

Farnoosh Torabi: Robert, welcome to So Money, a pleasure to have you. Good day, mate.

Robert Coorey: I'm happy to be here as well. How are you?

FT: That's so lame of me to say. You're in Australia, I figured it's cultural. Is that, am I totally out of bounds here?

RC: That would not give you a passport if you keep saying it too often.

FT: Right. This Persian girl from Brooklyn trying to pull off an Australian accent, clearly, not a native but I am excited to speak to you. You're my first, like you're the farthest away I've ever spoken to on this podcast.

RC: Look, you know, even in Australia we do have some idea of things that work in business and in money so I'm very happy to be here. Yeah, we know one or two things.

FT: You do, absolutely. No, I don't mean any dismiss, I don't mean to be dismissive at all. I'm actually in awe of so many Australians who are not only experts in business and marketing but having started this podcast, I find there's a community of podcasters in Australia who've actually reached out to me and, you know, just to support me and I feel really lucky to have, you know, these relationships so far away but yours is a very kind country, I must say and I don't know anybody there except you at this point but thank you for joining me, I guess, is what I really want to say.

RC: Oh, hey, you know, our two countries have been allies for a very long time, you know, over a hundred years now so we work together.

FT: If only you were closer. Yeah.

RC: Yeah.

FT: If only you were closer. Well, Robert, you are a, you're amazing. You're up to a lot of work these days. You are a marketing expert, I also would like to talk about your book, Feed a Starving Crowd. You wrote this a little bit, a little while ago, a short while ago in 2014 and what I really enjoy about this book is that it really has actionable advice for those wanting to start a business in any market and specifically those who are bootstrapping this, you know, are on a budget, have a shoestring budget. What is your biggest advice for somebody, I know many people on this podcast who have visions of starting their business but maybe don't have a lot of capital, what would be your advice to that person?

RC: Look, it's a great question because this is the same mistake that I made when I started my first business about 6 years ago. What I did was I started a business and I thought that it would just go well because I started it. I didn't have any evidence that anybody wanted to buy what I was selling. It was a video production business and when I went to businesses I said, "Look, you guys need to put video on your website, you know, YouTube's getting better and video is the new thing and you need it." And, I was coming off a big corporate salary at that time, quit that, started this video business, I worked the hardest I've worked my whole life. Me and my wife both worked double full-time in the business. Not just full-time like 9 to 5. Like, it was 9 to 5 and then 5 to midnight, you know, after dinner. So, we're just killing ourselves, made \$30,000 the whole year, 30 between the two of us and I think my biggest insight from that experience was that we weren't feeding a starving crowd so to

speaking. Like, we were telling people things that they didn't necessarily want or need. Like, I was telling them that they need to do a video but they didn't really ask for a video. They didn't really want video. And so, if you're starting out a business, the most important thing is to make sure that people actually want to buy what you're selling and I call that feeding a starving crowd.

FT: The market is so saturated though, you know, it almost feels like "Yes, the crowd is there but how do I, how do I get in front of that crowd? How do I really stand out?" And, it seems like there's so many hacks to getting from the market. It's not enough anymore to have a Twitter following. It's not enough anymore to have a blog. It seems like every day we expect more and more and more of people who are trying to sell to us. It's getting harder to get in front of that crowd. What would you say to that, to that skepticism?

RC: Look, I agree. I think it's never been more cutthroat than it is right now. Like, everyone's got some sort of idea about online marketing and they've...

FT: Right.

RC: Someone's pitched them Google end words or, you know, Facebook advertising or something like that. If you get that 5 or 10 years ago, a lot of people didn't have a website back then so it definitely has gone a lot harder. What tends to happen is that depending on what kind of market that you're in that people are really, they just love story telling and I mean if you can really show that you can get results for people with your business, so if you provide any sort of business service that provides a transformation for people where you can take them from where they are today to where they want to be, if you can show stories and examples of times you've done that in the past, generally speaking, that's all you really need to make a business successful. Like, I've had clients where if you've got between 5 or 10 stories of people you've helped and you can tell those stories eloquently and in a transformational sense, that's all you need because people can see that you've got a proven track record of helping others and they'll come to you. It's really not that complicated.

