

**EPISODE 585**

[INTRODUCTION]

**[0:00:35.3]**

**FT:** You're listening to So Money, everyone. Happy June 12<sup>th</sup>. An incredible guest today. She went from having just \$18.56 to her name. That's what the ATM slips it anyway. Maxing out her credit cards to starting a multimillion dollar business. Now it didn't happen overnight, obviously, but she was that broke and she was in the process of launching her own career. She had left her full-time job at a small ad agency to become an entrepreneur and she lands at broke.

Some people would've thrown in the towel and started looking for another full-time corporate job but not my guest. Her name is Ali Brown. You may have heard of her. She's a big deal. She's a big deal in the entrepreneurial space. She got her own podcast called Glambition Radio. Ali and I talk about the steps that she took to go from broke to millions. Ali is a force to be reckoned with. She's been named the entrepreneurial guru for women included in the Ernst & Young Class of Entrepreneurial Women and is even an entrepreneur and delegate for the UN.

I'm really excited to have her on. She's a fellow podcaster, as I mentioned. On the Glambition Radio, she interviews top entrepreneurs, thought leaders, and business leaders. We talk about how she got over the \$18.56 hump, the one big tip she has for budgeting, and how she encourages her clients which include female entrepreneurs to set their prices. How do you know what you're worth, and how to go out there and get it?

Here is Ali Brown.

[INTERVIEW]

**[0:02:05.4]**

**FT:** Ali Brown, welcome to So Money. I'm only sorry that we've taken so long to connect. I'm a big fan. I'm girl crushing right now.

**[0:02:14.4]**

**AB:** Me, too. Me, too. This morning, I was telling my husband, Brett, "I'm finally talking with Farnoosh today. I can't believe it."

**[0:02:22.0]**

**FT:** We were also saying before we got live that we're so happy this is not on video, because folks, you'd be surprised to see what I'm wearing or maybe not? Because you know me that well. I'm wearing a free sweatshirt that I got in a swag bag, my hair's in a bun. I just came from the gym. It's just one of those days.

**[0:02:40.2]**

**AB:** My t-shirt's Merona from Target.

**[0:02:42.9]**

**FT:** I love that brand.

**[0:02:44.4 ]**

**AB:** I know, everyone's like, "I like your t-shirt." I'm like, "Thanks, it's Merona."

**[0:02:46.7]**

**FT:** It's Merona from Target, yes. I love that brand. Target has some really good clothing, ladies and gentlemen.

**[0:02:55.1]**

**AB:** They actually do. You know what's interesting? When you have the kids, and you end up going to target a lot suddenly. I didn't release much before kids, and then you start picking things up. Suddenly, one day, you're mortified at what you're wearing.

**[0:03:06.8]**

**FT:** Ali, thanks for coming on the show. I've been really admiring you from a distance. For those of you who are listening may not be familiar with Ali's work, she is a top entrepreneur. You're the host of Glambition, and I know many people who've gone to you to help them go from good to great with their business. You are a massively-sought-after coach. You have 250,000 followers.

Where you are today is much different from where you started out, and I want to start from the beginning when you were transitioning from your career in advertising to becoming an entrepreneur. You had financial horror stories, which would've broken some people but it only made you be more persistent. Take us back to maybe one of your tougher times. I read that you were broke with just less than \$20 in your bank account.

**[0:04:04.9]**

**AB:** Everyone loves this story. I didn't tell it for years and then I told it, and people would come up to me events and they're like, "Are you can tell the ATM story?" I'm like, "Is this is going to be the bane of my existence the rest of my life?"

**[0:04:15.6]**

**FT:** Sorry.

**[0:04:16.5]**

**AB:** That's okay.

**[0:04:16.7]**

**FT:** We live for the stories on this show.

**[0:04:19.1]**

**AB:** It's good to go back, and before I do any kind of speaking, I always take a mental moment and put myself back in that time I made that decision, because it's a decision a lot of people wouldn't have made and that is — I went from job to job in New York and I thought something was wrong with me but I just wasn't really employable. I didn't enjoy having one type of job. I always want to do different projects. I would get into trouble because I had too many ideas. I wanted to improve things.

