

EPISODE 356

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[INTRODUCTION]

[0:01:55]

FT: Welcome to So Money everyone. I'm your host, Farnoosh Torabi. Guess what? It's my birthday and what better way to kick off my birthday week than to celebrate the young people in this country that are out there, taking names, changing the world and so passionate and many of you are our listeners on So Money.

So I am very honored to dedicate this entire week to you and to inspire everybody else. We've done this before and it was very successful looking at some of the most remarkable young people in this country as they manage their money, manage their careers, find their purpose in life and so back by popular demand, we're dedicating this entire week to those of us born in 1980, that's me, or after.

It's So Money Millennial Week and for months, I have been searching for bright, talented and So Money 20 and 30 somethings and I'm excited to say that we have an incredible line up for you. So stay tuned all week. Today, a young woman that I met about eight years ago and she had just graduated from college, had stars in her eyes and she reached out and said, "Hey, remember me?" And of course, I did.

Victoria Reitano is now the CEO and lead consultant at her own company, CreatiVix Media, a digital agency based in New York City and it's dedicated to making social media manageable for all. Her nickname is "Vix", the two of us actually met during one of my talks at Time Inc. way back when. So hear us catch up, learned how she transitioned from corporate to entrepreneurship and how she's earning six figures all before the age of 30.

Here's Vix Reitano, our So Money Millennial part one.

[INTERVIEW]

[0:03:33]

FT: Victoria Reitano, welcome to So Money. So Money Millennial, "Vix" as they call you and you and I actually have a history. We met about seven or eight years ago. I came to Time Inc. where you were working to give a little chat about managing your money in your 20's in New York. I'd just come off writing my first book, *You're So Money* and we kept in touch and here you are, kicking some major arse, lady.

[0:04:04]

VR: Thank you.

[0:04:06]

FT: Let's catch our listeners up okay? So at the time, you were working at Fortune Small Business and you were like, "I know there's more out there for me," as everyone, not everyone but many of my listeners, you know who you are, we have that voice in our head that's like, "You're destined for better."

[0:04:24]

VR: A hundred percent.

[0:04:26]

FT: There's more out there but how do you actually make it happen? And so today, you are running your own business. You are a six figure woman, you're niche is social media and I guess online marketing somewhat?

[0:04:42]

VR: Yeah, digital media marketing is what I like to call it.

[0:04:45]

FT: Digital media marketing and is this where you thought you would land? I think in the middle years, I also saw you on the Today Show at one point. So I feel like you're somebody who is just out there, eager, hungry, do it, "I'll do it, I'll learn, maybe I'll fail but I'm going to get somewhere bigger and better," and you did.

[0:05:04]

VR: Thank you, yeah. In the middle years, I graduated with a print journalism degree in 2010. I was an intern when we met. So when I graduated with that degree, I really had absolutely no

idea that I would end up where I ended up mainly because the day I started interning was the day that Lehman Brothers closed.

To me, that was such a crazy time. We thought all newspaper are going to fold. Of course, some still exist but I really threw myself into digital and I always had a hustle and a side hustle because that's the beauty of digital is. You don't have to work one job. When I was building this company, I was working, I would go to Sales Cycle because that's my obsession and then I would work from seven to nine, go to actual work and then come home and work from 6:30 or 7 o'clock until eight or 9 o'clock at night and start all over.

And sometimes, it was a lot. It's not an easy path but now that I'm on the other side with my own company and the two facets of my own business, it's great. It's a wonderful thing to be in but what I focused on first was that the really important thing, was that I needed to make sure that I understood all different parts of the business in order to really succeed and that was something that I focused on. That's why I ended up on the Today Show and at LIVE! with Kelly & Michael and NBC and also Telepictures at one point.

[0:06:30]

FT: Yeah, so your experience working for these big brands, these big production houses and TV shows was what gave you the street cred right? And also, you had to work there to really understand the dynamic?

[0:06:43]

VR: Totally, yeah. I was working at a trade publication when I got on the Today Show in August of 2011 but I also at the same time was serving as a managing editor for a website that was focused on college women and I had just come out of college. So I felt like, "Okay, I could do this. I could write for this women. I am these women" so I was doing that and then we started a Twitter chat and that's when Twitter was just taking off.