FT: It's simple, actually, it sounds like it's going back to the tradition of the power of the word and your story and keeping things consistent.

RC: Definitely because are sick of getting pitched to, you know, you have a lot of advertising and a lot are saying, "Buy my stuff and download my free book and, you know, get my free course or whatever it is." But, the thing is people now are tired of that and the best way to communicate with people is through stories because it doesn't feel like you're pitching. Like, if you just keep telling stories about people that you've helped and the transformations they've had in their lives that does not feel like a sales pitch and it's actually enjoyable for your perspective buyers to enjoy that. So, that's my number one tip with any new business. It's just simply get results to people and then tell them the stories and what that looks like.

FT: Right, right and also, right, it takes time the internet I think because it's an anomaly right, the internet is fast, the internet is immediate. It's instantly gratifying. You want to buy something, boom, you can buy it. However, if you're on the other side of that deal and you're trying to sell it's not going to be this overnight success that your story has to build momentum and following and a community around it. That could take years, frankly, to really get to the point where now you're in a place where your audience is prepared and willing to buy from you.

RC: Certainly and in my book I've got some strategies where he can short cut that process a bit so I'd recommend is that people go out and pre-sell the service before they actually build it. Yeah, it might sound a bit weird but why would you sell something before you've even built it. But, the thing is it works and it really validates that there's an appetite there for what you're selling. I've done this before in my business. So, a few years ago when I wanted to start an online course, I could have done it one of two ways. I could've 6 months building the course, writing the course and then sold it or this is what I decided to do. I took option 2, where I actually sold the course and I had 500 people that came to an online seminar that I ran about the course over the course of a few weeks. I ran a few different sessions. And, out of those 500 people, 8 people bought my course for a thousand dollars each. So, I knew that 8 people were happy to pay money for this course and I had a market. Yeah, some people might say, "Well, but 492 didn't buy so you are a failure." Well, no, I still think, you know, I spent a couple of weeks of my life and I made \$8,000. Most people would be pretty happy with that equation.

FT: Right.

RC: And, from there I scouted up and I advertised to more and more people and made more and more money from that course. So, but I could have built that course for 6 months and then when I went to launch it, no one would have bought it, potentially that can happen.

FT: Or, just those 8 people. Right, or just those 8 people bought it and you would've been, you know, 6 months into it at that point.

RC: That's very true. And so, it would've been very disheartening. So, it's really important. That's how you control over these things and if I did that with my video business, if I tried to sell it before I quit my job and, you know, made that big leap of faith I would've saved myself a year of heartache because no one would have paid that really [inaudible -12:03] and really wanted this.

FT: Right.

RC: And, you know, could've made myself more profitable and saved the year of my life.

FT: Feed a starving crowd, I love it. Okay. Let's transition now, Robert, to my So Money questions. Are you ready?

RC: Oh, I'm ready if you are.

FT: Oh, I'm always ready. Alright, so let's begin with a bit of philosophy, something that I like to call your money mantra. What is your money mantra, Robert, that helps to keep your finances, your business in a safe place and growing?

RC: Well, my one's a bit different to what everybody else always tells you. So, yeah, I do my MBA and in my Finance major they always taught me to conserve cash and, you know, stretch out your supplier's payments as much as possible and try and get paid as fast as you can. But, what I've been doing over the last 6 months which is working amazingly for me is actually paying my suppliers in full and upfront. I know this might shock you as a finance expert.

FT: A little risky.

RC: It's actually, yeah, it's actually a real different way of approaching things and the reason why I'm doing it is really because of the law of retraction. I feel that as I've been paying people upfront and in full and not bargaining their price down, I found that my clients treated me the same way and I'm getting that same kind of respect. And, it's a very different way of approaching it and it's definitely not for everyone. Like, I mean if you're on your dollar then please don't spend lots dollars that you don't have. But, I found this is working really well for me and my clients aren't bargaining me down. They're paying the full rate that I'm asking for and upfront and I find it's such a really nice relationship going back and forth both ways.