Most people don't actually like that when you're at a job, especially when you're 24 and 25 and telling people how things should be. I decided to quit because I found out about this whole thing called freelancing, which I hadn't even been aware of. Any time, for me, this is a good thing and a bad thing sometimes. If my awareness shifts, it's like the matrix. It's like I took the red pill and I can't go back and I knew that I wanted to work for myself, but I was in for rude awakening because I didn't know the first thing about marketing, getting clients, and all that.

The money thing is always been an interesting journey for me. I never had a survival fear around money. I've always had this — I don't want to say magical mystery tour attitude about it, but I remember that moment when this is a few months into my new "career" on my own, if you want to call it that. I was getting some gigs and I've wrote a brochure for a funeral home. You can't make this stuff up. I was taking little projects and I remember going one night to the ATM because I was going to go out with some girlfriends and take a break. It said it's not going to give me the \$20. It said, "Your balance is 18.56," and I'll never forget that number.

I remember thinking at that moment. I had to, first of all, just process that I probably wasn't going to go out. Thank goodness for those old Korean markets. I went and got just a little bowl of something and went home.

**[0:06:11.6]**

**FT:** Thanks for ramen noodles.

**[0:06:13.1]**

**AB:** Yes, exactly. I remember at that moment thinking this is where everyone else stops and I don't know what I'm to do tomorrow but I'm not going back. I have always been the type that if I don't have a plan B, I actually perform better. In the women I coach even at the higher, higher levels, I'm telling you I see that often. We often will now pull out our best stuff and who we really are until our backs against the wall. I don't recommend it as a strategy, but it served me very well.

**[0:06:45.4]**

**FT:** It's true. I know many women who say, "I cannot fail. That's my philosophy," but sometimes, like you say, you don't show really your goods until you're about to drown. Why not do earlier? What keeping us from doing that?

**[0:07:01.4]**

**AB:** This could be a whole other show, but in my experience and in a lot of the research that's coming out now, there's so many more layers to risk and fear for us. It's a different game. We're wired differently. We literally have different processes for taking in fear and risk versus men, and so I find that — I know you have young children. I do, too. The best thing I can compare it to that a lot of moms will relate to is that mama bear thing. Suddenly, you'll pick up a car. That's happened in those stories, you read about, in people, and stuff. Someone picks up a car to rescue their kid, which is not actually humanly possible, I believe, but you somehow muster the strength and you don't even think about it. I often feel like that's when we are at her our best.

**[0:07:46.1]**

**FT:** What did you do that catapulted you to the next level? When you discovered you were near broke, you made a choice. What was that choice and what did it look like?

**[0:07:57.9]**

**AB:** For me at that time, it was doing something I was very uncomfortable with, and that was knocking on doors about agencies. I was a copywriter at that time. I've gotten really good. I always loved writing in school but I didn't know I can make money with it because I wasn't going to write a novel or anything. I learned about writing websites and newsletters, and that was my little business at that time. I figured who were the most likely people to hire me? I went and knocked on the doors of add-in marketing agencies, because a lot of the smaller ones don't have full-time copywriters on staff.

I was very strategic about it. I walked around, literally dropped off packets of my portfolio. This is before we were using the web. I sound old. You know what? That was so good for me, because I see people today hiding behind the computer and not wanting to talk to anyone about their business or what they do or money likely. That really was where I started.

The turning point for me was the Internet. When I decided to start a little email newsletter to help market my business, I started gaining followers. It took a long time but it started to ramp up, and then I started getting referrals. I started getting business. Then, especially women were asking me, "How are you doing this newsletter?" Literally, I researched how to create an e-book and sell it online and started selling an e-book at that time called *Boost Business With Your Own E-zine*. It had a horrible cover. I did the webpage myself. I was looking up HTML code but I was having so much fun because I realized I was leveraging now my time for money.

I still worked with my clients and built up that personal services business for many years, but on the other hand, like at night, was doing this internet marketing business. I would learn something and teach it. Learn something and teach it. That led, eventually, to workshops and courses and coaching and to accompany that several years ago hit Inc. 500. There was one year, we were on track to do 10 million. It was amazing. It was amazing journey but it all started with that decision to start thinking strategically and using leverage in my business.

