

FT: Jeff Kreisler, my friend, welcome to So Money. How are you doing?

JK: I'm doing great. Thanks for having me.

FT: Yeah, I'm so happy to reconnect with you. For those of you listening, Jeff and I, we crossed paths several years ago. I was a correspondent at TheStreet.com and you were one of our most popular video contributors and then I got laid off. The financial crisis happened, the sky fell and we lost a little bit of touch but I'm happy to say that you are doing so, so well. I just want to brag about you for a second.

JK: Please do. Let me call in my mom to get her to listen to this show.

FT: Okay, sure. So, you are the winner of the Bill Hicks Spirit Award for Thought Provoking Comedy, author of the bestseller, *Get Rich Cheating*, which you published right around the time when the sky was falling in 2009. The book has really taken on a life of its own. It goes without saying that you are also a comedian. This is your craft. I'm curious though, when you started your career and you've had quite the journey. What came first, your mission to make people laugh and to create laughter or your mission to make people think more critically about the issues around us, business, politics, the way the world works? Because, your tone, your focus, your angle with comedy is not, you know, it's not slapstick humor. It's not like 'guy walks into a bar' kind of humor. It's really kind of thought provoking. What came first, your passion for comedy or passion for being thought provoking?

JK: I think probably the being thought provoking. I mean I, it's, we don't have time to cover all of the history but basically, you know, I went to some great schools and I went to a great law school, Virginia Law School, and I wanted to save the world. I wanted to be Thurgood Marshall or Thomas Jefferson and those jobs were taken and what I quickly found was that I didn't want to be a traditional, like corporate lawyer and I, sort of as I was studying for the bar, I literally at that time was taking a workshop in comedy and I found that all the things that comedians do, carry around little notepads, carry tape recorders, write down ideas, were things I already did and the more I explore through to comedy and satire and this was sort of before *The Daily Show* exploded but it was starting, was the idea that comedy and satire really can change minds, can make a difference. Now, I don't necessarily think it has all the impact in the world but it's part of the gradual sort of information spreading. You know, look at *The Daily Show* and the thing I think its legacy will be that now when people say something, leaders say something, make a proclamation, the people listening to it will automatically, sort of in the back of their head have Jon Stewart's voice saying, "Well, actually what he really means is..." So, then we sort of look at things more critically and I found that comedy and satire enabled me to sort of explore things that people either didn't understand or didn't want to talk about or were uncomfortable talking about. As long as there was some laughter involved, it made that conversation possible. And, you see comedians doing that all the time, whether politics or religion or ethnicity, anything that they're passionate about, they can have that conversation if there's some laughter.

FT: So, it happened at a comedy workshop, it was kind of your 'Aha' moment. Is that when you decided to merge both of your passions?

JK: I think so. I think it was sort of a gradual progression like I knew that I didn't want to be really a practicing lawyer in the traditional sense. Not that people who do that are, can't be wonderful

people but it wasn't for me. So, sort of over a couple year period I was doing some part time work in the law and I was also doing more comedy and writing and exploring that world and it just sort of at some point the two ships sort of crossed in the night and I jumped upon the comedy one. It just felt like, it felt better to me. It felt, you know, even though it was more uncertain and even though it was 'how am I going to pay my bills and feed my future imaginary kids', it felt like the ship that I wanted to be on.

FT: Now, what was your big break? I'm curious because now you're everywhere and, you know, the momentum had to start somewhere. Looking back, where or when was that moment that kind of really opened doors for you?

