

**EPISODE 828**

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[INTRODUCTION]

[0:00:51.8]

**FT:** Is this the year you’re going to go for it? Hello, everyone. Welcome back to So Money. It’s New Year’s eve and you might be on the precipice of a big change in 2019, but only if you really want it. Today’s guest is Sara Bliss. She is a New York Time’s bestselling author of 11 books. Today, she’s here to talk about her most recent, which is called *Take the Leap: Change Your Career, Change Your Life*. It profiles over 60 people who radically changed their careers. If this is the year you want to try something completely different, make a shift, this interview is for you.

Sara believes you’re never quite stuck. You might feel that way, but it’s just a feeling. It’s not the reality. In her book, she showcases how 60 successful people transitioned to show readers that the life you want isn’t as unrealistic as you think.

Now she profiles some pretty high-profile people from Bobbi Brown, the makeup guru, to Barbara Corcoran and Barneys’ creative ambassador Simon Doonan, NFL athletes. Just want to say, don’t be intimidated by the list of names in her book. Sara says she wants people to know that anyone can make a change, even if they’re terrified of the process, even if they don’t know how to get started. If you’re in need of some career inspiration today, well I hope this episode will help.

Here we go. Here is Sara bliss.

[INTERVIEW]

**[0:02:18.1]**

**FT:** Sara Bliss, welcome to So Money.

**[0:02:20.4]**

**SB:** Thank you so much. I'm so fired up to be here.

**[0:02:23.6]**

**FT:** Your new book is called *Take the Leap: Change Your Career, Change Your Life*. You're not new to the book writing world. I understand you've written almost a dozen books; some you've collaborated with other authors like Bobbi Brown, some you've written yourself. You were saying before we were recording that this is the book that you feel you've always been meant to write. Take us to that thought. What makes this book so special and important to you?

**[0:02:51.5]**

**SB:** Well, I always wanted to be a writer. I grew up worshiping Nora Ephron and Wendy Wasserstein. Then I got out of college and I didn't really know how to follow that route, but I did know that magazines were a way to get in the door. I ended up being an art history major. Getting a job in magazines was tougher than I thought. I started in the art world and then switching over. I ended up at House Beautiful, even though I really wasn't necessarily interested personally in design.

They gave me some writing assignments and that's really where I got my feet wet. A little later on, I was able to do a freelance assignment, my first time ever for Christene Barberich, who now as you know, she founded – she's one of the cofounders of Refinery29. She gave me an assignment to profile John Robshaw, who then was an up-and-coming fabric designer and now he's blown up and is everywhere.

It was my first profile and I just loved it. He told me all these amazing stories; he had been an actor in Korea and a tugboat deckhand for a while and he had had these other lives beforehand.

I was as interested in that as the success that he was finding now, like how people get different places really fascinated me early on. Profiles really are that consistent – I've written about a lot of different subjects from beauty to travel, but profiles have been my consistent thread throughout my whole career.

I always wanted to write this book, because I saw early on that the most successful people they didn't follow this linear path. There's something really, really inspiring in that and the idea that you don't need to know what you want to do when you're really young and you don't need to find success necessarily right out of the gate. It can come later. For me, that was very inspiring personally and I knew it would be inspiring to other people. I've had this idea in particular for this book for over 10 years.

**[0:05:08.2]**

**FT:** You profile people like Bobbi Brown, the makeup guru, Barbara Corcoran who's been on this show. Simon Doonan. I love Simon Doonan; Barney's creative ambassador. Kevin Curry, so many – such diversity in the profiles in *Take the Leap*. I was reading about your revelations as you were writing and researching, something that you'd said I think in one of your media interviews was that you expected initially that everybody that you interviewed in the book was going to tell you that taking the leap made them much happier, but that it also came at a cost. That they were maybe making less money. It wasn't the case. I don't know if I would be surprised by that, especially given the caliber of people you profiled. What made you think that being happier meant making less money also?

**[0:05:58.3]**

**SB:** Probably, there's some of that in my own, right? As a writer, I accepted really early on that I was going to be able to do this job that I loved, but maybe I wasn't – I was going to make a lot of money from it. I accepted that and I think it also became a little bit of a reality. Then I changed my own mindset on that and just realized that there were a lot of ways for me to make money as a writer.