[0:10:01.0]

**FT:** How do you know how much to price your services? I know that with some of your clients, I've read testimonials that you've helped them increase revenue. What goes into factoring price?

**[0:10:13.1]**

**AB:** You're throwing some business stuff at me.

**[0:10:14.8]**

**FT:** Yeah, I'm curious.

**[0:10:15.9]**

**AB:** I was curious that all the money — This is money, isn't it? It's interesting. Pricing is fascinating because you're working on two levels. One is internally, and you and your self-worth are intrinsically linked to what you are able to charge on the outside. If you are not confident about what you charge, it's not going to happen. That's the first level.

One of my old mentor said when I said what should I be charging per hour, for example, for this consulting? He said, "As high as you can say without stuttering," and I laughed at first, but he was serious, because it really was I had to know that I deserve the number. If you're looking to price yourself to get started, it's always good to look at your market, just see what was going on out there. You want something that's not too high and not too low. Start there, but as you build up, look for ways to build more value and in ways that you cannot be compared to someone else.

For example, let's say you're an accountant and you charge hourly. You're not going to win unless — If someone can't tell the difference between you and the other CPA down the street and you're just charging the same hourly rate, you're going to be competing on price. That's really the only differentiator. What you have to do is learn to add more value and then looking ways to package your services, for example, not hourly. Maybe it's a monthly fee, maybe it includes training, maybe it includes a retreat with you and your team members that I can bring in my employees and do a training at your company.

In advertising, they call that apples to oranges. It's that you're pricing yourself in a way that's incomparable to others will always help you charge more.

**[0:11:53.3]**

**FT:** There is something to be said about timing and also being the first. At a time you were starting your business when the Internet was just brewing but not only that. You saw the opportunity and seized it. If all of us had started newsletters 20 years ago, goodness, we'd have more than we'd have if we started three years ago. There's something to be said about your journey in that it's good timing, it was your instincts, and it was jumping on opportunity, and it was giving a time. It sounds like you were very patient. It wasn't overnight.

**[0:12:27.5]**

**AB:** I was having a ball. I think the thing I remember most about that time, I remember the moments that I was worried and I was scared, and that happens. You're a human, but I was having so much fun because I realized as well at that time I started doing some work with a personal coach on the side and I worked on some values work. I realized my number one value had always been freedom and I was living it.

The money at that time, as long as — Look, I was living by myself in a fifth-floor walk-up sublet illegal in the Greenwich Village. All I had to worry about was myself. I could have a bagel for dinner, really. I just remember being so excited, and each day, I would wake up and look at the decisions in front of me and take the best step that was in my highest good. That is how it happened from there.

**[0:13:15.3]**

**FT:** Take us back to your childhood. We want to connect the dots a little bit and understand why you're hardwired the way that you are, Ali? Not everybody wakes up and has that same take on life. Let me address my most important things today. You do with such optimism and excitement.

Growing up, what was your greatest money memory; perhaps the memory that, as an adult, has served you most?

**[0:13:41.9]**

**AB:** They may be two different ones, and the first one was I grew up in a very traditional household. My mom did not work most of my lifetime. I was the firstborn, so I got all the attention and time until the other ones came along. I love that memory of that. However, I distinctly remember my father having us a type of power in the household. My mom did not. I didn't understand at the time, but now, it's easy in retrospect to realize that that was money. It was that he had the income, and my mom did not. We didn't grow up rich. We didn't grow up poor. Probably like a lot of people listening, there were years we went to Disney and years we didn't.

There were years I got the snickers from Sears and then there were other years that I got the Guess jeans. My dad had a small contracting company. He actually had his MBA. He was extremely brilliant but then went back to work with his father in a construction business. I didn't really have an opinion about money but I remember just hearing those conversations at the end of the hall and not really thinking much about it at the time but I'm sure that stays with you.

In retrospect now, it probably gave me that rebellious streak and that, "I will always be okay. I will always take care of myself," and I've always been very independent since then.

**[0:15:08.4]**

**FT:** Does money still translate to power in your life?

**[0:15:15.7]**

**AB:** Power is such an interesting word. There are so many ways to interpret it. Yes, and the words that I link to it more strongly are freedom and choices. Especially for women right now, success takes on so many definitions, and I see success now as choices for women as well because we all want different things, but it's having the freedom to have those choices. You

know what? When you look at what's happening in the world today, and I don't care what political side you're on, it's becoming more and more apparent that no one's going to take care of you.