So it was like the Wild West and when I got this e-mail from them, I was like, "Wow, that's crazy" I never expected that and it worked out and then a few months later, I applied to be a digital

producer at LIVE! With Kelly & Michael, Live with Regis and Kelly that transitioned but I actually didn't think that I would get the job.

So I applied for graduate school because I was ready to take on more loans because I figured that was the best way to get to the job that I wanted and then ironically, I don't know if that's the right word but I got the job because I knew all these different social networks. That was besides my writing skills, I can edit video, I can create websites, I can code and I think that that's the most important.

If I could give millennials one piece of advice, it's to continue to learn just because maybe your six figure degree didn't get you where you want to be, that doesn't mean that there aren't hundreds of resources out there for you to figure out how to do things and also how to find a career that you really love.

I love digital media and I know that that's kind of a charged statement because I think it stresses a lot of people out but at the end of the day, it's what allows me to continue to succeed. So I think that that's a very powerful thing.

[0:08:20]

FT: Two things that I think I would love to focus on. One is, while you were working full time, you had the side hustle which was I did too and it not coincidentally is what many successful entrepreneurs did in order to really figure out what it is they wanted to do independently and then go and do it full time. You have to experiment with something.

What was that experimental phase like you said, it wasn't easy so paint the picture for us, what were you doing? You're coming home from work and then how are you maximizing your time? Because also Victoria, you've been very successful I would say pretty quickly. You move fast so I want to know maybe some tips for how to, besides continue learning, specifically how did you use your time outside of your nine to five to advance and then, when did you know you could quit?

[0:09:14]

VR: So the way I used my time really started early on. Your first few jobs they're maybe not as taxing as they are nearly. My early 20's, I was really focused on using my extra time. So I would tweet in the morning when I was on the elliptical or when I was commuting, I would focus on talking about different things, getting into conversations, following what I like to call, "my top five" and you actually are one of my five now. Farnoosh, you are one of my five.

So what you do is you find people who you want to be when you grow up social media wise. That's what I did and I felt like you could really do this with anything. If you find five people in any industry and you model what they do, you can do that. So I would really focus on writing blogs, I was guest posting, I was just doing everything that I could in the downtime.

My first job, I was working from home because I worked for a Patch. So there were a lot of hours in the day that I had time to multitask. It's a lot about project management and I never realized that until I went to an agency which was my last job. I'm a digital producer, that's how I always see myself because I produce digital content and one of the people that I worked with was like, "No well you're also a project manager," but I'm just organized.

I have a to-do list, I was really focused. I build vision boards. I know that that may sounds a little "woo-woo-wee" but that was something that really pushed me forward because I was like, "Okay, this is what I want in six months, in a year," and I did everything in my power to make it happen even it meant not going out.

I was focused on the two things that was most important to me, was creating a solid foundation to build a business and staying in shape mentally and physically. So for me, as a creative person to continue to be creative, you have to be on your game mentally and that means a lot of different things for different people.

I also trained for a half marathon while I was doing this and I just batch posted. So I would sit on a Sunday. I used to call it either Super Sunday or Super Saturday, where I would come up with — and I still do this now. I would come up with five, six, seven, eight topics that I wanted to blog about. Now, I do video post so I just put the camera on and film and you know I have really gotten it down to a science.

So I can create a blog post in maybe 45 minutes. That's super-fast but I've always been fast and I think if you train yourself, it's like anything else. If you train yourself, then you know how much time it takes you and then you can accurately plan. This is something that I talk about with my private clients, with my friends, with anyone who asks, it's all about having a plan and the systems in place to execute the plan.

[0:11:57]

FT: I totally did what you did which was I used Sundays also as my Super Sunday, my work day. Easier to do when you're a millennial, young, unhinged, not a parent, I didn't even have a gold fish or anything to be accountable to. It was just me so I could be really selfish with my own time and I would just crank out four to five to six articles or at least outlines of articles that I was freelancing for the local paper while working a nine to five job and those articles later became, I guess the beginnings of the book, *You're So Money: Live rich even when you're not*, so I've been there, done that.

[0:12:41]

VR: You know what it is? It's challenging. It's not great especially when you're young. I also have nothing that relies on me to stay alive because I can't even keep the plants alive. So I think that it's hard to say to your friends, "No, I can't come out tonight." But at the end of the day, saying no a few times and then being able to say yes to yourself, being selfish.

