

**FT:** Leanne Jacobs, welcome to So Money.

**LJ:** Thank you so much. I'm really excited to be part of this incredible podcast.

**FT:** Well, I'm honored to have you. You know, you are a peer of mine in this space of money and women and entrepreneurship and you're doing amazing, amazing things in the New Year. Tell us a little bit about some of the exciting projects that you have in the works and what we can look forward to seeing it from you.

**LJ:** Well, I've been in the entrepreneurial space for about 11 years now and I feel that every year is almost like a layer on top of each other but when I started my entrepreneurial journey, I had this vision of really having a global, almost like a global connection with women and money. So, as I've been, you know, going through my own journey and coaching incredible women around the world, I just realized that, you know, wouldn't it be great if we were just all supporting each other on this money journey and feeling like it's okay to be vulnerable and to not be nervous about talking about it so much.

So this year, I'm really excited and honored to be launching not only a book around the, really the new marketplace around money and the new global connection that's happening especially with women and also an online money academy to help women to really step into the driver's seat and step into their power around money but really stay into their feminine energy.

**FT:** And, what you were saying earlier before we got on the call was that you want to end this vicious cycle of women "chasing" the money, right?

**LJ:** Yes.

**FT:** And, to get to a place of feeling more empowered and secure. Have you noticed this a lot in your work?

**LJ:** Yeah and I think for myself it's that feeling when you wake up in the morning of, I don't know, there's just that energy that there's a little bit of anxiety around it. Either it's because your schedule is crazy or you're, you know, I spent 10 years in corporate and there's that little bit of lingering stress that underlines the whole idea of money. And so, now I find more and more women, especially as they're entering, you know, they're 30s and 40s or they're entering motherhood, they want to have a peaceful vibe when it comes to money and they want to feel much more grounded and not anxious about not only the conversation about money but about their vehicle and how they're creating it.

**FT:** Yes. Yes. Yes. I support you. I back you 110%. I can't wait for your book and for your course and we will of course put all the links for those resources for folks who want to connect with you because you're doing really, really important work and I know when it comes to women and money, there is this paradigm shift, absolutely where we want different things now when it comes to managing our money. We know how to balance a budget. We know how to make money. We know sort of a lot of the rudimentary stuff. We know how to invest more or less but it's about kind of feeling empowered along the way and so that you can go from, you know, just getting by to really building your wealth.

**LJ:** Yeah and it's just, you know, that concept of think acting on a daily basis and living. What would you do differently if you had no stress around money? Like, how would you behave and how would you contribute and how would your day go? It's all about for me, it's all about flowing more and forcing less and that's what really I'm envisioning is to help women really wake up is that being able to exhale around their money.

**FT:** Tell us a little bit about Leanne. I mean your background is very unique. You're very uniquely positioned to deliver this message to the masses because you don't have sort of this, like traditional, you know, financial planner background. You come to this world with a lot more of a diverse mindset and you come to this place with a lot of understanding of how the mind works and how behavior works. So, tell us a bit about your background and how you came to doing the great work that you're doing.

[06:11]

**LJ:** Well, my first financial course didn't come until I was in my mid-twenties and I took a financial accounting course as part of my MBA and I realized, "Wow, this is the first time I'm actually learning about numbers." But, it was always more corporately driven. It was always like how to take really good care of company financials. And, I realized, you know, years later at about 29 when I was going through a divorce that I was, you know, responsible for a mortgage and all my bills all by myself for the first time in my life because I went from living with my parents to University. When you're kind of sheltered and you don't really care about money to be married and then at about 28, 29, all of a sudden I am fully responsible for my life and my money and for me that was one of my greatest fears. And, I was faced with that at an age where, yes I had a great job but it didn't away the anxiety because I was always nervous about like 'what I can't take care of myself in two years?' Like, I was always stressed and let that fear and at the same time I made a decision that I was going to learn what I needed to learn to take care of my money. And, I faced what I was most scared about and for me, one of my biggest fears was 'what if I don't manage it well' and because I had that fear, I realized through most of my twenties anything that came in I would spend right away because I was afraid that I couldn't hold on to it and I didn't know what to do with it so I would just get it out. And, I do know that that, you know, speaking to other women, that's really common. It's not that I wasn't disappointed and I didn't have great work ethic but I had a fear around managing money. So, I would just spend it. And so, I really didn't start facing my money, I would say my money fears until about thirty and I really, I had an incredible mentor who is a colleague of Tony Robbins and she said, "What comes to mind when I tell you that I earn over \$40,000 a month?" And, for me, I didn't believe that was possible for me and that was one of the days that turned my money life around because I was speaking to somebody earning that, who had a similar background to me, who had gone through more crazy things than me and she was earning it. And, she said, "Well, why don't you believe you can?"