I started this whole branding arm of my business that's been very lucrative. I work for Bobbi Brown and Aerin Lauder and some hotel brands as a consultant and I come in and I help them with everything from content, to launching websites, to speech writing, to PR. I mean, I just at this point I have so much experience doing so many different things and I was able to monetize that.

Going back to your question, I think that was probably coming from a personal place. Also, I don't know, I think especially with jobs like travel or art, you just assume in those creative careers that maybe you make less. Happily, I just counted and I think 70% of the people in my book are actually making more.

**[0:07:24.8]**

**FT:** That's always good to hear. That's always good to hear. It's icing on the cake, I guess. There is that saying too that if you follow what you love to do, the money will follow, right? The money will follow. I don't like to lean on these kinds of broad statements, or whatever you want to call them, because it can sometimes make you feel like you don't have to put in the work.

**[0:07:47.0]**

**SB:** Right, right. Right, exactly.

**[0:07:48.2]**

**FT:** You have to put in the work. It doesn't just happen.

**[0:07:51.3]**

**SB:** Well, one of the people that I featured in the book *Suysel dePedro Cunningham*, she also grew up with this concept that maybe creative careers didn't make money. Her dad was a really successful dress maker and costume designer and he did the costumes for bands like Menudo, but he didn't really make money. She associated it with having eviction notices on their front door, to bills not being able to be paid.

She went to college and she decided to not – even though she loved art and she loved design, she refused to study it and studied politics and business and all different things. She went into advertising. She ended up getting laid off. During that period, she heard about a job as an assistant for a big designer and she actually ended up going for it, because she almost felt like she had nothing to lose. She is one of the most savvy marketers. She has a firm called Tilton Fenwick, also launched with a woman who switched over from advertising as well.

They have a bunch of partnerships with brands. They have fabric lines and furniture lines. They did a line with Target. They are absolutely have been able to do – be very successful as creative people. I think for her, it was this big awakening. It's great to have those stories in the book of people who were in creative careers, or travel, or whatever it is, whatever passion dream job and made them very financially lucrative.

**[0:09:29.2]**

**FT:** Do you find that money was often the headwind? In other words, people who wanted to take the leap hesitated at first, or didn't initially because they were concerned what it would mean for their finances? In other words, would they be successful enough? Was that part of the risk assessment in most cases?

**[0:09:51.9]**

**SB:** I think, hands down for every single person. I also think one of the things that sometimes people say when they hear that I write about this topic is, “Oh, yeah. That's just something for people who were really successful in one career and were able to save up a lot of money. Only wealthy people can do this.” I really wanted to prove that that was – is not the case at all.

I have people launching startups without money of their own to go into it. There are a bunch of stories like that. I have a housekeeper who saved up her money and she became a restaurant owner. She just decided she wanted to have a different life. There are a lot of stories in the book where money is a big factor, where people absolutely have something to lose if the new venture

didn't go well. It was really important to me to prove that idea wrong, and show that it is possible.

Because to me, there are there are a lot of books by career coaches and they tell you all the right things to do. I don't necessarily disagree with their advice, but to me the proof is when you see real stories of real people who have done this thing, to me that's the proof to say, "You know what? You're actually wrong." I have 63 people in the book that will prove otherwise.

**[0:11:15.1]**

**FT:** What was the most radical leap that anyone in your book took, that even surprised themselves, surprised you and maybe to this day is you feel it's not really something that others can do, but it's inspiring?

**[0:11:30.6]**

**SB:** Okay. Well, I mean, if it's not something others can do, I mean, most of them are, but I think Scott Neeson really is someone – he was president of 20<sup>th</sup> Century Fox International. It was very successful. He was a totally self-made person. Didn't graduate high school.

**[0:11:48.3]**

**FT:** Wow.

**[0:11:50.0]**

**SB:** Yeah. I mean, that story is super exciting, just that, right? Then he goes to Cambodia and he sees this extreme, extreme poverty. He sees these children who are sleeping and living and working in a dump. He was called right then and there to help one of them get into school, to get her and her mother into some housing and all of it, and to get the little sister to the hospital. All of it cost \$45 a month.

He went back every day and he found a different child to help. He came back to LA, he had 18 kids he was sponsoring and he told his friends he didn't want to have that Hollywood life anymore. He wanted to do this and everyone thought he was nuts. They told him, "Look, you've got this beautiful yacht and this gorgeous girlfriend and this amazing house and you're going out to dinner with celebrities. Why on earth would you want to do this?" He thought, "Gosh, maybe I'm having a midlife crisis."