FT: Yes. Well, I mean have you had any risk with this? I mean it's sounds like I would be a little, I'd have some trepidations paying, you know, vendors or anyone in full ahead of the project.

RC: I normally, these are normally vendors that I've worked with for awhile that I know and trust but, yeah, like there's always some risk if you're paying in full and not in installments. Definitely, absolutely, but I haven't had that issue yet which I've been very fortunate.

FT: So, if you had to summarize this in a sentence, what would be the catch phrase? What would be the money mantra?

RC: I would say pay in full and then you get paid in full as well.

FT: Pay in full, trust, have the trust, have the faith, pay in full.

RC: And, you will receive.

FT: Yes. Alright, I like that. Alright, let's go down memory lane a bit and capture little Robert for us, a money moment, a money memory that you had that was significant that necessarily shaped the way that you now as an adult think about money and act with money, perhaps it was in your childhood, maybe it was more recent but it was a pivotal financial moment. Take us there.

RC: Well, do you guys have Car Boot Sales in the US?

FT: Car Boot Sales, maybe...

RC: Yeah.

FT: I'm not sure. Describe it to me.

RC: Well, in Australia we've got a thing called a Car Boot Sale. So, what you do is, it's like a Sunday every couple of months and you drive up to your local school and whatever you can fit in your car, you can park the car in the car park and you sell things out of the back of your car.

FT: Well, I guess, we have garage sales.

RC: It's called like a portable garage sale. There you go.

FT: Okay.

RC: So, we call it Car Boot Sale. You just, you know, go into your boot and sell whatever you could fit in your boot on the day and everybody comes and you can go around to all the different cars and buy [inaudible – 15:39]...

FT: And, a boot is a trunk?

RC: Yeah, like a trunk.

FT: Okay, okay, I'm learning. Okay.

RC: Yeah, so, yeah, a car trunk sale. And so, when I was a young kid we used to go to these things and what people generally do at a car trunk sale they would go to, you know, take all the worst things that they've got in their garage and put in their boot and try to sell like old books and old toys that no one uses anymore and things like that. But, what I did with my Dad, my Dad was selling these beautiful brand new flashlights and battery, like really long-lasting batteries, very high quality. And so, we loaded up our trunk with that and we were selling like brand new flashlights, like \$30, \$50 that kind of price point. I remember after the first day of doing this, our trunk was the most successful one. We had the most people come to me. We were selling the most at the highest prices. We sold a thousand dollars in one day and everybody else might sell like a hundred dollars or two hundred dollars worth of stuff that no one wants. And so, what I learned from that was that even if you go to a place where people don't expect to pay a lot of money, if you're selling something that's good and of very high quality you can charge a premium and people are happy to pay that and I learned that when I was 7 years old. So, that was a very early, that's one of my most earliest memories of selling anything and it was just such a nice experience to be able to generate that kind of income at such young age. I got a bit sick of it after awhile to be honest. Like, how many times can you sell torches on a Sunday afternoon?

FT: Well, what did you do with the money? That's a lot of money for a 7-year old. I'm sure you split it with your family but that's a lot of money. At least you're in, you know what, the good thing about a trunk sale is you get to drive off with that money and people probably chasing you down for that thousand dollars. But, what would you...

RC: It sounds like a lot but then, you like, you got to, first of all you got pay back the cost of the product, so that's maybe half of it and you got 5 people with you, so it gets spread pretty thin. But, you know, for a 7-year old, maybe you know, 50 bucks a day or \$100 a day. It's good money at that age.

FT: Oh my God, my allowance was like \$3 when I was 7 and I had to like do a lot of chores for that. So, I would've been very happy with anything higher than that that I would just have to, you know, sell flashlights to earn.