**FT:** Yeah.

**LJ:** And so, that started my new journey.

**FT:** I can sort of relate because I feel like, you know, you get to a point in your career where you're making a certain amount of money and you're like and you feel like you've made it in some ways. You know, like this is because life is comfortable, you're affording the things that you want and but

then of course, yeah, you look around you and you think, “Oh, well, this person whom I know, I have just as much talent, I have just as much education, I have just as much passion, maybe she’s making ten times more than me.” And then, your world opens up because you suddenly start to see what the possibilities really are.

**LJ:** Yes.

**FT:** Wow.

**LJ:** Absolutely. And, you know, I think for me it was a pivotal moment because not only was I looking at abundance and learning how money worked and learning how to manage money but I was really looking at myself esteem and my self-worth and why I had put a bit of a cap on it, why I didn’t feel there was infinite possibility for me from an abundance perspective. So, I’m really grateful that I, you know, went through that at that age because it really, for my confidence, going through that divorce and going through facing my money fears really shifted not only my world but my self-confidence.

**FT:** And, who was your mentor? I’m curious. I love hearing about people’s mentors and, you know, they just make the difference in our life.

**LJ:** Yes. Well, I’ve had several mentors through, you know, corporate and one of my first money mentors, her name is Artemis Limpert and she worked with Tony Robbins on some of his earlier programs and she was a really incredible mentor for me on abundance and really learning about how those who do create wealth, how they think. And, that was really incredible. I also has some time with Bob Proctor who was a great early mentor of mine as well and he really taught me a lot about, again, that self-worth and that expectation that wealth s on its way. And, just the way they thought was my greatest teacher.

**FT:** Well, this transitions us well, I say that sometimes fast, to my first big question of the So Money show which is ‘what is Leanne’s number 1 financial philosophy’, the philosophy, the mantra that helps to steer your decisions when it comes to money that keeps your finances, your wealth, on the right track.

**LJ:** So, I hope you don’t mind if I share it to you. They’re extremely simple but I always find simple is always best. The first one is one that guides me on a daily basis and it’s a little bit more trivial but it has helped me to stay disciplined around my money. And, one of the things that really helps in my twenties is when I’m getting, let’s say I’ve had a little bit of an emotional day or I’m a little bit stressed. As women, we tend to, we have tendencies to have a little bit of a default where we might shop or we might, you know, we might overdo it.

So, one of the things that I ask myself is just ‘do I love it’ or ‘do I like it’ and if it’s something that I don’t deeply love emotionally I don’t engage in it or I don’t buy it. And, that’s only because I found when I did get in the little bit of an addictive cycle with shopping and my loving buying clothes that I never wore, I found that I didn’t love what things I was per consuming and it’s [inaudible – 12:26] a bigger level but I wasn’t loving it so I’m much more selective now if I am going to consume or purchase something, I have to love it. And, just that very simple sentence has really guided me. You know, I look at, while I much rather buy an international property than spend my money on junk and my husband and I are very similar. We don’t like to consume stuff that is cluttery. So, we like space around us because if you don’t have space, you can’t create more. A lot of time people will look at

their surrounding and they're dense. They're dense from a physical perspective but also emotionally they're overwhelmed. So, to create their next level of abundance is going to be challenging because there's no room. There's no space. So, that's my first little tip. Secondly, I'm always thinking a couple of years down the road when it comes to money decisions. And, I find just that discipline in itself really helps, because before I engage in a project or in a purchase, I'm always thinking, "Well, where do I want to be in 2, 3, 5 years?" Is this decision going to move me closer to that destination or further away. Well, those are two things that I do regularly that I have found has really helped me out a lot.

**FT:** Sounds like that second one is really it comes down to having a plan, having goals.

**LJ:** Yeah.

**FT:** Yup.

**LJ:** Yes, absolutely and writing them down. I found, like I always had goals but the second I started writing them down every year my world changed.

