

**EPISODE 490**

[SPONSOR MESSAGE]

[00:00:33.8]

**FT:** Just about every investment and retirement plan is created by men for men, which is fine, unless you're a woman. Women still earn less than men, for now. We're more aware of risk, we're more likely than men to pause our careers to raise a family, and unfortunately, we typically retire with less wealth than men, even though statistics show that we live longer. That's why there's Ellevest, created for women, run by and designed by women.

Ellevest helps women invest based on their specific goals, like buying a home, starting a business, raising a family, or just retiring like a boss. So Money listeners can visit [Ellevest.com/somoney](http://Ellevest.com/somoney) and have an investment plan created at no cost, customized to your specific goals. Invest like a woman with Ellevest. That's [Ellevest.com/somoney](http://Ellevest.com/somoney).

[INTRODUCTION]

[00:01:31.8]

**FT:** Welcome back to So Money everyone. I'm your host, Farnoosh Torabi and you're going to love today's episode. We have a very charismatic visionary and transformational teacher. Kute Blackson is here. Kute was actually born in Ghana, son of a Japanese mother and Ghanaian father, who was actually a spiritual leader and healer. Kute began speaking at his father's congregation at just eight years old, and by 14 was ordained to his father's ministry.

But he knew that wasn't his life's calling. And instead of staying with the church, he went on to pursue his dream in the spiritual and self-help space. He has now created his own method called Liberated Living, and has a trademark transformation experience where he offers clients a one-on-one trip to India for 14 days, and a group process called Boundless Bliss: The Bali Breakthrough Experience. He takes clients on an intense journey to face their deepest fears and emerge reborn.

It sounds like this could be a really good reality show. Earlier this year, he came out with a book, *You Are the One*. It's a reflection on his thoughts, his teachings, stories, to help people access their true power. As a child, Kute witnessed what he calls miracles in his father's congregations. People who were blind suddenly being able to see again, people who were crippled suddenly being able to walk again.

How have those phenomenon's, those miracles influenced the way that he now helps people, and can we expect a miracle still in our lives? Was there a time where he felt he just couldn't help someone, and what did his instincts tell him to do? And Kute has lived among four continents to date. He shares his most fascinating money memories from travelling the world, as well as his own history of financial insecurity and how he dealt with it.

Here is Kute Blackson

[INTERVIEW]

[00:03:28.3]

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

[00:03:32.4]

**KB:** So great to be here, and really looking forward to hanging with you.

[00:03:35.6]

**FT:** I want to learn more about your new book, *You Are the One*, that's an amazing title by the way, but take us back. I think if I'm correct, maybe your journey of exploring life and your own self-exploration started when you're around 14, and I think it was the time when your father, who is a spiritual leader and healer, he announced to his congregation that you are going to basically follow in his footsteps, and you didn't want to do that, which was a big...

You became an adult at that point. You had to basically man up and tell your dad, “I want to do something different” at a very young age. So take me back to that moment, because I think that’s an obvious sign that you are a brave man, or a brave kid.

[00:04:24.2]

**KB:** Yeah, it started a little just before that, because from my very first memories around age five, age six, I felt a deep burning desire in my heart to serve people, to make a difference in people’s lives, and so what happened was at age eight, I started speaking in my father’s audience as my father built 300 churches in Ghana, West Africa. He had a huge church in London. So he threw me on stage one day at James to speak. So that was the beginning to my...

[00:04:52.4]

**FT:** What did you say?

[00:04:53.3]

**KB:** You know what? I was asleep on the front row like any kid would.

[00:04:59.7]

**FT:** So you were normal, okay good.

[00:05:01.1]

**KB:** Well, my dad’s church services were like six hours, okay? So all of a sudden, I got thrown on stage, and I tell people I honestly don’t remember what I said. Words came through my mouth, but that was the beginning of my speaking career. So every month, I would get thrown on stage, and my father would say speak, and so when I was 14- and by the way, I grew up seeing miracles. I’m talking blind people seeing, deaf people hearing, people standing up on wheelchairs. I remember being around that age and being a chubby kid, lost in the crowd, and

seeing a crippled woman literally- this is Ghana, West Africa, literally crawling on the floor, picks up the sand my father walks on, wipes it on her face, and stands up.