RC: That's what I've done my whole so when I was in my teenage years like my friends would be stocking shelves at the local supermarket for \$5 an hour and, you know, I did a DJ business where I was making \$50 an hour. So, I'd always try to do things where I've never taken like the lowest paying basic job ever. I've always tried to do things where it's a bit above my level and I'll get paid more for that. That's just been my mantra so to speak, the whole way through my life just always do something that's the next level up from where you actually are right now.

FT: It reminds me of a saying where, you know, not only you should do the work that kind of elevates your skills but you should hang out with people that elevate you, right, so I think I've heard it many times now from multiple people but you are the average of the 5 people you spend most of your day with, most of your time with and excluding of course your family because I mean I spend like all my day with my family. But, I guess in a professional circle, who are the 5 people that you spend most of your professional life with and think about that. I mean because those people are really ultimately your influences and if you don't like those people or they're not influencing you in the way you want to be influenced, you need to get out of that circle and it sort of sound like with you, you know, you're always looking for improving yourself and in order to do that, you need to challenge yourself and take on those harder opportunities.

RC: I actively agree with that and I actively implement that advice that you just spoke about because you do hear that a lot from a lot of people, however, a lot of people don't take action on that. Like, for example, I was in Hollywood in September last year and I went out of my way to get invited to a private business networking function and the average person there was earning just really, there's no one that had less than a million dollar business there. Like, there were people there that had 10 million dollar businesses, 100 million dollar businesses and I was getting access to these people and hanging out with them and just talking shop. And, it's so nice to be able to see people that level and maybe if your level is \$20,000 a year you might try and find people that are doing \$50,000 or \$100,000 a year. It doesn't need to be with multimillionaires but it's all about just taking that next level and being actively seeking out to hang out with those people.

FT: Yes, yes. Well, that's a really good memory and I love that you had some early success with making money. I think that is a memory that obviously will stay with you for a very long time and I liked your take away there that even when you go into a market where you think people are only going to want to spend pennies or just a couple of bucks, if you bring something that has quality that probably you gave a good story behind that flashlight too when you were selling it, maybe, I don't know.

RC: We did. If you have this flashlight, you could drive a car over it, it wouldn't break.

FT: Yeah, you probably did a whole demo. I can only imagine, Robert.

RC: But, they took our word.

FT: Yes. Yes.

RC: And, it was true. Like, it did, actually, there was a lot of tests and things like that that you could drive a car over this flashlight and it wouldn't break. That's why it was so popular.

FT: Well, I would buy this flashlight.

RC: Yeah, absolutely, why wouldn't you because the last thing you want is, you know, if it's pitch blackout, you don't want to have flashlight that doesn't work. So, you want the most robust, strongest one that's going to be there when you need it.

FT: Yes, yes, certainly. Well, let's fast forward a little bit from Robert age 7 to more modern age Robert. Talk about a financial failure that you had, I suspect, you know, with your sort of cycle of

business, there are some homeruns and then there are some failures. What would you call a financial failure that you experienced and what did you learn?

RC: Look, I think I spoke a bit earlier about that video business that I started up and that was a real tough time for me and my wife because I had this huge corporate paycheck like I was very, very successful in the corporate world. And then, I did this video business and it went really bad like I mean I didn't lose money but, well, I had a massive pay cut from where I was at and I worked double the hours and earned, you know, like a small fraction of what I was earning in the corporate world and that was just not a huge financial blow but it was a huge personal blow because I'm an overachiever so for me to fail in a business just is not good at all and it was a huge dent in my confidence and what I really learned from that was that just to really make sure that I was feeding a starving crowd in any new business venture that I would go into. Make sure that I was selling something that people wanted to buy because it's pretty devastating to run a business where no one wants to buy what you're selling.

FT: How do you test the market, though, to really be confident about that?