What a lot of women are not linking and not realizing is that money is going to determine now the quality of your healthcare, the quality of the food you eat, the quality of the education you could provide your children, the quality sometimes that maybe even your safety depending on what happens in the world. I feel very blessed that I married an Australian man that actually means, now, our kids can be dual citizens. That gives us freedom to travel, and if something weird went on here, we can go over there. If something weird goes on there, we'll come over here. The freedom and choices for me are really what's more important.

**[0:16:23.8]**

**FT:** What could possibly go on wrong here? Anyway.

**[0:16:26.0]**

**AB:** I have no win now. It's all good. It just gets weirder and weirder, I know. I just can't read the news anymore, and that's another show, right?

**[0:16:32.9]**

**FT:** Yeah, another type of show.

**[0:16:36.1]**

**AB:** My taxes are going down. That's the only thing I'm thinking now.

**[0:16:39.0]**

**FT:** Right, yay. The world is coming to an end.

**[0:16:42.5]**

**AB:** I know. I'll make it a little bit—

**[0:16:43.3]**

**FT:** What will it mean for your business if the world's coming to an end?

**[0:16:46.3]**

**AB:** I know. I'll get the last hurrah, I guess. This is sad. Let's not go there. Let's not go there.

**[0:16:51.6]**

**FT:** Let's not go there, but let's go to your financial philosophy. I've been going all over the place with my questions but let's go back to my very first question that I typically ask guests, the first financial question, which is; what is your overarching money mantra?

**[0:17:11.1]**

**AB:** Aligning my spending to my values in past with spending mistakes I've regretted or times that I bought stuff just for fun. Listen, when we all start making money, it's fun to buy things you could not before, do things you couldn't before. As I've matured, let's say over the years, it's a wonderful litmus test for me when I'm going to make a big purchase thing. Is this aligning with my values? For example, travel aligns with my freedom. Having help with my family and in the business and support, that aligns with my freedom.

The second thing would be my definition of financial freedom is actually changed over the years. For me, it started as having a certain number in the bank, which by the way, keeps going up. When you make more than you feel like, "I'll feel safe when I have X," and then, "I'll feel safe when I have Y." Then, you see what's going on in the world and you're like, "I'll feel safe when I have a gazillion dollars."

The definition for me changed when I saw what happened in the last recession and I saw people who had all their eggs in different baskets and then just things crashed. I was just really starting to come into money then. I realized at that time, financial freedom for me was not going to be a certain number in the bank. You want to have a certain amount of savings and retirement and all that. I have goals and work on those continually. Financial freedom, for me, is the knowledge that if it all went away, I could rebuild this again and again and again, because of the business skills I've amassed, because of the marketing skills I've amassed, because of the marketing skills I've amassed, because I've learned how to talk to people and have conversations, because I've expanded my network.

All those skill sets could help me start a new business in any category, and that is the thing that helps me sleep at night when I do worry about, because it changes. I loved your interview with Jillian Michaels. Actually, the whole one — I listened to it at a hike and I was probably speaking. I'm like, "Yes, yes." I'm nodding my head, listening.

**[0:19:13.4 ]**

**FT:** What is she listening to? People were wondering.

**[0:19:14.4]**

**AB:** It was so refreshing to hear a woman talk about that and how that she — You could tell now. She's so empowered around money. She fully disclosed that she was not empowered around it before, and now, I feel this power, and that you cannot change some external circumstances. There are always things that you can control.

**[0:19:38.3]**

**FT:** Is there anything you would do differently? Was there a failure that you experienced that maybe you were happy that it happened but you could have also...

**[0:19:46.9]**

**AB:** Maybe not.

**[0:19:47.6]**

**FT:** Or maybe not, right.

**[0:19:50.2]**

**AB:** I didn't have anyone good around me to get advice from, so when I started coming into a lot of money, I was getting well-meaning friends, friends of friends saying, "We have this investment opportunity. We're opening up a restaurant in LA. There's a house for sell down the street. I think it would be perfect for you." I've invested in a restaurant that went bankrupt in six months. My mom was so funny. She never said anything about it, until later, she said, "You never even got a good meal out of that." I'm like, "You're right."