**FT:** Yeah. Wow. You know, it's like this podcast. I had a goal back in the fall of 2014 to start a daily podcast, 'What', and yeah.

**LJ:** Very ambitious.

**FT:** It could've just existed in my brain. I literally have pieces, I've 8x11 sheets of paper all over my office with just like diagrams of how and you know all the to dos and my wish list of guests and you're on that wish list, Leanne. And, here we are and it's, you know, and I completely support that idea that you have to make it real and concrete and the first step is writing it down has to happen.

**LJ:** Absolutely, absolutely.

**FT:** Let's go down memory lane just a bit. You already gave us a really interesting look at sort of where you came from, of how you approach money and your background, so what I'm curious now to learn is what would you say is one financial memory, on memory from childhood or maybe more recently that really helped to shape or influence the way that you think and act with money?

**LJ:** Well, I feel like, probably my discipline around money and making smart money decisions has come from my earliest memory which really is when I started my very first part time job. I think I was 13 or 14 and my dad was a lawyer, my mom was in banking and they were really practical. Like as a lawyer, my dad would never make a frivolous decision around money and my mom made me save half of every single paycheck I made. So, by the time I got to university all that money, I mean I don't think they had, you know, university savings account like parents have today back then. But, by the time I started university, my university was paid for. And so, that was, you know, my mom helping me but not over helping me because you know I remember there were some weeks in university where I didn't have extra money at the end of the week and I didn't have anything for groceries and she wouldn't over help. She's like, "Well, that's what you have saved." And, it taught me to be able to stretch a dollar out but I find that with parents especially, a lot of times they over help their kids and once their kids, they don't develop that discipline around money and then once they are on their own, they don't thrive and a lot of them tank.

**FT:** Oh, absolutely. Parents can be the worst enablers when it comes to, you know, children and the vicious cycle of debt that they may get into and this sort of sense of dependency that children have on their parents for support. It is hard. As we know, as parents, it's hard to say "I'm only going to help you so much."

**LJ:** Yes.

**FT:** As a parent, you want to provide the world to your children and, you know, but realistically that can really create a monster.

**LJ:** And, the other thing that I think I'm really blessed, my parents never used words like "We can't afford it" or and it's not that, you know, they were crazy wealthy, we were middle class, but they just were cautious about the language they used and the conversation. I mean they didn't, our family wasn't openly talking about money, which I guess I think is important. So, it was kind of a bit of a not talked about subject but they didn't use like scarcity in language around money. And, I think that that was really important as I developed into, you know, a teenager and an adult, that I wasn't exposed to that kind of language and I hear that a lot and that's something I'm going to be grateful for. And, I'm conscious now that I'm a mom of language and how important it is.

**FT:** Yes, because even when you're not directly teaching your children about anything, they're watching, they're tuning in, they're taking notes. And so, it's good to always have that consciousness as much as possible.

**LJ:** Yes.

**FT:** Financial failure, Leanne.

**LJ:** Yes.

**FT:** We've all experienced them and, you know, some of us experience it every day to some extent. What would you say is one financial failure that you learned a great deal from? And then, what was the, like kind of the silliest, craziest, dumbest thing you ever bought?

**LJ:** Well, I can easily answer both of those questions. So, and again, it's all a learning so I don't know that I would call it a failure but definitely if I were to redo this process I would do things differently. My first home that I purchased on my own, I had a guy drive up and offered me, you know, a really good amount of money to buy it privately. So, I had no real estate fees and I made a good amount of money profit. But again, I was in my twenties and I was in those years where I was afraid that I couldn't manage it well so the money that came in went out and I don't, like I did buy a car with it but I don't know what happened to the rest. And, that was my 'aha' moment because my financial planner was just like "Leanne, here's what we could have done with that money to really set you ahead." I think what I did was I think you know I paid off a credit card and I bought a car and then it was gone and I don't even know what happened to it. So, that was a huge lesson to me because I realized, you know, with a good chunk of cash flow like that I wanted to learn what to do with it if I were to get it again.

**FT:** Right, because it doesn't matter how much you make, it's how you manage the money.

**LJ:** Yes. Yes.

**FT:** As we know, people can make millions and millions of dollars, ahem, athletes or celebrities or lottery winners and then lose it because they just don't know what to do with it.

