

**EPISODE 948**

*“**AB:** I think there’s more of a guilt around this for women, because we forget how new money is for us. As species, we are really the first generation in recorded history to have the freedoms that we have and the money that we have and the opportunities that we have. So this is all such a new game that I think we need to cut ourselves a lot more slack and really taking the feelings that are happening but look at the realities. I know that some of us have a lot more work to do in this world and it may happen in a different way than you’ve created it.”*

[INTRODUCTION]

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**FT:** Ready to get your mind blown by Ali Brown? One of the world’s most recognized entrepreneurial coaches, who’s been named the Entrepreneurial Guru for Women by Business News Daily. Ali Brown is back on So Money having previously been on the show a few years ago when we talked a lot about her upbringing, her financial beginnings, starting her practice.

Fast-forward to today. She’s still going exceptionally strong. You just heard her talking about her thesis around why women, some women, have a hard time really taking risks in their businesses, in their careers, in their professional lives. We talk about how to synthesize your to-do-list to really figure out what is important to you, your business and your goals.

Ali has an event coming called Iconic with Ali Brown. We’re going to talk about how you can get involved and join this very intimate event happening later this season and why she keeps podcasting. Ali started her podcast, Glambition Radio, in 2014. Has stuck with it since. We’re going to talk about her stamina and what keeps her going.

Here’s Ali Brown.

[INTERVIEW]

[00:02:13]

**FT:** Ali Brown, my dear friend. Welcome back to So Money.

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**AB:** I feel like so honored that I'm welcomed back. Is this like a big – I think it's a big deal.

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**FT:** It's a special club.

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**AB:** Some people are not. Some people are not welcome back.

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**FT:** No. No. That's not true. But I think there are certain people that I've really connected with and I know from audience feedback that your podcast is one of the most popular listened to shows. Anyone listening, if you haven't listened to the episode with Ali Brown, a lot of you are coming to that podcast.

Every day, I have new people coming to the podcast, as I'm sure you have experienced with Glambition. But go please, and check out Ali Brown. Our first interview was a few years ago, and at that time we were talking about your beginnings and how you had less than \$19 to your name at one point. Of course, now, you're helping so many women, quarter of a million people in fact online and in-person with their entrepreneurial goals, their financial goals. You are the go-to-person, Ali.

If you want to improve your business, if you want to figure it out, get to the next level. Make a lot of money. You got to talk to Ali. So we're privileged to have you on the show to talk about some of your strategies.

But before we get going, I want to let everybody know that you have a special in-person event later this season. I know that you're everywhere online. Everybody should follow you on your email list. I love your feed on Instagram personally, but you do have a very special limited seated event happening later this year called Iconic.

For anyone listening who is an entrepreneur – So I want to give you a little bit of the stage to talk about that, because that's important.

[00:03:56]

**AB:** Thank you. Yeah, this is my event called Iconic. It is November 4<sup>th</sup> and 5<sup>th</sup>. I'm checking the dates because my team on another show, they're like, "That was the wrong date." It is November 4<sup>th</sup> and 5<sup>th</sup> here in Phoenix. This is a different type of event. I started creating these types of events for specifically the women entrepreneurs who are doing the multiple six figures, seven figures.

They reached a level where the other huge events where you're jumping around and learning a lot of stuff and high-fiving your neighbor and they're like, "We don't need the dance party." They're like, "We don't need more how-to stuff. I have enough friends." I want to come be in a room of a limited size with women who have really done some amazing stuff already, and now they're, "What's next?" on two levels.

I see this in a lot of people right now, not just women, but there's a calling to what's next. There's a calling in really what is my meaning of this work? What is my legacy work? What is my iconic work in the world? On a surface level too, a lot of you who are doing business may be noticing that a lot of the same methods have stopped working that have worked for years. So there's external practical part of this that we work on as well. So people walk out really rewired, reenergized and repowered for like that whole next chapter of their career.

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**FT:** There's something interesting going on. You have a thesis about what might be happening internally for a lot of us. A lot of us might be mothers. First marriage, second marriage, and how that is manifesting in our careers and our businesses. What are you noticing? What is the climate right now and what are women wanting in this phase in our lives?