Then a year later, he actually did the move. Now he lives in Cambodia. He started a Cambodian children's charity and it's amazing. It's amazing what he's done and now his life has changed and it's super inspiring. Oh, and the kicker is that he never gave to charity before. He didn't believe in it. He always thought, "You don't know where your money's going." That to me was really, really inspiring.

**[0:13:17.9]**

**FT:** How much of taking the leap is really about a gut check, right? Being really alert and in tune to your intuition, to maybe some people say like a voice told me I had to do it. Or you have to be really in touch with yourself, right? To know and to be able to make that transition, I would think.

**[0:13:39.6]**

**SB:** I have to say, I don't like that advice go with your gut. I just find it's hard, because I mean, I think we all do things where we think, "Oh, that's a good move and then it turns out not to be." So nervous, it's hard to. Even in those situations, I don't always necessarily think my gut was telling me not to do it. I do think that what you're saying is true and in a way though, because everybody who did well and made these kinds of leaps, they were really invested in the idea.

Whether it was reliving a childhood dream, or something that just happened in their lives and they realized like this whole other path was open to them. They realized that they had to do it and there was no one else to do it and that it was now or never. That major investment in the idea I think is really, really what's crucial to everyone's success and the common denominator.

Because I mean, let's face it. It's not easy to make a career switch. It requires a lot of planning and preparation and a lot of effort. Every single person in the book had a ton of hurdles. There's no one in the book who it was like, "Oh, great. I'm going to do this and everything's going to go perfectly," except for maybe Simon Doonan who had never written a word before he was 46, but everyone else had a lot of hurdles. I think the fact that they – when you're invested and you expect hurdles, then that's when everything comes together.

**[0:15:16.6]**

**FT:** Let's transition to your financial beliefs and upbringing. You touched on it a little bit earlier when we were talking about the connection between happiness and earning. You mentioned maybe that's something that you – mindset that you developed over the years growing up. What would you say was your most pivotal financial experience as a kid, or something that you witnessed or experienced? Often, we don't have parents that tell us or talk to us about money, but we learn a lot from their actions. Then some guests have said, "I had a lemonade stand, or I was always really entrepreneurial." What kind of person were you like as a kid in terms of your exposure to money and your interest in money?

**[0:16:03.6]**

**SB:** I was actually always really into getting a deal and saving. I think part of it is – so my dad was a merchant banker and we traveled between Hong Kong and New York. He had offices in Hong Kong and Singapore and we traveled all around the world for his work. I remember going to the Grand Bazaar in Istanbul when I was 10. My dad gave me a certain amount of money and it was supposed to last me the whole month. Of course, there were all these amazing things to buy.

I ended up going to probably 20 stands to pick up this – I wanted a traditional Turkish outfit and writing down all the different prices that they gave me. Then someone who was from Turkey taught me how to bargain and to fake it and to say like, "Oh, I'm not interested. I'm walking away." Then they would come back with a better price. I always loved – I loved that. I learned the art of negotiating, the idea that you can always get a better deal. I don't know. It made me

savvy about spending, I think. Also using your strength, right? At the time, my strength was that I was 10-years-old and I was cute.

**[0:17:20.4]**

**FT:** Yes. Well, no better place –

**[0:17:21.5]**

**SB:** The guys were surprised.

**[0:17:23.3]**

**FT:** No better place to learn how to negotiate in the Middle East.

**[0:17:27.2]**

**SB:** Exactly.

**[0:17:28.3]**

**FT:** Speaking as a daughter of Middle Eastern immigrants. That's awesome. I love that. Curious to know if that negotiating, that interest in negotiating made its way also into your life as someone who was then working and asking for money, negotiating a raise, or any of that?

**[0:17:46.2]**

**SB:** No, it did not. It made its way into saving, but not in terms of like how I saw earning. I remember my first book was a book called *Exotic Style*, because I had worked at House Beautiful. This publisher had found me and also I had traveled around the world, so it was a great fit and I just wanted to have a book under my belt. They offered to pay me \$7,000 which was not a lot of money for spending months writing a book and picking every single photograph and coming up with the outline.