**LJ:** Yeah and in terms of the thing that I spend money on, I would say as an entrepreneur, you know, I'm always hungry to learn and I'm a lifelong student. I will overspend on learning and I do think that it's, you know, we all, leadership development is so important and books and programs and coaching, I really believe in but I do feel there is that tipping point where you can overdo it and I, you know, I invested in a course that was a ridiculous amount of money and I didn't do my homework before. I didn't ask the right questions and it was, you know, it was completely not what I needed. And, I looked at it as a lesson and you know warrant [inaudible – 20:34] clarity upfront and as an entrepreneur, you know, to really be clear and ask a lot of questions before you're going to make a big investment, whether it's in a course or a mentor or a certification so that you don't have that regret after that 'wow, I didn't', you know, sometimes I tend to just jump into things because I just

**FT:** Let's talk about a So Money moment, Leanne, a time in your life where you just really feel like, "You know what, that was a financial win."

**LJ:** Yes.

**FT:** It was either, maybe, you know, the deal that you negotiated, you paid off all your debt, you saved up to buy something big. Take us to that specific time in your life and tell us that story.

**LJ:** So, I'm going to use the last year as a financial win even though it's been one of the most challenging years for me from a personal and professional perspective. My husband and I got into a, and this is a really personal story, but we got into a bit of a situation where we hired a contractor to fund a complete reno of a home which was a lot. And, we unfortunately did not select a good one, who left us without \$250,000 of mess to clean up and we, you know, even though we could've just, you know, called [inaudible – 22:50], got a loan and, you know, been in debt over it, we decided to use that as our financial money challenge for the year to be able to fund, to complete it and to be able to complete 2014 with money in the bank and another property. Though we decided to take, we took a stressful, really stressful situation especially with 3 kids and instead of just calling it a day, we worked really well as a team. We set our money goal for the year and we decided to raise our frequency and get out of the trenches and keep our eye on our global vision as a family.

**FT:** What was that initial conversation like? Like, take us there, I mean because at first you probably were feeling pretty devastated, pretty hopeless. So, what, like I really want to sort of be, I wanted to be a fly on the wall in that, you know, in that moment between you guys. Like, what was the sort of transitional moment where you realize, "You know what, let's think positive. Let's turn this around."

**LJ:** Well, I will say that probably having 3 kids made it so didn't have an option. We had to thrive.

But, I mean we definitely had some days where we vented and projected and it wasn't pretty but I would say that's really one of the things, like fundamentally as a partnership and as parents, we looked at, you know, 'what would we teach our kids to do in a situation like this when they're older?' and to be that amazing leadership example and because we're both, we both are in mentorship roles to some capacity, we really looked at, you know, let's stop focusing on what we don't want and the crappy situation we're in. We may need to create what we want and create that outcome. So, what we ended up doing is just being masters of cash flow. I mean, I don't, sometimes you look at

how you did it and don't know but that was the one thing we just, we were so disciplined and so focused as a team and every single week we put our heads together and we made it happen.

**FT:** I think that's significant, every single week. This wasn't something that you just agreed on and then came back and revisited 6 months later, like you literally worked at this as if it was a part-time job.

**LJ:** Yeah and we compromised. I mean, obviously, our initial plans were, you know, to not do this. Some things we budgeted we ended up finding contractors that were less expensive but took way longer and, you know, we made some short-term sacrifices so that we could close the year with completion. And then, we could say, "Okay, now let's move forward and actually created instead of just manage the situation."

**FT:** Right. That's a great story. That's a really great story. What about habits, Leanne? You know, with our finances, like you know, the stars don't just align you have to work at it. You have to be committed and conscious about at least a few things that you do and pattern. And so, what is one financial habit that you have that helps to stir your ship?

**LJ:** I automate my money as much as possible and I know you talk about that a lot but the more you can automate it, the less you have to deal with it or be involved in it. So, from my corporation to my personal accounts, I just have transactional automations so that they just money move and gets invested without me even doing a thing and I think that's the number one thing that helps me get ahead. And, secondly, I have a team. I am not a big detail person but I have a really good team together and even before I could really afford it. I invested in a book keeper that was sort of step 1 because I knew I needed that accountability and I wouldn't take care of doing it properly if I left it to myself. And then, secondly, was I hired a really great accountant and the two of them work together and then I brought in a financial planner. So, I have a great team that keeps me accountable.