RC: Look, there're a few ways you can do it. I can give a real advice easy example that people can take away. Well, what you can do is most categories that you would sell a product in are already on Amazon. So, for example, if you want to sell like a book about finance, right, you've got a book about finance or you're going to do a course on finance. So, what you would do is you go to Amazon. You look at the top 100 finance books that are already on the market and then you look at the 3-star reviews for all those finance books. You never look at the 1-star reviews or the 5-star reviews because those reviews normally are pretty skewed either way with bias. If you look at a 3-star review, that's normally a review that someone's read the book and then said, "Okay, there's some good things in this book but there are some improvements that could be made." And then, you look at all the 3-star reviews in your category and what you'll find is that there's quite often some very, very consistent things that keep coming up. So, in my category which is marketing, when I looked at the marketing books people were saying that the information in these books were just too general. So, you know, that gives you real general advice like start a Facebook fan page or write a blog or, you know, run a website. It's like, well, if you started your blog, who's going to read it? You know, even if you got a blog, how are you going to make money off that blog? How are you going to sell things off that blog? The people were very frustrated that a lot of the advice was too general. And then, there were a lot of other things they were upset about as well like, for example, they'd pay 30 bucks for a book but they could have gone to Google and got that same information for free just by searching and that makes people really annoyed like nothing worse than wasting money on a book when you could have got the information for free. So, when I wrote my book, *Feed a Starving Crowd*, I made absolutely sure that I wrote down these top 10 pain points that people kept complaining about in the Amazon review and I made sure that my book had none of that stuff in it. So, like my book's got no general advice, like it's 227 specific exact step by step strategies on how to do things with online marketing and that none of it could be found for free on Google because it's all my profit campaigns that I've ran for my clients that you just can't go into Google and say Robert Coorey marketing campaign, you know, you just can't do that. It's not there. And so, I think with any category you can, like I've trained clients in this in the health, finance, fitness industries, I had a landscape gardener do this, I had a guy that teaches guitar lessons, you know, who did this strategy. It works in pretty much any industry that you can find on Amazon, which is pretty much all the industries. And so, that's a

way that you can really verify that people are upset with what's currently out there and if you can just find those gaps and then fill it in with whatever product or service you're providing, doesn't have to be a book or a course. It can be any kind of product.

FT: I love it. The 3-star pain points, find those gaps, fill them, that's your product. I love it. I should have done that.

RC: Anyone can do it. Anyone can do it. In your industry, it worked like amazingly because there's so many finance books and, you know, people have a lot of complaints about the other ones out there for sure.

FT: I might even just call it, you know, Farnoosh's Financial Secrets. This book will not, the 3-star gaps filled.

RC: It'd be a bestseller.

FT: Oh my gosh, that's brilliant. I mean I'm not being---because I think that is actually very brilliant and so simple to do and if only authors knew to do that. That's, I mean I'm sure I'm not the only one who didn't know. I think that should become standard practice.

RC: Thank you. Yeah, it took me a long time to come up with that and it sounds so simple but it's so powerful and no one does it.

FT: Well, that's So Money.

RC: Except my clients.

FT: Yes, yes, yes. Well, I like that we ended on a high note there and let's transition now to an even better note which is your So Money moment, Robert, a time in your life where, you know, we just went from failure, we want to talk about success now. A time in your life where you really feel like you nailed it, financially speaking. Take us there.

RC: This is a good one. I used to work at a Fortune 500 photocopier company. It's a well-known household name brand and I was in the sales department. This is about, probably 8 or 9 years ago now. I was very successful and one day National Sales Manager came in and said, "Look, we're going to have a competition today. We're going to give all of you \$10,000 of cash up front to sell 30 photocopiers in the next 3 months. So, if you think you can sell 30 photocopiers in the next 3 months, you can have \$10,000 cash today." And, he had the security guard next to him with all the big wad of cash and if you thought that you could sell 30 photocopiers, you just sign the form and you took the cash that day in advance, the commission in advance. And, I don't know you but having \$10,000 in your hand feels quite nice and it was a really interesting day because I was quite scared and excited at the same time because I felt if you didn't sell those 30 photocopiers, you had to give the cash back at the end of the 3 months and, you know, the last thing you want to do is once you got your hands to that kind of money is to give it back. So, that was a real pivotal moment in my life and, you know, for the next 3 months I've never worked so hard for my whole life to make sure that I kept the money and I did keep it.