Don't take real estate investing advice from me. If I say to buy something, just run the other way. I bought right before. Everything crashed. I think if I had had more people around me to get varying opinions from and more objective people in my life, then some decisions would've been made differently.

The other big — The big bang — I kind of liked that idea or it because it was like the destruction before the rebuild, is that I had lost control over the money in my business. That's actually what Jillian was talking about. I was like, "Oh, my gosh!" Things were happening so quickly during the few years of a certain span that I was just trusting my business partner, trusting people, everyone who is watching all that stuff to watch it.

Nothing dramatic happened or anything illegal or anything, but I'm telling you, when I dug my nose into the books and finally sat down, I was mortified. I take full responsibility that I was not watching the expenses of things, where money was going, double charges that weren't getting caught. Why do we have three subscriptions to Infusionsoft? Stuff that was just as mind-blowing. I take full responsibility because I should have had my nose in there. The funny thing is, Farnoosh, I actually got excited when the happened because I knew for that moment, that moment I was never to be the same with money.

I remember getting all the statements printed out and I sat in my room, and Bret remembers this, my husband. He was like, "What are you doing?" A bottle of wine, I had all these papers spread out, and a red pen. I'm just going through it and I'm like, "This is never going to happen me again," and I actually started getting fun. I'm just crossing stuff out and canceling accounts. I reduced our expenses and increased our net probably by just, I'm just going to guess, \$200,000 in a week just with some changes I made. That's how out of control it was.

You know what then? Now, it's kind of fun. Now, it becomes a bit of a game, and I feel now so in control of what I'm creating because I simplified my model again, which is another part of the story. Again, my business model isn't for everybody, but I decided when I had my kids. I wasn't quite thrilled working 12-hour days anymore. I didn't want to run these large programs, so I reengineered and said, "What's the 20% of my business that I love the most and is making me the most net and is making the biggest impact?" For me, that was working with leaders. For me, that was working with the women who had broken or were on the verge of. They could feel it. They could taste it, seven figures.

I reengineered my entire business around that, and that's been an absolute pleasure because the business is simple, I work probably three days a week if you add it up all together. I travel with my husband and kids. We go to Australia for a few months a year. We spend the summer in California. We're based here in Arizona. It's been the perfect situation for me and it all started with that moment.

**[0:23:35.0]**

**FT:** I'm geeking out with you right now because I also do this. I basically do a self-audit once a year, twice year. It was actually on the advice of one of my guests who said, "Just go to ground zero with your budget every single year, because here's the thing — With your business, too, you get accustomed to certain expenses that may be in the moment when you signed up for whatever service you liked but then you didn't need it and you continue to pay for it. You just accustomed to a lifestyle that, truthfully, you could do without or you could make adjustments and save thousands of dollars.

Finding those rooms for improvement once a year, you won't really miss it. I think that's such a smart practice, so thanks for sharing that with us.

**[0:24:21.8]**

**AB:** We don't see enough successful people talk about the fact — A very quick story that relates to that. I was writing a story on my blog about when we tried every version of childcare. We went from three nannies, to no nanny, to like, "What are we doing?" You can find it in my blog, but I told the story about how we decided that my husband was going to quit his job. We would work together in the business because, it would give us immense freedom we have today.

He's at the doctor with one of the kids who's very sick. I'm here. I moved with my mom into the back with us but what I mentioned just as an aside on the blog was that we were going to our personal expenses and making some adjustments. I'm like, "We don't need two luxury cars. I like one. I'm a Leo. We have to have a little — I like my car. We don't need two luxury cars. We don't need you to this so let's just pull back in some areas and others. Some of the comments, people were like, "I can't believe you're sharing that. I can't leave you're talking about budgeting. It shocked me that people think when you start making money, all your problems go away. It's fascinating. It's just more zeros. There are bigger problems.

