

EPISODE 386

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FT: Today's episode is brought to you by Stamps.com.

[INTRODUCTION]

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FT: Welcome to So Money everyone. I'm your host Farnoosh Torabi. Thanks for joining me. I can't wait to unleash today's episode. This is an interview that I was learning a ton from. We're gonna learn how to build a speaking career and get paid to talk. Now I have some of my revenue streams come from speaking and I think the challenge for me is just getting more opportunities to speak. I think I would love to do more speaking, I just have a hard time networking in that world a little bit.

A lot of times my speaking opportunities come to me. So I wanna be a little more proactive, and sometimes it's kind of a challenge to know what to ask for in return. You know, is there a budget? How much is too much to ask for? I don't like going and talking for free, especially if I have to travel to talk for free and spend days getting to the event. It's just for me, at this stage in my life, not something that I really want to invest my time in.

So how do I kind of get those really sweet paying gigs? And that's a question that I had for our guest today is Grant Baldwin. He's the creator of The Speaker Lab training program. So if you're looking to make a living out of speaking engagements, whether you're a novice, you're in the midst of this, or you're a pro, today's episode is catered for you. Grant is a nationally known keynote speaker and author and he is a fellow podcaster as well.

He hosts the show How Did You Get Into That? Has over 30,000 listeners every month and has been ranked the number one show in careers on iTunes. As a speaker, Grant has given

hundreds of presentations, he's spoken to over 400,000 people in 45 different states through leadership conferences, conventions, and other events. So he is the Expert - capital E. Grant also has a book and curriculum entitled Reality Check, which is taught in over 400 schools all across the states.

So with Grant we talk about first, getting started. The three questions he thinks everybody should ask themselves before diving into a speaking career. The marketing tools that could really benefit you in order to present yourself well and to get those great speaking opportunities. And why opening up a credit card is like getting married. We talk a little about money as well with Grant.

Here we go, here's Grand Baldwin.

[INTERVIEW]

[0:02:56.1]

FT: Grant Baldwin, welcome to So Money, I can't believe it's taking me so long to connect with you voice to voice, we've been at the same conferences but you're just hard to nail down man.

[0:03:06.3]

GB: No, you can't put that back on me. I just sit by my Skype, I sit by email all day every day waiting, this could be the day that Farnoosh emails me.

[0:03:18.0]

FT: I'm glad to be making your day because you're making mine. Thanks for coming on the show. When people think of Grant Baldwin, people in our personal finance world, Fin Con world, we think of you as really the premier expert for your helping others learn how to generate income from speaking. You've done yourself very successfully and I want to learn more.

I think I do a pretty okay job getting paid to speak but I would love to increase that revenue stream. Help me and help others grant, let's start there, let's talk about getting out there more, speaking, I think a lot of my listeners, many of them perhaps are experts in their fields and would love to have that be a potential revenue stream.

How do you even get started when you have not done anything like this and how do you even get, it's easy to go and speak somewhere for free but how do you actually get to pay the big bucks?

[0:04:14.7]

GB: Yeah, that's a great question. I think speaking is one of the things that's it's very glamorous and sexy and it's alluring and it just — there's something about being on stage in front of an audience and that you know that you have them with you and you're taking them on this journey that it's just exhilarating, there's nothing quite like that live speaking.

To answer the question of, "How do you actually get in to this? How do you actually get going, how do you find bookings, how do you know how much to charge and all that?" I know we'll probably get in to more details on it but the nutshell is, I always challenge speakers, people interested to start by answering three foundational questions. First of all, number one is why do you want to speak?

Kind of along those same lines, how does speaking fit into your business because when I first got started, I wanted to speak full time. That was all I was interested. I wasn't interested in coaching or consulting or having a book or being a brand or I just wanted to speak. There are some people who might be listening who fall in that category. There's other people who would say, Farnoosh, you'd kind of be like this where you don't necessarily want to speak 50, 60 times a year but you'd probably love to do 10, 20 of the right types of engagements.

Connecting with your audience and kind of being this brand or this personality that speaking is just one piece of what it is that you're doing. There's other people that I know that we've worked with who they have some type of product that they want to sell eight coaching or consulting.