JK: First, I will say, in the entertainment industry there's never actually a real big break, that's a myth, but I would say as far as a moment when I felt like, "Okay, I can do this and I can make a career at this." was probably in a two year period. I'd say between 2004 and 2006. In 2004, I got together with a group of people and we did a political comedy tour. We went to Texas and Florida and all the battleground states and it was sort of a left leaning tour and politics was a passion of mine, politics and business, and we made decent money at that. You know, we weren't getting rich but I was like, "Well, we can do this as an audience for what I'm passionate about." That was in 2004. That sort of kept going and I kept growing that audience and doing that. And then, in 2006, was when the opportunity to write this book, *Get Rich Cheating*, sort of first came about that a publisher approached me. I was at *TheStreet.com*, like you mentioned, doing a column and a video there and a publisher approached me sort of out of the blue. You know, it's a story I don't like to tell struggling authors because I got fortunate that they came to me and it was again a moment where I said, "Wow, the things that I want to talk about, the things that I find interesting and I'm passionate about, there's actually an audience and it's actually people willing to, you know, pay a little bit of money, not a lot but a little bit of money to hear these things." And so, in a way, my big break was sort of more internal. It was more mental. It was more, "Okay, it's out there. Let's take the leap." And then, after that I did and since then I've been making whatever earning a living I have just with the humor.

FT: Yes. So, the book is called, *Get Rich Cheating: The Crooked Path to Easy Street*. It is as I mentioned a bestselling book, a satirical take on the way government, politicians, everyone, Wall Street, big business and the insanely rich get richer. The book came out in 2009, which was perfect timing, right, because there were bailouts and Bernie Madoffs of the world making front page news. Now, it's 2015 and your book's still continuing to get a lot of traction, you're very busy, what though about the climate has changed?

JK: Well, I think that there is more of a sense now, more people, I'm trying to find the right way to put it. When I wrote it, one of the underlying themes was this idea that it feels like everyone that's getting rich is cheating. You know, that's not entirely true of course but there were, you know, the baseball players with steroids, the executives that get, you know, ruin their company and get \$40 dollar severances and these things still happen but I feel now in some way there's a greater sense, whether you call it the income inequality conversation or, you know, the Piketty book that's out about capitalism, there's more of a sense that there is some structural, I don't want to say unfairness but the playing field isn't quite leveled and I think that that was sort of what was underlying the book was the idea that, you know, we all believe if we work harder and good people we're going to

be successful. And yet, we see these examples of people that do the opposite and, you know, in the cost benefit analysis there's no cost. They're not getting put in jail. They're not getting arrested, you know, for the most part they're not getting in trouble and it feels unfair. You know, it certainly wasn't meant and it's not an indictment of the capitalist system or something grand like that. It was just sort of calling attention to it and I think the atmosphere has changed and that I think more people are feeling that sense. More people are maybe looking at the recovery since 2009 and saying, you know, "Stock market's great. Corporate profits are great but working wages are the same. And, I think that I've found a little bit more receptivity, is that a word, it's got a better reception sort of at a broader range sort of income and educational levels and a broader demographic. I think when it first came out it was sort of the people that were tuned to this either because they were maybe particularly suffering or they were following certain issues in the news. And now, it seems like sort of everyone that I talk about it with or with whom I talk about it sort of it resonates in some way from, you know, CEOs when I go, like I just spoke in Texas for a bunch of bank CEOs and to, you know, everyday comedy club patrons.

FT: Well, I think we've had time to reflect, right, and become more rational about our feelings. I think when the book came out, understandably emotions are running very high. There was a lot of anger and confusion. We knew the system was broken but we were just kind of buried in our emotions. Rather, now, we've kind of come out of the woods a little bit and we're able to see clearer. And now, we have some distinct leadership as far as, you know, shaping the conversation about what needs to change, whether it's Charles Sanberg, or Jeff Kreisler or, you know, Elizabeth Warren, we have now I think some advocates who can really create structure and soundness around what needs to happen and people are listening, which is the best, I think the best turnout.

JK: Right, I mean I've always said in, I've always guided my comedy in the conversations that it leads to is I don't want to come forward and say this is the correct, I don't want people to have a certain opinion, whether that's left of vote right or money's good or money's bad, I just hope that people actually think things through. And, if comedy in a joke can help that sort of thought process, great, if you think things through and come to a different conclusion than mine, awesome. Let's bring it all to the table and find a solution. I certainly though am bothered by, we see it in politics more than anywhere, the fact that people sort of metastasize in their extreme positions that they won't even listen.

FT: Right.

