

**EPISODE 1553**

**FT:** So Money episode 1553, Hala Taha, host of Young and Profiting Podcast, and CEO of YAP Media.

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[INTRODUCTION]

[0:00:09]

**ANNOUNCER:** You're listening to So Money with award-winning money guru, Farnoosh Torabi. Each day, you get a 30-minute dose of financial inspiration from the world's top business minds, authors, influencers, and from Farnoosh herself. Looking for ways to save on gas or double your double coupons? Sorry, you're in the wrong place. Seeking profound ways to live a richer, happier life. Welcome to So Money.

[0:01:01]

**FT:** Welcome to So Money, everybody. I'm Farnoosh Torabi. Are you interested to know what it takes to launch a successful, I mean, hyper successful podcast in 2023 and beyond? We have the podcast princess on the show, Hala Taha. She is the host of Young and Profiting Podcast, frequently ranked as a number one business and entrepreneurship podcast across all apps. Hala is also the founder and CEO of YAP Media, which is a business podcast network with a full-service social media and podcast marketing agency for top podcasters, celebrities and CEOs. You may have also caught Hala's work on LinkedIn, where she's well known for her super engaged following and influence.

Hala began her career in radio production while in college. She has her MBA along with seven years of corporate marketing experience at Disney and HP. Get this. She started her podcast and her company, YAP Media, as a side hustle, scaling the business to more than 35 employees before quitting her executive position at Disney to take the leap into full time entrepreneurship. She and I talk about scoring her first billionaire client and her personal reckoning with 2020, the despair that she experienced, as well as discovering her path forward. Here's Hala Taha.

[INTERVIEW]

**[0:02:28]**

**FT:** Hala Taha, welcome to So Money. Are you ready to talk about money?

**[0:02:32]**

**HT:** I am. Super excited to be on the show.

**[0:02:36]**

**FT:** I have a sense, it's one of your favorite topics. Your podcast is called, Young and Profiting. You love to dish about dollars and cents, but for our time together, Hala, you have so many gifts to give us, so much to teach us about drive, about building a business, about recovering from failure. I was learning a lot about you before our episode now. I love to start sometimes when guests have so much that's going on in their adult lives that's so admiring. I want to know what life was like for you growing up. Who was Hala as a young girl? What were her visions? I have some follow up questions to that, but I'm just going to let you take that and see where you go with it, because I just love to see if there's any dots to connect there.

**[0:03:23]**

**HT:** Yeah, 100%. As a young girl, I was really, really outgoing. One funny thing that my parents always say is that I sang before I spoke. I love to sing. I would like break out into performance as a little like two, three-year-old. Then fast forward to elementary school. I was the lead in all the plays. I was always like this really outgoing, bubbly, shining stars. The youngest of four kids. So, I had a really outgoing personality. I also had a really strong entrepreneurship spirit at a young – like very young age. I would convince my cousins down the street to do lemonade stands, but then I would take it to the next level and we'd go to the park and make slushy stands.

Then in the winter, I would sell hot chocolate. I would have my cousins and my friends make artwork. Then I would sell it to all the parents at the different like PTA meetings and things like this. I was always just trying to figure out a way to make money. I would make bracelets and then sell them in the summer. I just always wanted to work. As a kid of immigrant parents, my parents were 100% Palestinian. My dad was a surgeon. They really cared about education and they actually didn't want me to work. I had a job since 13-years-old and I would convince, and cry, and beg for my parents to take me to work and allow me to work. I had a job since 13-years-old. I probably had about 15 jobs before I got into college.

**[0:04:56]**

**FT:** I can relate to that. My parents also immigrants and prioritize studying over flipping burgers for sure. I'm curious for you, what was the motivation to work at such a young age? There's money involved, but what did the money represent to you? I grew up feeling like as long as I had money in my bank account and a license, I was invincible, because I saw a lot of women around me who didn't have money, who were even intimidated to drive on the highway. They always insisted that their husbands take the driving seat. I thought, "Well, that doesn't feel like freedom to me." This is again, my child brain deciding what freedom means, but like what did work represent for you in terms of your freedom?

**[0:05:41]**

**HT:** Well, my parents were pretty well off. My dad was a doctor, but I wasn't spoiled at all, because my dad basically put all my nieces and nephews overseas through college. My parents

were grew up really poor. So, they never wanted to buy me clothes or like really, I wanted like all this fashionable clothes. I wanted cool bags. It was more about like me just wanting to pay for my stuff. Most of my jobs were actually retail jobs where I'd sell clothes and get a discount, so that I could wear really cool clothes and like get make up that I wanted or skincare that I wanted. It was really just to fund me wanting to spoil myself.

