

EPISODE 775

[INTRODUCTION]

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FT: Forget lean in, how about be gutsy? Welcome to So Money everyone, I'm your host Farnoosh Torabi. Our guest today is former Cosmopolitan editor and chief and media giant, Kate White. She is a New York Times bestselling author of multiple books both fiction and nonfiction. Her latest career guide is called, *The Gutsy Girl Handbook: Your Manifesto For Success*.

There are a lot of career guides out there for women these days, right? We read all of them, we've heard about them, *The Gutsy Girl Handbook* by Kate White cuts right to the matter of why some women succeed and others fall behind in their careers.

It draws on great research and offers never before told stories from Kate's 10 year as the editor and chief of Cosmo. For example, in our conversation, we learned why when we worry, especially at work, we give up our power, Kate offers advice on how to combat gender bias in the workplace and Kate's own gutsy ness that scored her the head role at one of the country's leading magazines. In the current climate it seems like a good time for refresher on why it's important to have confidence and ambition in our careers.

Careers give us a lot including money and if there's one thing that I'm reminded of more and more these days? It's that if I want to have options as a woman, if I want power and freedom in my life, I need money. It's important.

Here is Kate White.

[INTERVIEW]

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FT: Kate White, welcome to So Money. It's a pleasure and honor to have you on the show.

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KW: Great to be here.

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FT: Many of us know you as the former editor and chief of Cosmopolitan magazine, a media powerhouse, you're a prolific writer, you're here largely to share the great takeaways from your latest book, *The Gutsy Girl Handbook* which I want to dive in but you write all the time I actually met you at an event recently and I was surprised, though maybe I shouldn't have been.

Just the volume of books that you turn out, over a dozen or so fiction books, a handful of nonfiction prescriptive, self-help books for career women. You're a mom, I mean, I kind of want to get in to the how of Kate White later in our interview.

First, just thank you for being here and congrats on *The Gutsy Girl Handbook*.

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KW: Thank you so much, it was really great fun to do and it's been really an interesting experience for me to revisit an old book and offer it for a new generation of women.

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FT: Right, that's my first question which is you know, you wrote this book, about 20 years ago and many women identify this book, the original, *The Gutsy Girl Handbook* is like their manifesto, a generation ago to kind of get advanced in their careers and take control of their career destinies and today, in 2018, we have a whole new set of challenges. What is the new frame for this book and how is it different? What are we still working on? What do we need help with still after all this years?

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KW: Right, that's such a great question and in the original book, I ended it with a paragraph that said, "I'm sure this book will be obsolete when my daughter's in her 20's." That is turned out not to be the case but it's not so much today in my mind framing it in terms of good girl versus gutsy girl which the first book did. It was called like *Good Girls Don't Get Ahead But Gutsy Girls Do*.

I think women today are far gutsier. They've watched what happens if you don't ask for what you want but I do feel women today still make this mistake sometimes of hesitating that they're waiting for further instructions or waiting for a sign that yeah, you're supposed to ask, there's a promotion that becomes available and they think, "they'll let me know if they see me as a candidate" or we talk ourselves out of asking for certain things we want.

It's just really important not to hesitate, not to hold back but to grab that wheel because no one's going to come right out and tell you, go, do it. You have to be the one that initiates.

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FT: It's tricky though, right? Because I'm all for being gutsy and asking for what your worth and using your voice. Studies show that the perception on the other side of that, employers, managers, hiring managers, your boss. It's different when they hear a woman ask for what she's worth than a man. That using the same script, the same language, a woman can be perceived as being greedy or ungrateful or the B word.

Do you address that in the book in terms of how to – what is the – gosh, how do you navigate that? I mean, it's your gender after all and if there's a bias, how do you address that bias?

[0:05:42.3]

KW: Farnoosh, you're absolutely right and it's not just the B word, can I say it on?

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FT: yeah, absolutely.

[0:05:47.4]

KW: You're so bitchy, it's also bossy. That is one of the things Sheryl Sandberg's research, a year or two ago showed that women who push for more money in a negotiating salary, they're seen as bossy. What bugs me about all this research that's supposedly so helpful, "hey, we just did a study, you'll be considered bossy if you ask for more."

It becomes yet another excuse for women to use. "Okay, maybe I shouldn't do it." My feeling is, if you read the landscape well enough and you pay attention to the people in the room, get a set, a beat on them and you present it in a way that's not emotional, that's not overly aggressive but just very straight forward, I feel you don't have anything to lose.