So that was my foundation and reality that anything was possible. So when I'm 14, my father basically announced to the church that "My son's taking over the ministry, he's going to be the successor", so there were hundreds of thousands of people having their hopes on me, and expectations from my life, and my father had certain expectations from my life of what he wanted me to be, and to be honest, it wasn't right for me. But I was afraid. I was terrified. I knew the truth in my heart was something else. I knew the truth in my heart was to do it differently than him, but I was afraid of disappointing him.

I was afraid of being outcast, I was afraid of letting people down, I wanted to please people, and so I went along with it. For about four years, I silenced my heart. I silenced my truth, which was extremely painful, because I was afraid of the consequences. I think many times we're afraid. I think deep down we know the truth, but we're afraid of speaking the truth, maybe the truth being this relationship isn't quite right for me, or I am really not in alignment with my job, or there are certain patterns or addictions, or ways of being, or things I am doing that are just a little misaligned with who I am.

So it took me about four years, you said I was a brave person, but it took me four years to muster up the courage to really say, "No, this is not my truth", and finally when I was about, I'd say 17, had the conversation with my father, thinking that he would never speak to me again for the rest of my life. But I looked into my future, Farnoosh, and I literally saw that if I followed his expectations for my life, everyone's expectations for my life, that I could be successful by everybody and the world's standards, but if I didn't really have myself, if I didn't really have my own peace, my own sanity, my own inner integrity, then I had nothing. I'd be literally poor. I would be a failure.

So that was so painful, that reality was painful, that I felt like I was committing a suicide in my soul. I decided nothing was worth compromising my essence, my truth, my knowing, and took the leap off the edge and spoke to my father. It was challenging, I was terrified all the way. He didn't say anything. We didn't speak for two years after that. Sometimes there's this idea like,

“Oh yeah, follow your purpose, follow your path, and the angels and the music and the violins and the unicorns”, and it was challenging.

I just think sometimes when we have a purpose and we follow our path, we are tested and we are challenged, and I think all those challenges at least for me were like, I would say, like the gymnasium, the soul’s gymnasium, that really helped to sculpt my own character and inner integrity and fortitude.

[00:08:27.9]

**FT:** And when the silence broke after two years, what was said?

[00:08:32.6]

**KB:** You know what? I was mad at my father for two years. I came to the US, two suitcases, knew no one, showed up with literally a thousand dollars and a dream, and I was pissed off. I was mad, I was angry. I felt like he wasn’t there, but I was mad at God. Finally I came to a point of realizing me holding onto my anger, even though I think I’m right and justified, it’s only causing me pain, and causing me suffering, and is disempowering me, you know? So I came to a point of actually forgiving my father.

He had no idea I forgave him, and I realized, you know what? No one owes me anything. God doesn’t owe me anything, He doesn’t owe me anything and I felt- I actually had to acknowledge my own un-gratitude to life. My lack of gratitude to life, and my own sense of entitlement, and I realized how entitled I was, thinking he owes me something, and the fact is, I have to face the fact, Farnoosh, that he gave me life, and that really was enough. That was a blessing enough, and I came to such a place of forgiveness, and love, and appreciation for just who he was. I had to accept who he was; I had to accept the fact that he wasn’t going to change.

And I also had to accept the fact that I love him, he’s my father, and accept what he could give me and what he couldn’t give me, and I forgave him completely with no expectations that he would be different. Literally, I kid you not, a week later he calls me up and he says, “We need to speak”, and I said, “Where?” I couldn’t believe it. I thought, wow I let go and somehow, if we

believe the sense of like, out of experience is a reflection of our inner reality, I didn't try to change him.

Because I think so often we try to change what's out there when we try to control people and situations, but really what we can shift is the inner blocks, the inner stories, the inner dialogue, the stuff inside of ourselves, and I realized as I changed myself, he shifted somehow, and it creates a shift in him. He said, "Son, I love you, and I miss you, and I think we need to talk.", and this was the first time I heard him say outright "I love you."

It was amazing and it was profoundly healing, and that's what began the road to healing with my father, and a deep connection and respect. It was a beautiful moment.

[00:10:50.6]

**FT:** It's very beautiful to hear that a parent-child dynamic can grow so much, even after adulthood, and that the child can be the one to forgive. I think if more people can take a lesson out of that book that you just experienced of how to cope, and how to thrive in a parent-child relationship when there is disagreement, and some resentment perhaps. It's not often that we hear the children say, "I decided to be the bigger person".

