

FT: Danielle LaPorte, it is an honor and a pleasure to have you on So Money. Thank you for sharing your time with me.

DL: Oh, I'm stoked. I love talking about money, and I love, I so love, So Money. Let's do it.

FT: Let's do it. Well, first I wanna just share with the audience more about you. Because, you are doing amazing, amazing work and for some listeners on this podcast who may not be familiar with your work, I want you to share a little bit about what the Desire Map is and how it can really help people achieve their goals and really tap into their most fulfilling lives.

DL: Well, here's what I figure, I figured out for myself that I had my relationship to goal setting inside out and my observations I have now had... I've had thousands of conversations with people, intimate conversations about their versions of success and what goal setting means to them. And, essentially we are trained to go after stuff... To focus externally. So, we want to make our first million, our first six figures, or whatever that is. We want the relationship, we want the house, we want the title. All of those things are great to have. This is not about judging what you desire. Want what you want.

DL: But be clear on why you're going after it and my clarity and this is the heart of Desire mapping, is that you're actually not chasing the specific goal itself, what you are going after, what is driving you is the feeling, the feeling underscore, the feeling that you want to feel when you reach that goal, and I think there are no exceptions. I'm really taking a taking a stand for this. I don't care if you are a saint or a rockstar, or a CEO, you're going after the feeling, and that feeling maybe, it may be vitality, it maybe power, it maybe sexy, it maybe connection, it maybe beauty, it could be a lot of things but when you get clear on you're core desired feelings and everything sits on top of that, so your goals for the quarter, for your company, what you're gonna do today, your bucket list, your to-do list all becomes about generating those core desired feelings. For some people it's revolutionary.

FT: And how can people tap into this? You have a lot of different ways that your clients and your readers and your community can embrace this Desire Map, right?

DL: Yeah, the process it's simple and profound. Do the book, do the audios, you can figure it on my website, I'm gonna tell you now go through every area of your life, do a stream of consciousness about what you wanna feel, narrow that down to four or five core desired feelings and do everything according to that. That's the simple, simple version.

FT: So for the type A's out there...

DL: But there's a lot... There's layers in there. There's also a whole layer about the power of gratitude which is scientifically proven that it changes how you approach things and what you attract. And then also because I'm really about what I think is a true version of holistic, there's a... Part of this process is about getting really clear on what's not working. So one of the issues I have with hyper motivational new age stuff and let's be clear I'm a self help author, I'm in this industry, but one of the issues I have is that we don't look at the negative and that's not real, that's not life. So you gotta look at what sucks, what is sucking, why does it suck, why are you triggered and what are you gonna do about it. And I guide you to not spend too much time there. If you have an hour to spend on gratitude verses dissatisfaction. Give 45 minutes to gratitude and positivity and 15 minutes to dissatisfaction. But you need to give time to both, that's the point, let's get real about this.

FT: Well, interesting you use the word gratitude but we'll get to some negative stuff in a minute, but I wanna start with gratitude because I've done enough interviews now with a lot of thought leaders, a lot of self help gurus, a lot of very, very bright minded people who have their financial lives in order and it is what I find as a pattern, the word gratitude comes up a lot, that abundance, fulfillment, freedom, all of that stems from a place of gratitude. And so as we transition now our conversation to talk more about money and how you Danielle personally approach your financial life, how does gratitude work it's way into that?

DL: Gratitude is part of my spiritual practice. Gratitude is part of my bottom line. It is part of my management practice, it's everywhere. When I have a dip whether it's a down day or just like, the negativity of something is challenging me... Sometimes I have to look at the big scope things and say, all of my problems are first world problems. I've just come from having a beautiful facial and a beautiful spa and I gotta deal with a challenging business vendor. Who cares, my life is good. I've got so much to be grateful for. And then there's reframing the problems into things to be grateful for, seeing the gift in it. But, it's significant for me, it is significant for me and it's also part of how I manifest. So I'm grateful for what's here, I declare the gratitude for what I have manifested, for what I Danielle have done, I take full responsibility for my own creativity, my own smarts, my own love, my own capacities.