Part of the reason that they choose to speak is it's more of a lead generation source. I'll give you a great example, there is a student of ours, I had just met a couple of weeks ago at an event and he said he uses speaking — he always speaks for free intentionally but for him it's primarily a lead tool.

He has picked up in the past 11 months \$372,000 in new coaching business because he's speaking at the right event. On paper, it's easy to look at and be like, "Totally." On paper it's like, "He speaks for free. He's doing well in other ways. He's leveraging the speaking to generate to generate business in other ways." First of all, just figuring out why is it that you want to speak and how do you see speaking kind of fitting into your business.

The other two questions would be, who do you want to speak to and what do you want to speak about. These are questions that you really want to nail, you really want to have a good understanding. They can evolve and change over time as your business evolves and as you kind of figure out what works, what the market's looking for and all of those pieces.

Really thinking through of who you want to speak to and what you want to speak about? Like this, Farnoosh, you've published some books before. If you were getting ready to pitch a book proposal to an agent or a publisher and they were to ask you who the book is for and you were to say, "Well, it's for humans, it's for everybody. Everybody should read this book."

[0:06:57.5]

FT: No.

[0:06:58.3]

GB: “It’s just about life, it’s about money and happiness.” Nobody’s going to buy that book right? In the same way as a speaker, we can’t say like, “You want this thing, who do you want me to speak to? I’ll speak to that audience.” No you can’t right? You really want to narrow down and figure out, “This is why I do this and this is what I hope the end result would be, it’s just who I choose to speak to, this is who my market is and this is what I talk about.”

Really, speaking is not that much different than any other type of business and just getting really clear on your answers to those questions, it’s just applying it in a speaking context.

[0:07:34.8]

FT: Great, why, who and what. Now, you figured out those questions and answers, next step, making introductions, getting other people to learn your why or who and your what. Then they can hire you to come and speak. I want to say that it’s probably really difficult these days to stand out if you don’t have any experience but how do you convince someone, an institution, an organization, an event planner to really bring you on if you never had an opportunity to speak before?

[0:08:07.2]

GB: Yeah, there’s several things that you can do. Everyone has to start somewhere. I think it’s always easy to look at speakers that have been doing this for years and years and just think man, they’re just so polished and their jokes are so good and they have the audience just eating out of the — how do they do that? It must just be natural. No, I promise you, there’s plenty of times that they have spoke that have just bombed, that have, just didn’t go well.

The way that you get better as a speaker is you speak. The way that you get better as a writer is you write. There may be times where you’re doing a lot of free things just to

improve on the craft of speaking. Doing some local things that may mean that you are kind of — starting with your own network and just asking around, “Hey, I’m speaking, I’m starting to do some more speaking. If you are looking for a speaker for your own business or you’re an event that you’re a part of a committee for or if you know of anyone, I hope you think of me.”

Just starting to kind of get the word out like people won’t think of you as a speaker if you don’t tell them that you’re a speaker. This happens all the time with people I talk to. I didn’t even know you were a speaker. If people don’t know you’re a speaker if you don’t tell them. Make sure that you’re communicating that.

The other thing that I would say is that two key marketing tools that you really need to have especially if you want to start getting paid, you have to have a website and you have to have a demo video. A website and a demo video. Website, it’s like a modern day business card. If you don’t have a website, you don’t exist. Having a site that communicates that you’re a speaker, who you speak to, what you speak about.

Some of those are just basic pieces and then the demo video, it also can be known as a highlight video or sizzle reel type of thing but it’s basically, think of it like a movie trailer. You take a 90 minute movie, you boil it down to two or three minutes and then that two or three minutes you have a really good sense of what the movie’s about and who is in it, the theme and the plot and all that.

That’s basically what you’re trying to do as a speaker with your demo video. It’s before someone’s willing to hire you and especially before someone’s willing to pay to hire you, they just want to get a sense, “If I bring you in, are you good? What do you talk about? What’s your style?” You got to remember, anyone that is hiring you and putting you on stage in front of their audience, you are representing that brand.

Ultimately, really what a buyer wants is they don’t want to be embarrassed. That’s really what they want. “If I hire you and I bring you in and you just bomb, it makes me look really bad. I don’t want to do that. I want to at least, if I’m going to hire you and I’m sticking my neck out on the line with my boss or the committee or whoever that’s

involved in the decision making process, I just want to say like, no, watch this video, I did my homework and it wasn't — I wasn't hiring this person because they told me they were good. I had something to actually view and see their work." Having a website, having a demo video really makes a big difference.