**[0:25:25.1]**

**FT:** More money, more problems.

**[0:25:26.7]**

**AB:** P. Diddy, right?

**[0:25:27.7]**

**FT:** Yeah, I —

**[0:25:28.4]**

**AB:** Back then, he was Puff Daddy.

**[0:25:30.5]**

**FT:** Sean Combs, I think, is the latest.

**[0:25:34.1]**

**AB:** What happened to him?

**[0:25:36.6]**

**FT:** He was at the time he is well he was the Met gala so he's still relevant.

**[0:25:41.8]**

**AB:** You should have him on the show. That'd be interesting.

**[0:25:43.9]**

**FT:** I would love to have some music moguls on the show. He must have some crazy stories, yeah.

**[0:25:48.4]**

**AB:** They have stories to tell.

**[0:25:50.0]**

**FT:** Yeah, I was just going to say. My God! If anyone knows how to get in touch with him, please

—

**[0:25:55.9]**

**AB:** Johnny Depp, because he's like a lawsuit now with his financial managers.

**[0:25:58.9]**

**FT:** I don't think they'll be coming on the show anytime soon.

**[0:26:02.0]**

**AB:** I don't think so.

**[0:26:04.2]**

**FT:** Although I would love — I have such a crush on Johnny Depp. He'll always have a place in my heart. Ali —

**[0:26:12.4]**

**AB:** He's weird though. He's weird. He's a weird buy, but like in a sexy way.

**[0:26:14.1]**

**FT:** He's a weirdo, but totally sexy. I actually like to think that I was the one who got him on the cover of People Magazine like 15 years ago is the world's sexiest man alive because I was having lunch with my friend — This is a total derailment from her interview, but I think you'll like this story.

I was an intern at Money Magazine, my girlfriend was an intern at People Magazine owned by Time Inc. We would have lunch together. We were both at the ripe age of like 23, and over lunch she said, "All right, girls," it was a few of us and she said, "I need some names. I have to go back to work and we're having a meeting for an all-hands on deck meetings to come up with the sexiest man alive for the next People issue."

[0:27:01.2]

**AB:** This is how it happens? They just ask everyone? I think there was a specific vetting process.

[0:27:05.9]

**FT:** I think eventually it gets narrow down and there's a specific vetting process, but I thought to my — They were naming all the people, like Justin Blake, and da-da-da — Tom Hanks, Tom Cruise, and it also depends on what movies are coming out that year. It's always the publicity.

I said, “How about but our friend Johnny Depp?” She said, “Right. I’ll pitch him. I’ll pitch him at the meeting.”

[0:27:29.7]

**AB:** What year was this?

[0:27:30.6]

**FT:** 2003, I think.

[0:27:35.2]

**AB:** This wasn't like *21 Jump Street*. This is like when he was —

[0:27:35.6]

**FT:** No. It was the very first *Pirates of the Caribbean* was coming out.

[0:27:40.3]

**AB:** Yeah. He was he was good. He was better looking then.

**[0:27:43.5]**

**FT:** You know, six months later he's on the cover of People Magazine as sexiest man alive. You're welcome.

**[0:27:48.1]**

**AB:** He owes you.

**[0:27:49.0]**

**FT:** You're welcome, Johnny Depp.

**[0:27:49.2]**

**AB:** He owes you. Simple.

**[0:27:50.1]**

**FT:** Yeah.

**[0:27:56.9]**

**AB:** We should get all these celebrities who — I mean, that's the classic story we all read the news but you never think it's can happen to you, right? You see, like, "My God! Weren't they watching their money?" Like MC Hammer. Remember that story?

**[0:28:06.2]**

**FT:** He wasn't watching any — I know, right?

**[0:28:10.1]**

**AB:** I think he actually went to a period. We should have a celebrity money off —

**[0:28:14.4]**

**FT:** Make over.

**[0:28:15.0]**

**AB:** Yeah,. There was actually a period of time, I think he was broke, he sold the rights to his song so we couldn't sing them on stage. A friend of mine years ago went to a conference and he would start doing like — I guess he could do up to 30 seconds. So he'd do like [singing 0:28:26.4].

**[0:28:28.3]**

**FT:** That's all he got.

**[0:28:28.8]**

**AB:** Then he'd go to another song and everyone was like, "Boo!"

**[0:28:31.6]**

**FT:** Yeah. They're like, "That's all I got. I don't own the rights anymore." I bet if he auctioned off his hammer pants, he could make a really great comeback.

