, my brothers and I are looking to turn it into an endowment so it will live on. But I also have dreams of starting another scholarship in her honor that's University Agnostic.

[0:46:14]

**FT:** I love that. Your mom is looking down, she's so proud of you.

[0:46:18]

**KC:** Yeah she was an amazing woman for sure.

[0:46:22]

**FT:** Okay, last but not least Kailei, I'm So Money because \_\_\_\_\_.

[0:46:28]

**KC:** I am So Money because I inspire women to step in to their power and show their best selves to the world.

[0:46:35]

**FT:** I love it. And listeners, a little cute story about Kailei. So you and I are podcast movement right?

[0:46:42]

**KC:** Yes!

[0:46:43]

**FT:** I introduced you to Aron Smith who has been in this podcast and what did Aron tell you?

[0:46:49]

**KC:** She said something like, "Oh I love your energy."

[0:46:53]

**FT:** Yeah, Aron was blown away, and I am too and I think I take it for granted sometimes because we see each other, we used to see each other a little bit and we talk frequently but it's nice to be reminded and it's so true. You have a spark and an energy, a presence that is unique. I love you for it and it is a gift. So keep on trekking, keep on shining, keep on doing your thing, your jam because the world needs it. Kailei Carr, thank you so much.

[0:47:22]

**KC:** Thank you Farnoosh and you inspire me so much, so, so much. So keep on doing what you're doing and keep shining on.

[0:47:30]

**FT:** I'll do it for you Kailei.

[0:47:32]

**KC:** Thank you.

[0:47:34]

**FT:** Happy New Year.

[0:47:34]

**KC:** Happy New Year to you too.

[END]