[00:11:20.2]

**KB:** Yeah, I think we have to, you know? I think what I had to give up and I think what we often have to give up, is the sense of like, "Hey, I'm right". I felt I was right. I was in my own righteousness, and I was right to a degree. There were some realities where he wasn't around, he didn't show up, he wasn't XYZ of what I would love a father to be, and I was stuck in my own righteousness, and I had to ask myself "Do I want to be right, or do I want to be free?"

And I realized my freedom was way more important, and it doesn't really serve him or anyone else by holding onto this. I think many times we hold onto this thinking, "Well, if I hold onto this I am going to punish the other person. If I hold onto this, I'm going to prove to my parents how much they screwed me up, or the impact it had on me."

[00:12:04.9]

**FT:** I'll show them.

[00:12:06.1]

**KB:** I'll show them, and all it does is it affects us. It inhibits our own ability to create our future the way we want it, so we have to be willing to let go, and release, and forgive.

[00:12:20.3]

**FT:** I can't stop thinking about what you said earlier where you have witnessed miracles.

[00:12:25.0]

**KB:** Yes.

[00:12:26.2]

**FT:** How has that impacted your teachings now? Your book is called *You are the One*, so literally, I feel that you are teaching people that it's all up to you, you are your own savior, but then you also have this past life where you experienced unexplainable things happening to people, healing them, saving their lives. So how do you reconcile that? How do you maybe work that into your lessons today?

[00:12:53.8]

**KB:** Yeah, I did acknowledge that I saw profound miracles. Often people say, "Did that really happen?" because we only see on television, but I saw it as a kid with my own eyes week after week after week after week. These huge miracles, and the truth is, they were amazing. They are amazing, they are incredible, and somehow I often thought as a kid, "How did we lose touch with the fact that it's available to us all?"

And for those that think wow, that's so out there, I think if we just allow ourselves to even become present, and aware, and conscious of our breath, if everyone right now listening just becomes conscious of our breath, to feel the fact that inside of us right now, we don't have to look outside, we don't have to go to the Himalayas. We don't have to go to some temple, we don't have to do anything. Just to become present and aware of the fact that there is a force, an intelligence, call it whatever you want.

It doesn't matter the label that you put on it, there is an intelligence that is living and breathing in us. That to me is a miracle in it of itself. So I say to those people, if you are looking for a miracle, just look inside. We are being breathed right now, we are being lived right now, the same force that birthed creation, the same force that is shining the sun, and the moon, and the oceans, and moving the oceans and breathing all seven billion beings and all of existence.

Whatever that is, it's the same intelligence that is living in us, and processing and digesting our food, and enabling us to even have this conversation. And those listening, that is a miracle. I think we lose touch with that sometimes, but when we really bring awareness to that reality that we are being breathed and lived by some intelligence in the force of life, I think we start tapping into the abundance of our being.

We start tapping into the unlimited resource that is inside of us, and then I think we access a real power. So I think we are miracles, each and every one of us, but we've forgotten that. I think when we forget who and what we are, we live in scarcity. When we forget who we are, we live in fear, we live in insecurity.

But when we tap into the power inside of us, I think we not only connect with who we are, but we live in abundance. We live in power, we live in freedom. So for me, I think that recognition is a recognition- going back to *You Are the One* - is realizing that hey, you are that. You are that force, you are that intelligence, you are the one. Not just you are the one as Farnoosh, or Kute, or our stories, or Jim or Suzy, not just that egoic one, but you are the One. You are the same one that is living life, and I think to me, that's really what it's about ultimately.

And so I really believe, though, that the real miracle isn't just these esoteric out of the world things, but our ability to be ourselves. The real miracle for me was my ability to forgive my



father. The real miracle is being able to just look at someone in the eyes and say, “Hey, I love you. I appreciate you”. The real miracle are often just the recognition of the beauty of life, and even some of the mundane things of life.

I think when we bring a level of awareness, and attention, and consciousness to moment-to moment-experiences while life often- which we take for granted, the mundane transforms into miraculous. Just being able to drink water, or taste ice cream, or have an orgasm, or see the sun and the moon, and feel the wind, these are miracles that we somehow take for granted, but they are really amazing, you know? They are really amazing.