[0:10:54.2]

FT: Would you say too that because of the era that we're in now with the internet and the ability to connect with people on a whim, you could host webinars from your home and if you can say, "I have an audience of a hundred people show up and I give this hour long or 30 minute talk on X, Y and Z." Does that count as a speech?

[0:11:15.3]

GB: Ish. It's better than just sitting at home and watching a Ted Talk and thinking, "I could do that." The challenge is, Farnoosh you know this that whenever you're speaking in front of a live audience of a hundred people, it's very different than if you're talking to a computer and there's a hundred people who happen to be watching.

In the same way that recording — people ask, "For my demo video, can I use me talking on a podcast or just the audio?" Because it's just a different environment in the same way that if you've been on some major media before, "Can I use that in my demo video?" It's okay to use some clips of that for credibility. Okay, this person's legit because they've been on fill in the blank morning show.

The way that you talk one on one in a media setting is very different than the way that you would communicate to a group of a hundred or a thousand people in a live speaking setting. Again, it's better than nothing. I think webinars are really good just for practice if anything. You just kind of get a sense of what works and what doesn't, you kind of start to — again, going back to what we just touched on, the more you speak, the more comfortable you feel. Webinar isn't like a perfect match but it's better than nothing.

[0:12:24.8]

FT: Your training program is called The Speaker Lab. We've gotten a lot of the tips here already on the booking. How to make yourself marketable, how to convince the event planners that you should be the one speaking at the event. Okay, let's talk about getting paid, how do you negotiate, how do you even know what the budget is?

Sometimes people approach me and they think I'm going to come talk for free. I rarely do that because my time is really valuable right now with so much going on and I would like to be all places all times and do as much as I could for free, it's just not fusible for me. How do you then know what's an appropriate amount of money to ask for without being completely ridiculous?

[0:13:12.6]

GB: Yeah, there's several different factors that go in to this, we'll cover a couple of them here. One of them is again going back to that question of why, why is it that you want to speak. For some people, that example I gave, the guy that does coaching, for him, it doesn't necessarily matter what the budget is because he's not going to get paid that check.

He's looking to pick up coaching clients or for lead generation. Knowing that why makes a really big difference. While there's a couple of different factors that go in to it. Your market is going to determine it a little bit. Meaning that you can charge more speaking to corporations versus let's say nonprofits or high schools.

Your experience level, if you're a brand new speaker, you're typically not going to be able to charge as much as someone who has been doing this for several years. Then your marketing materials also make a difference. Meaning that if your website looks like it was made by your fourth grade nephew and it just was thrown together.

[0:14:04.4]

FT: My fourth grade nephew is brilliant okay?

[0:14:07.1]

GB: If they're good, they're the exception of the rule. It doesn't necessarily mean that you need to spend tens of thousands of dollars on a website or a demo video. It just means that your stuff needs to look sharp because they're looking at several other speaker sites. Your stuff is going to be compared to their stuff as well.

Having said that is just kind of a foundation, it's not unrealistic to charge anywhere from a thousand to \$5,000 for most people that are getting started. Again, depending on those different factors there, a thousand to \$5,000 is a good range. How much budget does that organization have? Well some of it again depends on the event, it depends on the market.

But I always just ask and I'm always amazed at the number of clients that just flat out tell me. I have an idea in my mind, if this is what my fees are. Whenever we're having that conversation and we start to make the transition into talking about fees, I will always just straight up ask them, "Do you mind me asking what kind of budget you're trying to stay within?"

With that, it's going to tell me a couple of things, first of all it's going to tell me if they even have a budget because they make, probably be back and go, "We don't have a budget, we never pay speakers." Great, I want to know that right out front. Or, they may come back and say, "We have \$17, what would that get us?"

Not much. I want to have an idea of what that budget is and it helps me to know if it's going to be a fit or not. Now, having said all that, again, let me also come back and say that it's okay to speak for free when it makes sense to speak for free. Don't just speak for free, just out of the goodness of your heart.