JK: And, hopefully, you know, in some way humor can break that down.

FT: So, what's new for Jeff Kreisler in 2015? Where can we find you? What are you working on? Maybe a comedy series in the future, I mean I know they're looking for a replacement for Jon Stewart perhaps.

JK: Sure, from your podcast to Comedy Central's ears.

FT: To God's ears.

JK: Exactly. I am, you know, as most sort of freelance types, I have a thousand projects. Maybe I've paired it down to 500. The big things I'm working on lately are I'm doing a radio show website in YouTube channel called The Final Edition and it's with, my partner is Tony Hendra who I'm sure

some of your listeners or many of your listeners know the movie Spinal Tap. He played the manager in Spinal Tap. He was also the original editor of National Lampoon. He helped start Spy Magazine. He's a satire and comedy legend. And, we have a bunch of different contributors around the country and the radio show has been doing really well. It's got picked up by some places, you know, we always hope to do better. And, that has been a great sort of focal point for me as a writer, a performer and also a producer to sort of help get my voice and other voices out there. It's a little bit of everything. It's politics. It's a little bit of business. It's a little bit of discultural criticism but it's very, it's a very strong point of view. We call it satire with teeth. And, that's been great and of course we're always looking for the next step. I am also working on another book about money. It's not quite the comedy or satire that Get Rich Cheating was. It's about the psychology of money and I'm working with a really brilliant professor. His name is Dan Ariely out of Duke. He wrote *Predictably Irrational*. If you haven't had him on this podcast, you should. And, we are trying to sort of find a way to bring some of the more personal less sort of cultural but a more personal financial mistake that we make and make that sort of a more entertaining and more engaging and sort of a broader receptive audience to that. You know, again our approach is sort of not to give advice It's not, you know, Suzy Orman, as much as showing people sort of, you know, what the behavioral economics are, what the mistakes that we make and so they can then be aware. "Hey, you're doing this, you know when you purchase this item on credit card, you know, it's really costing you 15% more. You can do it if you want but just so long as you know you're doing it. Those are kind of, you know, those two things plus ongoing standup and writing for whoever want me to write for them and hoping for the real big break are sort of the main things that are going on with me right now.

FT: Working with Dan is fantastic. I interviewed him for my second book, *Psyche Yourself Rich*, a few years ago and he was so generous with his advice. He'd just come off from writing *Predictably Irrational*, which is if anyone's never read that, pick it up, buy it, run to the bookstore and buy it or run to Amazon and pick it up. So, I'm excited for that partnership. Please keep us posted.

JK: I will.

FT: Alright, let's transition now to my So Money questions. I want to know a little bit more about you and how you think about money in particular. My audience always likes to hear from people they respect and admire, a side of them that they don't usually get. You know, we know so much about people's work but what about kind of the thinking behind that and maybe even how they manage their money. Not specifically, not asking you to open up your wallet or anything or your mint.com account but starting with, what's your financial philosophy, Jeff? Do you even have one?

JK: I do. It's not a great one and that is simply that money isn't everything. There's, you know, money isn't happiness. I know people from family relations to people I went to schools with that are extraordinarily wealthy and they still have problems. I know people that are struggling and they still have problems. And so, my philosophy has sort of been not to make every decision in my life about what the best financial aspect is. Yeah, well, sometimes that can lead to, you know, moments in a freelance clip career when you're sort of struggling to make ends meet but that's sort of been a guiding philosophy. I think I was very fortunate I grew up in a family that we weren't rich but we certainly didn't want for things. And so, money and the fear of not having money has not been a driving force in mine.

FT: Was there a time when you walked away from a potential opportunity that was relatively lucrative but you just felt like it wasn't right?

JK: Oh yeah. You know, as I mentioned I went to Virginia Law School which is a top, I don't know, 10 or 5, a great law school and I went to Princeton before that and I had several offers for that traditional law career. You know, I was a summer associate at a firm in Boston and then become a young associate and then picture yourself 8 years later, you're a partner, etc, etc. I turned down a few of those jobs where at age 25 they offered me 6 figures and all I had really done to that point in my life was crack open books and study. And somehow, I turned down, I can specifically remember 3 distinct offers and in addition I sort of avoided getting a few others. So, I, you know, at this point could be talking to you from my space station as opposed to my home office but, yeah, I turned away some opportunities.