FT: That's great.

RC: Because I made sure that I overachieved and I was able to do that so it was a really big moment. It's not a moment that you have every day in your life to get that kind of income.

FT: Psychologically, that's brilliant. I mean to do that, that's quite a motivation. That's almost kind of like what you do. You give your vendors, you give your employees the money upfront and hopefully they fulfill their end of the deal. It's pretty moving, unless and if they don't they probably have to, you know, give it back or give some of it back, right?

RC: Well, yeah, like I had to, like have you been to the different agreements in place where, "Hey look, you need to have expectations at that point looking forward." I would never just give a vendor \$10,000 and say, you know, "Try to help me please." You know, I've got very clear expectations of what I'm asking for and what the deliverables are and, generally speaking, I'm pretty good at selecting the right people to work with and getting the best results out of them because I've been doing this a long time now. So, I think once you get to a stage where you can trust people and you know what they're capable of, it's such a nice liberating feeling not to bargain with people. Like, trying to screw them down to, you know, if they quote you \$500 and you try to screw them down to \$480, like that's not a, you know, you're trying to work with this person. They're trying to help you grow your business. Like, why would you screw them down to the last, you know, every last cent to try get them to work with you. I'd rather pay them what they're asking for so they're happy and pay them in full so that they know they're getting paid, then they can just focus on giving you the best possible result.

FT: And, how did that \$10,000 change your life? What did you do with it?

RC: I put it straight, well, in Australia it's quite interesting. We've got a government law that if you put \$10,000 in the bank in cash, they, you know, they want to check you out, you know, that kind of stuff.

FT: Are you with the mob? Yeah.

RC: Like, where did you get that much cash, Rob? There's a whole government law around that. So, I didn't put the whole exact amount in the bank, I think I put \$9,000 in the bank and I kept \$1,000 just for spending money. And so, I put that shared against my mortgage and it just gave a nice big dent in my home mortgage which was great because I never had that money to begin with and I thought, "Well, if I just park that straight in the mortgage, reduce my repayments and I can get, you know, even closer to earning my home."

FT: Awesome, very, very cool story. That is So Money. Let's talk about habits now, Robert. A So Money ritual, a financial ritual that you practice that helps you keep your finances and your business in concert and doing well and keeping the money where it needs to be.

RC: What I do, as I drive into work in the morning, I normally get to work a bit after 8 and at 7:59 every morning, there's a guy called Ross Greenwood here in Australia. He's a finance commentator, very well-respected and he's got a one minute segment on the Allan Jones Show. He's another really well-respected radio commentator here in Australia. I just love listening to that segment every morning because he just keeps you updated with where the markets are at, what the major couple of events are that are affecting the financial markets. I feel that just by having access to the

information every morning that just kind of keeps me on the right foot and I know before the day starts what's happening and what's going on in the world. I feel that's a great habit that I've got.

FT: Yeah, for sure. For sure and I always say, you know, your habits don't have to be super sophisticated. For me, a habit is just sometimes going on Twitter and following my favorite financial know-it-alls, you know, my financial experts to see what they're reading, what they're focused on, what they're insights are. It's good to just, you know, even if it's just passive. You're doing this over lunch but having that interaction, that connection to something financial everyday I think is good because money is abstract and unless we kind of actively and consciously make an effort to remind ourselves of, you know, at least what's happening in the world about money, I think that's a smart, smart habit. Great. Okay, we're almost done here, Robert. So Money Fill in the Blanks, this is the finale where I start off a sentence and you finish it first thing that comes to mind. Are you ready?

RC: Okay.

FT: Alright. If I won the lottery tomorrow I would _____.

RC: Give it away immediately.

FT: You're not the first person who's said that. I'm always, always blown away by people who's that's their instinct, you would give it all away. Where would you give away to?

