

EPISODE 1505

“LA: What is the power that we have? If, for example, you are the boss, the stakes are much lower for you, because you have more job security. Sure, the interns might want to sit back and not challenge the boss on their first day, but if you're the person running the meeting, what are the actual stakes? If you're the person who's been there for 10 years and you got a great review two weeks ago, what are your actual stakes? You have trust now.

When we're afraid to do the thing at the table, at the place where people trust us most, what do we do out in the real world? Right? How do we really do make the change? If in the room where the stakes are low, we have buy-in and trust and we know what we're talking about, we share our power. In the bigger moments that call for it, we don't even have the language of the practice.”

[INTRODUCTION]

ANNOUNCER: You're listening to SoMoney with award-winning money guru, Farnoosh Torabi. Each day, you get a 30-minute dose of financial inspiration from the world's top business minds, authors, influencers, and from Farnoosh herself. Looking for ways to save on gas, or double your double coupons? Sorry, you're in the wrong place. Seeking profound ways to live a richer, happier life? Welcome to So Money.

So Money episode 1505, How to be a Good Troublemaker with New York Times best-selling author, Luvvie Ajayi Jones.

[0:01:22]

FT: Welcome to So Money, everybody. I'm Farnoosh Torabi. What a treat today. We are sitting down again after seven years with the wonderful Luvvie Ajayi Jones. She was last on So Money when she was releasing her first New York Times best-selling book. *I'm Judging You: The Do Better Manual*. Since then, Luvvie has gone on to become a global sensation. She has written multiple New York Times best-sellers. She has a TED Talk with over 9 million views, Get

Comfortable with Being Uncomfortable, a highly successful entrepreneur, founder of All Love Media.

Now, coming out with a new picture book, *Little Troublemaker Makes a Mess*. It's out May 2nd, and it's about Little Luvvie, the main character, who learns what happens when doing something nice means breaking some rules? We get into it with Luvvie, how kids and adults, you and I, can break some rules for better outcomes at work, in relationships. Stay tuned for the end of the show when I'll reveal how to win a copy, a free copy, of *Little Troublemaker Makes A Mess*, plus something else nice. Here's Luvvie Ajayi Jones.

[INTERVIEW]

[0:02:33]

LA: Yes, how's it going? It's been too long.

[0:02:36]

FT: I checked when you were – it was 2016.

[0:02:39]

LA: Oh, my gosh.

[0:02:41]

FT: I don't remember anything before the pandemic.

[0:02:44]

LA: 2016.

[0:02:45]

FT: 2016. I was like, I think I talked to Luvvie in 2019, or it was before the pandemic, but it was a lot before the pandemic. It was four whole years before the pandemic.

[0:02:56]

LA: Wow. That's actually surprising to me.

[0:02:59]

FT: Well, it was the election that we will not speak of.

[0:03:04]

LA: Oh, God.

[0:03:06]

FT: Um, yeah.

[0:03:07]

LA: A disaster.

[0:03:08]

FT: Well, can I just say even in 2016, when you came on the show, and this was to promote your first book, which went on to be a New York Times bestseller, I had some goose bumps, because I was like, this woman is going to – your star was fast rising and boy, did it ever. Your book comes out, and I want to mention the title of that first book. *I'm Judging You*. The best title in the history of books. *The Do Better Manual*. That was in 2016. Let's just do the highlight reel. I will have you go first. Subsequent multiple New York Times best-selling books. You started a

multi-million-dollar business. You are an international speaker. I think you go to Shonda Rhimes house for coffee. I think, a lot of good stuff is happening. Fill in some blanks.

[0:03:59]

LA: Oh, God. Fill in some blanks. Okay. Literally, if you and I talked to 2016, my life has changed so much since that it blows my mind. Let me think if I can go and chronological order in some way. That 2016 was when Oprah shows me as part of her Super Soul 100.

[0:04:18]

FT: Oh, my God.