FT: Six figures at age 25, that was a, I bet that was hard.

JK: Yeah, and that was, you know, a number of years ago. Not that 6 figures is, I would sneeze at it now but, you know, in the 90s that was...

FT: Whoa, yeah. Well, you mentioned briefly that you grew up not rich but never wanting for more or never feeling like deprived. What's a money memory growing up that to this day still not haunts you but, you know, is part of your, you know, of your DNA, of who you are, how you make decisions, a critical money moment when you were a kid and what happened, where were you, what did you learn?

JK: Sure, this is probably, well, I'll just tell the story [inaudible]. I was I'm going to say 9 or 10 and I grew up in the town of Amherst, Massachusetts which is a college town, U Mass Amherst College, certainly not a city. You know, kids were like I rode my bike on my own to meet friends and we were out somewhere. I was supposed to get picked up by this Chinese restaurant. I can remember now, called Hunan Garden, and nobody was there and it was getting late and dark and there were like fireworks apparently going off but to me I was scared, it sounded like gunshots and I remember like sort of having a panic attack because I couldn't get in touch with anyone. This was pre-cell phones and I walked around and the restaurant was closed and I walked by a pay phone and just on a whim I jiggled the handle and a quarter or whatever or a dime I guess it probably was popped out and there was a dime there in the thing and I used it and I called and I got picked up. And, while this just seems like a, you know, a scared little kid getting a bit of fortune, for some reason that sticks with me that even in the direst times like it's not something will be okay, something will sort of save me if that's the right word, financially. Now, is that a responsible philosophy to have? No. You know, I should and I do as an adult now plan more to make sure I am the one providing that dime in the phone. But, the fact that sort of in a moment of desperation, on a whim I found this sort of mini lifeline that happened to be a dime has stuck with me. Again, it's not the best lesson for people that just, to just wander off and you'll be okay but it stuck with me.

FT: Well, I feel that and I actually heard from my other guests variations of that feeling which is I've heard expressions like there's more where that came from or the world is abundant. I think that is kind of along the lines of what you're saying is that, of course, we have to work hard and get the plan. We have to make sure that we have our ducks in a row and, you know, all that good stuff. But, at the end of the day too, some things are out of your control, and sometimes good things happen.

JK: Right.

FT: And, to not rely on that as your survival method but it's nice to keep that in the back of your head.

JK: Right, and even the best laid plans, I mean maybe that's not in that lesson but when I look back at my law career choices I mean now that the legal field is very different. People that come out of even great law schools aren't guaranteed an income and when I went to law school it was sort of like you get out and you'll be fine. But, even people that try to play it safe and plan ahead in this economy like what is a safe route? You know, you sort of, you have to I don't want to say count on providence, that's not it but you sort of have to be aware that there are other options out there.

FT: Agree, yeah. For sure and it can be scary when you're a freelancing but I prefer this lifestyle than working for the man.

JK: Right.

FT: Because I got laid off from the man.

JK: Yeah, the man is a jerk.

FT: Well, let's talk about failure for a moment because I think that out of failure, if you fail right, you end up successful. What is a failure, a financial failure that you recall that taught you a lot? What happened?