[00:16:36.9]

**FT:** So shifting gears to money, you already mentioned your thoughts on abundance. I completely agree, and I just did a story for *Oprah Magazine*, it's coming out later this year, on how when you feel gratitude, and when you can rethink money as not just dollars and cents, but this thing of abundance, and you've replaced the word “rich” with “fulfillment and abundance”, and things that I think resonate more with human beings, that you can start to accept more into your life and it does lead to better healthier decisions financial and other.

All this to say, Kute, what would you say is overarching money philosophy? Do you have one?

[00:17:19.4]

**KB:** You know, I haven't really thought about it, but as I think about it, I really feel that for me, abundance is not just about what you have. I think so much of the philosophy in our world is about the material, the stuff that you have, your bank account, which I think also is absolutely important, because we live in the world as human beings, but I think for me, the deepest foundation, I believe that real abundance is being in touch with who I am.

That infinite source of my being at that spiritual level, because I think we can have it all, but if we don't have who we really are, that real connection, that we are infinitely beings beyond just this physical form, then I think we're poor. So to me, prosperity and abundance is not just about

what we have, but it's also about how we feel about ourselves, and how we feel about what we have. You talk about gratitude, so for me it's a state of being.

With several billionaires, and very successful people who have so much money beyond that they could never spend it in 20 lifetimes, and they're miserable. I would say they are poor in a sense. So for me, it's really about how we feel about ourselves and how we feel about what we have. Having travelled to some of the poorest parts of the world, into some of the slums in India, I've seen folks that have literally make a \$100 a month, and they are so abundant.

It's not about the amount of money, but it's about how they feel. It's about where they're focus is, it's about where their attention is, but it's also I think the fact that they are being in some level of service to those around them. So I think it's about how we feel about ourselves, and what we have.

[SPONSOR BREAK]

[00:18:58.9]

**FT:** Need a website? Why not do it yourself with Wix.com? No matter what business you're in, Wix.com has something for you. Used by more than 84 million people worldwide, Wix.com makes it easy to get your website live today. You need to get the word out about your business; it all starts with a stunning website.

With hundreds of designer-made customizable templates to choose from, the drag and drop editor, there's no coding needed. You don't need to be a programmer or designer to create something beautiful. You can do it yourself with Wix.com. Wix.com empowers business owners to create their own professional websites every day.

When you're running your own business, you're bound to be busy, too busy. Too busy worrying about your budget, too busy scheduling appointments, too busy to build a website for your business, and because you're too busy, it has to be easy, and that's where Wix.com comes in. With Wix.com, it's easy and free. Go to Wix.com to create your own website today. The result is stunning!

[INTERVIEW CONTINUED]

[00:20:00.0]

**FT:** Culturally, you have experienced many differences. I would be curious to hear your take on the financial differences that the different cultures you've experienced have. In terms of how, maybe, growing up in Africa, what did money mean to people there? In the UK? You've now lived in LA for a very long time - LA is like its own planet - share some of those. Maybe if there's anything that stands out about how wildly different, about your own personal experiences with currency and money, and conversations around money with locals in those parts of the world. I think that would be really fun to hear.

[00:20:42.3]

**KB:** You know, I think India impacted me a lot in a very simple way, because I remember spending time with a friend of mine who was a shopkeeper, and I remember everything he earned he gave to his father, and he gave to his family. So much of it wasn't just about what he could get, and what he could use for himself, and what he could buy, and it really wasn't about him. And spending time in India, I felt a lot of that the way people perceive money was really for sharing and community.

I remember him saying, "Look" - and what really impacted me by what he said was - he said "Look Kute, when I make money- my parents gave me so much growing up. They love me, they gave me, they clothed me, and now everything I have is also intended to be cycled back to them", and I just thought, I never thought about it that way, because growing up pretty much in the US from when I was 18, I think there's a much more individualistic nature, in terms of making money which is for ourselves and for my family. I think in places like India and Bali, it's much more community based. It's not just about me, my kid, my family, but also for the community, and money is to be shared for the community. And for a bigger sphere of community than just a localized sense of self and I think for me, that taught me a lot.

That allowed me, and inspired me to expand my own perception and my own thinking around money, and how money could be used beyond just what I want and what I can gain, so that was something beautiful.