[0:04:20]

LA: 2017, I did my TED Talk that got a million views in one month and now has nine million views. 2018, I don't know. Some things happened, probably. 2019, I started writing my second book, *Professional Troublemaker*. I got married that year. 2020, the world shut down. All of our lives changed instantly. 2021, *Professional Troublemaker* came out. Instant New York Times bestseller. 2022, *Rising Troublemaker: A Fear-Fighter Manual for Teens*, which was the teen adaptation came out, hit the times list. Then 23 –

[0:05:09]

FT: You're on So Money with Farnoosh. I mean –

[0:05:11]

LA: Yes. Yes.

[0:05:13] FT: Your year is made. My year is made, let's be honest. *Little Troublemaker Makes A Mess*. This is your fourth book. It's coming out May 2nd. I want to get to that, because it's beautiful. I have kids and I can't wait to share this book with them. It's really about taking this

troublemaking concept, this framework that you have around being a professional troublemaker, applying that to a young kid, like how do you do this when you're seven, eight-years-old? Follows the story of little Luvvie. Maybe named after you. I don't know. The question is what happens when doing something nice means breaking some rules?

I want to get to that in just a second, but maybe first, we can start with – because it's been a while, and we weren't – I don't think we talked when your second book came out, *The Troublemaker Book*. Maybe you could start by just giving us the sense of what is being a professional troublemaker mean and why is it so important right now to embrace this?

[0:06:15]

LA: Yeah. I think being a professional troublemaker is being the person who's not afraid to challenge the rules that we are in and elevate the spaces that we are in. It's not about being a contrarian. It's not about being a troll. It's not about making people feel bad. It's about, what happens when you are present and in what ways are you a part of the positive change? We often want to be world changers, or we want to make positive impact and we think it comes from writing big checks, or donating 40 hours of our month to something. I think, it actually comes in the day-to-day actions that we take and the rooms that we're in.

The professional troublemaker is the friend who goes, “We should have a tough conversation. We haven't been seeing eye to eye.” They're the person who sits at the dinner table at the uncle makes a terrible joke and they go, “You know, that's not appropriate.” They're the coworker who reminds you, like, hey, this idea and this campaign that we want to do, I'd love for us to get a little bit more thoughtful about it. I want to make sure we're both really proud of what happens.

Yeah, that's what it means to be a professional troublemaker is just honestly, somebody who's committed to elevating the spaces that they are in, even when it's difficult, even when you face opposition.

[0:07:27]

FT: That is the thesis of your TED Talk, which is that we have to get comfortable with being uncomfortable. That thesis going hand in hand, I think, with this troublemaking thesis, where to hear you speak, it's about getting uncomfortable, being willing to go out on a limb. To your point, it doesn't have to mean big gestures. These aren't doing things, but they can be very transformative. Talk to the person who's still afraid, Luvvie, because in a work setting, for example, navigating that, being vocal in that context can sometimes backfire.

I'll be honest, I don't know if it's always wise to just go at it without a plan, which you're going to be disruptive, but you have to be really thoughtful about it, because it could mean facing backlash and we don't want that.

[0:08:17]

LA: Yeah. Yeah. I hear you on the fear. I understand the fear of consequence, right? We don't punishment, whatever that is. I think oftentimes, we attach high stakes consequences to low-stake moments. If you're sitting in the meeting and your co-worker gives an idea that's not great and you don't speak up about it, in that moment, you're saying like, "Oh, God. I'm afraid of the consequence." What's the real consequence that you're afraid of if you ask a thoughtful question? What is the real punishment that comes from you saying, "Hey, I hear you, but I think we should go a little bit deeper."

We're not always going to be fired for something. We're not always going to be demoted. We're not going to get a bad review. Oftentimes, the consequence that we are afraid of is simply making the room a little bit tense for 10 seconds. I'm like, if that's the consequence that avoids our voice, if that's the consequence that we're trying to stop from happening, so we stop our voices from being heard, when we walk out of the room, I wonder if we're going to be proud of ourselves.

When you're sitting there and you're like, "I'm afraid. I don't know if I should say something." Because we're afraid of disappointing other people, do you know who is actually hardest disappoint more than other people? Ourselves. Because I don't know about you. I beat myself up in the moments when I'm like, "Ah, I should have done something different." While you're

afraid of disappointing other people, what about when you disappoint yourself? Because you know, we are our own worst critics.