DL: I also bow in gratitude to universal intelligence and my version of God, and love and the cosmos. This is a dynamic relationship, I'm not doing this alone. And, I also thank life, the cosmos for already bringing me what I want. So I speak in future tense. Thank you for bringing me prosperity. Thank you for protecting my body, my mind, my thoughts, my ideas, my possessions, the people in my life. Thank you for what's already on it's way to me.

FT: If you had to summarize that into your own kind of financial philosophy, a truth bomb if you will since you've got a lot of those great truth bombs on your site. If there's a financial truth bomb that you live by, that helps guide you as you make decisions day in and day out about where your money goes, how you spend, how you donate, what would that be?

DL: Generous people have more to give. That's the truth bomb, generous people have more to give.

FT: Do you have a personal experience with that anecdote?

DL: I love giving. I just wrote this morning before we got on the call, I'm writing out year end, "bonus checks," for my team. There's nothing that gives me more joy, I love it. Oh my God, I love paying people. I love bonuses. I love giving people raises. I love paying people what they deserve. I love writing the checks to our vendors. I love giving people raises. Joy, why would I hold back? Why would I not? And my accountant says, "You're too generous." I go, "Really? Really I'm too generous? It seems to be working."

[laughter]

FT: So listeners out there if you're looking for a job...

DL: Yeah.

[laughter]

FT: Careers@Daniellelaporte.com.

DL: Yeah, and it's hard to get past this gate.

FT: Well, I think that that's amazing, and it probably doesn't just come from left... Out of left field. I feel like sometimes our financial philosophies have been groomed over time, and whether it happened... Whether there was a moment in time or there were a collection of experiences, our history matters, our experiences matter, in terms of shaping our financial frame, frame of mind. And so, what would be one money memory, whether it was growing up as a kid, or even just recent, that you think has really helped you determine better how you wanna live your financial life?

DL: There's been a few defining moments. Lots of defining moments. One is, I co-founded a company. And the short version of the story is, we were falling apart, we had major creative differences, we had big personality gaps and irresponsibilities and it was going south. And I incorporated that company, I got fired from my own company by the CEO that I had hired, myself, to run the company. And it was terrible, they owned my twitter identity, and my Facebook identity. I had to surreptitiously get back all my own social media handles and all that. At the end of the day I was on the hook for about \$150,000, personally, because I had, personally, co-signed a loan that the company had taken out from the bank. And I was meeting with one of my mentors, he's this really... Gazillionaire. And I was losing a bit of sleep over this. And he said, "Look. This is bullying. They are bullying you. You are actually not legally responsible. Forget this, it is not your responsibility to help them sleep better at night. They want you to put a pink bow on this problem, and make it nice and neat and clean for them, 'cause it's a mess." I learned... That was one lesson, and that there's two lessons in this lesson. That was one, "It's not my responsibility to make your life easier, especially if you're trying to make my life harder. I'm going to take care of myself in this".

DL: Now the next lesson was, I had gotten lots of advice, legal advice, mentorship advise et cetera., that I could default, I could drag this out, I could make a deal with the bank where I paid them 30 cents on the dollar, and then I could drag it out another five years. And then the other people who had co-signed things are still involved in the company would be on the hook for this. One of them might lose her home, her recreational property, it would be really... I could make it really bad for them. And I decided to not do that. Even though I didn't want anything to do with anybody anymore. It was not a good idea for us to be in the same cocktail parties. I was not forgiving anybody, including myself, for their bad behavior. I didn't want anybody to lose their house. And so I personally paid back \$150,000 over a five year period, making monthly payments. So that the people that I really did not like anymore would not lose their homes.

FT: Wow.

DL: And that defined everything, and it sounds really cheese, but it's true. Every time I made those payments... It was \$524.97 that came out of my bank every month for so long. I thanked life that I have the money to pay that. And sometimes that's all I had extra money for was to pay that fucking loan, but I did it. And it was those five years paying that and starting my own thing, that I created a multi-million dollar company of my own.