I know that job candidates who said to me something like "wow, I am thrilled to be offered this job, I'd love to work for you, I'd love to work here, but I was hoping for this amount." That did not make my head explode. I was sometimes annoyed because they were going to get more money out of me than I had budgeted but ultimately, when they started and performed great –

I was happy that I had paid more. It's often too that when you're negotiating for a starting salary, they are lowballing you. I asked the head of HR who I was sitting next to lately at a luncheon, "how often are you guys lowballing" and she said, "always."

Because they want to get the best deal for themselves. When you don't negotiate a starting salary or possibly even with a raise, you don't negotiate, you are leaving money on the table possibly. My best advice is, go for it in the right way, use your sense of the player's involved to change perhaps how you present it but I don't like this, all these studies that tell us and try to encourage us not to ask because of the way we'll be perceived.

[0:07:54.8]

FT: Right, we're going to think, well what's the point. I have another theory too which is that, the reason, part of the reason why maybe employers get blindsided or whatever when a woman

asks for more and it's kind of perceived as a negative or bossy, it's because we're not doing it enough, you know? If we did it as much as the guys, it would just be normalized, we need to normalize it so it doesn't become this outlier of an event at work.

[0:08:21.2]

KW: Good point because it does seem to come out of the blue when the woman does it and the more we do it and they expect it from women, the less it's going to be seen as bossy or bitchy or any of that. So much of it is having a tone of graciousness in your voice to say, "I'm thrilled to be offered a job, I loved my conversations with you, they were terrific and I would love to work here but this is the amount that I was looking for based on my experience and my skills, I hope we can do that." Don't hesitate to show your enthusiasm, it's really interesting, there's some studies that show that one of the characteristics that interviewers find as a negative and can often affect their perception of you in a job interview is a lack of enthusiasm.

I know as a boss for many years that I love passion, I love enthusiasm and too often because we're nervous or we think we're supposed to be cool as a cucumber, we play that down. I think to bring up some of that into a salary negotiations to show how much you love the job. Not that you're being like this tough negotiating bitch there but that you just want the best for you and you're going to deliver for them and you're going to show them what you've got.

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FT: You also talk in the book which I really want to highlight for listeners is I felt, for me, it hit home. I worry a lot, I'm a mom, it happens but even before I had a kid. I think I'm pre disposed to having more anxiety and worry. Over the silliest things. Especially when it comes to my career.

You say, "we got to give up the worrying because what we are ultimately are giving up is our power when we worry, we can't progress when we worry and we give up our power," I thought that was a really important way to frame it?

[0:10:14.5]

KW: Yes, that was some very interesting research I came across by a woman named Nancy Parsons. Basically, when we worry and studies seem to show that women worry more than men. We don't just worry in advance, we ruminate afterwards and the problem with that is a perception issue. When we worry, we tend to put our nose to the grindstone to try to figure it out, we get quiet at meetings because we're nervous and it's read as a lack of leadership qualities.

Where guys, what Nancy Parsons found is they were more likely to speak up, ask for the resources they need, talk about the solutions they saw and that just came across even if it sometimes seemed like "wow, he's coming on strong," it seemed like he was in control of the situation.

It's just important to understand that worrying can become a habit. If you try to shut it down initially, it's not going to grow and there are great questions to ask yourself, "What's the worse that would happen if this comes to fruition? What have I done in previous situations comparable to this to show I could handle it?"

Just remind yourself that you are skilled, that you are capable of dealing with these things and sometimes the worst that can happen is simply that your boss has a discussion with you about it and you move on from there.

[0:11:43.5]

FT: When you were about to become the editor and chief of Cosmo, before you got the offer, I'm sure there was some competition for that job, I can only imagine, I saw 13 going on 30, I know. It's the dreams of many young girls growing up and women. What was the gutsiness in you that got you that job and had you stay there for 14 years and only leaving because you wanted to, wasn't like they were like, "We're downsizing," you were on the to go on to the next chapter in your career, probably would have been happy to have you stay around?

Clearly because you were a great leader but when you got the job, what do you think it was about you that differentiated you from the competition?

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KW: Well, I would love to say that here's what I did, here's the proposal I made because that would be great to show other women but actually, the job happened because I got a call on a Sunday afternoon from my boss, Cathy Black who is president of the magazine division saying she needed me to show up at the office and my first thought was, "OH boy, what happened?

What have I done?" I was the editor in chief of Redbook then. I thought, I'm not going to be the editor and chief for Redbook anymore, that's something's going on. I even said to her on the phone, "you're not going to fire me are you? Because just do it over the phone because I was out at the moment."