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**AB:** I see so many women, and these are powerful women with powerful businesses too. But I do see this on many levels. It's almost like – When we all look back to the beginning of our careers, when we made that first big leap, maybe it was starting a business or asking for that job that you really wanted or making the money you really wanted. There may have been a little breakdown of self-doubt around that. Kind of like a little dark night of the soul, like, “Can I really do this?”

It's a whole new dark night of the soul at this level, and it's more about – It's more about like watching what's going on the world today. Feeling like, “You know what? I need to do something and do this big and leave some meaningful work in the world.” But there's also a little more fear around it than there was when we started our business, because at this point, we have more to lose.

I think back, you mentioned when I was living in New York, I think when I was living in the West Village in that crappy apartment and couldn't take out the \$20 bill. I literally had nothing to lose. I had no kids, no pets, no problems. I just would work. I would figure it out day-by-day.

The last few years, I'm now negotiating with myself a bold new career move for next year and something that I'm going to be debuting actually on day two at Iconic. I'll tell you, it's a whole new game now, because risk takes on a new meaning now when you have a mortgage.

My mom is living in the back of the property now. She's physically challenged, and so she lives here with us and I take care of her. I had twin six-year-olds. I have employees that I'm paying. It's just a whole other game. So this shift that you give yourself permission to take at this time in your life, it can take on a lot more weight and feel a lot more heavy, and that's what I invite the

women to bring to the room at this event because they're in a great place. Sometimes it feels incredibly guilty to want to make a change.

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**FT:** It can. So how do we get over that? That's a really good question. I mean, I don't disagree. I think we have a hard time owning what our desires are especially when they are tied to financial ambition. It can feel icky. I can say that that has been perhaps my own dealings with that earlier in my career. I got over it. You know what helped me? Was I realized that when women make more, the world becomes a better place, that we are givers by nature. Not to say that when you make your money, you have to give it all away.

But that is just a great reminder that there should be no shame. There should be no fear even if you feel like you're "all set". There is no harm in you making more money, because you're going to be able to give back, create more freedoms for your family. Like you just mentioned, taking care of your mother.

What is that thought process and mindset, re-shifting of the mindset that has to happen you think for us to really embrace the desire to earn more?

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**AB:** It's not even about – The earning more is part of it, but I think sometimes when we've proven ourselves making money in a certain method, and we're proven in that. Maybe you have a certain job and career that you're totally dependable to your family. But your secret desire is to go start a business, or you have a successful business but now your secret desire is to do something totally different. Maybe you're just done with that or you've had it up to here or you want to build this up, sell it and move on or something.

I think there's more of a guilt around this for women, because we forget how new money is for us. As species, like we are really the first generation in recorded history to have the freedoms that we have and the money that we have and the opportunities that we have. So this is all such a new game that I think we need to cut ourselves a lot more slack and really taking the feelings

that are happening, but look at the realities. I know that some of us have a lot more work to do in this world and it may happen in a different way than you've created it.

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**FT:** This is the time of year, speaking of getting things done, that we feel the pressure of the end of the year approaching. I know personally I have a lot on my to-do-list. A lot of big things that I set out to accomplish this year, and because of just the personality that I have, I want to do it like I said I would do it. But as you coach so many people who are inherently – Like their DNA is hardwired to be ambitious. They're coming to you clearly with goals. How do you recommend we timeline everything and how to keep ourselves on pace and perhaps not feel the pressure of doing something just because there's a looming deadline, an arbitrary deadline that we have set?

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**AB:** That's a loaded question, isn't it? That's why there's coaching.

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**FT:** Yeah, and we have one minute. Go ahead.

[00:10:48]

**AB:** Well, I think this ties into something. It's actually something we work on at Iconic, and that is looking at, "Okay, you may have set goals. You may have metrics that you're judging yourself on in your business." For example, in my circles, everyone pounds their chest over revenue. I mean, it's absolutely like a scorecard in so many ways for what we do. Where I get people to try to shift then is you look at the metrics, first of all, that you're valuing like really highly. What are you prizing?