You can do that from time to time, if you want to do it in your back yard, just do some pro bono work because you want to help or support a nonprofit or cause that you believe in or a friend or something like that. There's nothing wrong with that. But, there's other

reasons where it may be, from a marketing standpoint, it makes sense to speak for free, again if you're clear on why. Again we're talking about selling books or products or services.

Maybe you want to go speak to an organization or a conference where there's a lot of decision makers there who even though you spoke at that conference for free, there's a bunch of people in that room who may be willing to hire you. You maybe do something like that. I'll give you a great example Farnoosh. You referenced Fin Con earlier. You keynoted it two years ago right?

[0:16:29.9]

FT: Yes, two years ago.

[0:16:31.1]

GB: I think so. I keynoted it last year. The year that you keynoted it, I went and I spoke for free and I did a workshop for free. Now again, on paper, it's like, "Okay, he spoke for free therefore he's not paid, he didn't make anything, he lost money," but because of that, I continued to build a good relationship with the conference planner there, built a good rapport with him.

We've got great reviews on the workshop in a section that we did, the free session that we did, several people from that have joined our course or hired us for coaching later. Because we got good feedback, then the conference planner ended up hiring us the next year, this past year to be the key note.

Again, on paper, I spoke for free but because of that free engagement, it led to several thousand dollars worth of business there. Again, just knowing that sometimes I think we always look at it like when I spoke, I either got a check or I didn't get a check. The great thing about speaking is that it can be leveraged to generate revenue in your business and a lot of other ways.

[0:17:32.0]

FT: Totally. It's happened to me countless times in my career where I've gone and I've given maybe a talk just because I was asked and there was no budget but maybe they sold books at the event or something but then you never know who is in the audience right?

You just never know. I literally had a woman email me from my email list, "Hey Farnoosh, I work at this ad agency in New York, we have this lunch and learns, would love to invite you to come and speak about *When She Makes More*." I did that and they were kind enough to actually buy books which was great and so it wasn't free.

I would have been happy just there, having them sold some books. I'm in front of an agency where they represent tons of clients, consumer brands and through that I've gotten a lot of great partnerships because they get to know me, hear me, like me but hopefully and they feel more confident than to introduce me to their clients.

They're looking for people who say are in the consumer finance space to help them with their branding, their messaging, their media. That's been for me just like it was just such a wonderful seed to plant.

[0:18:43.1]

GB: Totally, if I could piggy back on that for a second. I'll give you another quick example on that, I remember when I first got started, I was just starting to speak and I got invited to speak at this conference that was like a four, five hour driveway, they're going to pay me \$500 bucks. Which at the time, when you're getting...

[0:18:57.4]

FT: That's your gas.

[0:18:59.3]

GB: This is going to be amazing but knowing, okay, ultimately I'm going to break even on this. But that really — it was a small little event, it was a small little state conference so I went and I spoke at that. The wife of the national executive director happened to be there and I didn't know that. She came up to me afterwards and she's like, "Oh, so and so is my husband." I was like, "My gosh, no way." And she's like, "I'm going to tell him about you and he emailed me like a week later and hired me to speak at three other national conferences that fall.

Again like you said, you have no idea who is in the room. The other thing you kind of touched on there and I think is really important with speaking, this is a relationship business and people do business with people they know, like and trust. Just like whenever I went and I spoke at Fin Con that first time for free, part of it was I just wanted to build a relationship and PT the event planner I've known for several years?

But it's just good to build that relationship because part of the reason that he's going to hire speakers and any decision maker is going to hire speakers. Again is not just because they're great speaker but because of who they are off stage as well. If you're a great speaker on stage but you're a pain in the butt to work with or you're pompous or you're arrogant or you're just a jerk or you're unorganized or sloppy, you'll build a reputation that way.

[0:20:16.3]

FT: Definitely.

[0:20:16.6]

GB: Farnoosh, you and I both know speakers who are great on stage but nobody wants to work with them. So you build that reputation and so, again, speaking is a relationship business.

[0:20:27.7]

FT: True. I've experienced firsthand those naughty people.

[0:20:36.2]

GB: Yes, yes. They exist.

[0:20:36.7]

FT: They don't get called back.

[0:20:37.2]

GB: They don't.