She said, "No. You know I wouldn't do something like that." That was the kind of things S.I. Newhouse did. Who was head of Conde Nast at the time. I arrived at her office, still bracing for the worst and she said, "We want you to take over cosmopolitan."

Boy, how to get a fabulous job without having to sweat it out, compete against a bunch of candidates and even do a huge proposal. The one lesson in it for me is that I started doing things when I was the editor of Redbook to sort of put myself out there a bit more, I was feeling restless. For instance, when I was told with a group of other people in the company as part of a management conference, to come up with an idea for a magazine and present it.

No one in my little committee had an idea so I had an idea. No one wanted to do a presentation so I volunteered, I'll do it. I did this whole presentation on the magazine that I thought would be good for women in their 40's and 50's, not that I wanted to do it myself but the point was just get us thinking at the management conference.

When I was done, my boss Cathy put a thumb up in the back of the room like yeah, that was a great job. I'm sure it was at a moment like that where she was starting to think of me in a broader, different way. I think whenever you're competing, yes, there's stuff you got to do in the moment to stand out and you can't be afraid to have big, bold, even disruptive ideas to share to show that you can think out of the box but I think even when you're existing job.

You need to be constantly reinventing yourself and showing the company that you are someone that is never just resting on her laurels and part of at Cosmo being able to keep it number one was being a constant disruptor of looking at even successful moments and saying, we've got to change this before it's broken.

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FT: I can remember actually had one opportunity to work with Cosmo in 2009, they reached out, editors and said, "We want to do a big editorial spread around women who are in the financial reporting space," because it was the recession and you know, there was suddenly a lot of attention to business news and financial news and I got to get my photo taken and dressed up and they interviewed me and it was – I thought, you know, honestly, I thought what a compelling – not because I was a part of it.

I just thought it was really great for Cosmo to extend itself in that way. It was not maybe something you would think a magazine like Cosmo would cover. It was sort of a different spin on covering what was happening in the recession. Let's profile these women who are tasked with trying to make sense of it all for us. I thought that was really nice but also, I thought, from an editorial standpoint like really sharp and really different, cool.

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KW: Well, I can remember that story and of course we were very interested after that terrible financial setback for the whole country, what guidance can we give women because they were really feeling it. The Cosmo reader, what I loved about her, she was such a gutsy girl.

She turned to us not just for sex and relationship information and fashion and beauty but really how to live a fun, fearless life to the fullest. That's why I enjoyed editing that magazine so much. I never met such a passionate reader, such a passionate young woman as the Cosmo reader in those days.

[0:16:58.6]

FT: I want to shift to your financial philosophies and experiences Kate. But first, I teased it at the top, how do you, I want to get to the how of Kate White a little bit because you lead a full life from what I can tell. You are prolific writer, you've written volumes of books, you have a family, you travel a lot, you are out and about – I saw you at a social event so clearly, you make time for yourself.

Are there some rules or guidelines that you have just like maybe from *The Gutsy Girl Handbook*? What are some ways that you prioritize your time, that you try to be productive, do you have some rules of thumb that you can share with us?

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KW: The big rule of thumb for me is to put it all on my calendar and schedule. Even if it's social media, that's on my calendar because it's so easily for the day to get away from you. That was something that I had to do at cosmo and I've taken it over into my life that does involve a lot of personal freedom right now that was part of my goal of leaving to have more flexibility.

But I still put it all in the calendar. I know that every morning, I have to be at my desk at 8:30 to start working on whatever murder mystery or thriller I'm doing at the moment. Then later in the afternoon, when my brain doesn't seem to function exactly the same way. I might work on a different task like talking to a speaker's bureau about a speech I'm going to give or even, working with a travel agent to figure out how I'm going to get there.

I save more menial task for the afternoon and use the morning for the writing and in fact, I think that's a really good thing when you're not – when you do have a little bit more flexibility with your hours. Find out when you're in the zone and when you perform best, there's a lot of research on this and a lot of people perform really good in the morning but it isn't necessarily the case. Scheduling is really important for me and I do work on weekends but I try to make that pleasurable because it's usually working on the mysteries and thrillers.

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FT: Which is fascinating. Where do you get your inspiration, where do you draw that for books like, *Even If It Kills Her*, *The Secrets You Keep*, you know, these are some intense thrillers on top of a very full career. What's your process there?