**[0:28:39.2]**

**AB:** Totally. Totally. That's happened me, I'm like, "Oh my gosh! This is — " I remember that moment thinking this is what happens to all these stupid celebrities, like these things I read

about in people.” I’m like, “I can understand—” Because you always see that and go, “How could that happen?” I totally understand how it happens.

**[0:28:53.7]**

**FT:** Especially musicians, because a lot of times you're indebted to the record label until you hit the big money and then you have to pay them. It's like models. I've interviewed tons of models and in the beginning you have to be really careful with how they spend. They live like poppers because the car service, the clothes, the hotels. That's all a running tab, and once they get their first big contracts, their agency takes all of that, most of that, to pay off all their expenses leading up to that break.

**[0:29:24.8]**

**AB:** I didn't know that.

**[0:29:26.0]**

**FT:** Yeah, so you basically sell your life to these agencies that promise you the big money one day, and hopefully will make it and then it's just hopefully your flush at that point, but it's a really interesting industry.

**[0:29:40.2]**

**AB:** Can I give one — I'm just going to jump in, if you don't mind. Can I give one big tip that has been a godsend for me as far as saving?

**[0:29:46.6]**

**FT:** Please yes.

**[0:29:48.6]**

**AB:** I have no excuse to say this, but I really don't have budget. I don't have a budget. I have always been more of a creative. I have a hard time with budgeting, but a tip I learned years ago, if I don't see my money then I won't touch it. What I have to do is instead of saying, "Okay, I'm going to have 10% of my income or a certain number come out of my checking every month and going to this account and that account." If it's a big amount, it bugs me, and I see it leaving.

What I still have set up to this day is little drip withdrawals that I barely notice, because these days you have all these little auto charge things and all that stuff anyway. I have like three times a week bits, dribs, and drabs, like going into different accounts and it just sucks it out and don't even notice it. You can set this up. It may take a little work but, for example, I have a money market in like Ally, which I love. They's so nice to work with.

You can't just go set up, "I want is three times a week." They're probably like, "Why would anyone need to do that?" I do. You have to go set up like three separate withdrawals on different days of the week, but I'm telling you it adds up faster than you think. Even if you are just starting out, I don't care if it's a dollar a day, but when you see that start adding up and the energy of it — A lot of money is energy. The energy of that, seeing it add up and having that process begin, starts the flow, and it will change your life more than you realize especially for those of you who are more creative.

I'm telling you, when you pay yourself first, I know it's cliché, but somehow all the other bills get paid. You may think like there's just no way, but it will happen.

**[0:31:24.2]**

**FT:** It's so true. It's so psychological, and there's actually an app called Digit. We've had the CEO on the show and they leveraged exactly what you're talking about. This psychological trick, mind trick, where the little bits of money certainly add up, and when you do nominal amounts of money saved periodically, twice a week, once a week, it certainly adds up and it's less painful in the process.

**[0:31:48.8]**

**AB:** Yeah. That's just been my biggest tip. It's such a simple silly thing almost but if I don't see it I don't get upset that I can't spend it.

**[0:31:58.4]**

**FT:** Tell us about Glambition, because this is your latest project.

**[0:32:03.1]**

**AB:** Glambition — I think I enjoy my show is much as you enjoy your show. For me, it's the most joyous thing I do, because I love amazing conversations with amazing women. Glambition is my podcast. It's also on iTunes, so I subscribed to do yours, Farnoosh, and I also to mine. We just had Danielle Laporte on there. I know you had her on the show as well. We have amazing women like Jane Wurwand who found Dermalogica; Kara Goldin, Hint Water. Just people doing change making, huge ventures in the world. It varies from business to leadership, and also some of every day success stories, like real women business owners on the ground doing their thing. I get them on to talk about how they got to where they are, what are they doing, what are they changing in the world. That's my favorite thing I did.

I remember reading something about your podcast. You were saying it took a while to get off the ground, and it really is it'll. It's a labor of love. Then now, just the last few months, it's just really taking off and we're getting just a ton attraction and some fantastic guests. My whole thing is, if I don't love it, I'm not doing it anymore. I've played that game. This ain't my first rodeo. I have to really love what I'm doing.