JK: Well, in the entertainment business, what I've been able to do, unfortunate able to do is do a lot of great projects, put a lot of effort in and have them be critically well received and have them be fun and rewarding in their own right but they haven't necessarily been financial successes to me. They haven't sort of, what I like to call, turned over, you know, like you're turning over a car and sort of taken on a life of their own. And so, you know, it's a bit of a philosophical outlook whenever I consider them failure but, you know, at a bottom line perspective there were or two things that I put a lot of time and effort into that were successful in many ways but not financially. One was we took a great show to the Edinburgh Fringe Festival. It was called The Americans. It was big costumes in 2008 during the election and it was sort of Mr. Show meets American Dad meets The Daily Show and we had a great time for a month in Edinburgh and great reviews and then we were on the BBC but sort of then you came back September 1st and that was it and it was over and, you know, we had spent a lot of time and money. And, another one sort of similar is I hooked up with the woman who co-created The Daily Show and for 3 years we, I was on her production team, we did this off Broadway run of a show called Shoot the Messenger which was great. I mean I worked with great people and it was fantastic and I didn't have my own money in that invested but a lot of time and effort and it just sort off petered out. It never became a TV show or a paying job. It was a, you know, a 3-year volunteer effort. Both of those are things that I big picture in life, would choose to do again because they were great lessons, both from a creative perspective as well as learning sort of via the mistakes that were made, learning what not to do. But, you know, from someone who went to Princeton and then law school, neither of which, neither of those were great sort of financial decisions.

FT: Right sometimes we do things that have value but not necessarily financial value.

JK: Correct. And, that's a lot of what a creative career is. It's finding the value but not the financial one. I mean, you know, it's difficult but I mean when it goes well it's great.

FT: I, not that I have you and because you're so entrenched in the entertainment industry, is it true that like rejection is such a huge part of what you do, of what happens to you and if, I mean how do you get over that?

JK: Yes, it's true and I think rejection sometimes is it's a broad word, sometimes it's literal rejection like "No, we're not going to cast you." And, sometimes it's just a broader realization that the entertainment industry, the creative industry, it's sort of a feast or famine or they say, you know, there's no middle class. It's basically either you make it really big and are successful and sort of things come to you or you're struggling. It's hard to just do the work. And then, in a way it's so informal of rejection that you spend, you know 90% of your time looking for work and just 10% of it doing the work. You know, there are different stages and I've been on different projects and worked on TV shows where it hasn't been like that but, you know, even the people that are, you know, writing like I have friends who are writing on The Daily Show and they don't know now if they'd have Emmy's but are going to have jobs in the end of the year, they don't know. So the form of, I almost look at it more as uncertainty rather than a rejection but they're, you know, they're related. How you deal with it is, you know, when the times are good, you make sure financially that you save that you put aside and, you know, if you're making, you know, \$20 million which I've never made but if you're making, you know, a lot of money, you don't think of it, you sort of amortize it if you will over the course of your career, that's how you sort, at least how I survive financially. And then, it just, you really need to have a good support team, you know, have a great family, a loving wife, great kid and friends and sort of the civilian friends who are outside of, you know, the creative industry just to sort of, you know, keep your perspective.

FT: Absolutely.

JK: Yeah.

FT: Well, let's shift gears now and talk success. We've talked failure, we've talked rejection, let's keep it happy.

JK: Yay.

FT: Yay. Let's talk about a So Money moment, a Jeff Kreisler So Money moment where you achieved some level of financial success that you're really proud of, you've worked hard for, or maybe it was just dumb luck, but you liked it. You loved it. Tell us what happened. Take us there.

JK: I think I'd go back to what I mentioned earlier about that moment sort of between '04 and '06, which oh my God, that's 10 years ago now, isn't it, when I started paying my bills doing what I was passionate about creatively. That was both sort of doing political comedy and then this Get Rich Cheating book. You know, when a publisher said to me, "We're going to give you, you know, X thousand dollars to write a book about what you're passionate about." It was a great feeling to sort of have that value especially when we just talking about the struggle being creative and I was looking for work and someone validated what I was doing and that was definitely, you know, that was a great period because I really felt like, "Okay, this can work." And, it did and it does.

FT: It can, absolutely. Alright, how about habits, Jeff, do you have rituals, financial rituals that help keep you make, that help you make smart decisions or well guided decisions about how to spend and how to save, invest, etc.?