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KW: Well, it's actually a process that you can use in business too. A lot of writers have talked about it and it's kind of known in the fiction world, particularly in mysteries and thrillers. You often use the phrase what if. You start with a little germ, maybe it's even something I would see in the newspaper and you start to play with it.

"What if this happened?" In a book I wrote called *The Wrong Man*, I played with the idea of, what if a woman hooked up with a guy on vacation, what if they decided that they weren't going to see each other again? No strings attached but what if he changed his mind and invited her to dinner and what if she got there and the guy who answered the door with the same name wasn't him? You start to play with something like that.

You can do that in business too. I mean, that's really what was important for me at Cosmo. One of the things I began to notice there was how much young women read Maxim, not so much now but back in 2005, 2008 and I realized, they loved the sense of humor that magazine had. One of the questions I asked myself, you know, "What if we added a cheekier tone to the magazine? To match where millennials were in terms of their sense of humor."

I think what if is a great way to go no matter whether you're writing about a serial killer as the latest book I'm working on is about. Or, if you try to generate an idea for your business?

[0:20:59.2]

FT: What if, I am writing that down. All right, let's talk about your money mindset a little bit. We've talked a lot about career and time management and how to come up with your next fiction thriller novel what about Kate White's money mantra. Do you have a financial philosophy that you espouse in your life?

[0:21:17.7]

KW: It is interesting you ask. I really do but it shifted a lot since I left my job and moved into a situation where to some extent my husband and I at our age we're both working but we're living partly on our investments and that was always the plan and my philosophy forever that served me so well and I really owe it to my dad from the time I was 22, he basically said, "You need to take something out of your salary every single week and put it aside and save".

And at that point, my salary is a \$135 a week so I was like, "Well I don't know how I am going to get anything out of that but I started with \$5 and a year later, I went to Hawaii on vacation from the money I've saved. So saving was so important to me but today, being at a different place my big philosophy is simply to ask myself about everything I bought. "Is this purchase going to allow me to continue with the life I loved which involves living in Uruguay part of the year and a lot of travel?"

And if it seems like no, that is a pair of shoes that you really like the look of them but they are not going to do anything to advance your priorities than I am most likely to turn that down.

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FT: Was there a recent purchase you did turn down because of that philosophy?

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KW: Actually yes, I just saw this blazer, leopard color. It was online and I just love the look of that and I am going to get it. It was even on sale but as I thought about it, it doesn't fit so much of my lifestyle now. I was just craving it as a former Cosmo editor. I've got a big thing for leopard but I passed on it because I thought you know what? That doesn't advance what my priorities are right now.

[0:23:17.4]

FT: What was your introduction to money growing up as a young woman or even earlier as a kid, I am curious if was there a money memory that you had that was really powerful that has since stayed with you all of these years?

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KW: That's really funny you asked because I was thinking about this very thing the other day, we grew up very poor. My parents were educated and great readers but we were very poor early on. My dad had gone to visit his brother and my aunt and my aunt gave my dad a little star that was a Christmas tree decoration but it was one on those pieces of plastic that I think has phosphorous in it. So if you hold it under a light then it glows for a while afterwards.

And I was enchanted with this as a kid, I was probably five years old. It was just wow, I just loved it and it was my first sense that there were things out in the world that weren't in my little family unit, possessions that I could have access to somehow that would bring me pleasure. It wasn't something we owned, it was something that was given to me from somebody on the outside and I was thinking about that the other day.

Because I saw a similar kind of plastic that was glowing and it reminded me of that star but I think that began to inspire me to one day reach for those kinds of things to find a way to bring them into my life, things that were pleasurable that I could buy because I had money to buy them and that is was such a dumb little story and yet, that star enchanted me and I think it first set me on my way to wanting to be able to afford certain things one day that would provide gratification.

[0:25:12.9]

FT: You know they say money doesn't buy happiness but I definitely do believe that the way that we spend our money, first of all you should be able to enjoy your money. That is a great goal to have to be able to not just have a life but a lifestyle. Money spent on experiences, absolutely can lift happiness and I know that maybe buying a sweater is not going to be long term happiness but if it is something that I want and it is going to make me happy in the moment, the price is right.

I feel like I am going to do it and I am going to feel good about it and I am going to be happy in the moment and then maybe I would forget about it but that's okay. I know what I am in for.

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KW: Right, I agree. I think money can buy happiness to some degree particularly if you are buying experiences and for me and my husband, travel has been a big part of that. One of the greatest choice of my life was going to Antarctica and that has stayed with me forever. I just love to look at the photographs of our time there and remember it. It was one of the most powerful experiences and we travelled a lot with our kids.