For some people who do seminars, it's butts and seats. They just want to prove that there're a thousand people in the room even if they could bring 10 friends for free and their dog, right? But they pride themselves on having a full room.

You need to get clear instead on – First of all, make a list of the metrics that your industry kind of honors. So in Internet marketing coaching this whole world that was kind of spawned when I came into it 15 years ago, it's the size of your list and the revenues that you're bringing in and how many people are at your seminars and just all these stuff.

I made a huge flip a few years ago to writing all that stuff down on one column, and in the right column, writing down what were the metrics that now really matter to me. For example, in my world, there's an incredible word called net. I'm sure you've talked about this too, net, your net profit.

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**FT:** Yes.

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**AB:** It's a longer story for a different time, but I now have probably like a 5th the size of the team I used to have. I work probably half as much as I used to have, but I have a higher net now than I did before because I started focusing on the numbers that really mattered to me. For me, when it comes to dollars, it's what I bring home for me and my family. I played the revenue game for a long time. Won the wards and all that, but now it's really about that net number.

For some people in different types of categories or different jobs, they may be things that they're valuing that you realize, "You know what? I created this goal over some type of false metric that doesn't really matter to me." So a metric now for me is like how much time a week I'm working in my genius, like that zone that I just absolutely love and time flies and I'm cooking up something new for next year and the time I get to work on that. I'm so excited that I'm up at night, like getting ideas and working on things. That juices me up.

That is now a metric for me each week. A metric for me is the quality time I spend with my kids. That's something I absolutely spend time kind of looking at. Am I spending enough time with them? It's not just about quantity. You know that as a mom. It's about quality, and that's hard to do, but make a list of those things.

Really, in the end we forget. This is really just about you and how you feel about all of these. So just check in if those accomplishments are a little more ego-based or industry-based, like for validation, or if they're personal to you. That's how I think once a quarter is good to kind of look at how things are going. Yes, set goals, but I've been more always about a vision pulling me forward. Then if I get down to numbers and when I get down to numbers, those are the things that I look at.

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**FT:** It so rewarding to think of it in this way. As I'm hearing you give this advice, I'm thinking what a reward and what a privilege it is. I feel like you've really earned this status and the ability to now create your work around the vision that is driving that and being able to dedicate time to being in your genius as supposed to what a lot of us feel, which is just kind of hustling and being on this hamster wheel. I know when I was younger, I kind of knew that when I got to be in my 30s and 40s when kids arrive hopefully that I would be able to call more of my own shots. But to get there, you have to be the yes person, I thought. You had to just do it all, accomplish it all.

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**AB:** Absolutely. In the beginning, you do. You do.

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**FT:** You do, right? Yes.

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**AB:** It's all about yes. 20s and 30s I think is all about the yes.



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**FT:** So that you can afford yourself in your later years, the ability to basically design your own work structure. That's a huge gift. It's been the fruit of our labor.

[00:15:04]

**AB:** Yeah. There's a book that I highly recommend, and it came out maybe about 10 years ago I think. It's called *The Big Leap* by Gay Hendricks, and I send this to everyone who signs up for my workshop or I work with, because it's a very simple read. But, for me personally, it was a groundbreaking concept. He talks about the difference between excellence and genius.

Excellence is where we find ourselves into, and often in our 30s and early 40s it's where we're proven. It's where we make them money, like we were talking about. It's where you become known as X, right? I became known as this. You became known as that. But there is another level like waiting to be unlocked, and he calls that the genius. The game now is how much time can you spend in that place of where you are just so juiced up and working only on that stuff and with the clients and people you love. Then maybe for some of us, the excellence is systematizing more of that in our business. Changing the clients we work with.

Some women I work with have decided completely to shut one company down while they're building another one because they're like, "Wow! You helped me tap into what I really want. This doesn't even resonate with me. I don't think I can sell it. I'm making a big change."

