

**EPISODE 1598****[0:00:00]**

**FT:** So Money episode 1598, the art and science to making life's big decisions with best-selling author, Stacy Ennis.

***SE:** I find that people think they have to, like suffer a lot before they get these big opportunities. It's like I have to pay all of these dues. I need to develop all of this. Where I actually think that – here's the thing, I trust myself enough to know that if I get an opportunity, I'm going to deliver on it. That might mean I have a lot of extra learning to do. It might mean I need some mentorship. It might mean I need to hire a coach or get some support with my team, for example. I trust myself. I trust my ability to deliver on the things that I commit to.”*

**[INTRODUCTION]****[0:00:09]**

**ANNOUNCER:** You're listening to So Money 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.

**[EPISODE]****[0:01:12]**

**FT:** Welcome to So Money, everybody. I'm Farnoosh Torabi. I have an incredible guest here with us today who is going to open up about many of her life's big, hard, exciting decisions, how she makes these decisions, the calculations, and how we can apply some of this thinking when at

our own crossroads in life. Stacy Ennis is a best-selling author, book coach, and speaker on a mission to help leaders clarify their ideas and harness their unique story to make an impact.

Her background includes ghostwriting for a Nobel Prize winner in medicine, leading as executive editor of Sam's Club Healthy Living Made Simple, a publication that reaches around 11 million readers. Her best-selling book, co-written with Ron Price, is entitled *Growing Influence: A Story of How to Lead with Character, Expertise, and Impact*. Stacy is also a TEDx speaker and the host of Beyond Better, a podcast that explores how to create a business and a life that you love. With Stacy, we're going to explore how she thinks about big choices in her life, her choice to live internationally and be location independent with her husband and two children.

Today, they reside in Portugal, how to leverage success, and turn the seed of something great into something even bigger. Her definition of living a life that is beyond better. Even if that means disapproval, going against culture. I really enjoyed this one, and I think you will too. Here's Stacy Ennis.

Stacy Ennis, welcome to So Money.

**[0:02:47]**

**SE:** Thank you so much for having me, Farnoosh.

**[0:02:49]**

**FT:** I love having guests on, and you're an example of this, who demonstrate so many different talents, so many different ways of thinking that I think are interesting to our audience. If there was a theme for this show, I think it would be something around your ability to make really good decisions, hard good decisions. Your decision to move to Portugal, for example, and be location independent. Your decision to become an entrepreneur who focuses on supporting authors, and you're an author yourself, and how you do that, right? Especially, because these are really challenging, pivotal, requires not just courage, but probably other things too.

I'm really enjoying your podcast as well. I want to get into the themes there that you focus on, which is this idea around building a better life, not just better, but beyond better. How you define beyond better, and how we can, in these times, when it feels like we're just trying to keep head above water most days, how we can strive for beyond better. Really excited to dive into all of this with you. First of all, though. I know a lot about Stacy Ennis, the professional, the entrepreneur, the successful best-selling author, but take me back before all of that, before you started to make these really big jumps and leaps in your career in making these hard choices, these hard, exciting choices. Where were you in your, say, early 20s, mid-20s?

**[0:04:23]**

**SE:** I grew up in Boise, Idaho. That upbringing was very basic suburban American, like everything you think of growing up in suburbia. At the age of 23, well, my then-boyfriend, future fiancé and future husband moved to the Dominican Republic. I graduated my undergrad. We took jobs in the Dominican Republic. At that age, it was such a formative age for me. I was plucked out of this very homogenous place that I'd always known. I had never really traveled much. I think I went to Canada once and on a cruise to Baja, Mexico, but other was, it was all just within the continent of US.

Suddenly, in my young 20s, I am now living in the Caribbean. I am running a high school English department. I had never taught before. I'm really just thrust into this very new life. I changed a lot. I really inherently changed. My value still remained, but I began to open up and see the world in new and different ways. From there, we then moved to Vietnam. That was just a totally different world, going from Caribbean culture into now Southeast Asian culture and navigating this new place that we were living in.

It was all very exciting, all very fun, but it also taught me a lot about both adventure and bravery, but also human suffering. That was not something I had ever experienced firsthand before. I had never been in a developing country at all, let alone lived in one. Now, we've lived in three. So, for me, that was important, because it helped me see beyond this box that I grew up in and really developed empathy and a view of my place in the world rather than just my place in American culture. That's really been a springboard for everything I do now.