FT: How did you not live a moment in resentment? That for me, just hearing that, I feel like that

just takes a certain level of being at peace with your life and with that other party. How did you find it within yourself to do that? Did you just automate... Sometimes automating right? You didn't have to actually write the check every month you had someone else send the money.

DL: Yeah. Automate's a good... I like that concept. Yeah. Well, I didn't feel... I was really clear about who screwed who. And I wasn't really into forgiveness. I can get more into a deep philosophical thing of forgiveness, but I just like, "I don't ever wanna work with you again. I'm not going to speak highly of you. I will tell people the truth." But I know who I am and I don't fight dirty. I do not fight dirty. I stand in the truth. I protect myself. I protect other people when necessary, but I don't stoop. I'm not gonna lower my vibration to combat that low vibration that I have to contend with. I'm gonna fight from a higher place. I'm gonna exist from a higher place, because that is who I am. That is my frequency. That is how I walk through the world. I walk through the world with a clear conscience. I am a generous person. I deeply believe in my creativity, my capacity to create things that are going to help myself and other people prosper, in multiple ways. A new thought form can create huge prosperity for people, relief and comfort. And I know that I'm a maker. I make stuff that sells.

DL: And I knew where I was going. You have to be really clear about where it is that you are going, not where you want to go, where you are going, because you are pointed in that direction, because you are devoted. And I knew that, even at that time. \$150,000, that was huge, huge money for me. \$524... That made a lot of difference in my life at that time. I'd just been canned from my company. I was living on a lot of credit cards. But I knew I was headed towards being... Personally, being a multi-millionaire and having a very, very prosperous company. So, I knew that \$150,000 was gonna be nothing someday to me, nothing, or not that much. [chuckle]

FT: How long ago was this?

DL: Let me see. They canned my ass in about 2008, so where are we now?

FT: 2015. Not that long ago. 2008... I got canned in 2009 and it feels like yesterday.

[laughter]

FT: I never forget it, but it was also the best thing that ever happened to me as well, in a way. Well, let's talk about failure. This sounds like it was a potential... It could have been a potential disaster and failure, financially and spiritually, but you really turned it around. Is there another moment that you'd like to share that exemplifies financial failure? And the real purpose here is not to be negative, but honestly to talk about the growth that came from that, and the lessons learned.

DL: A financial failure moment? Well that one's a big one. I can give you twisted lesson I learned about money growing up, which was... It was the first time I learned what a credit card was. And I was a hyper-responsible kid, with a hyper... I'd say a very freedom based father. [chuckle] And I was opening the bills and opening all the mail that came in and organizing things... This is I'm like 13, 14. And he just went and bought a bunch of clothes at Sears. I went and got those clothes with him, and I remember this plastic card. And once I got the bill I was like, "Oh, this is how it works. Buy now, pay later." And I thought that was awesome. I really thought that was awesome. But when I was 18 and you get out of high school, the first thing they do, is they mail you your credit card, and that really sent me down the credit card journey. I'm not actually down on credit cards, but I

was not... 'Cause I think credit cards exist so you can start your own businesses. That's how I started many businesses, is on my Master Card.

DL: But the point of the story is, I never had a positive role model for earning, and the power of cash. And nobody taught me about freedom and money. It was about money management, not about money making. And that I learned on my own.

FT: Ok. let's talk So Money moments. So you've already given me so many great nuggets, and I think already we've learned so much about you and your financial philosophies on life, but what about a...

DL: But you want more. [laughter]

FT: Yeah, I want more. Exactly.

DL: It's what I'm here for.

Now let's share a So Money moment Danielle, a time in your life where you had, what you might define as a financial win. It could be for some people negotiating a raise. It could be for others getting the startup funding that they needed for their business. It could for others be raising enough money to donate to their favorite charity or start a foundation. What... Maybe you've had several of these experiences, but what will be one defining So Money moment in your life?