People often think that when you're building your business, you're being selfish in the wrong way but I think successful people are selfish in the right way and I don't think it's as dirty as a word as it has become. I think it should be a positive thing. You have to choose yourself and your priorities to really move forward.

[0:13:22]

FT: Okay, we're going to go to the So Money questions in just a second but first, do a little quick analysis of my social media. I'm one of those people who I understand the value of social

media. I'm active on Twitter, I'm active on Facebook, I get Instagram, I enjoy Instagram, I'm there but I'm not there a lot and I probably don't hashtag as strategically as I should and I'm not on Blab and I'm not on Periscope as much as I would like to be.

I'm like one of your clients that's like, "Enough is enough." You know? I need to just focus on the few ways to get out there, not all of them but then there is this pressure to be everywhere all the time.

[0:14:03]

VR: There is, so two things. I think you do a great job. I think your Twitter is really robust and I think you do "the right things". Like you make sure that there is a period in front of the @ symbol if you're just talking to someone. You use three or last hashtags, which has been proven to increase engagement. You also use short links which is really important.

The one thing I think you could probably do on your Twitter, which is hard because this is something that you have to do is engage with some more like "influencers". I find that influencers is a great play because then it's work that's done for you. For example, when this particular podcast goes live I will share it and then that would increase my network.

I think a lot of times, I'm sure your guests do that and I think that that's helpful. The thing about your Instagram is you do and you have great pictures, which is the first battle of Instagram is to have really pretty pictures but you can totally hashtag a lot more than you are. What I think you do really well, and this is something that's often a struggle is that you use hashtags in the conversation of your post. It's hard to explain that to people but I think that that's a great way to get started.

The other thing that's really important too is, it's great to make up your own hashtags and I think a lot of yours have great weight but it's even more important to use hashtags that are heavy as I like to say. So "Motivation Monday" or things like. You could even do something for "Throwback Thursday" from an older book and you could just do a quote from the older book drive to the bi-page. A lot of people are very literal, like Throwback Thursday does not have to be a fuzzy photo that you stole at your mother's at Christmas.

It can be something that has to do with who you are. A lot of times, I will throwback to old popular post or posts that maybe I feel didn't get as much play as they should have and I do that on my business page as more often than not. I think for you and I struggle with this, having a personal page and also a business page is a challenge.

You don't have time to do one, you can't do two so I think you do a great job because I think that you post on your pages. You are a personality, you are a public figure and I think that that looks great but I know you are looking for some negative stuff.

[0:16:34]

FT: You're being too nice. You're being too nice Vix!

[0:16:35]

VR: I know but I'm nice, this is how it works but I will say not as many hashtags and more tags on Facebook. Hashtags on Facebook to me can be a little bit messy unless you want to use one that's like a trending topic. So when I was at Meredith Vieira for example, that story about the women who were talking about their own struggles with sexual assault was trending.

We ended up sharing a particular clip about that so again, it's not the same topic but if you know that something like let's say if the Feds changed the interest rates or something, to write about that and then connect to that hashtag would be a great use of hashtags on Facebook because then it's trending.

But using regular hashtags on Facebook like #TBT doesn't always work. It's better to use something that's maybe a national like national coffee day got me almost 2,000 views on a video when I only had 89 followers.

[0:17:34]

FT: Wow, well that's really the big take away for me is that to really capitalize on existing trends and if I can't think of something fun to post, well then maybe I just sort of follow the pack and that can end up getting me some new eyeballs and new engagements. So that's good, thank you.

[0:17:52]

VR: Yeah and lastly, the only other thing that I would say that I try to do is make 5% of the post about your personality because I think that that's what people really want on social, behind the scenes isn't just for celebs. It's for all of us, we're all talent in a way and that's what I refer to my celebs as talent because I think that makes a little bit more sense for them like they're a brand but also a person. So that changes how you talk about it yourself and how you talk about other things.

[0:18:17]

FT: Do you think we should be all considering ourselves talent even if we are gainfully employed at a big Pharma or a nine to five, we feel we're just rank and file but truthfully, in this day and age in this economy, you have to look at yourself as this masterpiece of intellectual property.

[0:18:39]

VR: Yeah, I actually did some research on that and I came across the word, "career-preneur" and that's definitely what I would classify myself as. I tripled my salary in four years working the nine to five or really the ten to eight. I don't think anybody really works nine to five anymore but I feel like it's really important because I got recruited.