So think about that excellence to genius. The interesting thing that I've witnessed, and he made this observation in the book, is that if you put this off too long, if you start resisting it, your business or your career or something will start to blow up. It's like it's there for you and you're getting nudges from the universe. If you don't take – Has it ever happened to you, like you don't take the nudge and then you get whacked in the head?

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**FT:** Well, Oprah says that if – I mean, I know Oprah. There're so many things she says, but it does echo what you've just said, which is like God send you. He throws a pebble or she throws you a panel before the boulder comes for you. So you have to be tapped into – You have to be aware. You just have to be aware.

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**AB:** It's something that you'll – If you're on the younger side it may not make sense to you, but if you're probably into your like early 40s, you may know there's another level of something that's waiting to be taken on. This is the time for you to start figuring out how to make that happen.

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**FT:** It's so scary though, Ali. I think I just want to make all the money I can the next five years and then just do stand-up comedy.

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**AB:** Tell me more about that. Okay. Okay. I need to ask you about that, because I suddenly saw that in my feed and I was like, "Wait. Farnoosh Torabi, yeah. It's Farnoosh Torabi." Tell me more about that. IS that your genius do you think? Is that your happy place?

[00:17:54]

**FT:** I think that performing is something that I love to do. I don't know if it's a genius or if I've got it. But I do feel very natural and comfortable on a stage and I love entertaining and I love – It's kind of why am also. I've taking parts of that into my work even though I'm in the kind of financial advice space. But I love presenting. I love communicating and I love telling jokes.

So I took a class last summer, just the six-week comedy boot camp, and I just did it because I said, "What the heck? Let's try this." I ended up really enjoying myself. I found it super challenging. I was really scared. All the feels, and I loved it. That for me is like my happy place. I suddenly started to see the world differently. Also because life can be really stressful, the world

is a scary place. Suddenly you start looking at it to the lens of comedy and irony, and it just put a smile on my face 24/7.

So all these to say that I've done it a little bit here and there, and every time I do it, I want to do it again, but it's hard to find the time and it's hard to prioritize it because it's not making any money. It's just a fun thing to do. It's a hobby. But I would love to turn this into something more serious.

I actually just interviewed somebody on my podcast who spent his first – It was a man. Spent his first 20 years in his professional life working in sales, and he was fortunate to work at Facebook. Cashed out a nice little lump sum and said, “You know what? I'm going to dedicate the next chapter of my life to comedy.” It wasn't like he abandoned his business life. He actually used his business acumen to approach comedy in a way where it's structured. He can get gigs. He's got money coming in. He's not working like 11:30, two drink minimum shows in the middle of nowhere. He's got a podcast that he's monetizing. He's doing speaking events, but he's infusing humor in all of it. I thought, “Okay, that's such an inspiration,” and he did it starting at 45. So what have I got to lose? I got five more years.

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**AB:** There's always a bridge that – There's always a way to whatever you're – If you're listening right now and you're thinking, “Gosh! But I really would love to do X.” Then make a step in the direction. I love what you said, you just said take a class. Do something, right? Just do something in that direction, and you will often find, whether it's business or something very personal and fun like that, you will find when you take a step the universe will meet you with new clues, ideas resources. Things will just start to kind of happen if you keep following the rabbit hole. You'll end up somewhere that you may have never imagined.

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**FT:** Well, everybody, you have a few seats left at Iconic. I want to share the website. It's [iconicwithalibrown.com](http://iconicwithalibrown.com).

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**AB:** Yes. Come take a look. Again, it's for a woman entrepreneur in a certain place. If you aren't a good fit listening right now, if you could spread the word, because there are a lot of smart women going to dumb events and they're looking for somewhere different. They're looking for somewhere they can have an elevated conversation around where they really are, learn some really practical strategies too and how to break out of the mess that we're seeing online and walk out with a completely different perspective on everything.

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**FT:** You have a special guest, Cindy Eckert, joining the conference. Cindy is phenomenal. She was a guest on this podcast, and she sold her business for \$1 billion.

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**AB:** Yeah, with B. Yeah, like a billion. \$1 Billion.