JK: I do. I don't always stick to them but I try to. One is that I try not to use automatic bill pay as much as I could on, you know, everything from cable and car payments to paying off credit cards and this is sort of a result of looking at the behavioral economics that I've been studying more closely that, you know, there's a thing called pain of paying that, you know, that affects what we're going to pay on and I think if every month on my bank account it just pays out a thousand dollars worth of bills and I don't, I never think about that, that isn't as effective at keeping me in check. Whereas, if I go on there and I have to say, "Oh, this month I have \$140 for cable, is that worth it?" It helps me stay on top of it and I certainly have adjusted or negotiated cheaper cell phone rates and try to adjust my cable and things like that, that make a difference.

FT: It hasn't affected you, not, I mean for me I like to auto pay because I don't ever miss a payment and I'm never worried about missing deadlines. I have a very crazy life and I have forgotten to pay certain bills because I wasn't on auto pay. So, has that never been a problem for you, given that you're doing, are you like putting envelopes in the mail or?

JK: No, I'll still pay through my online banking but I don't make it automatic if that makes sense. I know there are a few bills that could be sort of automatic and I haven't missed. I've come close. There are times like if I, I don't go on the road as much as I used to but there used to be times that I'd be on the road for a few weeks and that would always overlap with bill paying. And so, at that point I try to make it one of my checklist items before I go on the road is, you know, toothbrush, razor and make sure your bills are paid which is a weird combination.

FT: Well, at least you know, at least you know what's got to get done, right? Okay, almost wrapped here, Jeff. You've been a fun guest. Let's talk So Money Fill in the Blanks. I start off a sentence, you finish it really fast and I'm actually curious, as a comedian, what other questions you think I should add to this list.

JK: Okay.

FT: But, let's start with what I have so far. If I won the lottery tomorrow, say a hundred million dollars, first thing I would do is _____.

[28:16]

JK: I would peel off \$5 million and have a party for all of my friends and I'd fly them all in and we'd have a great time celebrating life and then I would invest some wisely, invest some in a fun way and keep the rest in my pocket.

FT: Five million for a party.

JK: Well, I wanted to have a little more but, you know. I mean I did research a book, Get Rich Cheating, about like the what's his name, was it Dennis Kozlowski's party on Sardinia, you know.

FT: Oh yeah. Didn't he also have like a ridiculously expensive shower curtain or something or shower, I don't know.

JK: Yeah, he had a, it was a gold shower curtain, I mean the stuff that, I mean in the book I mentioned some of the things people bought that were just awesome. So, I don't know, \$5 million, in the grand scheme is actually a cheap party, I mean compared to what I could do.

FT: I think Kim and Kanye spent like a lot more on their wedding or maybe they didn't because everything was sponsored, I don't know.

JK: Well, they are both my idols.

FT: Mine too, how about that. Okay, the one thing that I spend on that makes my life easier or better is _____.

JK: I have a guy that comes over if I spend an hour on Facebook he slaps me in the face.

FT: Wait, is it, what's his name?

JK: His name is Joe. No, I don't have that.

FT: Okay, seriously, there's a guy that does that.

JK: Really?

FT: No, like. So, gosh, if I, I wish I could remember his name but it's Ramit Sethi's brother and Ramit Sethi is the founder of Iwillteachyoutoberich.com. He's going to be on the show soon, brilliant, brilliant man, has even equally as brilliant siblings. One of his siblings did an experiment where he went on Craig's List and he paid someone to come over his house and like slap him every time he checked his Facebook account, just to kind of see like if it would actually work and it did. And, that resulted in some interesting studies and it kind of put him on the map in some ways and he, I think like The Daily Show mentioned him. It was quite funny. So, it's funny that you mentioned this and I've gone on now on a tirade but.

JK: No, that's great, because maybe when I can afford him maybe I will.

FT: Yeah, I think all you have to do is put it out on Craig's List like "I would", you know, "Looking for", "Seeking",

JK: Well, maybe that should be my job. Maybe we should flip the table. I'm always looking for a side income.

FT: Oh my gosh, okay, so. No, but really what makes your life easier or better? What do you spend your money on?

JK: You know, you gave me this question and I don't know, food.

FT: Yeah.