I took it, because it was a book and I thought it would lead to something else. I feel like a lot of my negotiating has been like, “Oh, well this is going to be a big opportunity for my career, so it's okay to take less.” This book was the first time where I was like, “No, this is such a good idea.” I had an agent that really ended up believing in this book. My initial agent 10 years ago did not like the idea for *Take the Leap*.

**[0:18:52.0]**

**FT:** You had the idea 10 years ago for this book?

**[0:18:54.6]**

**SB:** I did. I did.

**[0:18:56.0]**

**FT:** Wow.

**[0:18:57.1]**

**SB:** Yes, because I had interviewed somebody –

**[0:18:58.2]**

**FT:** New direction. Let's talk about that. I love that you had an idea that you held onto for a decade.

**[0:19:05.8]**

**SB:** Well, I learned early on as a writer that you should not accept rejection, right? You just keep tweaking. If you have a good idea, you keep tweaking. I had this editor named Tony [inaudible 0:19:18.8] who worked at Tana country when I was at House Beautiful and then he ended up

being my editor there when I was freelance and at first steps where he is now. He gave me that advice like, “Oh, if an editor rejects your idea, well just keep it, tweak it, pitch it to them again, they won't remember, or pitch it to another editor until you got a yes.”

I always had that idea in the back of my mind. In this case with this book, I had two books on my own that one of which was supposed to be a big seller and it wasn't. My agent was just a little bit less interested in me. I pitched her a bunch of different ideas and for all of them she was like, “Oh, that's a magazine article and you really don't have a big enough platform to sell books on your own and we don't have the proof that you've sold a lot of books. Your numbers are low, so you should really look into ghost writing.”

I started to get all these offers to ghostwrite. I really internalized this idea that okay, I'm a great writer, but I'm not meant to be the out in the world person. I'm meant to be the behind-the-scenes person. I wrote all these books for other people. Some of the experiences were great. Working for Bobbi Brown was great. Ironically, she was one of the people who actually pushed me back out into the world. She got a deal to be the editor-in-chief of Yahoo Beauty, and she called me up and said, “Do you want to be my senior writer?” she said, “I want you writing with me, but I also want you writing your own stuff and I want you writing the amazing profiles that I've seen you write for so many outlets,” because I still was writing freelance for magazines. “I want you to write these inspiring profiles.”

I worked there for two years and it was so good for my confidence. It was such a reminder that my own voice was a strong one and my own perspective was a strong one. I was getting really positive responses when I was writing these stories of people overcoming hurdles. I got a book. I found a new agent and I remember meeting with her. Name is Alison Fargis, she's incredible.

I pitched her five ideas and they were all in different lanes. She said, “Let's do all of them. This is your strength that you can write about a lot of different things and you need to be writing your own books. I don't want you ghostwriting anymore.” It was great. It was that those two women were helped me re-believe in myself and my own ideas. Then when it came to negotiate for this book, we put together what I knew would be an incredible proposal and it got a lot of attention and we had a bidding war, which was so exciting.

Suddenly, it was like okay, well I'm not going to take a small amount and just be like, "This is a good experience and this will get me out there, right?" I need to be paid well for this. It just changed my whole mindset about money in relation to my work and also about me, I think.

**[0:22:32.4]**

**FT:** That's a great story. I love that you had Bobbi Brown, not just as a mentor but really a sponsor for you, right? She really went to bat for you, believed in you and that is a true gift. Hopefully, we have that happening in all shapes and forms everywhere. To the extent that I think, such an inspiring story, because to the extent that if you're listening, you can be that person, you can be that Bobbi Brown in someone else's life, right? We all have the ability to lift others up. Wow, good for you. I'm so glad you got a bidding well-deserved, well done. See, good things come to those who wait and never give up. Such an inspiration.

**[0:23:11.9]**

**SB:** Exactly, exactly, exactly. That's really one of the messages of the book, right? It's never too late to follow your own dreams and pursue your own ideas.

**[0:23:27.9]**

**FT:** You mentioned earlier you had an idol, the writer, the screenplay writer. What's her name again?

**[0:23:34.9]**

**SB:** Nora Ephron and Wendy Wasserstein.

**[0:23:37.2]**

**FT:** Right. Nora Ephron was 50 when her first –

**[0:23:40.7]**

**SB:** Yes. She was older as well. She had hustled – she had started I think at the Daily News. She wrote for Esquire. I mean, she did a lot. There's a lot of hustling before she became Nora Ephron, the director and screenwriter.