And that to me, opened so many doors for me and that to me could not have happened without money.

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FT: It is interesting you bring up photographs and these days we're sharing so much of our purchases and our experiences online whether it is on Instagram or other social media, Facebook, our sponsor for this show is Chase Slate and they did a study recently and found that three fourths, 77% of millennials, so you know we are not talking everybody but millennials made a purchase and posted it to Instagram in the past six months.

This is where they go to show off their goods. So the question I had for guests coming off of that is was there a purchase recently that you shared with friends either online or some other way as a way to show your appreciation or excitement around something that you bought?

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KW: I would say for me and again, it is really probably stage of life thing for me, you get to a point where somehow something kicks in your brain where you stop acquiring and you start investing and my friends and I laughed about it because we bought too many purchases and we

regret some of the stuff we bought and now, the things that I would show up on Instagram would be me cooking a fabulous meal.

I do a lot of cooking and I show a lot of stuff on Instagram about food or just being some place magical and that's what it is all about for me. So yes, I am showing off purchases but they are not so much of things.

[0:27:58.2]

FT: Yes, I like that. You are investing more rather than accumulating, maybe even downsizing a little bit because you have given away, you have accumulated too much.

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KW: Yes, that's why I would say if someone said to me and I was thinking of this when we had a home in Pennsylvania and we had to get a dumpster to start getting some of the stuff out of there, I thought if I could just tell everyone in their 20's or 30's, just ask yourself a couple of times, "Do I really, really, really need this?" because it was sad to see it all go away.

[0:28:30.8]

FT: Yeah, what was your So Money moment Kate? Like a moment in your career or your financial life where you felt, "Wow I've made it" or "I am so proud of the hard work that has led to this point?"

[0:28:46.5]

KW: One really great moment for me was when I was offered the job as the editor in chief of McCall's Magazine and they told me the basic package and I had the opportunity to sit down with the two top guys and it was owned by the New York Times then. The two top guys and go over all the details of the package and I had already discovered the power of asking, the importance of asking but it still made me nervous.

So I asked my accountant Bob to come with me and act as my agent which was absolutely nutty to do but my husband was in TV news, he was an anchor man and so I saw how great it was to have an agent. So I tell the two guys that we're meeting with that Bob was just coming as my accountant to help me review numbers. We get there and poor Bob he was so nervous. He was dropping some papers and I think he might have some flop sweat happening.

But he asked some good questions and the guys I could see stopped being dismissive of him and finally they said, "Why don't we get up and give these two a chance to look everything over and then we'll come back" and 15 minutes later they came back and they said, "Have you had the chance to look everything over?" and Bob said, "Yes we have" and then he said, "And now we are ready to negotiate" and negotiate he did and he got so much more for me from that experience.

I knew at that point, "wow it is all about having the guts to do this in the right way" and later I told that story to some of the women that worked for me at Cosmo as a pep talk about the importance of asking and one of them said, "Oh gosh, we need a Bob" and I said, "That was a fluke situation" I realized in hindsight and even crazy of me to do but it's B-Y-O-B, Be Your Own Bob. You have to ask for the money you want and the opportunities.

There was an interesting study lately and I have seen it since it has been picked up about how the glamour projects and jobs help get you promoted like representing your company at an event outside like a conference or running a new team, those are more likely to go to men than they are to women or people of color. So you have to raise your hand for them, you cannot wait for those to be given to you. So money and opportunities you have to ask for. It's B-Y-O-B.

[0:31:19.8]

FT: Gosh, I love these tips, Bring Your Own Bob, oh my God, what if, ask yourself what if. Kate these are absolute gems. You know your book came out sort of like in the lean in era where everybody was suddenly like, women were awoken up to this importance of really being more proactive in their careers and also the good news is we can have actually more of a say and control and power.

What is your take on leaning in? I know actually you covered this in your first version of *The Gutsy Girl Handbook*. You coined the term, I'll say it, no discredit to Sheryl Sandberg but what is your general thoughts on that. I am sure you get asked about this quite often.

[0:32:09.6]

KW: Well I love Sheryl's book and she did such a good thing for women but I would say we are at a point now where we're more than just leaning in, at times you have to grab the wheel. You have to not hesitate, you have to walk in there and say, "I hear we are going to be sending some people to that conference. I would love to go" I sat at lunch next to a young woman at the Forbes women's conference and she was with a sponsor company.