In that moment, I'm going to offer you one question to ask yourself, when you are afraid of saying that thing, right, that sometimes will push me over the edge. That is usually, will my silence convict me? When I walk out of the room and somebody was like, "Oh, so you were there when they came up with this idea? Did you say anything?" You go, "No." In that moment, you were so convicted. If you say, "Yes, I actually did say something, they just didn't listen." You go, "I did my part." Just do your part and then let everything else happen.

[0:10:22]

FT: Yeah. It's like, you say, we're afraid of the consequences. We're also afraid of rejection. To your point, when we let that fear misguide us, we end up rejecting ourselves more than anybody else. It becomes a self-fulfilling prophecy. Going back to your new book about *Little Troublemakers*, real life, little Luvvie, when did you begin your troublemaking? As a parent, how can I constructively introduce this to my children? Because I want to run an orderly house, Luvvie. They make enough trouble. It's not always constructive. What is the message that maybe you did get as a kid, that you want more kids to have now in this modern dumpster fire world that we live in?

[0:11:10]

LA: This dumpster fire world, indeed. I think little kids are the original troublemakers, right? They go for what they want. Sometimes it doesn't really go well. The reason why I wrote little troublemaker was to show that, yes, the trouble that you made doesn't always look good, but you should start making the best type of trouble. For little kids, that might look like, okay, okay, you want something, use your words, right? You can use your words to tell me what you want. For me as a kid, so little I was little Luvvie, legit me as a six-year-old, I would challenge my mom when I got in trouble. I would be like, because you usually would get in trouble for saying something to my brother. Because it would be after he said something to me, so my response would get me in trouble. I would take whatever the punishment was. I'd come back and I'd ask my mom for an apology.

I'd be like, "Ma, you should say sorry to me." She would be like, "Why?" I'm like, "You didn't hear my side." I was all about feeling both sides were heard. But what was the gift was my mom in that moment listen to me. She never gave me the apology, but she would be like, "All right. Go do what you were doing." Having kids understand early on that their understanding of the rules of the worlds of the world might not always make sense to them, but a lot of it is put in place to protect them. While they are challenging, making them feel heard and that their voice matters goes a long way. The good trouble that they make could be, "Hey, mom. I don't want to eat this." You go, "Well, what do you want to eat that we have?" If they have nothing to say, you go, "Well, have to eat that. I hear you though." Next time, I think about this thing that you want.

Even though they still have to do the thing that they were going to do before, it felt a little bit more heard about their choices. My mom, and I think that was a gift that she really gave me was that I would challenge her and she wouldn't make me feel bad for the challenge.

[0:13:11]

FT: It's a message for parents, too, Luvvie. I mean, I'm hearing you and I'm thinking, this is also a reminder to parents to encourage your children to teach your children what the words are. Sometimes the kids don't even have the language. It comes up, their trouble making initially comes out as a tantrum and we dismiss it. I'll remember my son, who's in therapy, he's eight-years-old. He has ADHD and we wanted him to get some behavioral therapy, because he has big feelings and we wanted him to be able to have the courage and the words to talk about what he is feeling to us. Sometimes it's easier for a third party to come in and work with your kid than for the parents to do it.

I tell you, the first night at the dinner table, for the first time ever, he was able to say to us, clearly, "I feel." He used – This was literally. He's like, "I sometimes feel as though," his sister's name is Collette, that you believe Collette more than you believe me. Oh, my God. As opposed to a meltdown, or a fight with his sister over something, he told us the root of it in a very adult way. That I have to credit his therapist, because she helps to give him – she works it through with him and she gave him the language. What a gift. What a gift your mom gave you.

[0:14:31]

LA: Yeah. then kids have big hearts, big feelings in these tiny packages. Little Luvvie and *Little Trouble Maker Makes a Mess*, she literally has – she's like, “I want to help.” She tries to cook, even though she's not supposed to. One of the things that also, I want to make sure people know and especially the, even professional trouble makers, the grownups need to hear this is that, okay, when we do make trouble, good intentioned and it doesn't go well, we have to understand that it's okay to learn from it, learn and grow from it, but you're also not defined by your mistake.