**[0:23:53.7]**

**FT:** Right, right. Awesome, good. Well, that means I got time. I got time hopefully. Such a great book that you've written. What has been – I always ask authors this, I think it's always exciting and interesting to learn what they learn after the book comes out about anything and everything. One of the things that I came to realize after writing my last book, which was about female breadwinners was that in my own life, I feel like I was always trying to not apologize, but trying to justify how I got to be the breadwinner in my marriage, right?

I don't want to give off the sense that I demanded it, or I – The truth is the closer I got to the material and the older I got too and the more just less BS I was manifesting in my life. I was like, I think that I was always supposed to be a breadwinner truly.

**[0:24:59.5]**

**SB:** I love that.

**[0:25:00.6]**

**FT:** I don't think I could've had a happier path. It's really saying it's an amazing role to have truly. I've always believed that, but it's not a role that you have to feel you have to excuse. Sometimes you're just led down a path, because that is what you require based on how you are raised, based on your opinions of the world, based on what makes you comfortable, based on what makes you happy. Don't apologize for that, right?

I've been more vocal about that and it's made me come to have more peace with the whole concept and I think be more intimate with the advice that I share with my community. For you, I

know it's early, the book just came out, but do you feel you had any aha moments for yourself, or revelations?

**[0:25:52.8]**

**SB:** I think I realized what I've been doing all along with so many of these profiles in the way I have approached them, is I really want to get under the hood with people and really, really find out, get into the struggles that they face because I want to motivate the people that are reading about them. I really see myself as a motivator and inspire. I don't think I always saw the work that I was doing that way, but it's evolved over time and especially with this book. I mean, I have so many people coming to me and saying, "I really, really want to do this. I'm so excited to read your book, because I think it's going to give me that motivation to do it."

I hope it does. I hope everyone who reads it will feel the confidence and to really go for it. To go for it and not wait anymore, because so many people have these great ideas. I know you know this and see this, there are so many people have great ideas and sit on them and they don't do it.

**[0:26:55.5]**

**FT:** They don't.

**[0:26:56.5]**

**SB:** Yeah, yeah. It's more than seeing myself as just a writer, or just a branding person. I'm seeing myself in the larger role. I mean, and it's always been that way. I mean, I've written about people and their business does well, or gets more attention, or that's the beginning of press for them. I love helping the people that I write about, but I also like again, spreading really positive messages, especially right now.

**[0:27:27.6]**

**FT:** Yes, especially right now. There's not enough positive messages out there or anything. We get all that down to more.

**[0:27:36.6]**

**SB:** Yeah. There's just way too much negativity. I'm really happy to be in this space in this super positive corner that I've carved out for myself. Again, it's not from staying away from the reality and the tough sides of things, because especially in this book, I didn't want it just to be about cool career switches. I really wanted it to be about the transformational aspect and what people were looking for and what they were – a lot of people overcame some really big stuff by making these switches. I mean, PTSD, or crippling anxiety. I mean, one –

**[0:28:15.9]**

**FT:** Wow.

**[0:28:16.7]**

**SB:** Yeah, one man had agoraphobia. He was an IT guy at Xerox and he had developed these terrible panic attacks. He didn't have the language to deal with that. He didn't even know what a panic attack was and he eventually became agoraphobic and he had a therapist say like, "What would you do if you could do anything?" He said, "I would work with my hands." Now he has a very successful custom motorcycle shop called Voodoo Choppers. His name is Eric Gorges. He is the host of A Craftsman's Legacy on PBS, where he interviews other craftsmen and people working with their hands. He said, obviously the career switch wasn't the fix. It's not like he doesn't have some anxiety, but it created this path for healing and this whole new life for himself.

**[0:29:14.1]**

**FT:** Well, the subtitle is change your career, change your life.

**[0:29:17.3]**

**SB:** Yeah. Yeah.

**[0:29:21.0]**

**FT:** We are at a new year 2019 and I always want to ask guests this month, this is airing in January, about their financial resolutions. Chase Slate is our sponsor for the show and they did a really cool credit outlook survey, and they found that more than half of Americans would like to improve their credit score over the next year. What's on your financial to-do list in 2019?