[00:22:24.8]

**FT:** What was your earliest lesson about money growing up as a kid would you say?

[00:22:29.0]

**KB:** My earliest lesson, honestly, was probably not a great one. It was probably something like there's not enough money to go around. My earliest memory was always one of, I would say, scarcity. I think that is something that I had to really work with myself to overcome, because for the longest time, there was always this sense of scarcity. And even when I came to the US, I had nothing, and there were times where, Farnoosh, I had so little money that I was walking through supermarkets stealing bread trying to eat. So even when I started making money...

[00:23:09.0]

**FT:** It's like the start of Les Miserables.

[00:23:11.3]

**KB:** Yeah, I mean honestly, I would sit around for an hour, Farnoosh, thinking should I spend one dollar in the Chinese fast food restaurant for rice, or should I just go to the supermarket? It was a major financial decision at that time, but what was interesting is even when I started making money, like a lot of money, for a period of time there was still this voice in my head. There was still the sting of still not feeling- is there going to be enough? Am I going to survive?

So I realized it wasn't just about how much I made, it was my relationship with money inside of myself, and the scarcity conversation within myself that I really got to look at, to observe, to question. And I realized those voices, those fears, they weren't even- you know, I was

experiencing them as mine. They actually weren't real, they actually weren't mine, they belonged to my mother, they belonged to my father.

They weren't actually mine, and I didn't know that. I had to question - sometimes we think just because we have a thought - the mind is very interesting. The mind itself is conditioned, and we think just because a voice, just because a thought is in my mind, it's real, and I think we have to start realizing that just because a thought was in our minds, it doesn't mean it's real. Just because a story is flowing through our minds, it doesn't mean it's real.

So we have to start questioning- so I had to start questioning, like, "Is that true? Can I know that for sure?" I had to start looking at where did I get that belief? Where did I get that belief around money? And I traced it all the way back to my mother, and some of the conversations I had with her around the dinner table, and some of the things she said. And none of these were overt. Some of them were so subtle, I didn't even realize it until I started really investigating my consciousness and questioning whose voice is this? Whose belief is this?

And that's when I started to be able to become conscious in a way, and let go of some of those conversations, and remove my brain and myself out of the sort of psychology of just survival all the time. It didn't matter if I was making a thousand dollars a week or you know, \$50,000 a week. It honestly made no difference, it was never enough. It was always "Oh my god, how am I going to survive?" so that had to shift for me.

[0:25:27.1]

**FT:** You always dreamed of coming to America, though. You were raised all over the world, but you always wanted to have a life here. When you came, did you feel it was everything you thought it was? Or were you thinking maybe I should go back to India, or the UK, or I don't know, how was it stacking up?

[0:25:45.4]

**KB:** I knew I was going to come to the US from 14, because all of this self-help gurus, some of whom you interviewed, we all know them, the pop psychology, they all lived in southern

California. I had this vision and this burning dream of coming to the US and finding them, and I had this romantic idea, right? When I finally- I won a green card in the lottery, and to me, how is that for destiny? I won this green card, and I showed up two suitcases, and I asked the shuttle bus- I knew no one in LA.

I asked the shuttle bus guy, a taxi guy, to take me somewhere safe and cheap where I could stay for a few weeks, he takes me to Venice Beach. I don't know if you know Venice Beach eight years ago, but it was a little edgy and dodgy to say the least. A little bit from conservative London.

Drops me off, I cried for two weeks like a... I'm honestly, like a baby.

[0:26:39.4]

**FT:** Where did you stay?

[0:26:41.2]

**KB:** Here's the deal, I stayed in a place called Venice Beach, check this, Cotel. That's where the C, that's not hotel, Farnoosh, it's not a motel.

[0:26:49.2]

**FT:** What does the C stand for?

[0:26:52.4]

**KB:** It's a cotel, I don't even know what the cotel means.

[0:26:52.4]

**FT:** Cotel, my god.

[0:26:56.1]

**KB:** It gives you a sense that it wasn't like a fancy place, it was like a dormitory place, but it cost me I think \$18 a night, and I was with some of the crazy people from around the world and felt so out of place. I'd go out to the beach and I'd cry, feeling so homesick, but I felt this burning desire in my soul that was bigger than me. It was like, I had a dream and I believe that, I feel like our dreams choose us, we think we choose our dreams, but our dreams choose us, and our dreams choose us because we are the perfect person to fulfill those dreams.