**[0:06:33]**

**FT:** Was your family supportive at 23 to move to the Dominican Republic? I'm thinking my parents. It was hard enough to convince them I wanted to come to New York from Massachusetts. The thought of leaving the country, how did that sit with your family?

**[0:06:48]**

**SE:** They were not happy at all. It was compounded by the fact that I was meant to go to graduate school. I actually turned down a couple of full funding offers and went to the Dominican Republic instead of graduate school. They were not very happy about that. I did eventually loop back around and go to graduate school. I made them happy in that regard. At the time that I lived in the Dominican Republic, it was ranked the number one, most dangerous country in the world for foreigners. This was because of the mortality rate for foreigners in the country. I think they had real concerns when I moved, but of course, being 23, what do they know?

**[0:07:30]**

**FT:** Yeah. Well, I want to circle back to this later, because for listeners, maybe you're not at a crossroads reel, like I want to move to another country. I think we've all been or will be in circumstances where we're going to make choices in our lives that won't sit well with people close to us, whether that's family. It could just be cultural expectations. Later, as you will share about moving full time to Portugal, I want to know how you managed to reconcile with that, because that's not a small thing. As much as we want to be, like we're independent.

We can make our own choices, but family is family. Although, we can even have differences with our family members, I think it's hard to break from at least just that expectation, whether it's cultural or familial. I can see where moving. You've had an early experience with it. You flex the muscle. What prompted the move to Vietnam and then these other foreign countries?

**[0:08:30]**

**SE:** Well, we moved to Vietnam. A lot of it was because of safety. I mean, we had already been held up at gunpoint. My husband had been chased by a gang one night –

**[0:08:40]**

**FT:** In the Dominican?

**[0:08:41]**

**SE:** Yes.

**[0:08:42]**

**FT:** Oh, my goodness.

**[0:08:42]**

**SE:** We were chased in a car – like a taxi driver tried to run us down in his car. I mean, we've had all these crazy situations happening where we were living. So, it just became to the point where I just didn't feel safe there anymore and I wanted to go somewhere else. We were thinking, "Where could we go that's very safe?" Southeast Asia generally is a very safe place. It was amazing to be able to just walk freely around by myself living in Vietnam and to just feel completely safe. It was absolutely incredible.

Before we even moved, I had no desire to do this. It was really my fiancé, boyfriend at the time. We met during our college, during a college literary theory class. He had just returned from this typical college guy, six week backpacking trip in Southeast Asia. He had planned to return to Asia right after he graduated, which was going to be in a few months. In these very dramatic three months of our dating relationship, we thought he was going to leave and it was all so dramatic leading up to his departure and he decided to stay with me on this agreement that he would get his graduate degree. I would finish my bachelor's. Then we would leave after that.

Then I think having then lived in those couple of countries, we had this itch to continue exploring, continue really seeing the world and traveling, but we had a bit of a pause. We came back to the US for eight years to go to graduate school, to have babies. It was really interesting that time, because we weren't unencumbered. We couldn't just up and go with no responsibilities. We had young children. So, that was a whole different experience moving abroad with our family first to Thailand and then to where we are today in Portugal.

**[0:10:39]**

**FT:** Having a good partner in all of this seems imperative. The fact that you found somebody so young that was on the same page with you in terms of, and you want with him in terms of like he was the one who was more aggressively about this in the beginning. Your advice for others in terms of like making sure you're with the right person.

**[0:10:55]**

**SE:** Hey, marriage is hard, no matter which way you look at it. Certainly, moving to all these different countries together has had its fair share of challenges. I do feel like we really pressure tested our relationship. We dated for three and a half years before we got married and we lived in all these different locations together. The thing that I'll say about my husband that I feel is unique about him is he's really given his life to our family. That's really what his world is. It's riding his bicycle and being with our family.

Obviously, when we were younger, we were both teachers. He was working, but he's been home now with our kids for nearly 11 years. That has enabled us to have the location independence which is such an important piece. That to your earlier point is connected to having a business, having that flexibility and freedom of choice.