A bad decision, a bad choice, a bad day does not make you a bad person. One of the lines in the book is that is little Luvvie always felt loved even when she didn't get it right. I'm wondering, the many ways in which we might not have felt that growing up, where we're afraid of making mistakes because every time we make mistakes, we get scalped for it, we get harangued for it and then we then go back and beat ourselves up, and then we become the adults who are afraid of making any mistakes, because mistakes feel catastrophic. How do we know, how do we tell and learn with ourselves that you can still make a mess and still be a good person.

[0:15:45]

FT: You talk about this in your adult version of this book, too, where I think since, I don't know, I don't know when “cancel culture,” became a thing. But nevertheless, it's here and it's something to reckon with. It has, I think, prevents people from being their vulnerable selves, or admitting mistake, or even willing to make the mistake because they're afraid of the backlash. For the adults in the room, what's your advice? Because this isn't it – This gets harder, I think, as an adult. The stakes are higher.

[0:16:17]

LA: Yeah. Again, when we're sitting at the meeting and it's 10 people and what we're challenged to do in that moment is say, “Hey, everybody here. I know you all love this idea, but I really don't think it's as inclusive as it needs to be.” In that moment, what are you actually putting on the line by asking the question? Does the question get you fired? Does the question get you written up?

If it does, then that's a whole different issue, right? If you sit in there asking a thoughtful question, again, it's not like your cousin, your co-worker is out. It's not like, you're jumping across the table, you're going, "Hey, I'd love for us to pause in this moment to think about this idea. Do we think it is the best version of what we can do here?" If that question could get you fired, you're in the wrong place.

I also want us to remember that when we walk in that room, what is the power that we have? If, for example, you are the boss, the stakes are much lower for you because you have more job security. Sure, the interns should, might want to sit back and not challenge the boss on their first day, but if you're the person running the meeting, what are the actual stakes? If you're the person who's been there for 10 years and you got a great review two weeks ago, what are your actual stakes? You have trust now.

When we're afraid to do the thing at the table, at the place where people trust us most, what do we do out in the real world, right? How do we really do make the change, if in the room where the stakes are low, we have buy in and trust and we know what we're talking about, we shirk our power. In the bigger moments I call for it, we don't even have the language of the practice, so we're not able to do it.

[0:18:02]

FT: Mm hmm. Mm hmm. You're right, though. But taking a beat to recognize your power, we often forget the power that we hold in your TED Talk, which I want to talk about, over nine million views. As of this recording, get comfortable with being uncomfortable. What was the most uncomfortable thing you ever did recently, because we go through it all the time. What was the payoff?

[0:18:28]

LA: A comfortable thing I've done recently and the payoff. Ooh, that's good. I feel like, I constantly do uncomfortable things. I feel like, I've had conversations that are really uncomfortable. One of the things that we hate most is just feeling tension with other people. I think, the best conversations I have are conversations that start with conflicts, even with my

husband. If I'm feeling some type of way, I'll go, "You know what?" My ego tells me, it's fine. Just do the silent treatment. He should know you're upset.

[0:19:02]

FT: What do you mean, you can't read my mind?

[0:19:04]

LA: What do you mean? But sometimes I have to take myself outside of that and go, "Hey, here's how that interaction rubbed me the wrong way. Here's how it made me feel." Being the initiator of tough conversations is deeply uncomfortable. So uncomfortable. I don't love it. Even though I do it, I don't love it. The payoff is I end up getting to the other side with him, because we get to understanding. He goes, "Oh. Yeah, no. That's wasn't what I meant, or that's not what I said, or that's not what really came off." Then I can move on with my day, without holding onto this piece of conflict. Think about how many times we will hold onto conflict and stories that we've told ourselves, because we don't want to have the uncomfortable conversation. I'll say, that is my practice.

[0:19:49]

FT: That's great. I've been married 10 years. You've been married –

[0:19:53]

LA: Almost four.

[0:19:54]

FT: Four years. No matter how long you've been married, you will quickly recognize how many misunderstandings there are in marriage, more than any relationship. You're right. If you don't talk about it, it becomes this movie in your head. You're like a part in a movie. Your husband, or your partner is playing this role. He, or she doesn't even know it. The number one, I think I've

read this many times, the number one reason couples break up, really at the end of the day, is they didn't communicate over whatever the disagreement. Then it just gets to a point where it's just too late to unwind the movie.