RC: I'd give it to a few different charities of my choice. The reason is because I didn't earn it in the first place and I wouldn't value it as much as if I earned it myself and plus, you know, this isn't probably noticed but there's a lot of studies out there showing that most people that win the lottery end up worse a few years later than before they started it. I think that having all that money, never earning all that money would just not be a great feeling at all, you just attract the wrong kind of people into your life and you don't have a feeling of deservedness. So, that's why I would give it all away, put it to good cause where it can help people and, you know, I'd like to earn money the right way by serving and helping people transform their lives.

FT: Well, you mean like going to the Cookie Mart and buying a scratch ticket is not effort. I don't get it.

RC: Well, actually, it's really good because it makes me pay less taxes, you know, so it such a great service to society to do that.

FT: True. Absolutely, yeah, not to mention you get the tax benefit. The one thing that I spend on that makes my life easier or better is _____.

RC: Private Pilates lessons.

FT: Alright. How long have you been doing that?

RC: I've been doing it for 3 months now and, look, it's not cheap to have my own private teacher and I know that it might be out of reach for a lot of people to get your own private teacher but I'm the kind of person that if I go to a group class or watch it on a TV show, I just don't do it right. Like, I never know how to do the right moves and so I find that when I got my own private teacher I get so much more benefit out of the class and I can almost touch my toes now which is, I was barely getting

past my ankles before I started this. And now, just in 3 months I'm getting very, very close to touching my toes which is a very exciting moment for me.

FT: No and I know and not to be gender biased but I've taken yoga for years and I know for men at the beginning it can be a lot more challenging, the flexibility and I think that's a great accomplishment. I think that is a huge milestone. So, congrats.

RC: Thank you.

FT: Your money is...

RC: I can't wait for the day.

FT: Yeah, you can't wait for the day.

RC: Yeah, when I can touch my toes, I'm going to post it on Facebook.

FT: Well, I'm going to start following you now on Facebook. My biggest guilty pleasure that I spend a lot of money on, perhaps too much but I really enjoy it _____.

RC: I like eating at nice restaurants. It's just I know it's expensive and I know that, you know, you can buy the same ingredients and cook it at home for a lot less but I just like the experience of going to a place where I know that the chef has put the time and effort into making a beautiful dish that tastes great from a good source.

FT: I did a story several years ago when it was like one of the hottest summers in New York and everybody was eating out because of the air conditioning. But, more than that it was also the time when shows like Top Chef and Food Network were really taking over and becoming very, very popular and there was one food analyst or restaurant industry expert who told me that eating out is not just about the food anymore. It's about the experience and it's like going to a concert, it's like going to a Broadway show, it's entertainment, right, so you spend money on the meal but it's really also maybe getting to meet the chef or seeing who else is at the restaurant and the whole ambience so I feel you. I'm living in New York, I mean look I can't, there's no way around it. You're going to eat out, you're going to be tempted to eat out and, you know, we all are guilty of this. I think this is the most common response I get to this question is that I eat out a lot but I enjoy it. And, you know what, if you it and it's not going to, you know, hinder your retirement account, I say, you know, enjoy it while you can.

RC: Very true.

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

RC: How to make it grow in trees.

FT: Right. I hear that. And, finally, I'm Robert Coorey and I'm So Money because _____.

RC: I feed starving crowds.

FT: I love it. Everybody buy the book, Feed a Starving Crowd. It is an essential read if you're looking to start business in any market and like I said earlier and Robert explained quite eloquently, you can

do this with very little money. I mean he gave us one tip that I'm going to start practicing. I'm going to go on Amazon. I'm going to read those 3-star reviews and see where I can fill the gap. Thank you so much, Robert. Tell us where we can learn more about you and follow you and stalk you.

RC: Yeah, look, if you come to the FeedaStarvingCrowd.com, you'll instantly get a free copy of the book, *Feed a Starving Crowd*. So, they can start to learn these principles for themselves and if they're looking to start a business or even if they've got a business and they want to ramp it up and make more profits in it, they can read the strategies in the book and apply them and get some credit results, so FeedaStarvingCrowd.com.

FT: Alright, we'll do. Robert, thank you so much and have a wonderful rest of the year.

RC: Thanks for having me.