I think to me that's the most important piece is location independence means that it doesn't mean that you're going to move to Thailand. It means you can. It means you could go spend a few months in Europe if you want to. It means you can adjust your schedule as needed or your location as needed. There's a lot to that piece and we've both been very in sync. I think it can be

difficult for couples who they're not on the same wavelength, but fortunately we have been all along.

**[0:12:27]**

**FT:** How did the big decision of you running a business and your husband being more of a full-time caregiver? How did that decision manifest? That's another big decision. I think that couples may have be challenged by, just because maybe it's not what their expectation was going into the relationship or culturally again, that's not what they see as the norm and that's something that they have to address. How did that decision come about?

**[0:12:57]**

**SE:** Yeah. It's such an interesting topic because, I mean, you've written about with having a female breadwinner in the family. Where we're from in the Northwest, it's a very Christian community, which means that there are certain gender roles within the community that we were raised in. Certainly, while my parents are very supportive, I was raised within a community that taught me that I should stay home with my children. That was the narrative that I was given from the time I was very small up until I had my kids.

For us, part of it was pure financials. I mean, we looked at my husband's possibility as a teacher and my possibility as a business owner. We had a nanny for, I think, the first five months of our daughter's life and it was just horrible. We were struggling. I don't know. I have so much respect for people that are able to manage two careers, but for us, it was just not working. So, we just decided to put faith in me, because we looked at the numbers, we thought through it. We could see that there was a lot more potential if we really leaned into my business versus trying to split our time energy and attention.

I think the other piece of it is that he really leaned into that. There was no – he's never been one to feel anything about him taking this role or some sense of insecurity about it. He's just very anchored in who he is. So, even though, frankly, we have gotten a lot of passive aggressive comments, or little judgments, or little things here and there –

**[0:14:43]**

**FT:** What's the worst thing someone said to you? What's the most annoying thing?

**[0:14:46]**

**SE:** Oh, I think it's the eyebrow raise, when I say my husband's day is home. They're like, you know? Like they don't believe it. It's interesting though, because we know, so many people always assume that my husband is military. This is the first assumption they always make. We've had a lot of those in our life of just having to look at what we want, what our vision is and make our own decisions based on what we want for our life, not what other people tell us we should want.

**[0:15:22]**

**FT:** Yeah. That takes more than courage. I think it takes a lot of compassion, which might be a surprising word to use in this context, because at least for me, at some point you just have to make peace with it, because it will derail you and it will consume you. I mean, for me becoming the breadwinner in our marriage, like you, I deal with a lot of eyebrow raises and side comments. What I came to realize is that, yeah, what I'm doing is comparatively foreign to them. It's not my job to try to change their worldview, but I can have a little compassion for their lack of experience, lack of worldliness, lack of ability to be flexible and like a little bit more open minded.

They are who they are. I am who I am. That's where we're going to leave it. It's not that I'm going to not like these people. It's just that, actually, I'm just going to have, I'm going to try to have more compassion for them and for what they're experiencing. This isn't about me. This is about them. It's about their inability to see a different way of living. A lot of times when people reject you, it's because they're questioning their own decisions. It's a threat. It feels like threatening to their own choices in life, which they have thought for so long was the "right way." I'm using air quotes. So, here you are performing something different and seemingly happy and it's rocking their world in some really tough ways. That's for them to deal with.



You did a recent podcast on Beyond Better about your four years so far in Portugal. I'm not surprised now to hear that you decided to move there, but what made you stay? I know too that there are a couple of challenges as your children are getting older. One is education and the other is health care. With those two important factors, things not working out perfectly necessarily in those areas, how have you decided again to make this a longer-term venture?

[0:17:23]

**SE:** Yeah. It's interesting, because we never came here with that intention. Actually, to your earlier point on making good choices. We made a bad choice before we moved to Portugal. We moved to Thailand and we thought this was going to be our place. We thought this was going to be the destination where we would stay for a while and really have a good life there. It just turned out to be a really difficult, really, really hard year in Thailand. So, for us, I think one of the anchors that has really helped us is some wisdom a mentor of mind gave, which is you make a choice and then you make another one. There's always freedom to make the next choice. I felt that to be so freeing.