**[0:29:48.4]**

**SB:** Oh, well. I want to monetize this platform in a lot of different ways. I want to sell another book. I want to do a follow-up, so I'm cooking up those ideas. There's a lot of different ways to make money from this project. It's speaking and branding and really looking into those things and making financial – making money really a priority.

**[0:30:19.2]**

**FT:** Yes. I think you can. I think you're off to a good start. You're off to the races here. I guess, another question along those lines is do you have any financial philosophy that can help to create a framework for you as you go and try to accomplish all of those things? Is there any money mantra that you have? That sometimes is my first question, but it seemed appropriate to ask now.

**[0:30:50.7]**

**SB:** Well, I think it used to be always save for a rainy day, because as a freelancer, you just – one month you're rolling it and the next month, it's crickets. I always had this idea that there would be lack at some point. I actually think that that is a bad mindset. I mean, I think it's good to be saving of course. I'm pretty frugal. I also really think you have to think in terms of abundance. I love all those money books. I love the badass books, Jen Sincero's books. I am very big on saying mantra is about bringing money and abundance into my life. I do all of that

hokey stuff. I believe it, because I think when you say that stuff, then it gets into your subconscious. What you believe in your subconscious is really powerful.

**[0:31:48.9]**

**FT:** Yeah. I guess, it goes back to what I was trying to figure out earlier, which is that do a lot of these people that you profiled, the people who took the leap, well a lot of it is mindset work, right? Maybe it's not intuition, or believing if you just follow your passion, magical things will happen. You have to be your biggest advocate, hands down, because you're going to have a lot of naysayers. Even in your experience, right? You had this idea for this book 10 years ago. If you just listened to everyone's opinions, we may not be talking right now.

**[0:32:21.7]**

**SB:** Exactly. No, exactly. Yeah. I think for every single person in this book, it was seeing themselves in a new way, right? Is having the belief that their crazy idea would happen and then manifest into a career for them. I mean, Robert Hammond is in the book. He was one of the cofounders of the High Line. I know Robert personally and I remember when he had that idea and going to the first meeting at his apartment. It was like, I don't know, 15 to 20 of us. It was one of those things where we thought, "This is the coolest, best most amazing idea. I'd like to not tear down this old abandoned railway."

I think there was a big part of me that thought this is a great idea, but this is just not going to happen. I mean, they're just too many hurdles. Robert didn't think that way. He thought this is going to happen and he just kept – he had a co-founder and the two of them just kept at it and would pass one hurdle and then go over another one. Then they had so much belief in it that all of a sudden, all these people and very high-profile and influential people, like Barry Diller and Diane von Furstenberg started rallying around them and donating money and getting their friends, and then everyone got really excited and the politicians got excited. Gifford Miller was a speaker at the time. He was a big part of this. It became a reality.

I think for any of these ideas, whether it's your idea for a startup, or someone wants to work abroad. I mean, I think seeing yourself accomplishing that and having this unshakable belief that

it could happen, even if it seems crazy, that's a thread that runs throughout the book and the people that made these things happen. Not that they didn't have doubts, or fears, or worries, but they really kept at this vision.

**[0:34:26.2]**

**FT:** What a great way to start off the New Year. Before I let you go, I would love to ask you some So Money fill in the blanks, Sara.

**[0:34:34.6]**

**SB:** Sure.

**[0:34:35.8]**

**FT:** We touched on a lot of career and personal and money stories and narratives here, but this is really meant to be simple, straightforward, don't overthink it, but will hopefully give us some more insights into your financial mindset. If I won the lottery tomorrow, the first thing I would do is?

**[0:34:53.3]**

**SB:** I would donate half to charity and then I'd take a trip around the world with my family for three months. I would keep writing. I think I would stay, stay doing what I'm doing.

**[0:35:06.7]**

**FT:** Writing is your – keeps you grounded, it sounds.

**[0:35:11.4]**

**FT:** Yes. It's like my key to sanity. I think I'm a happier person doing it, even when I'm exhausted and on deadline at 1:00 in the morning, I think ultimately, it motivates me. I mean, it's what I want to do when I have free time.

**[0:35:24.3]**

**FT:** How do you write? Do you write in with pen and paper? Do you have your laptop always with you? Do you give yourself time frames? How disciplined are you?