**[0:06:23]**

**FT:** Fast forward to today, when you think about your relationship with money, how has it evolved? What is your why, I suppose. For scaling as quickly as you are, we're going to get into the successes and some of the wins of your business, but what drives you now? Because I just did a bunch of episodes on the show about, what is enough? That's a very personal question and answer. I just want to know like what is your why today as you pursue financial greatness?

**[0:06:52]**

**HT:** I understand that life is limitless. I understand that things can scale really quickly if you have the right idea and the right systems. For me, I'm trying to grow my company to be like a 100-million-dollar company, right? That's my goal. It's really to help people in the process. I am the type of person where I always have teams around me, even when I had volunteer groups that I couldn't afford to pay.

I've always had teams of 20, 30, 40, 50 people that help me with my mission, even working for free. We can get into that. I also really enjoy paying for people's livelihoods, and having a big team, and being responsible for people's salaries, and seeing them grow and make more money. That really drives me as well. It's like growing my team and their potential, as well really motivates me.

**[0:07:46]**

**FT:** Tell us about this. I see people calling it a media empire. YAP Media.

**[0:07:50]**

**HT:** Yeah.

**[0:07:51]**

**FT:** You have your own podcast, Young and Profiting, as well as cultivating and growing other podcasts via a network, your own network. You have an MBA. You have background in marketing and consulting. Tell us about the current operation that you have and what – tell us all about it.

**[0:08:07]**

**HT:** Yeah. I have multiple businesses. Number one is my podcast that I started five and a half years ago. That's a business entity in itself. We get lots of sponsorships. My personal brand gets lots of sponsorships. I punch way above my weight. I'm a really large podcast, but I make as much money as the top podcast in the world, because I really understand how to monetize all my channels. I've really mastered this whole monetization of the podcast industry. That's my first business.

My second business is my social agency. I'm one of the biggest influencers on LinkedIn. I have a social media agency that's known as the number one LinkedIn marketing agency. I run a lot of influencers on that platform like Marshall Goldsmith and Heather Monahan and Matt Higgins from Shark Tank, Kara Goldin of Hint Water. Lots of CEOs, celebrities, podcasters. I run their social media. Their LinkedIn, their Instagram, their YouTube. I also do podcast production. We were the best podcast agency of 2022 and awarded that.

I have a podcast agency and a social agency. That's another part of my business. Then lastly, I have a podcast network. A year and a half ago, I launched the app media podcast network. It's the number one business and self-improvement podcast network where I grow and monetize other shows. The same way that I get sponsorships from my podcast, I also get them for about 25 top business and self-improvement shows. Then I take a rev share of their sponsorship.

**[0:09:29]**

**FT:** Tell us the secrets. How are you growing podcasts to scale and making it super-duper profitable? I have people all the time coming to me, “I think I want to start a podcast, but it's so crowded. I don't know.” What's your advice to someone who's like, “I want to be Hala. I want to start a really phenomenal podcast that is sustainable, as well as profitable.” Because a lot of people quit.

**[0:09:52]**

**HT:** Yeah. Because podcasting is not easy. There's really two ways to go about it. One way is you have money and you can invest in advertising and media buying. All the different podcast players out there, there's about 70 different podcast players that make up the industry. Spotify, Apple make up about 60% of all listening apps. Then the other 30% is like 70 different apps that you can advertise on.

You can advertise on 30% of the podcast players. That presents a really big opportunity. You want to advertise where the podcast listeners already are, instead of having to convince them from social media to listen to the podcast platform that you're soliciting, potentially download the app, find your episode. Instead, you just advertise in the podcast player itself through banner ads, through integrating yourself in the onboarding series and so on. All these different podcast players have different advertising opportunities.

The other way that you advertise in the podcast apps is through buying commercials on other podcasts in your niche, guesting on other podcasts in your niche, and so on. There's lots of different tactics to advertise within the podcast players. That's one way. Basically, if you have money, a company like mine, I'm one of the biggest experts in terms of growing shows. I can put together a plan and exactly know if you're like, “I want to get to 100k downloads a month.” I can say, “Okay, here's your three-month plan. This is how much you're going to spend, probably around \$10,000 a month, and I'll get you to 100,000 consistent downloads per month with real subscribers and so on.” Right?

That's one way. If you have money, you can just pay to play, right? This is like anything out there, right now. You can just pay to play. If you don't have money. It's going to be a longer-term

game. Typically, you want to have at least one platform where you have an audience. You need to pull an audience from somewhere. You're not going to just put up a show and people are going to magically find it. That's not how it is. It's not 2016 anymore. It's 2023. There's lots of competition, okay.