When we were in Thailand, we had another hospitalization for our child. We'd had so many since we moved. My husband and I looked at each other and we said, "We chose to move here. We can choose to move somewhere else." So, we cast a wide net. We were looking for a place that was safe, affordable, family-friendly, a place that was in the region of the world that we hadn't lived before, because we wanted to explore a new part of the world.

I had good cycling, because I mentioned my husband's a cyclist. Close to an international airport for my work. We started with Spain and we ended up with Portugal. For a lot of reasons, I could happily dig into if you want regarding taxes and visas and other things like that, but the short of it is we landed on Portugal and we moved to the south. Portugal is in three core regions. You have Porto in the north, which is a little colder and rainier. You have Lisbon in the middle. That's the largest city. It's what most people know. Then you have the Algarve in the south and we're in the western Algarve. It's sunny. It's Europe's vacation destination. All the Brits come here. A lot of people from around Europe come here to vacation.

What we found living here is beyond I think what we ever had hoped for in a place. It has really become home to us. It's become a place that is such a good counterbalance for me. I'm a naturally type A personality. We live in this little laid back beach town. For me, it's such a great balance and it enables me to have a little bit more of a slow, peaceful life. There's a lot of cultural elements that are really complimentary for me. A lot of people shut down their businesses for one to two months per year. I did that this year. I actually, shut down for one month, because I'm like, "Hey everybody else is doing it. Why can't I do that too?"

The food here is amazing. We order from a local farmer and pick up all our produce on Saturdays. We're very connected to our food chain. We're wasting a lot less. The beach is a mile and a half from us. I mean we have just so many great things. There are challenges for sure, but right now on the whole, we're really happy. So, I don't foresee us leaving anywhere in the near future at least.

**[0:20:38]**

**FT:** You said it's a blessing and a curse having so much choice in this episode that you did around your move to Portugal. It sounds like a very stable life which as parents is very, very important. It almost trumps all. So, you mentioned there were some challenges. What are some of the challenges? Seeing these challenges not as so much of a big deal, because you have some of these other benefits.

**[0:21:06]**

**SE:** Well, to your point earlier it's a lot easier to have a – well, you didn't say that it's easier to live this path that's laid out for you, but when you were mentioning people feeling a little bit threatened or like – by making different choices it causes them to question their own choices or to feel insecure. I think there is so much ease in this. I've been raised in this place. I will send my kids to this school. Everything is contained and all of my decisions have been made by the location that I live in. By this path that I'm following.

I have many wonderful friends who are living that path that was set out for me who are very happy. I think when you make a conscious decision and you have awareness around this path

that's been laid out for me and I'm choosing to go down that that's a very different thing than having blinders on and not recognizing that you are defaulting versus choosing, making a choice. But the thing that's hard about choice is that choice is endless. I said earlier you make a choice and then you make another one.

Sometimes you get to that point where you have to stop the choice in some scenarios, because you can keep second guessing questioning. You have so much flexibility and choice making power that sometimes it can be difficult to just accept where you are, be content with where you are. That's something I've definitely had to navigate. For us right now, we're really struggling with we love where we live. We're so happy. We have friends. We love our town, but currently there is not a good secondary school system that's close to us.

There are many that are 45 minutes from our house, but that is a real issue. Then the other issue that we're facing in our region specifically is that the pediatric care has been disappearing across the entire region. It's been a problem since we first moved here and it's just gotten worse. It's not getting better. Those are some things that we keep asking ourselves. Our life is so good. We have these few things. They're very important, but do we give up this really good life, move to a new location, and maybe we have these two things, but what if we then lose all of these other things that are so good about the life we have? That's a really hard thing to weigh, because these are unknown. You can't know until you live it.

**[0:23:49]**

**FT:** Yeah. But, you know, I would offer the things, like lifestyle and friendships. That is to an extent something you can control more than a lack of resources. If there's no school or hospital or pediatric care, like you cannot control that, right? For us, I feel like we even with our move from the city to the suburb, 13 miles away, not exactly in ocean, like you and your husband have, but even that was hard because again, we loved living in Brooklyn. We loved the community. They build the walkability. Those are not small things.