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[0:20:38.6]

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[0:21:44.3]

FT: So Grant, tell me a little bit about you, we want to turn the conversation now to shift it over to some financial questions as this is a money show. We definitely covered a lot of territory with speaking, which I really wanted to do and you’re so spot on with your advice. Tell me a little bit about your financial philosophy. You’re a dad of three.

I love that you live in Nashville, did you know that there is so many companies that are going to Nashville to start headquarters because they call it, isn’t it the fastest growing city in the country right now as far as just job growth and people moving there? Anyway, I digress. Time a little bit about your financial philosophy, your money mantra if you have one.

[0:22:25.8]

GB: It is a wonderful place to be, everybody needs to — actually, we literally just moved here about a year ago but we love it here for sure. To back up a little bit, I grew up in kind of a middle class type of family, my parents were both pretty frugal, we didn’t have like a super extravagant type of lifestyle at all. When my wife and I, when we got married, we were actually high school sweethearts.

When we started dating, I was a freshman at high school, I was 15 and she was 17. Married an older woman, proud of that. We dated for a while, got married and when we got married, we were kind of the typical, traditional American couple and that we had about \$30,000 in credit card debt and student loans and car debt and just like the usual stuff. Really, for a while we were just kind of like, “This is the way it is and this is the way everyone lives.”

Eventually we were just like, "This sucks, every time we get paid, We're having to pay someone else or paying someone more than what it cost us originally because of interest." Finally we got really intentional about our money, we started following some of Dave Ramsey's stuff. He was one of the first people we came across. We started living on a budget and paying off our debt and just doing this basic common sense things.

It took us about two years but we paid off all of our debt, we've been debt free for probably seven to eight years or so at this point. Now, when money comes in, we get to keep it and I love that. I've always been extremely. I paid really close attention to our money. I think for a lot of people, it's just numbers and spreadsheets and that kind of stuff, just intimidating and I don't want to mess with it but I just stick my head in the sand and I don't have to think about it.

I assumed it just doesn't exist but you have to be really involved in that. The things that you pay attention to are the things that you measure are the things that get your attention and get your focus. For example, if you're wanting to lose weight and wanting to take care of your health and you need to be tracking your calories, you need to be tracking the steps that you take.

You need to track your weight and wear yourself. You have to pay attention to those numbers, the same thing is true with your finances, you can't just stick your head in the ground and assume that it's all going to magically work out. I pay really close attention to those stuff on that. We use YNAB for our budget and we do a weekly budget that my wife and I worked together on.

Even in our business, business does well financially but we still have a really conservative in what we spend, always want to make sure we have a strong buffer there and a strong cushion because the ebbs and flows of business when it's good, it's really good and when it's bad it can be really tight.

We always just want to play things safe and I tell you what, by doing that, it just removes so much stress. You just feel like you can breathe in life and not having to worry about,

does that mean we can afford utilities this month? No, we've been really intentional with our money, we're budgeting so we know where money is going and as a result to that, it just takes a ton of pressure of.

I guess just to even tie this in, the reason that we're able to move to Nashville about a year ago or so, I've been self-employed for about eight years or so and we home school our kids. Hypothetically we could live wherever, but you know what? Nashville seems like a cool city, we got a bunch of friends there, got a bunch of good contacts. Let's do it.

The reason we were able to do that was because we didn't have any debt. It wasn't like, "I would love to do that but I can't leave my job, I can't leave this place, I can't make that change because I'm handcuffed to the mess that I've created." By cleaning up that mess, several years ago, it made such a huge difference for us.

[0:26:08.9]

FT: I love that you were able to just move wherever you wanted. I find that location, where you live, your geography so often dictates your ability to have financial freedom or not. You just talked about it but living in New York, I can say that while this is the field of my dreams in New York City. It's also expensive and I wonder sometimes what would it be like if we lived in Nashville or someplace like that where it's a lot more affordable.

What would you say for those of us that are considering moving but maybe too scared or too insecure about it? Because it's a lot to imagine yourself somewhere new, it requires a lot of shifting. What was the hardest thing that you overcame? You said you already had like a community of friends? That's helpful but there had to have been some hurdles?