JK: You know, shelter, actually, I would say I do splurge a little bit and buy healthier food. I've been trying to eat healthier so, you know, salmon instead of chicken, you know, good healthy, you know, nuts and berries and stuff like that. I think healthier food really makes a difference and it's worth a few bucks more.

FT: Yeah. What's your best purchase ever? Whether it was an investment or a store bought item.

JK: Oh, wow. My best purchase ever, I would say going to, paying to go to the Edinburgh Fringe Festival for the first time. If you don't know what, if people don't know it, it's like the biggest Fringe Festival in the world. It's art, it's comedy, it's theater and the first time I performed over there I essentially had to pay my way to fly, to house myself, didn't make any money and it was just, it was a great experience. I really think that, you know, paying for experience sometimes can be better than paying for items.

FT: True and you might even discover with Dan Ariely that because this has been kind of unveiled in the past but maybe you guys can put a new spin on it is that experiences are kind of the only thing that will make you happier in terms of, if money does translate into happiness, which is debatable but experiences are one way to get there.

JK: Yeah, there's a guy, I believe his first name is Mike, Mike Norton, I believe, who co-wrote, he's at Harvard and he co-wrote a book, I think it's called Happy Money. It's something about money and happiness in the title but that's the basic driving force with real studies behind it saying, you know, experiences are much better.

FT: One thing I wish I had known about money growing up is _____.

JK: That it isn't just there, that it doesn't just appear on a tree outside your house, you know, it goes a little bit against that story I said, that money and that things will turn up but that you have to do a little bit of the hard work yourself to make sure it's there. You sort of have to plant the tree if you will to have the money be there.

FT: Did you have an allowance growing up or?

JK: I did but, I'm trying to think.

FT: It's kind of a handout, you didn't have to like...

JK: Yeah, well, I mean I had...

FT: Mow the lawn for...

JK: No, I wasn't aware. There was never like, it was never an explicit like every week you get this amount of money and you have to do your chores but like I sort of un-, maybe because I was the youngest child and I saw it in my older siblings. It was unspoken that I just would do things around the house or mow the lawn or clean the gutters or whatever and then I would have money if I needed it to get something. I sort of had a clear, the bigger purchases if you will, so.

FT: Almost done here, when I donate money, when you donate, I like to give to _____ because _____.

JK: I like to give to education projects because whether that's to local schools that need books or bigger picture stuff, because I think the greatest blessing, the greatest gift that my parents gave me or that I've had is a great educational foundation and I, you know, even if I have turned my back on

the law partnership track that afforded me, I think that that is the most important thing for someone to have.

FT: Absolutely, I mean the rigor that you go through in academia, especially law school, I mean just getting into law school is hard, let alone sitting through classes and sitting through the bar there is some kind of ethic that really just evolves, that's priceless when you go through a rigorous program like that.

JK: Yeah. And, just I think learning how to problem solve, the different educational fields like you essentially can break down to how to like think critically.

FT: Right.

JK: You know, and if our economy was what it was, you know, 20, 30 years ago where people gotten a job and stayed there for 60 years it'd be different but now people have to learn to adapt and adjust and you can't do that without the tools to adapt and adjust.

FT: And, finally, I'm Jeff Kreisler and I'm So Money because _____.

JK: I am So Money because I'm like money, so.

FT: I always thought you were going to say to me like "because I get rich cheating" or something like [inaudible]

JK: Oh, right, because GetRichCheating.com and TheFinalEdition.com and JeffKreisler.com are the greatest places to spend your day online.

FT: Well, I concur. I did spend a good bit of my evening last night, I could have watched you on your videos for a long, long time, loved your book trailer, by the way, I thought it was so funny.

JK: Thank you.

FT: And so, again, Jeff, really happy to reconnect. Thank you for being such a generous and fun guest today, hope you had a good time.

JK: This was great. Thank you so much.

FT: Everyone, check out his, Jeff's new, well it's not new but it's still a very, very relevant book, Get Rich Cheating. We'll have all the links for Jeff and his book at SoMoneyPodcast.com. Thanks again, Jeff.

JK: Thank you, Farnoosh. Great job.