I mean, I will say it contributed to our health, and our mental health, and our physical health. It was very sad to leave. There were lots of tears. What we ultimately anchored our decision in moving to the suburbs of New Jersey is that, it was going to be effectively better for our kids,

because of the school system. Our kids, one of my kids has ADHD. So, it was just, do we want to keep throwing money at these problems, which in New York, you can, because there's always a financial solution to everything in New York City. But, no, because we were tapped out and we wanted to leave some money for other things.

We made a location decision, anchored in our need for resources that were just not flexible in where we were. Maybe I could have navigated the New York City public school system. I was really worried about culture here. I was worried about friends. I said, "Let's just move somewhere where we at least know one person and not completely different place." I can start with one person and move from there, build my network from that person.

I'm just saying this to maybe encourage you that the life that you have built, yes, is based on perhaps some of the exposure and the community that you have currently in your town, but you will be who you are in the next town. You will attract similar things in the next town. You will attract similar energy, and people, and community. Those things are more flexible, I think, than public resources.

**[0:26:01]**

**SE:** I think those are all such good points. I mean, and we have definitely demonstrated that over many cities and countries. It's a really good thing to anchor into. What's interesting in this decision-making process is, I'm asking the question of, what are resources and what do we need for our children? So, there's the structural resources, the infrastructure resources, like schools and medicine, but then there's the natural resources.

We live in one of the most beautiful natural places in the world. We have endless trails and all of this outdoor opportunity and some of the freshest air you've ever breathed. There's so much that we're considering that would not be the same, if we were to move to what we're looking at right now, which is outside of Lisbon. I 100% and it's interesting, because those are things that I wouldn't have even thought about until we were here. They weren't things that I had in my point of consideration until we experienced it.

It's an interesting place to be and it does make it more complicated to have choice. All the things that you just talked through, I hope that helps somebody who's thinking through their own decision-making, because you could have just said, "Well, this is where we are and that's that and we'll just figure it out." You did and this is what we did as well. You looked at the kind of life that you want to have for your children and for your family. You made a location decision to get to that life. That's what we've done as well. I think, it's such an important thing to anchor to.

**[0:27:41]**

**FT:** Yeah. Location is so important. Guess what? You said, you can always make another choice. We came in with that mindset too, that we're going to move here and it could not work out. We're going to be ready to make another choice if we have to. We're already thinking ahead as our children get older and leave the nest. Are we going to stay here? Probably not. I don't know. It's like, 40-60 at this point. I'm looking back at New York and really reminiscing and thinking, "Well, we should go back to a metropolitan area.

Your decision to move to Portugal and then any foreign country, just really quick for anyone who's like living in the States and going, "Yeah, but language barrier. How am I even going to get a visa? How would I even begin to find work?" As an entrepreneur, it's a little different, the path and probably a little easier, but what's your container come back to that? Because I think those are the biggest immediate question marks people have about moving abroad is like, "How would I even make that work from a language perspective, from a job perspective, from a technical visa perspective?"

**[0:28:52]**

**SE:** It's hard. I'm not going to make it sound it's just a simple thing to pick up and move to a brand-new country. I encourage anyone who has that inner longing, this part of themselves that's, like maybe this would be an exciting adventure for me to just sit down and put some logic to it. When you created a plan for yourself and you execute that plan, it becomes much simpler. What we did, we had been talking for years about moving to Thailand and finally one day my husband and I just looked at each other and we're like, "We are so tired of talking about this.

Let's just set a date and we'll announce it to our family and that'll be that and we'll start working toward it.”

We set a date 18 months out from that date. We had a whole thing with my – we had my parents over had like a slide up on the television and announced this to them. That made it real. That was really important, because when it was just between us, it wasn't out there in the world. We set this date and then I took all of the normal project planning skills that I bring to anything. I set the timeline. I organized the things that I needed to do. Then I started executing on that plan and then I got help. We hired an attorney to support us in our visas, our immigration. That was really, really important and money very well spent. I highly recommend getting legal support.

Language. Yeah, I mean, sure, but remember other countries, people speak five languages. We just don't learn any others in the United States. Language can be learned. It's like any other skill. You have to put effort and energy into it, but you can learn it. You can also consider moving to a country that has a high tourist population. Generally, there's a lot of English there, so you don't have as much of a real need to learn the language, although I think you should personally, for respect to the area. There's a lot of things that will be areas that you will have to sort out and figure out, but everything is possible to figure out. It's just a matter of doing the research and executing it and treating it like a real goal that you have.