For my last two jobs, people found me. I didn't even apply so I think that that's true as an entrepreneur, you want people to find you online but it's even more important when you're in a career because there is always a ceiling for money especially if you don't want to work a side job or some people can't.

There are certain contracts where you're restricted so you want to have something where you can say, "Look, these people want me because I have a great presence," and I think that most of the talk shows and local news even, I think journalist had it right. They created brands before they went to brands and I think businesses are looking for influencers from within.

Like Coca-Cola could pay an influencer six figures to take an Instagram photo but wouldn't they rather use somebody who they're already paying six figures to be their head of marketing to push it out the same way? I think it gives you a lot more when you come to the table to negotiate especially as big companies start to understand the power of an influencer marketing.

I don't even think that they truly understand that power and also, Twitter followers are worth a lot of money and I don't think people really understand that yet. I think as we, the millennials, move further along in our careers and become management, I think that that's when the shift will happen.

[0:20:21]

FT: Amen sister. All right, let's do some So Money Fill in the blanks. I really want to pick your brain now about money and find out if maybe our little talk eight years ago about being So Money made an impact and you're very good at making money. Let's talk about also saving and spending. First, let's start with your money philosophy Vix. What's your money mantra?

[0:20:45]

VR: "There's always more money to be made."

[0:20:48]

FT: Yeah, there is. So now that you have amassed more money than you ever thought at this stage in your life, what's motivating you to make more next?

[0:20:58]

VR: I have this mantra beside that one that I use where it's like money loves me and it comes down to the fact that I want an apartment, I want to get rid of my student loans. You'll be happy, I just paid off one recently at the end of the year and what's motivating me is that I want so much more from life than the cards held for me.

I'm a print journalism major who should have topped out at \$40,000 and that was never okay for me. So I think what's motivating me is just breaking the mould and I'm really standing up for my story and my story is not going to be one of a life time of death.

[BREAK]

[0:21:39]

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[INTERVIEW]

[0:22:44]

FT: What was your money story growing up Vix? What was your foray into the financial world as a kid? Talk about a money memory that stands out?

[0:22:52]

VR: A money memory, oh goodness. Well I always worked. Both of my parents are entrepreneurs. My mom is an attorney. I grew up in New York so I think the hustle is engrained in us and my father worked a family business as well. For me, it was always hard work equals money that you need to survive and money isn't something to be worshipped.

That was never what we thought of but we just figured, "Okay, we're going to keep working and we'll have nice things," and we worked to have nice things. My earliest money memory is I was doing billing for my mom. I had to be between nine and 10 because I was always ahead of the game and she needed some help when one of her secretaries was out.

So I was doing billing for her and I started to realize how much of her time costs money because obviously, she's a lawyer. She bills hourly so I started to realize like, "Oh wow, that's a lot of time." To make the money that you need, it takes a lot of your time and that I think has always moved forward with me whether it was about salary or about my own freelance rates.

I just started to realize that if you're going to do something, it should be worth it. You have to figure out how much money your time is worth because time is much more valuable than money will ever be.

[0:24:13]

FT: Do you have employees?

[0:24:15]

VR: I do. I actually have an intern, which I'm excited about and I work with a VA firm to handle my calendar scheduling and I also have an answering service to pick up my phone calls.

[0:24:29]

FT: What do you outsource?

[0:24:30]

VR: Sorry.

[0:24:30]

FT: Oh speaking of.

[0:24:32]

VR: Sorry.

[0:24:34]

FT: Is that your pizza?

[0:24:36]

VR: No, it's my mail. My mailman knows me very well. He knows I'm home, he knows I'm here.

[0:24:43]

FT: Working from home that's the good life.

[0:24:45]

VR: Yes, it is the good life, someday I hope — all right, hold on one second, I'm so sorry.

[Pause] I'm back, sorry.

[0:24:51]

FT: That's okay. Let's talk about failure Vix, when was a time in your millennial life that you experienced a so-called financial fail, #fail.

[0:25:03]

VR: I took a salary that I thought would be more money because it was based on a 65 hour week, it was not more money and I was only in the job for a few months because I realized again, how important and valuable your time is and it was hard because I wasn't always so great at negotiating.