[0:26:58.0]

GB: That's a great question. For some context, my wife and I we grew up in Missouri, lived there our entire lives, I've never really lived anywhere else, all of our family is there

and like I mentioned because we home school our kids and I'm self-employed. Hypothetically, we had no reason to move.

We had all of our families there, all our friends were there, the whole background is there. There's really on paper, no reason to ever go anywhere else. I remember I was at a conference and I met a couple of guys that were here in the Nashville area and people that are in kind of line say, "I probably have several mutual friends that are here."

There's a lot of people here and there's huge value in being around like minded people who are doing things similar to you and not only in business but in life as well. I remember coming back from that conference kind of mention it in passing to my wife, "Hey, what would you ever think about moving to Nashville?" And she's like, "Yeah, that actually, it sounds kind of cool. I think we should do this."

Totally backfired and now we're here. Actually, at the time of this recording, we've been here almost exactly a year as just a literally a couple of days ago. It has been so good, I think there are times where we're kind of like, did we do something wrong because it's been much easier than we anticipated and I think even going into it, pre listing the house, telling people, answering people's questions, all of that stuff.

I think we always just kind of had it from the perspective of, let's say that we moved to Nashville and it just doesn't work. Like it's just not what we thought. Worst case scenario, you move back. It's not the end of the world and I think that's true not just with a move but with anything in life that sometimes we just view things as this permanent thing. No.

Just try it with a business, with a blog, with a move, with a podcast, with a job. Just try, what's the worst that could happen? We moved to Nashville, it's not what we thought, we moved back. Well, we tried it and it makes for a good story. We moved and what really well, it's been a great transition not just for myself and for my business, I would say in the past year, one of the biggest reasons that we've had any level of success in business for this past year has been just the connections and the contacts that we've been able to make.

You're exactly right that you do have that trade off. If I'm moving to a different market maybe the cost of living is going to be significantly different than what I'm used to. My brother lives in New York. He is a big wig over at BuzzFeed and it is so expensive to live there, I love going to see him and just seeing the city but it's just crazy what he lives in and what he pays for that.

At the same time, the opportunities for networking and connecting with other people, they don't exist other places and that's part of what you're paying for there. I would say for us, it has been a phenomenal move, we've built new friendships, we've built new friendships, we've built new relationships, we have a lot of our family in Missouri and we go back and visit them and they come visit us.

There's plenty of people that function like that, they do just fine. I really would ask what's the worst that could happen and often I don't think it's anywhere near as bad as you think it could be.

[0:30:11.4]

FT: I think that your mindset was made for success. The fact that you went in to this, what could have been a really uncertain and full of risk move. Any move geographically has uncertainty and hurdles. I think that your mindset just positioned you for success because you just had that kind of spirited sense that okay, if it doesn't work out, we'll leave.

What a great way to position and frame your mind because it really — it's not like you set your expectations low right? You just were like, it will be okay and as long as you and your partner and we agree, it's going to be okay, you'll probably end up surprising yourself in the best of ways.

[0:30:57.5]

GB: I feel like that question was just a subtle way of you asking for permission to move to Nashville and we welcome you with open arms.

[0:31:04.1]

FT: I think about — for me, it's difficult, not difficult but the thought of just moving the Philadelphia which only 100 miles away. I would love to do that because I think that the suburban area out there is really great, schools are great, I grew up there a little bit. I'm familiar, it's not too far from the city so I feel like that could be very likely in our future and we could save money doing that but then I think, "Gosh, what if I have to go in the city on a Wednesday?" You know, I just get on a train and go to the city on a Wednesday and be back. I feel like sometimes you make things out to be harder than they really have to be.

[0:31:39.8]

GB: Absolutely, I'll give you a great example. I travel and speak a lot. One of our hesitations was when we were living in Missouri, I had like a five minute drive to the airport. Just get to the airport, park, through the security, at the gate, just in a matter of minutes and man, if we live out in the suburbs of Nashville, I got a longer drive to the airport and then Nashville is a big area, park further away.

There's all these things and you're just like, "Really? That's what would keep you is they drive every so often?" When you really break it down, the trade off of yeah, from time to time I have to drive a little longer and there's a little bit more traffic than what we were used to. That's what would keep me from — that just seems silly in the scheme of things.

[0:32:27.1]

FT: We just get so used to our ways, that's really what it is.