I think our dreams are bigger than us, and those dreams that we have, whatever it is, a business we want to create, a book, a product, whatever it is. I think those dreams choose us and they're bigger than us, and they are the way that life wants to manifest to us. I have this dream of speaking and teaching and inspiring people. I was a kid in London, when I was 13 years old- we didn't have a lot of money growing up. We had a lot of love, but not a lot of money. I literally grew up in an apartment next to my father's church, behind my father's church. My dream was to speak so I would sneak out of my tiny little 8x10 bedroom in the darkness, Farnoosh. I would literally speak to the empty chairs in the darkness in the middle of the night for hours, speaking, giving seminars to hundreds of empty chairs night after night, imagining, and visualizing, and dreaming I was in the US. When I first came to the US, it was tough, it was nothing like what I thought. It was very challenging, very difficult, but it was the knowingness. I remember when I first got my apartment, it was a \$250 month apartment near downtown on the edge of Korea town. I had nothing, I was sleeping on a mattress I dragged off the street, but I felt so free. I felt like even though I have nothing, I had my integrity, I had myself.

I felt like I was in alignment with my soul, and it didn't matter if I had no one. I'm not saying it wasn't hard but I felt the rightness. I felt the alignment of how I was living my life, that I wasn't compromising my essence, and that was the freest feeling I can explain that I had. It was an amazing thing.

[0:29:20.0]

**FT:** When you were suddenly making more money, and how did that happen? How did that evolve, and what would you say was your So Money moment? A time where you just felt that

you had- all your hard work had paid off, you made a lot of money. A really proud financial moment for you.

[0:29:47.3]

**KB:** You know, it was a slow process, because I started- my life has never been about making money. I come from parents that their entire life is pure Gandhi-esk, being of service to humanity, and that is like, they are legends in terms of service, pure service, and so money never drove me. It was always mission, and I was never money focused, and so as I started coaching people one-on-one. I didn't care about money, I just wanted to transform lives. And so for me, the focus was always, if I'm honest, it was never about, let me make money, business, marketing.

How can I — my focus has always been how can I truly serve another soul, and it started off with one person. I radically - underscore radically - transformed one person's life, and then he referred another person. For me, it was never about making money, it was about how can I add radical value to people's lives, and I believe that money, what I observe was simply money is a function of adding value. I think when we chase money, it's never really fulfilling, but when we add value, I think when we're able to add value- and part of how we have value is we can solve a problem for someone in some way, a challenge that they're going through, then I believe money is a natural by-product of that.

For me, it was about helping people transform where they were stuck in their lives, it was helping people go from A to B, was helping people really let go of limitations, and that was valuable for them. The more value I added to their lives, I found in proportion the more money I made, the more people showed up, the more I was able to charge, and it just grew, and it just grew. It was really driven for me with the pure crazy intention and radical, unrelenting intention to have people be free, to have people connect with who they are.

Because I felt like if someone was able to experience that freedom, not only will they tap into their power, but they could create anything from that place that they wanted. The more value I added, the more money I made, and it just grew, Farnoosh, one to the next and the next, and I started making videos, and that grew, and started adding to people's lives that way, and it's just



kind of grown by being of service and adding value. That's been my key, being of service and adding value, and as a result, developing a relationship with people and a community around the world, and then my seminars, and my events, and what have you, and now the books.

Yeah, it's just unfolded. For me, money is energy, and it comes and it goes, and I feel like money is, it's not just to be accumulated, but because I think none of it we take with us, I remember going to Egypt and seeing- going to the pyramids and they said, this is what Tutankhamun was buried in, this is where all his gold was, and then I went to the Cairo museum the next day and I looked around, there was an entire floor dedicated to Tutankhamun's gold trinkets, and his bling, and his stuff.

I remember having this moment going, "He's dead, his gold is here. Tutankhamun is dead.". It was like this mind-blowing simple moment, I realized, we don't take anything with us. That doesn't mean we shouldn't enjoy it in cars, and homes, and it's beautiful, it's all a celebration of abundance on every level, but I think none of it we take with us. I feel money is simply a delivery system, money is energy, and to me, money is to be circulated to be of service to people, and to add value to people's lives also.