**[0:31:15]**

**FT:** Nothing like a good deck. I love making a PowerPoint or a Google slide. It just puts it. It makes it real. It makes it real. It makes your dreams come true. I love that. I love that story. It reminds me of, oh, gosh, who was the actress? Emma Stone. She was trying to convince her parents that she should pursue acting and they should move to LA for her goals. She made a PowerPoint.

**[0:31:42]**

**SE:** I love that.

**[0:31:42]**

**FT:** They're like, "Okay." What an ad for PowerPoint. I want to shift gears a little bit to your career. As I'm reading your bio, I'm like, "Oh, my gosh. This woman has done incredible work." You have built this multifaceted business. You, yourself, a best-selling author. You also help other authors as a book coach, and you also are a speaker. The books that you have written or co-written. Audience, check this out. Stacy's background includes ghostwriting for a Nobel Prize winner in medicine and leading as executive editor of the Sam's Club Healthy Living Made Simple Publication, which reaches 11 million readers. That's more than, I think, most publications, I will say, confidently.

You have a best-selling book that you co-wrote with Ron Price called *Growing Influence: A Story of How to Lead with Character, Expertise, and Impact*. You're also a TEDx speaker, and we've mentioned your podcast Beyond Better. I was listening to the podcast, and you were talking a little bit about, on a recent episode the definition of success that you carry throughout your work and how – I think this is important, because success is so – we tend to create a roadmap for ourselves towards success that is just someone else's roadmap.

We love to copy-paste success roadmaps, like that person, I want to do what they did, the same things, yeah. That's me. Of course, that doesn't always work. I think everyone should have an individual definition. It's important to know what it is, because for me, and we've talked about this offline, like it really anchors the decisions I make in my career, why I do the things I do, and the things that I don't do, especially.

You define success as first discipline and consistency. Got to agree with that. Showing up, doing the work. I love this part. The other piece you say is, leveraging the successes that you do have to create more abundance and opportunity for yourself. Let's focus on that. Maybe through this definition, you can talk a little bit about how you've built the business that you have, like what was the seed of success for you that you've now leveraged over and over again to build this multi-faceted, rich, rich company?

**[0:34:02]**

**SE:** It's interesting looking back, because I'm sure for your own career, Farnoosh, if only it were just this nice, simple, clean path that you could offer up and say – this is from here to there. I think the core defining factor, and this has been true in my work and in my life choices, has been, I am the person that puts my hand up and goes for things even when I am terrified. I think an example, Sam's Club magazine is a great example. I ran that magazine when I was 27 years old. I got in as a proofreader and proved myself as I rose up. When an opportunity came up, I put my hand up and I said, “Hey, I can do that.” Even though objectively looking at my resume, I didn't look like somebody who should have that job, but I had proven myself. I had gone for opportunities. I'd done the work. I hustled really, really hard early in my career.

I think it's really important to have a point in your career where you really switch over to balance, because some people, I think hustle for way too long and end up missing out on a lot of life. But certainly, in the early years of my career, I hustled very, very hard. I really sought to not only go after the opportunities, but also really develop my expertise in the official route. That's why I went through my master's degree in writing and editing alongside all this professional experience. Because I've always sought to be the best at what I do to really develop to my fullness and really reach where I can reach.

I think that's all well and good. But if you don't raise your hand, if you don't make the introduction, if you don't make the ask or put yourself out there and maybe get a little embarrassed sometimes, you're going to miss out on those really cool opportunities. Then when you do get some of those cool opportunities, you have to really leverage the heck out of them. You need to show them. As an example, before I got hired into the Sam's Club publication, I helped found a regional magazine. I was invited to be managing editor, had no experience. I should not have been, but I did a really good job with that.

I was able to take this beautiful magazine that I helped produce. I brought that in when I went to go put my name in for this opportunity at that publication. Then I was able to leverage that publication to get opportunities with some other future opportunities. Sometimes you also have to toot your own horn a little bit. You have to be your biggest advocate, because who else is going to do it for you?