[0:20:32]

LA: Yeah, unwind the movie.

[0:20:33]

FT: All right, let's talk business. I saw you on Instagram –

[0:20:35]

LA: Let's do it.

[0:20:36]

FT: - recently talking about how running a business is really, really hard. That I was like, yes, yes, because, thank you for saying that. I think it's important to go behind the curtain sometimes. I know, one of your big principles is making sure and you were on this show in 2016 talking about how your definition of freedom, what drives your freedom is knowing that you're living on your own terms. You want to make enough money where you can live on your own terms. Yet, you're running this multi-million-dollar business with multiple employees. The days are long and hard sometimes. How do you continue to course correct, or adjust, or find that joy and that happiness, even when the times are tough? What are the hard decisions? I want to know, that Luvvie has made in recent months, or a year, regarding protecting your happiness.

[0:21:30]

LA: Yeah. Running a business, especially a small business is bootcamp. It's life bootcamp. Let's be clear. It is so hard, because you have to be decisive, but malleable and adaptive. You have to be strong, but also vulnerable to be a good leader. You have to be both creative and

quantitative. You're reading P and L's as you're coming up with ideas for campaigns. You have to be understanding, but still very much strong about the business bottom line. That has been really tough for me, because you're basically playing eight roles at once.

I will say, success being on my own terms means that every day I wake up excited to do my job, to do the things that I'm called to do, even though some days are long and I'm exhausted by it. Cause you've heard that quote that's like, if you do what you love, you'll never work a day in your life. That's a big lie. That's not true. That is not true.

[0:22:25]

FT: No.

[0:22:25]

LA: Like, no. No. Tough decision I had to make recently, letting go of people. One of my least fun things about being a leader and a CEO is having to fire people, or lay off people. That is always tough for me, because I don't take lightly when I invest in people, whether monetarily, or emotionally. It's just one of those things that is tough about, running a company, team building. I have conversations with my friends who are also running their own companies and we all have agreed that people management is the hardest thing ever about running a business.

[0:23:08]

FT: I mean, it's a good reason to not run a business, if that is not your thing. I'm raising my hand. I've had one full-time employee in my 20 years of running a company, well, less than 20. 20 years of doing my profession. For 12 years of running a company, I know myself, I don't want 20 people on payroll. I'm not built for that.

[0:23:30]

LA: That's good to know. I don't know if I'm built for that, because – I think that's why I'm also learning what my flaws are in leadership. I'm learning from my coaches and my mentors, what

you do is once you identify what your weaknesses are, put people in place who are great at that thing, so you don't have to do it. That, I would say, in the last three years is my biggest piece of advice for anybody who wants to be a leader, or lead people. Know what you're good and bad at. Then what you're bad at, let somebody else do it. Get somebody else to do it.

[0:24:03]

FT: Yes. Yes. Outsource. Outsource. I want to talk about @BlackBizLove. That is love. You started this in August 2021, a digital awareness campaign that has infused half a million into Black businesses, just that month. I mean, that correctly. Tell us about that. It's incredibly important work. I mean, perhaps it was in the aftermath of Black Lives Matter in 2020, but along with those lines, so I want to talk about where you think we are in our social racial justice movement, the modern one, right? Have we lost momentum? What's going on?

[0:24:43]

LA: Yes. BlackBizLove was born out of just the fact that I typically try to seek out small businesses, Black-owned businesses for products. My favorite lip is the lip bar, a boss lady. I wear it all the time. Just naturally, I talk to my audience about what I'm wearing, what I'm loving, what I'm clicking, what I'm doing. They trust my judgment, because they find that whenever they actually buy the thing I love, they're like, "Oh, my God. I'm obsessed now." BlackBizLove actually kicked off after some news articles came out about people's hygiene habits. I just like, while I was in my bathroom in my robe, I filmed a video of me just ranting with the fact that I'm we live in a developed country and unless, there's some really deep extenuating circumstances, we should all probably have certain hygiene habits.

I showed a sponge that I use, a mesh sponge that I use every day. I'm like, I've been using this since I was little. In 20, in 48 hours, that mesh sponge sold \$50,000 with the units by my audience.