I work my private clients in my premier group. Those are my million dollar plus women. I do single strategy days with women as well if they're startups. A lot of this deep like one on one small group work with women, that's where I really get to do stuff right now.

**[0:33:28.8]**

**FT:** I always say spend, your 20s and 30s saying yes so that when you hit your 30s and 40s you have the privilege to say no.

[0:33:37.7]

**AB:** I love that.

[0:33:38.5]

**FT:** It true, especially now you're a mom, twins, married, you want to have fun now. I'm not resting on your laurels by any stretch, but you want to just do what matters to you more than ever now, because time is precious.

[0:33:54.7]

**AB:** Yeah, it so is. If I'm doing something, it just has to be — Also, just time. I mean, honestly, even if you have help and are blessed to be able to hire help, you want to spend time with those kids. You don't just want someone else with them day and night, and morning and night.

If I get five or six hours of work in a day, honestly, that's a really good day, and that forces you to get just ruthless about what is effective, what is making an impact, and what is making me money.

[0:34:23.8]

**FT:** Amen to that. Ali Brown, thank you so much for stopping by and sharing all these candidness with us. Can't wait to be on your show. Everyone, please subscribe to Glambition Radio with Ali Brown. I'll be on soon. It's, again, really lovely to connect. I've been hoping for this day for a while.

[0:34:40.7]

**AB:** Oh! I'd love this, and we can go deeper on another call. If you want to have me back on, we'll go even like, "Roar!" Money is so — Really, what is money? Like it's such a vast topic.

**[0:34:52.4]**

**FT:** It's currency. I like to call it currency because it's sort of, for me, that is an optimistic way of looking at money. It's a currency. It's a vehicle to get you from point A to point B. Really, you're the one who's in charge. I like to make sure that we remember that money is powerless. We give money power. We give it direction. We give it meaning and importance and purpose, and so it starts with us. No matter how much we're talking about, \$5, \$5 million, it's just paper, but when we hold it and when it, it represents something. Hopefully, it represents, like you talked about, something that aligns with your values.

**[0:35:35.0]**

**AB:** For women, that's when they get really interested in it.

**[0:35:38.4]**

**FT:** Yes. Yes. I know. When you talk about gender and money, that's a whole other conversation, but it's very very fascinating.

**[0:35:46.8]**

**AB:** Okay. I'm sorry, one more question. I can't get off the phone with you. Do you find more men are acquisition-based in their money power? Like, they want to buy things in toys versus women doing impact? Or do you think that's kind of cliché?

**[0:36:02.2]**

**FT:** I always say that when women make more, the world becomes a better place, because going back to what we were talking about; power. I think that men and women both see money as a source of power but is different power. For men, it's a power to take over, dominate —

**[0:36:23.0]**

**AB:** Peacock.

**[0:36:23.5]**

**FT:** Peacock. Right. For women, it's a way to be powerful and meaningful in helping others and giving back and being service-driven. It's true, that women are more philanthropic than men in not just their money but in their time and in their service. We want to put money more the hands of women because I think it ultimately will benefit more people.

That said, it's also why some women shy away from making more, because they somehow think money necessarily means a masculine power and it doesn't resonate with them and so they're like, "I don't need to make more. I'm good."

For me, the trigger to wanting to make more more than ever was when I realized that it's not just about me. Making money just to serve myself, it's not really can add more happiness in my life, but if I can use this money to apply it in other ways; make my family richer and more secured, starting a foundation, living a legacy ultimately with this money. I think it completely changes your perspective and hopefully will motivate you to go out there and make what you're worth and what you deserve.

**[0:37:38.3]**

**AB:** We need more women doing it.

**[0:37:39.9]**

**FT:** Yeah.

**[0:37:40.0]**

**AB:** A to the men. You're so money.

**[0:37:42.4]**

**FT:** You're so money. Ali, thanks so much. I know that you're super busy and so I am deeply honored that you made time for our show. Best wishes.

**[0:37:55.1]**

**AB:** Thanks, Farnoosh. I'll have you — I'll see you soon on my show. Take care.

**[0:37:58.9]**

**FT:** I'll be there. Thank you.

**[0:37:59.3]**

**AB:** Bye!

**[END]**