**[0:36:57]**



**FT:** I know. Even the little things that may not seem important. Well, they're not even little things. They're very important, but we undervalue them, like even in your bio, you say, Sam's Club, the magazine, the publication reached 11 million readers. That's an important bio tidbit, right? Because that's what our society values. That's what – and rightfully so. I mean, we want to work with the best and that labels you as somebody who's at the top of her game, like you were given that position.

I also want to say that when you're talking about leveraging and being your biggest advocate and raising your hand for opportunities. I think that there is something in you that might even be just in your DNA. I don't know. But you're very – would you say this is true? I think this is true of you. That you're able to spot those opportunities to know their leverage worthy ahead of time. You see things differently, whereas those who were not raising their hands, how are they looking at that opportunity differently than you?

Maybe it wasn't their goal to become an editor, I get it, but maybe they were like, “Oh, it's going to be a lot of hours. Oh, I don't know if I'm ready.” They're also not thinking, “I'll do this for six months or a year. Guess what's going to happen after that?” Something 10 steps higher, because this is a real pillar. Do you feel like you have that sixth sense to know when things are right, because they're going to be easily leveraged? How do you know?

**[0:38:28]**

**SE:** I'm sure, I've spent a lot of time on projects that didn't pan out the way that I hoped they would.

**[0:38:35]**

**FT:** Same.

**[0:38:37]**

**SE:** Many over the years. You said something important, and I think you said something like I don't have enough experience. What I've found, I'm curious if you've seen this too, but I find that people think they have to, like suffer a lot before they get these big opportunities. It's like, "I have to pay all of these dues. I need to develop all of this." Where I actually think that – here's the thing. I trust myself enough to know that if I get an opportunity. I'm going to deliver on it.

That might mean I have a lot of extra learning to do. It might mean I need some mentorship. It might mean I need to hire a coach or get some support with my team, for example. But I trust myself. I trust my ability to deliver on the things that I commit to. I believe in that so strongly that I have said yes to so many things that I had no business saying yes to. Those ended up being some of the most important experiences of my entire life and career.

**[0:39:42]**

**FT:** These whole paying dues, BS is mostly a virus within the female working community. Steven Spielberg, I was just watching his documentary. Now granted, he was a child prodigy in film, like he got his first camera at 12 or 13 and started making great films. I was watching the documentary, the head of a network when he was only like 19 or 20. He gave him a two-year contract or something. It was like, "Just work and direct these TV shows that I'm putting out." Men get to fast track all the time. Women, I remember I had a boss in fact at Money Magazine. I'm taking us back to like 2002, 2001. I was an assistant and she was the top editor.

There was this guy who was my classmate actually from Columbia, a journalism student, who was working in the building and really, really, really wanted to work at Money Magazine. He was working at a different magazine. He would come into the newsroom, because he could. He was in the building and like schmooze and he would drop off his resume and he would try to get appointments. He would call me and say, "Hey, can I get lunch with your boss?" Like this is how – I don't know what's the word, like it's just gutsy. This guy was.

**[0:41:04]**

**SE:** It's like aggressive.

**[0:41:05]**

**FT:** It's aggressive.

**[0:41:06]**

**SE:** Going after it.

**[0:41:07]**

**FT:** My editor was like, “Who does he think he is? He needs to pay his dues.” Well, a few years later, I saw his byline in the New York Times and he was writing consistently for the business section of the New York Times. He got somewhere. You know who got in his way? The only person who ever gotten his way was another woman who was trying to inflict on him probably the same BS. She was heard. She was given. She had heard going up in her career that you need to “pay your dues.”

I will never forget that. I even too was like, “Yeah, who does he think he is?” I was inspired ultimately by his hustle, because opportunities are not going to wait for you. You have to seize them. Of all the books that you've written, what's been the most – what's the word I want to use here? What's been the most challenging and why?

**[0:41:56]**

**SE:** Oh. Honestly, it's probably the book I'm working on right now, but not in a bad way. I'm working on a book right now about building location independence for your family. In the past, all of the books that I've written have been either I've collaborated with somebody. The last book that I published was co-written. It was such a fun, joyful experience, because it's a business fable and that's so fun to write. Then my first book that came out was about book editing. That's just a how to. It's simple in that sense.