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**FT:** With a B. Yeah, that wasn't M. That was a B.

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**AB:** I just always emphasize that, like with B. B, like the big B.

[00:21:43]

**FT:** It was female Viagra, I believe, was the thing. Everyone told her she was crazy, she wasn't going to get FDA approval, blah-blah-blah, billion dollars later. She's got her signature pink. Like, everything, she's always wearing pink. I love it. Cindy Pink is her Instagram. But what are you hoping Cindy will teach your room of entrepreneurs? Because Cindy is sort of on a level that is – I mean, talk about aspirational.

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**AB:** I know. When I met her too, I have to tell you, I was just so refreshed. You know, when you admire people from afar, and then when you meet them you're like, "Gosh! I hope they're like what I hope they're like." You just wonder, and she's all that and more. She is warm and amazing and helpful. I said, "Listen, I want to bring you in as our special keynote for a few reasons. One, you've done amazing things." I mean, she's in like – That's a record for a woman to sell her company for a billion cash. Of course, my first question when I interviewed her, I'm like, "Does that come like a big publisher's house clearing? Like clearing house check?"

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**FT:** Do balloons fall from the sky? Yeah.

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**AB:** Yeah. I'm like, "Tell us all about the moment you got the money." It was so exciting. First of all, she's done these accomplished things. It's just impressive, right? But if you look at the underlying mission of what that whole business was about. On the surface, it got all this sexy attention in the media because they said, "Oh, it's a drug-like Viagra for women. It was designed to increase desire in women."

But when you hear what she went through, people were fighting for her not to get this on the market. They were worried that all women would become sex crazy. I mean, she was getting the strangest pushback and weird letters and people trying to keep her out of the FTA. She's like, "There's like 20 of these drugs for men to get up and feel it. This is ridiculous."

So this became a real mission for her around women and how disempowered society makes women around sex. There's this whole mission around that, and that turned then into empowering women around business. She has a Pinkubater Fund that she funds businesses founded and for women, founded by and for women.

So I want her to come in to get everyone in the room thinking incredibly big. When you're around her you just add zeros to what's in your mind. You just imagine walking into a boardroom and doing big deals. It's just how she rolls and it's very natural. The more of those types of women that you were around, it will change how you think. It changes how you feel about yourself. It ups a whole level. Maybe the goal you were thinking about for the next year or two. It's just incredible.

I'm sure you can agree, Farnoosh, when you're around these types of women, your thinking changes. You start thinking, "You know what? I bet I can do a big deal with this thing and I should probably ask for more money for this."

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**FT:** 100%. You have to get out of your comfort zone. The inspiration and the action that I've taken from meeting women and men who are playing big and much bigger. The change can happen overnight, because you can go home and start charging more, like basically, without any apologies. You'll be surprised, you're going to get the money.

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**AB:** Yeah. Flipping your thinking up to a different level, like a lot of the women I'm working with, when I suggest, "You know what? What you're building is sellable, and why don't we look at like the three things you need to do to make this a sellable company within maybe 5 to 7 years?" Their eyes just like light up. They realize there's just a whole other game they could be playing. The women don't talk about this in the rooms typically. There's just not a lot of evidence out there that women are thinking and talking about this.

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**FT:** Ali, where did you get – There's probably not one place, but where do you credit the most for getting your confidence? I think that's a gap that a lot of –

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**AB:** It's called 48, is what it's called.

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**FT:** Okay, it comes with age. It's like a good wine.

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**AB:** How old are you? You're still so young.

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**FT:** I'm 39.

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**AB:** Oh my gosh! That's so cute.

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**FT:** Thank you.

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**AB:** So cute. You know what? You never know these days, because you see people, all you see is their Instagrams and like now we all have good med spas.

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**FT:** 48 is the new 28.

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**AB:** So no one thinks I'm 48. Anyway. Yeah, I think – I have to say I always felt I had something special to offer. I wasn't always confident around it, but I just knew in my 20s back in New York – I knew at that ad agency, I remember looking around going, "You guys are bumble heads and you're making like a few million a year. I think I could quit and freelance and try to make 40 grand." I just would kind of common sense it.