[0:25:50]

FT: Oh, my gosh.

[0:25:52]

LA: In 48 hours. I went, “You know what? August is Black Business Month.” I said, I'm going to go – I'm going to do the audacious thing of featuring a different Black business on my platform every day in the month of August, across verticals, whether it's home decor, candles, whether it's clothes, or toothbrushes. Yes, over that 31 days, my audience spent \$500,000 on these businesses. I continue BlackBizLove, because I constantly talk about what I still love.

It was very much, also because small businesses, Black businesses specifically are underfunded, under resourced. Yes, it's good to raise awareness about them, but I really wanted to also raise capital for them. It was awesome for my audience in that moment who really trusts me to say, “We got you. We're going to actually support them.” It's been awesome, because a lot of people who bought those companies are like, “Now I'm a regular customer from them.” That other question you're asking about, where we are in our racial – oh, man.

[0:26:55]

FT: The continuum. Yeah.

[0:26:57]

LA: The Black businesses was a great example of ways in which people don't put their money where their mouths are. Because yeah, to your point, it was a year after the Black Square summer, where all these brands put Black squares up on their Instagrams to be like, “We support Black people. This is not okay and we're going to pledge all these dollars.” Well, a study was done after the fact where all the money pledged, most of the money pledged, they never actually went through with it. They just said the thing, they didn't do the thing. A lot of times, we get stuck in saying the thing without actually following up with action. I'm like, for those of us who have platforms that people trust, that people engage in, that people listen to, in what ways can we be a part of the change that the grand brands are not actually following through?

Me being able to do my small part of being like, “Hey, y'all. Support these businesses, because they're not the ones that are being sent to the big retailers. They're not the ones that are being funded by VCs. They're not the ones that are being given grants and these huge resources. Let's do our part to give them capital.”

[0:28:06]

FT: That's amazing. What are you into now?

[0:28:09]

LA: Ooh, what am I into now? Oh, man. I'm into a lot of things. It depends. Give me a category.

[0:28:16]

FT: Well, let's stick with beauty. I think it's always – I mean, you always look fabulous. You're very thoughtful about your brand, can I just say? I mean, everything –

[0:28:25]

LA: Thank you.

[0:28:25]

FT: - feels very concerted and very you, very authentic. I love your shoes. I love your jackets. I love your red lipstick. You're iconic. You're already iconic and because you've just started. Yeah, I want some beauty tips. Then I want to know what's next. what is next? Because what is next, because that's also part of the – it's the excitement, but it's also the hard work, right? Of always having to think about your next act.

[0:28:57]

LA: Yes. A beauty tip. Danessa Myricks is a makeup artist and she has something called a blurring powder that's available as a forum, that literally you put it on your skin, it literally erases your pores. It looks amazing.

[0:29:15]

FT: Instagram filter.

[0:29:17]

LA: Yes. It's an in-person Instagram filter. Danessa Myricks. Again, I actually, I support the lip bar so much, because I think they've somehow nailed the perfect red lip. It's called Bawse Lady/ I'll tell you, your audience can use a coupon code, Luvvie 10 and they'll get 10%. It's good on any skin tone. It's a blue-based red. I don't care if you're light, if you have a yellow tint, if you have a green olive tint, if you have a neutral undertone, it looks good on every woman and it stays for seven hours. It's called The Bawse Lady Lip Bar.

[0:29:59]

FT: Okay. Here's what I'm going to do, I'm going to buy *The Troublemaker Make a Mess*. I'm going to buy this lip balm, or lip bar. I'll buy a few and I'll give them out to the audience. Stay tuned for the end of this episode to learn how to qualify, to enter to qualify for this bomb giveaway.

[0:30:18]

LA: Yes. I love that for you and them, because when they win the red lip, they're going to be like, "Oh, my God. This is what I wear all the time now."

[0:30:27]

FT: I've always been intimidated about a red lipstick. I've always gone pink, or peach. I feel like I can't pull it off, but I think that this could be it. This could be it for me.

[0:30:37]

LA: Can you try it for me? Try it. Take a selfie, put it on social and please tag me, Farnoosh, because I want to see how fired you look in this red lip. I promise.