I think this book that I'm working on is so connected to my personal story that it's challenging in the – all of the things that I have worked through as a writer over all of these years. I've

personally written ghost written or authored 17 books. I've contributed to more than 100. I have worked through so many of those writing gremlins that get in your head and stop you from writing. I publish regularly on my blog. I write for – I contribute all the time, but something about working on my own story and sharing the vulnerability of that story, which I bet you can relate to with your most recent book is really challenging.

I have had to almost rework through some of the things that I have already solved as a writer. I guess, like pump myself up a little bit. I have to navigate some of that inner critic and second guessing and questioning and all of those pieces. Yeah, I think this is my next greatest challenge. I hope that that means it's going to be the best one yet.

**[0:43:39]**

**FT:** I think it will. Do you have a working title?

**[0:43:41]**

**SE:** *Beyond Better: How to Build Location Independence for Your Family.*

**[0:43:46]**

**FT:** All right. Last question. How do you define Beyond Better? As I said in the beginning of the show, it's hard enough to just get out of bed some days. How do you define Beyond Better?

**[0:43:55]**

**SE:** Yeah. I think about our earlier conversation of, we're often on a default path. What we're seeking is a life that's better than our parents. This is what a lot of people are really seeking for in their life. They want to do as well or ideally better than their parents. What I'm suggesting is that we think beyond that, that we really deeply connect to our own vision for our lives, for the lifestyle we want, for the location we want, for the experiences we want. We open ourselves up to the possibility that you could live a very, very different lives than the one that you do right now. That could actually be really, really amazing.

**[0:44:35]**

**FT:** I like that. That's so true. It's just like that's the benchmark, just do better than mom or dad. They say that the millennials are the first generation that won't. Maybe you need to find a new definition of success. If we're just focused on the money too, that's the part that's making news right now is that the millennials won't have as much net worth as their parents on average, because everything that's going on. But that doesn't mean you can't have a more meaningful, interesting life.

**[0:45:02]**

**SE:** Yeah. I heard your recent episode with Tiffany, The Budgetnista.

**[0:45:06]**

**FT:** Yes.

**[0:45:07]**

**SE:** That was really interesting. This is where I would really encourage listeners to be willing to really put aside the life that you have right now and really dream from a fresh mindset, like a beginner's mindset of what would my life look like if, because to your point, I think, right now, there's a lot going on in the US, not only with inflation, with housing, with crime, with all kinds of – yeah. Ted political tension. There's so many things going on there.

For us, what we've found is we were able to leave and create this whole new life where we actually don't have to deal with a lot of that. We're living a really peaceful, beautiful life in a totally different place. It's nothing like what I – I had this specific vision and it's turned out a little different than this very specific vision. I have to be open to readjustment and to shifting. I would just encourage people to be open to that, to consider that your life could look, could look different than it does today. maybe that would be a truly incredible next journey for you.

**[0:46:22]**

**FT:** Stacy Ennis, thank you for hanging out with us, as one of your podcast listeners said, because I went down a real deep rabbit hole on your show in your reviews. They said Stacy is like the person you meet at the dinner party, you get home and you're like, "I've got to listen and talk to her forever." I feel the same. I think our listeners do too. Thank you so much. Tell us where we can learn more about you and follow you. If you don't say Instagram, I'm going to be really mad, because your Instagram is on fire right now. You have some crazy, really, really fun stories. Well, fun/ – well, you'll find out, listeners.

**[0:46:58]**

**SE:** Yeah. Farnoosh, this has been such a treat. I've been listening to your podcast for, I don't know how many years at this point. I really admire your work. I'm honored to get to be here and to talk with you. Yes, I'm on Instagram @stacyennis. You can learn more about me at stacyennis.com. I do book coaching. I work with people one-on-one and I run a group program. I'll be running my next cohort in January. I would love to connect with you on social or reach out to me, hello@stacyennis.com.

[OUTRO]

**[0:47:29]**

**FT:** Thank you so much again to Stacy Ennis for joining us. Her website is stacyennis.com. I'll put some links in our show notes, so that you can find her. Like I said, her Instagram is a good one. I'll see you back here on Friday for a fresh episode of Ask Farnoosh. It's not too late to send in your questions. You can direct message me on Instagram. You can email me farnoosh@somoneypodcast.com. Until then, I hope your day is so money.

[END]