[0:33:30.7]

**FT:** Do you ever feel like you failed someone though, that there was someone that you could not help? I can't imagine that everybody can be helped, because to a certain extent, you have to be able to help yourself. Sometimes people's experiences, I don't even know where to begin, I'd like to think that I can help people with all of their financial issues, but sometimes it's just bigger than what I can do for them.

Have you ever felt, if you are ever in that situation, what does your instinct tell you?

[0:34:03.0]

**KB:** You know, I would say, I have never failed anyone by not doing my part, I've always done my part, which is given everything I can to a client, to a person, and give them everything. I believe that people don't shift and we don't change unless we really want to change. Many

times, we don't want to change, many times there's an unconscious payoff we have for staying stuck.

We say we want to transform, and we've convinced ourselves we want to transform, but it's often a lie. I think part of what we have to do - which many people don't - is we don't acknowledge the reason we actually don't want to change. I think the more we can be honest and tell the truth to ourselves in terms of "this is why I actually don't want to shift, this relationship. This is why I actually don't want to shift this pattern, this is why actually don't want to be more abundant.". I have so many people that come to me and say, "I want to make more money", and deep down, they say they do on one level but deep down, subconsciously, unconsciously, emotionally, they don't. I had this client one time, this might kind of speak to what you're saying, and she was born in a Latin family from Cuba. They all came over, they escaped and they took refuge in the US.

She grew up her entire life hearing how hard it was back home, the people back home and the struggle, and it was all about the struggle of the unity of the family. She came to me saying "I can't make- money comes, and it just slips through my hands, it's like water, I can't keep it, I make tons of money and it's all gone, I don't know where it goes, and somehow I just get rid of it, and it's driving me crazy, and I want to be successful, I want to make money."

I looked and I said, "No you don't.". She looked at me like, what do you mean? I said, "You actually don't. Now, tell me the truth, tell me the truth as to why you don't, we have to be willing to confess the truth. Why don't you want to make money? Give me all the reasons.". And as she started going down, she hit one that was very emotional for her, and what it was, was her honest confession.

Unconscious sort of confession, and a payoff that "if I make money, if I'm successful, if I break free to the next level of abundance and prosperity, then I will be betraying my tribe. I'm going to be betraying my family, and I'll no longer be a part of my tribe", and their entire identity was staying together, and the struggle, and how difficult it was. It was a way of unconsciously, you could say, fitting in and being loved by the tribe, and her father was being poor, not being too successful, not making too much money. I think we have to be willing to acknowledge the payoff

as to why we don't want to transform, so that we can deal with that in order to be able to transform, and many times we don't.

The question I also ask people if they're stuck is "what is it you want more than anything else?" I believe if you want to transform more than anything else, I mean, more than anything else, we say we do but what do want to transform more than anything else? If you really want to transform more than anything else, nothing will stop us, we still only have to face whatever the resistances are between where we are and where we want to go, and deal with those resistances, whether they're conscious or unconscious.

If let's say I stuck someone's head underwater, ask them, if your head was underwater right now and you couldn't breathe, what would you want more than anything else. You wouldn't want diamonds, you wouldn't want chocolate, you wouldn't want a Lamborghini. You would just want to be able to breathe. You would want air.

I think, when we really want to transform more than anything, like we would want air, nothing stops us. I think we have to get to that stage.

[0:38:03.2]

**FT:** Kute Blackson, you are unstoppable. Thank you so much for coming by, and tell us what you have lined up in the fall if we want to follow you. We know where we can find you online, Facebook, Instagram, your YouTube videos. Are you doing a tour right now?

[0:38:21.9]

**KB:** Yeah, I've just finished up New York, and just traveling, going to India, going to Bali, and doing some events in Los Angeles in October. Folks, you can find out about my events on my website, kuteblackson.com, and just it's great to be here, Farnoosh, really, just you're beautiful, I feel your heart and soul, doing amazing work.

[0:38:45.5]

**FT:** Thank you so much, I really appreciate that! Wishing you all the continued success you rightfully deserve, Kute. Congratulations on *You Are the One*, and we're going to have all those links as well on So Money Podcast. Thank you and be well.

[0:38:59.8]

**KB:** Much love.

[0:39:02.4]

[END]