[0:30:47]

FT: Oh, yeah. All right. Done. Consider it done. Before we go, what are you up to next? How can we continue to support you and your next project?

[0:30:57]

LA: Yes. What I am up to next, well, one once *Little Troublemaker Makes a Mess* is launched and I have my tour, which I'm in conversation with Tabitha Brown virtually, so people can tap in on that. I'm going to take the summer off to catch my breath, to frolic with friends and family and to just have a good time. Then I am going to be back in September and I'm going to do a book publishing course, book marketing course. I have been able to hit the times list three times. We're claiming four times with *Little Troublemaker Makes a Mess*, because I drive it in the way I brand the books and the way I market the books. I'm able to do this over and over again. I think I have the cheat code.

I really want to pass it on, because I think so many of us have stories and ideas that need to get out to the world, but there are so many ideas that never get up, because people don't see it through. I want to be an enabler of that. Book publishing course is coming. If anybody wants to get notified for that, they can go to luvvie.org/connect. Sign off with my newsletter. You'll know when the book publishing course is ready. You'll know about any other thing that I have going on. Yeah, that's what I have planned.

[0:32:11]

FT: Well, could you, a little ask, come out with that course tomorrow? Because I have a book coming out in October.

[0:32:22]

LA: Oh, you're about to be in boot camp.

[0:32:25]

FT: I mean, I'm in hell right now. But I'm watching you, Luvvie. I'm watching you, because I'm so inspired by you. I'd love to learn everything you have to teach and maybe I will take it in as a crash course.

[0:32:44] **LA:** You know what? I'm going to start thinking about you when I think about delaying the fact that I've been – this is something I've been sitting on for four years. It's been on my mind for a while to do this class, because publishing and books are hard. They're hard. Honestly, publishing houses were not built to be the machine to market it, right? The success of a lot of books ends up being on the author, just because the publishing house, their job is to just print. They'll do their best, but you need to also come with your own magic, which is why I'm excited for this.

Legit, I'm going to be thinking about you. If I even think about procrastinating on this class, because I know that people need it. So many people need it. I'm going to demystify all those different pieces about what makes a book successful.

[0:33:31]

FT: Well, I'd be happy to contribute, because I've done a book workshop in the past. I've written three books, but it's been 10 years. I'm learning all again for the first time. I feel like, what I could offer your audience is just how to get on, how to get press, as someone who worked in the press, who is the press, who gets press. It's not the only thing that moves the needle, of course, but it's important to get on those on those platforms, but I love that you're doing this. I look forward to everybody who's going to take this course. Thank you for gracing the show once again. Let's not let seven years go by.

[0:34:12]

LA: I know, right? That's so long. I did not realize it's been so long.

[0:34:17]

FT: But it's so nice to connect with you. I'm a super fan and you're always welcome back. Congrats, congrats, congratulations on *Little Troublemaker Makes a Mess*. Stay tuned, listeners, for that freebie sweepstakes/giveaway. I don't know what I'm calling it, but you're going to get a lipstick and a book if you listen for the end of the show. Thanks, Luvvie.

[0:34:40]

LA: Thank you so much for having me. I love sharing space with you.

[END OF INTERVIEW]

[0:34:46]

FT: Thanks again to Luvvie for stopping by. Here's how to enter to win *Little Troublemaker Makes a Mess* and a free Bawse Lady Lipstick from The Lip Bar. What you want to do is between now and May 2nd, which is next Tuesday, which is when Luvvie's book comes out, leave a review of this episode. Tell us what you liked. Tell us what you learned and I will select next Friday, May 5th, someone who left a review of this episode to win this book and this lipstick.

All right, to repeat, if you want to enter to win Luvvie's new book and the lip bar lipstick, leave a review of this episode. Tell us what you liked on the Apple Podcast player. Let us know that you listened to this episode, what you learned in this episode. Do that by May 2nd, Tuesday, May 2nd. Then on Friday, May 5th, I will select one of those reviewers to win this prize.

If you'd like to learn more about Luvvie and get on her newsletter and not miss her course and everything else, the website is luvvie.org/connect. Luvvie.org/connect. Luvvie is L-U-V-V-I-E. All right, see you back here on Friday for Ask Farnoosh. I hope your day is so money.

[END]