[27:02]

And, one of the things too that, as a little tip, that I find helpful is I give my financial planner dates and I say, "On this day, I'm writing you a check for this amount to invest." and he'll call me on that day to hold me accountable.

**FT:** Wow.

**LJ:** And, he'll say, "Okay, I'm looking forward to getting my check from you." And, sometimes I'm like, "Oh, I kind of spent that money." But, I have to make it happen.

**FT:** Yeah. No, I agree, I do this thing where I at the beginning of the year I say with my accountant, we figure out how much should I and do I want to contribute towards retirement, how much do I want to invest this year and you just make that goal and you don't budge, so you're accountable for that number and if you overspend during the year then, you know, the consequences that you know maybe, you know, the consequences that you're going to budge that retirement number. My thing is like you're just going to have to sacrifice in other ways because I see too much in the headlines and in real life, people who don't have enough when they're ready to, you know, finally retire and maybe, you know, go into a new transitional period in their late 60s, 70s and they just don't have the

money and it scares me. And so, I'm just like, "I don't care, I'm putting that money aside. It may be painful now but I'll thank myself in 40 years."

**LJ:** And, that's the discipline part and the other thing that really shifted the way I handled money was instead of waiting 'til the end of the year I tell my accountant on January 1<sup>st</sup> how much will earn that year. So, it puts me in the driver's seat and sometimes he'll laugh but then he's impressed at the end of the year. So, not only it's me saying it out loud which keeps that commitment and then I write it down obviously as well but it almost creates a bit of a game on "Okay, let's make this happen for the year."

**FT:** Yes. [Inaudible -28:50] yes.

**LJ:** And, I find a lot, we're certainly not trained to do that, we just a lot of times and this is what I did through my whole corporate career, you just wait 'til the end of the year and then you look at what you made. And, it's kind of, it's not very empowering.

**FT:** No, exactly. Well, Leanne, we're almost done here but before we go we're going to do something really fun and spontaneous which is what I like to call like the So Money fill-in the blanks and I'll start with the sentence. I know, it's not scary, I promise. I'll start off with an incomplete sentence and you'll finish it first thing that comes to your mind, alright?

**LJ:** Yes.

**FT:** If I won the lottery tomorrow, say a hundred million dollars, the first thing I would do is \_\_\_\_\_.

**LJ:** Oh my God, it's just one thing. I think what my husband and I have talked about this, we would buy a land around the world and we would work on research for, you know, medicinal plants and organic farming and sustainable farming.

**FT:** The one thing that I spend on that makes my life easier or better is \_\_\_\_\_.

**LJ:** I would say health and wellness and travel.

**FT:** Your biggest guilty pleasure, Leanne, that you probably spend too much money on more than you're willing to admit is \_\_\_\_\_.

**LJ:** Health products.

**FT:** Like what, supplements and...

**LJ:** Supplements, I mean my extra money, I could spend like 3 hours in a Whole Foods store and I just love that. It's just something I've always been addicted to trying and buying online health products and organic product lines. I'm a bit of a junkie.

**FT:** Well, and you live very healthy life. I mean you're a Pilates and Yoga instructor, clinical nutritionist, so this is part of your world.

**LJ:** Yeah.

**FT:** To say the least. One thing I wish I had known about money growing up is \_\_\_\_\_.



**LJ:** To ask for it.

**FT:** Especially for women, right, just ask. We're so worried about how to ask, how am I going to be perceived, just ask. When I donate money, I like to give to \_\_\_\_\_ because \_\_\_\_\_.

**LJ:** I like to give to kids charities and I also love to promote mentorship in any capacity, especially for young kids.

**FT:** And finally, I'm Leanne Jacobs and I'm So Money because \_\_\_\_\_.

**LJ:** Because I want to teach others to be So Money.

**FT:** And, you are and we thank you so much, Leanne, for all the phenomenal work that you're doing and that you're about to embark on personally and professionally. We will be looking out for you and when your book comes out and your course is ready, please come back. Please join us again.

**LJ:** Absolutely and thank you so much again for having me.

**FT:** My absolute pleasure. Happy New Year to you and your family.

**LJ:** You too.