Now, having my own company I'm much better at it but in the beginning, it was a struggle to figure out how much do I want this job, how much do I want to be out of my other job? I had six jobs in five years so for me, it was always the thrill o f — it's like dating. It's like the first six months it's the honeymoon period.

[0:25:45]

FT: Speed dating.

[0:25:46]

VR: Right, it is like speed dating but it's like the honeymoon period and the rush of you get a call, what's this going to be like. I've treated my career has always been the thing that made me the most excited and that's what I focused on. So that was a failure because I felt like I'm so good at what I do and yet I was willing to take less than what I deserved.

So I was actually embarrassed about that and then I realized it is what it is, you have no choice and you move forward. I did a lot of freelancing there too because I was like, "There's more money to be made. I can fix this" and that's how I fixed it.

[0:26:22]

FT: Did you ever asked for more?

[0:26:24]

VR: I have asked for more. I've asked for more and been told, generally the way that I have done that is that I always would ask for more when I had another job in my pocket so that if they said "no," I use that as a negotiating tactic. I've asked for more, generally it was not yet and then I left. That was the answer.

[0:26:47]

FT: Yeah, we've had similar trajectories.

[0:26:50]

VR: I think you get to a point where you need more.

[0:26:54]

FT: And I think working in media in New York is 100%, ambitious women working in the world of media in New York City it's sink or swim.

[0:27:04]

VR: Yeah, I always say I want to find the wooden life boat, the Titanic, I don't want to be in the extra life boats. I want to be in the wooden life boat.

[0:27:11]

FT: Yeah. Well talk about a So Money moment, what's something that you're really proud of in addition to of course, launching this business and earning as well as you have, what's another financial snippet of your life that you're really proud of and you want to share?

[0:27:29]

VR: This is the first year for me where, you know, when you work for yourself, you take care of taxes and health care and all that. It's very annoying but good stuff. So I have to save money for my taxes and I saved double. So what I did was, I used it as a "for savings account" and this is the first year that I'm closing out the year with a significant amount of money saved.

I am so proud of myself and I pay my credit cards now at 100%. The bill comes and I pay it and that was never me. I was always the "a little bit of extra, the minimum" so that I can get away with it. But yeah, having a savings account really makes a big difference. You wouldn't even think about it but it does and that is my biggest fear was that I'm going to get to this freelancing lifestyle because essentially, that's what it is.

I have a company and I have employees and people that I work with but for me, it was more — I have contractors mostly, but it was more of the fact that I wanted to be secure. So I didn't know if I would be able from going to getting paid twice a week or even weekly in some cases to getting paid kind of sporadically some people pay you at the beginning of the month.

Some people pay you at the end, I was afraid. I wasn't sure that I was able to manage my money and now, being on the other side of that six months in, I am and that was a So Money moment. I knew that I wanted to save money, I knew that I wanted to pay down some debt this year and I did all of the things that I wanted to.

So going into 2016, I was focused on new goals and a lot of those new goals are money oriented but not money obsessed. I think that is the tag line. I'm no longer money obsessed but more money focused.

[0:29:16]

FT: With your savings, how long could you go without having to get another paycheck?

[0:29:23]

VR: Two months.

[0:29:25]

FT: That's good.

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VR: Yeah, almost there. I know.

[0:29:28]

FT: It could be better.

[0:29:28]

VR: It could be better. It could always be better. I definitely think it could be better. There are some things that I wanted to get rid of as far as student loans go. I came out of school with quite a bit of debt like \$80,000 worth of student loan debt and now, I graduated school in 2010. So I am down to \$60,000 which is pretty good.

My parents did help with some. I won't say that that's just me but I was able to refinance and that makes a big difference. You don't realize, but a tip and I'm sure you've given this tip out, I had a better chance refinancing once I made a good salary versus refinancing when I first came out of school. Because I tried and it didn't work but then when I just refinance last year, when I was making my really great salary, I was very lucky to do that.

[0:30:20]

FT: That's a good tip. Yeah, sometimes you don't get refinance. If you are not able to refinance right away, wait and make some more money and revisit.

[0:30:29]

VR: Yes, I remember the other great question you asked me too about outsourcing. Do you want to go back to that?

[0:30:32]

FT: Yes.