[0:32:29.3]

GB: Totally.

[0:32:32.3]

FT: As soon as you make, like me, I can't imagine getting up at five AM and working out every morning but the morning's when I'm forced to get out of bed at five AM because my son peed himself through and through. 5:05, I'm good, I could start my day, I just need to get over that five minute melee between five and 5:05. If I could just do that, splash some water on my face, I could just start a business.

I could start a second business. Those three extra hours in the morning are crucial. Grant, what's been your — not to get too sad here but what's been your financial failure of greatest financial failure?

[0:33:14.7]

GB: That's a good question. I would say like when we first got married, having the credit card debt was one of those things where you get it and everyone promises, we're only just going to put pizza on it and that pizza turned, you pay off the balance and then next thing, it's only a \$70 balance, we'll let it ride and we'll pay it off next timer. All of a sudden, next thing you know, you look up and you're like, holy crap, where did this come from? How did we get this much in debt?

Sometimes I'll speak about finance and I'll jokingly say that getting a credit card is almost similar to getting married. Nobody stands at the altar thinking like this is probably going to end in divorce, this isn't going to work out. In the same way, people don't get a credit card thinking like, this is probably really going to jack my life up.

They don't think that but it can happen right? It doesn't necessarily mean that credit cards are evil or we personally, we use credit card in our business, in our personal life, paid off every single month and we have boundaries and rules that we follow with and

you have to have those things in place but I would say for us, just not paying attention to that stuff early on.

I don't want to say in general, I think with failures and mistakes, I think often though, I try to have a short term memory on those things that we all do dumb stuff but I don't want to let that — just hang over my life and dictate and determine that dumb thing that you did. I don't know, just quick to forget those things and not worry about those things and just move on. Again, maybe that's just the philosophy in life that don't...

[0:34:56.1]

FT: Don't dwell, move on.

[0:34:58.3]

GB: Don't beat yourself up. Life is short, enjoy it. We do dumb stuff with money but...

[0:35:05.2]

FT: Don't we all? That means you're human I guess by the way. I've never had anyone on the show say that getting a credit card is like getting married but I'm definitely going to tease that in the intro because that's pretty funny. True, I totally agree with you that credit cards are not in and of themselves, they're not evil, it's how we use them that gets us into trouble.

It's actually the people behind the credit cards, the credit card holders that often who don't know the boundaries who end up getting in trouble and then we blame the credit cards. Did you read the fine print? All right Grant, I know you have your home and you're multi-tasking today, you've got three girls at home and you're doing this podcast which I really appreciate.

I really want to just wrap things up quickly for you but before we go, tell me this. What's one thing that you spend on that makes your life easier or better?

[0:36:01.5]

GB: Spend on, that's a good question. I would say the activities that I do with my family. I'd say this, I'll say vacations is something that we spend money on. Not like extravagant, we're not taking like these five star resort trips or something but one of the things that we've always been really intentional about is just taking trips, not only just my wife and I but also as a family.

We try to do those as frequently as possible. I may just be a weekend drive a couple of hours away. Being intentional to take those trips because those memories mean so much. We really try to — as often as possible, we really try to value experiences over stuff. You're always needing new stuff but being able to take my kids on a trip or take them to the beach or my kids have been able to go to more plane rides than most people have experienced in their life.

That's not like a pat on the back or anything. We've tried to prioritize that right? There's other things that we haven't spent money on and other areas that we are cutting corners on so that we can take trips. Some of it is even going back to the credit card thing. Some of them are just accruing those credit card points and miles and being really intentional about spending those and using those for those trips.

We've been able to take some really cool fun trips. We've got several coming up, we just try to be intentional on those things because it really creates those amazing memories for our kids and for our family.

[0:37:30.9]

FT: Grant, thank you so much, what a wonderful way to spend my 30 minutes and I hope it's been fun for you. I know I've learned so much, thank you for helping me in my career, these 30 minutes, I've learned so much about how to just better leverage my past speaking experiences to get new speaking experiences, how to negotiate and also

how to live a financial life with intention. We really appreciate you and wishing you continued success Grant.

[0:37:57.5]

GB: Thanks Farnoosh. I appreciate you letting me hang out with you.

[END]