Then I think a lot of us who don't realize, as you build your business or career, then you see how much you know – You don't know how much you know until you meet people and realize what they don't know and you're thinking, "Wow! I could help you." I could teach. I could lead.

Some of you may be thinking of this. Maybe you are good at a skill or you know a lot about a category and think you could teach some stuff or be a coach or create a course or lead an organization. Those steps just beget more steps, and each step up the ladder gives you more confidence in not only – As a coach, I have to say, it's just given me a lot of confidence obviously in the advice I give, because this ain't my first rodeo either. I was the first on the scene in that whole industry like 15 years ago online, and I've seen a lot. I've seen too much.

I think for all of us though, it's just the more you do, the more confident you get. Now, being on stage doing comedy, that would terrify me. But walking into rooms and helping women this way and helping them see and think bigger, that comes very naturally at this stage.

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**FT:** I might have to just get my own ticket to your conference. This is incredible. Anyone else who can't make it but want to get more Ali, you have a podcast, which you launched many years ago now. I mean, I joke that one year as a podcaster –

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**AB:** We sound ancient.

[00:27:44]



**FT:** Yeah, it's like 10 years.

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**AB:** Yeah, it's like dog years or whatever.

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**FT:** It is. So you launched Glambition Radio in 2014.

[00:27:52]

**AB:** 2014.

[00:27:53]

**FT:** Oh my gosh! You've stuck with it, which I have to give you so much credit for. I think that there's a lot of burnout with a lot of content creation. You got to be consistent. You have to listen to your audience. You got to be constantly tweaking. It's a labor, and it's a labor of love hopefully. What has kept you going? Why are you still podcasting?

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**AB:** You know, and it's a great question, and I remember hearing all these advice in like, "This is how you should launch and you should have 2,000 episodes ready." Just like crazy stuff, right? Stuff that I think – Some of it [inaudible 00:28:23].

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**FT:** Is that my advice? Okay.

[00:28:25]

**AB:** No, it wasn't you, but like – I mean, I remember just wanting to cry and I was like – Remember, I had one-year-old twins. The podcast for me was the first project I gave myself permission to do for myself, which sounds – It may sound funny, but that was the point. I had this huge business at the time and this huge team and we have systems for systems and people for people and a three-year plan. I said, "I really want to have these conversations with amazing women."

Instead of doing it weekly, I did every two weeks for four years. Why? Because it suited me, because it suited my schedule and how I wanted to work. What's delicious about it is like it's been my favorite thing I've done. I just did it because I love these conversations with women. Now, this year, we're in the top 100 entrepreneur podcasts. I know you're in there to. It's good to see you. We're in the new category they set up. Finally. We are weekly now, because we've just so many incredible guests. I can't space it out every two weeks. We're taking it up to a whole new level.

So give yourself permission. Everyone puts these huge demands on themselves. Make sure you're loving the stuff. Everyone's kind of forgetting that. When you do this stuff, make sure you're going to enjoy it and love it, because you got to do the work. You got to do the hustle, but that'll come through at the end. That really will. For me, this is about the long game. Glambition Radio was about where I wanted to go personally, and I think that's why it's been such a joy.

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**FT:** Making it personal. Thank you so much, Ali. I always appreciate having you on. You know what? We should have you back a third time, and that might break the podcast record, and I would be more than happy –

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**AB:** I know we have so much to talk about. We could talk more about money, and then the cool kids thing. Oh my God!

[00:30:15]

**FT:** There's a series here, I think, of Ali and Farnoosh. Everyone, if you missed the first interview with Ali, go back into the archives on [somanypodcast.com](http://somanypodcast.com) and check it out. I know that I'll be on your podcast later this fall. Looking forward to that. Congratulations on the long-running podcast. Your family, kids are in first grade now, that's so special, and your upcoming event, Iconic with Ali Brown. Make sure everybody go to the website to check out that. See if you can go. If not, your podcast of course.

Ali, thank you.

[00:30:51]

**AB:** Thanks, Farnoosh.

[END]