[0:30:33]

VR: Okay, so some of the things that I outsource is scheduling or video. I do video editing, I do video production, the whole nine but sometimes, it's easier to produce a video and then have somebody else edit it and what's funny is that, I have a whole team of carefully curated people that I work with because along the way, I picked up the best of the best.

In the beginning when I built the company, I was like, "Well I'm going to do it all. I'm just going to do everything. I don't need any help. I'm going to do all the invoicing, I'm going to do everything and wear every hat," and then you get burned out really fast. I'm not that good at bookkeeping but when you do business, it's your money now.

So I think a lot of your tips helped me keep that, helped me outsource that but still have the conversations I needed to have as far as, like I went to my accountant because normally I would do it online and this year, when I went to an accountant I was like, "Wow, I actually know how to have these conversations."

So that was another moment where you're like, "Okay, so you have to outsource it because you can't do your taxes anymore, but you can still be involved in the process." And I think that's the growing pain of being a millennial entrepreneur. We're so used to wearing so many hats and I'm sure you feel this way too but you have to at some point say, "Okay, I can't do everything but I can find amazing people and that's why I'm an entrepreneur."

[0:31:54]

FT: Yes and you know what you want so you could find the right people. Hiring is really important. It's worth taking the time even if you can't find someone right away just to wait on it because firing is even harder.

[0:32:06]

VR: Yes. I agree.

[0:32:08]

FT: Let's talk about habits, a financial habit that you've incorporated maybe something that I taught you all those years ago or maybe something new that you're adopting that you really love to do that helps you with your money.

[0:32:21]

VR: I hide money from myself.

[0:32:24]

FT: Literary like, how do you hide it?

[0:32:27]

VR: Literary. So years ago when I was really just starting out, I would freeze my credit cards in a plastic bag in a red solo cup because then, it wouldn't get ruined if you needed to use it but in the time that it took to defrost, you would make a better financial decision. Of course now, it's hard to do that with auto saves but what I do is, if I spend cash like I take cash out and I put a certain amount like \$200 in a jar in my apartment and that's money, like mad money.

That's like if I'm going to go out or if I forgot that I had money, I just stick it there and then if I get fives because I use fives to pay for cabs, I put them in a separate section of my wallet and it's

really is about regulating and remembering where you put it because if you forget it, that kind of sucks. But if you structure it that way, then okay you know you took out \$200 or you know you took out \$500 and then you know when you spend it.

Cash is the best way to regulate your money and that's like one of my new things. If I don't take the cash out, I won't spend the money. I try not to use my cards as that much but I also have to keep things separate for the business and that's a whole other experience but it makes it a lot easier. I know what my monthly expenses are. Every month, I try to go through and see what tools or auto debits I don't need any more and that kind of stuff because that could really screw you up. And I feel like that's one of your tips.

[0:33:59]

FT: You have to. Yeah, you've got to do that every month because I'll go to the airport and sign up for Boingo and I think that I just sign up for that day. I signed up somehow for auto renewal and I'm paying Boingo \$9.99 every month. Trust me, it's not fun when you find out six months later. They're pretty good about taking it off your bill though.

[0:34:24]

VR: Yeah, definitely and you just have to make sure that you're being connected like I used to check my bank account every day because I was always worried. But now, I check it, I reconcile more so. I don't actually have a check book because that would be too much. I try to keep a paperless situation but yeah, I think that that's one of the tips is like to know how much money you spend.

The other weird thing that I did and still do and I'm trying to let go of is that I would have a calendar in my Goggle Calendar called Bills and then also money spent. So every time I spent money, I would put it in that calendar. So if I went out to dinner and it was \$69.35, I would put "\$70 dinner" and that helped me really understand how much I was actually spending every month versus what I said I was spending.

[0:35:13]

FT: I love it.

[0:35:15]

VR: Yeah, I do it and my accountant is like, "Have you lost your mind?"

[0:35:20]

FT: No but I think it can be a nice interesting exercise for a week, for a month just to start to learn your habits. We have so much money that we spend and we don't even realize how we're doing it and this really makes it tangible and eye opening. Sometimes all you have to do too is just go to your American Express or whatever credit card you use and look at the bills for the month and look at the categories.

And you'll be like, "Oh my God, I spent 40% of my spending on food last month, that's crazy" and sometimes just knowing when your crazy is helpful. Because it will prevent you from being crazy again or at least for the next month and you can control your behavior so I think that's maybe something that you would do all the time but I think here and there, it's a nice slap in the face.