**[0:35:35.7]**

**SB:** Oh, I have to be really disciplined because I have kids. I do the majority of work when they're in school, then also at night when they're asleep. Sometimes I have a babysitter that'll help out two afternoons a week and that's a very good investment. I only have certain blocks of time. I just really go for it, because you could spend all your time writing. I mean, you're never ever done.

**[0:36:04.5]**

**FT:** True.

**[0:36:04.9]**

**SB:** I've learned to get things done in the time that I have.

**[0:36:08.3]**

**FT:** I think you give a mom a lot of tasks, she'll get it done.

**[0:36:12.4]**

**SB:** Absolutely. I'm way more efficient –

**[0:36:14.6]**

**FT:** A working mom especially.

**[0:36:16.0]**

**SB:** Oh, yeah, yeah. I hands-down get 10 times more done now than I did before I had kids.

**[0:36:22.4]**

**FT:** It's that baby effect.

**[0:36:24.0]**

**SB:** It is.

**[0:36:25.0]**

**FT:** You just Jedi the crap out of your time.

**[0:36:27.1]**

**SB:** You too. You too.

**[0:36:30.0]**

**FT:** I love it. Okay, one thing I spend on that makes my life easier or better is?

**[0:36:35.4]**

**SB:** Babysitting.

**[0:36:36.4]**

**FT:** Yeah. When I splurge, like you really go for the jugular, you like to do a little self – a little self whatever. Treat yourself. One thing I love to splurge on is?

**[0:36:50.6]**

**SB:** Dresses.

**[0:36:51.8]**

**FT:** Really? Oh, I don't think we've gotten that one before on the show. That's a new one.

**[0:36:57.3]**

**SB:** I mean, my idea of expense is this – it's not a poor taste idea. Yeah. No, I feel like that is the one thing. I mean, and I don't – like a moms, right? I always make sure everybody else has their stuff first. I'm starting to do this thing where when I have a check come in and I have something I want to spend on for myself, I do that first, because I wasn't – I was always putting myself last. Then it wouldn't happen. These little things, I think it's important. I think also, it's important to reward yourself for hard work.

**[0:37:37.3]**

**FT:** You're preaching to the choir. I am all for that. We know you're already a good saver, so no worries there. All right, so let's see. When I donate, I like to give to blank because?

**[0:37:53.4]**

**SB:** The river fund in Queens. They are the most amazing organization. It was started by this incredible man, Swami, who literally started feeding people out of his house, feeding his neighbor's, feeding people who were hungry. Now it is a food pantry. Robin Hood is one of the big donors. They serve a thousand people every Saturday. It's not just food, they do this thing from cradle to college. They help with social services and scholarships and all sorts of things. It is the most loving and warm and incredible place. If you have time on Saturdays and want to

volunteer, they always need volunteers. I cannot imagine a better organization. I mean, I know there are a lot of amazing ones, but I'm so impressed by the work they do.

**[0:38:45.8]**

**FT:** Sounds incredible. Last but not least, I'm Sara Bliss. I'm so money because?

**[0:38:53.5]**

**SB:** Because I'm finding success a little later and I'm helping other people do the same.

**[0:39:01.2]**

**FT:** Fantastic. Thank you so much, Sara. Congratulations. What a story. It's always nice to hear about authors sticking to their guns.

**[0:39:10.5]**

**SB:** Well, you have to. You have to.

**[0:39:11.6]**

**FT:** I don't know if our paths crossed at Yahoo, but I would think I was at Yahoo right before you joined. I was at Yahoo from about 2010 to end of 2013.

**[0:39:23.2]**

**SB:** We just missed each other.

**[0:39:24.1]**

**FT:** I think we just. Yeah. I remember the announcement that Bobbi Brown was going to take over the Beauty portal vertical. That was really exciting. I hope we cross paths again, but please

don't be a stranger. We look forward to all your continued success with *Take the Leap* and it continuing to inspire people in the new year.

**[0:39:48.0]**

**SB:** Thank you. I love what you're doing, because you're doing the same. You're really inspiring women to take ownership and think about themselves in big financially successful and successful in life ways. I think that's super important.

**[0:40:01.5]**

**FT:** Thank you. It's all about the hustle. It's all about the –

**[0:40:03.6]**

**SB:** It is. It is.

**[0:40:06.3]**

**FT:** Oh, my gosh. Thank you so much.

[END]