DL: It goes back to what I was saying at top of the call about paying my team. I really believe that... These people are giving me... I get totally choked when I... These people are giving me their lives. They're giving me 40+ hours a week for years. So that their dreams can come true and my dreams can come true and we can do good things in the world. They have this huge devotion. I really believe they should be paid what they deserve which is a lot.

DL: And so my So Money moments come from the raise. It was just yesterday. I let somebody know. She's ready to buy a house and I let them know that, yeah they're getting a bonus this year and they're getting a really significant raise starting in the new year and they'll get another bonus when we launch our next project which is this Desire Map Licensing. And I know that, that is setting her up and I know... I love giving to her because she's worth it, but also I know that she's paying for her brother to take a videography course. She sent her parents to Mexico. I know that it's creating more generosity. There's somebody else in my team, who lives in the Philippines. And she's able to finance Christmas for her village because she is being paid North American wages with us. And I also...

DL: In addition to, these people are giving me so much. These are the immediate people in my circle. I'm not into the glamor of writing a cheque for a few thousands or many thousands to charity in Africa. Because it makes me look more global or more soulful or more culturally aware. I do those things. I'm a big supporter of the work of Eve Ensler. Our chosen charity is V-Day, Violence Against Women and they're working on a global scale and my heart is very happy about that. But if I can't take care of the people in my immediate orbit, then I don't really feel like I'm showing up for life. And if you have somebody who's really in need and not making it... [chuckle] Who is working for you or is in your range and you're not taking care of them, but you're writing charity cheques, I think you've kind of missed the point.

FT: Do you have a ritual, Danielle? I wanna talk now about a So Money, money ritual, where it could be a habit that's either daily, weekly, sporadic, but it's a habit, and that helps you make healthier financial decisions.

DL: I check my money everyday. Everyday, I go to my bank.

FT: I do too! [laughter]

DL: Yep, and I go, "Hey! I see you, I love you, I'm grateful for you, I got my eye on you, I know what's coming and I know what's going." This is like, even if there's nothing to move around, there's nothing to do, or transfer or pay. I just go, "Gotcha, I see you, I respect you."

DL: I like to think of it as I'm honoring the numbers, like "You're there, thank you, I acknowledge you." Every thing just wants to be seen. It's an energetic wink.

FT: I love it, I love it. Okay, so this is the part of the interview, we're almost to a close here. It's kind of like a fast Mad Libs version of So Money, where you fill in the blanks, okay?

DL: Okay, I love these, yeah.

FT: [laughter] If I win the lottery tomorrow, I would...

DL: Keep doing what I'm doing and give a lot away.

FT: The one thing that I spent my money on that makes my life easier or better is...

DL: Food, delivered to my door.

FT: Now, your biggest guilty pleasure that you spent a lotta money on...

DL: None of my pleasures are associated with guilt.

[laughter]

DL: But I know where you're getting at. Facials.

FT: Facials. One thing that I wish I had known about money growing up... We kind of touched on this earlier, but let's recap. What's something that you wish you had learned about money as a child?

DL: Compound interest.

FT: And this also we touched on, but it's worth repeating: When I donate money, I like to give to, because...

DL: Specifically, I give to V-Day. I give to anything that is going to heal women, because when you heal women, you heal the complete culture.

FT: Globally, I agree. And I'm So Money, because...

[laughter]

DL: I am So Money, because I treat money like I treat a good lover; I pay attention to it, and I'm not overly attached.

FT: Oh, yeah, that's... But you do keep an eye...

DL: Yeah, but it's like a love relationship. You give it attention, you give... You treat... You give your man the attention he deserves, and then, there's lots of space. There's lots of space.

FT: Danielle LaPorte, thank you so much for joining me. I learned an incredible amount. We're gonna share your links on the podcast website and tell us where we can follow you on social media.

DL: I'm everywhere. Everything is at daniellelaporte.com. I'm on Twitter, I'm on Facebook, Instagram, Pinterest. It's all there.

FT: Well, we will definitely find you. And thank you again, have a great New Year.

DL: You too, blessings.