[0:36:13]

VR: Definitely. It's a good check in, it is. It really is because you could say you took out \$200 but then think about how many times you swipe your debit card you know what I mean? "Yeah, I spent \$200 this week," plus all these other charges.

[0:36:24]

FT: Right because there are so many other things that I have on my account that is just automatically getting paid but at least you know, this is like the extras that you're paying for that maybe you don't need to be buying.

[0:36:37]

VR: Yep, definitely.

[0:36:38]

FT: All right, let's do some So Money fill-in-the-blanks. This is when I start a sentence and you finish it.

[0:36:44]

VR: Okay.

[0:36:44]

FT: First thing that comes to mind. If I won the lottery tomorrow, let's say a \$100 million bucks, the first thing I would do is _____.

[0:36:51]

VR: Buy an apartment.

[0:36:52]

FT: Yeah, in New York you think you'd stay?

[0:36:54]

VR: Oh my gosh, 100%, yeah.

[0:36:56]

FT: 100%. When I splurge, I like to buy _____ because _____.

[0:37:04]

VR: Extra SoulCycle classes because they make me happy.

[0:37:07]

FT: Are you one of those fanatic that goes, you have the same teacher.

[0:37:12]

VR: Yes.

[0:37:13]

FT: My assistant does SoulCycle and she sometimes has to get on because I guess there's a certain time of week at noon when they update the schedule and you have to be online five minutes before so you can get the class that you want, the time you want, the seat you want, oh my gosh.

[0:37:28]

VR: Yes, Monday at noon is blocked in my calendar because I have to go. It makes me creative.

[0:37:35]

FT: Wow, okay. When I donate, I like to give to _____ because _____.

[0:37:41]

VR: I like to give to my high school because they helped changed the lives of young women.

[0:37:49]

FT: How so?

[0:37:50]

VR: So I went to an all-girls Catholic high school on Staten Island and I like to give to their fund because I think it's important for young women to know that you can be pretty and smart and that's something that I learned at Hill. I learned to use my voice and not just hide behind, "Oh, okay."

I've never been a quiet woman and I am very thankful for that and giving them money allows them to have programs like lectures and panels and really awesome stuff. The kids get to do such cool things and there's also scholarships. So I was lucky, my parents made the money for me to go but some people can't so I hope that someday I can actually provide a full four-years of tuition for one lucky girl.

[0:38:31]

FT: You don't often hear that, "I went to a private Catholic school, all-girls school and that's where I learned to develop my strong voice."

[0:38:40]

VR: I know that but Hill is...

[0:38:41]

FT: I think it's great.

[0:38:42]

VR: It's a special place. I go back every year around Thanksgiving and there's one of the girls that I graduated with is assistant district attorney in Manhattan. We have lawyers, we have

doctors, most of the women who were top of the year are entrepreneurs. So it's just an incredible network of people and I am so blessed and you've got to take a few years away from there to realize how thankful you are for having gone there.

[0:39:08]

FT: How about this, gosh, how do I want to say this? This is the question that I'm doing it off my verbatim or off my memory. So one thing that makes my life easier or better is _____. That I spend on, you spend on this.

[0:39:29]

VR: Oh is my cleaning lady.

[0:39:32]

FT: How about something else? I get cleaning lady all the time. I'm going to write a book called, "The One Thing," and it's going to be how spending money on your cleaning lady is like the best money ever spent.

[0:39:44]

VR: No, I mean it makes my life better because I spend money on it, let me think? Tech devices. For me honestly, buying new technology lets me make more money. So I bought a camera for \$1,000 and I went out with the intention of, "Okay, I'm going to get more video work." I got a retainer for video work, so again that's all about manifesting and it's a whole other story but spending money, putting money into your business, into your brand can ultimately make you more money.

[0:40:14]

FT: Yes. I believe that especially if this wasn't an impulse purchase like you actually thought it out, your camera helps your business, it gets you out there more and even if it's just one person

who sees a video that you're in and goes, "I want to hire her," you know what? You've made your money back and then some.

[0:40:33]

VR: Exactly. It's a scary thing to make that big of a purchase especially in the beginning. I try to run lean but at the end of the day, you can only run so lean and grow so much.