But she had only been there for a few months and I said to her, "Hey how did you end up getting the company to let you come here so soon?" and she said, "I really wanted to come for this conference and the theme of the conference", I forget what it was but it was something that she could use to make her case with and she did and they were so impressed by the fact that she didn't just lean in, she grabbed the wheel and said:

"I would love to go to this. I think it would be very helpful for me even though I am new and would you send me?" and I think that is a perfect example about being willing to take that extra step. Don't hesitate, don't wait for further instructions just go for it.

[0:33:27.9]

FT: I think one of the funny things I've ever heard was like, "I am leaning in so hard, I can touch my toes".

[0:33:33.1]

KW: Exactly, yeah leaning in only gets you so far because it is opening your mouth and it is pitching ideas in a way that doesn't show tentativeness and avoiding phrases like "maybe we should" or "I am just spit balling here" or "this probably isn't a good idea but..." it is really about

presenting yourself in a way that shows your expertise and acknowledges that you probably know more than anybody else sitting there at that moment.

[0:34:04.8]

FT: And if you don't speak it with confidence, a man will take what you just said and say the same thing and everyone will think it was a new idea.

[0:34:14.2]

KW: Oh we have all had that happen again and again, yep.

[0:34:19.4]

FT: All right Kate, let's do some So Money fill-in-the-blanks. This is a fun way to end the show where I start a sentence and then you just finish it first thing that comes to mind.

[0:34:31.3]

KW: Right, oh great.

[0:34:32.3]

FT: Okay, if I won the lottery tomorrow, let's say you won the 100 million or 500 I don't even know what it is these days, jackpot, New York State jackpot, the first thing I would do is?

[0:34:43.8]

KW: Buy art which I just love passionately.

[0:34:47.7]

FT: Oh I would buy more art. I don't have enough walls in my apartment which I guess is a good thing in some ways but yeah, as I get older too I am realizing that the joy that comes in investing in and I don't really consider it investing, I just think like I'm on – spend a little bit more on something that I really love that's going to hopefully stay in the family and then hey, maybe the artist will get famous and I'll cash in.

[0:35:13.9]

KW: Yes, that's what you discover, some of the things I bought just because they gave me pleasure have turned into be great investments.

[0:35:20.7]

FT: Yes. All right. One thing that I spend on that makes my life easier or better, is?

[0:35:29.3]

KW: I only fly business class. You get to a point where that is something you hopefully get to choose because it really does make travel easier and I travel a lot for business and it's just something that you know, if you had to wait six hours for the flight that at least when you get on board, you get a meal.

[0:35:50.6]

FT: Right, but even – to your point, even before you get on the plane, your boarding time is shorter, right? It's nicer, maybe you get a little lounge access. Yeah, when you can do it, it is worth every penny, absolutely.

[0:36:05.5]

KW: A lot of times you discover the price difference isn't that much.

[0:36:08.8]

FT: Right. If you're traveling especially last minute. I find that sometimes, even on Jet Blue, they have their mint class, depending on like sometimes if you're going across country, they do that and the price difference in some cases only a few hundred dollars or a couple of hundred dollars.

I mean, I don't know, it's not for everybody but that to me is like a no brainer when I see that.

[0:36:31.1]

KW: Absolutely.

[0:36:32.4]

FT: How about this? When I was growing up, the one thing I wish I had learned about money is?

[0:36:38.4]

KW: I would say that the importance of not just saving but investing earlier. Look, I am very grateful to the stock market and I wish that I had invested in a clear way even earlier.

[0:36:58.7]

FT: After the recession, what was your gut reaction. Did you just stay the course? Did you double down?

[0:37:04.4]

KW: Stay the course, didn't panic, in it for the long haul.

[0:37:08.2]

FT: Good.

[0:37:08.9]

KW: It all came back and more.

[0:37:08.9]

FT: And more, right. All right, last but not least, I'm Kate White, I'm So Money because?

[0:37:19.0]

KW: I believe it does matter, that it can bring happiness if you use it in the right way.

[0:37:25.0]

FT: Thank you so much Kate, this was a real treat and everybody, Kate's latest book is called *The Gutsy Girl Handbook: Your Manifesto For Success*. Thank you for writing this, thank you for all the great wisdom, Kate, we love you, looking forward to your next step.

[0:37:40.9]

KW: Thanks so much Farnoosh and the next step includes murder.

[0:37:46.9]

FT: We will be looking out for that too. Awesome. Okay, thank you so much Kate.

[END]