[0:40:41]

FT: Right. Okay, when I was growing up, the one thing I wish I had learned about money is

_____.

[0:40:47]

VR: It's important to save money and saving money doesn't make you less then, I guess is....

[0:40:58]

FT: Or boring.

[0:40:59]

VR: Or boring, yes, boring is a good way to put it.

[0:41:02]

FT: Party pooper.

[0:41:04]

VR: Yes.

[0:41:05]

FT: These are some new fill-in-the-blanks for 2016, thanks to my trusted listeners, they want to know your number one mentor right now in your life or I guess someone that you admire that you may not even, you may not even have met this person but you really admire them and they help you with your own goals?

[0:41:24]

VR: I love Marie Forleo. Again, I always say pick five people. My five are, Marie Forleo, Oprah, you because I think you do a great job and then I do Cosmopolitan Magazine because I think they do a great job in branding and then Elite Daily because I think they also do a great job. So Marie Forleo and I've never met her, Marie Forleo and Oprah. Well, I've been in the same room with Oprah but I've never actually met her.

[0:41:52]

FT: You have?

[0:41:53]

VR: Yes, I have.

[0:41:54]

FT: Oh my god, tell me everything!

[0:41:56]

VR: I actually tweeted that day, I was on Twitter when she came to live and it was a surprise. I almost died. I had to change my clothes because I was sweating. I used to keep a stress sweat outfit there because you'll never know who you're going to meet. I met Carrie Bradshaw, Sarah Jessica Parker is another one of my big mentors. I think she's a smart business woman but I

also think that she's branded well and I don't necessarily know if that's her or her people but they do a good job whoever that team is.

[0:42:27]

FT: Okay but Oprah.

[0:42:28]

VR: Oprah, yeah so she was on Live. It was a surprise actually because it was after the Halloween. Michael Strahan had imitated her for Halloween. He was dressed in drag, it's one of the best skits, you can totally find it on You Tube. So she came to surprise them and talk to him about his interpretation of her and they were just sitting there waiting for the guest to come out.

Of course, all the producers knew. So I am standing next to the main camera getting ready to get the photo of Oprah. So I get the photo of her, of course everybody is going crazy, I'm trying to think of the right way to tweet it and then I tweeted it and I was like, "I just tweeted a picture of Oprah," that was pretty much the best day of work ever.

[0:43:12]

FT: Oh my God, I would have been so nervous. I'd be like, "You have one job Farnoosh, one job, just take the photo, focus, focus, focus."

[0:43:19]

VR: Yeah, that was because of course, I was like, "What if she doesn't like the photo?"

[0:43:22]

FT: What if she didn't like my outfit? Yeah, I know that's amazing. That's such a great story and I can't believe I'm in that company, Oprah and Marie Forleo and Cosmo. Elite Daily by the way,

we actually had the founder or one of the founders of Elite Daily on the show, Gerard Adams. They sold that business for a lot of money.

[0:43:40]

VR: Yes. Well, it's a brilliant contemplate. It really is, they do a great job. I blog, they don't pay their writers so that's how they made so much money, which is fine. I understand that you want to do that, I'm not that kind of business. Anybody who writes for me, I always pay them because I made money at Time Inc. as an intern and I think that's really important but writing for them really does increase your credibility and it's good for your search. I got a boost when I used to write for them a lot. I wrote about four or five pieces for them.

[0:44:12]

FT: Well, let's wrap this on an even higher note Vix. You've been such a great guest and more importantly, fun to catch up with you and learn all about the last eight years. I bet if we do this again on another eight years, you might be my boss, I don't know? Who knows? I would love it. So tell me this, I'm Victoria Reitano, Vix, I'm So Money because _____.

[0:44:39]

VR: I'm Vix Reitano, and I'm So Money because money lets me do everything that I want to do and success is spending time with people you want to be with doing the things you love.

[0:44:54]

FT: And you know how to make the money, which I love seeing women who know how to make the money. Thank you so much for being on the show and tell us, what's your favorite social media right now, where shall we best find you?

[0:45:05]

VR: My favorite where you could find me doing everything is @vixinthecity on Instagram. That's really what I'm focused on these days.

[0:45:13]

FT: All right, you're inspiring me to get on there and put some more photos. Thank you so much. Have a great week.

[0:45:18]

VR: You too. Thank you.

[END]