Having a social media presence and then really focusing on closing the loop. This is what a lot of people miss. They put up micro content videos. They put up social posts. They promote a podcast episode. They have a link in their bio or link in the caption, whatever it is, and they really are expecting people to click the link, find their episode. Maybe if you're smart, you might do a chartable smart link to your direct episode, but most podcasters, like they're not even that tech savvy to do that. They're really expecting a lot. They're creating a lot of friction.

You need to close the loop, and that means one-on-one combat in the DM. You put up a post, anybody who likes and comments is raising their hand and saying, "Hey, I'm potentially interested in this podcast episode." You then need to DM them a link to the direct episode. "Hey, I noticed that you engage on this post. I love for you to listen to my podcast. Here's the link." Then you follow up, "hey, did you get a chance to subscribe?" You do that all day. You promote, and you bring people from social to your podcast. Now that's a much longer game, but that's how you do it for free.

**[0:12:47]**

**FT:** I may or may not have been taking notes, just saying. I actually like notice that I liked someone's post the other day on Instagram. It was a story. I immediately got a DM from them. I was like, "Wow, this person's quick." They're really scouting all their engagement. I was like, "No, it was an automatic DM." but it was really well done. It was smart.

**[0:13:11]**

**HT:** Yeah. You can use like many chat, or there's lots of different softwares where you can automate this, but I always recommend like having a VA that does it manually, where you have scripts, and it's super like personal. I think that always does better.

**[0:13:26]**

**FT:** Now, I was listening to you in an interview of yours, where you've talked about this on your podcast and other shows about how COVID was a real game changer for you in terms of just, I think for all of us, it was a time for at minimum reflection like what am I doing with my life? Am I going in the right direction? What is the meaning of everything that I'm doing? I know that you went through a lot of personal hurdles and challenges, grieving during that time. I would love if you – to the extent that you're willing to share, what was the impact of that? It was like 2021, I think was really, you called it the hardest and the best year of your life.

**[0:14:04]**

**HT:** Yeah. It was 2020. Actually, in March of 2020, that's when the pandemic really hit at least New Jersey, and all my families in New Jersey, and my family was one of the first to get hit by the pandemic. This was when nobody knew about it. It was really scary. If you had COVID, it was like you had the plague, like everybody, like nobody talked to you for months and things like this. My entire – my mom, my dad, and my brother was visiting them all got COVID. My aunt and uncle down the street also got COVID. So, my family's doctor, so they got it all really fast, because they were in the hospitals and like stuff this, so they caught it really fast.

I ended up going home. I was living with my boyfriend at the time in Brooklyn. My sister basically called me up and she was like, "Hala." And this was in lockdown, like the first week of lockdown when I was working at Disney at the time I was working from home. She's like, "Hala, mom and dad have COVID. You've got like 30 minutes, let me know if you want me to pick you up. I'm going to go take care of mom and dad." I was like, "Well, of course. I'm going to go take care of mom and dad." She picked me up. I didn't have a car at the time. I get to the house. Everyone is extremely sick.

This is like the first wave of COVID where it was like just really tough. My brother is like super fit, like pretty young. He was like really, really sick. It was very scary. Me and my sister were staying in the basement. We were wearing like hazmat suits. I was like all like for a week, I was just really covered up. We were basically like not eating all day in the basement, like having like peanut butter and jelly sandwiches before we went to sleep, like sleeping with dirty old

comforters on the couch, because we just – nobody was prepared and like we just didn't want to sleep upstairs because we thought it was really contaminated. We didn't know what to do.

Then my dad got like very, very sick. Like we were like trying to get like an oxygen machine for him and like doing – everybody's a doctor. We were like, just like trying to self like help him, because we knew if he went to the hospital, like it would be really bad, because the hospitals were really overwhelmed at the time. We knew that he wasn't going to get attention. He actually said like, “Hey, if you send me to the hospital, like you guys aren't going to see me again.” That was the truth. There was nothing we could do. He was basically dying. So, we called the ambulance at one point and he got like wheeled away to the hospital. At that point I was working from home. I ended up staying and watching New Jersey for three months, because I basically couldn't go back to Brooklyn.

I had got COVID myself. My dad was in the hospital at this time for about like a month and a half. I remember watching him on Zoom. I would have him on my Zoom and be like, working at the same time. He was pretty much unconscious. They tranq'd him right away. He looked really uncomfortable. It was like really mortifying to see him like suffering that whole time. The worst part is that we weren't allowed to visit him, because at that time there was no visitors allowed. Even the nurses like barely went in his room and he could barely see.

I feel like all he could do is hear, so I used to just sing to him all day and like just try to soothe him. It was a really difficult time, but I was also really bored, because none of my friends wanted to see me. I couldn't see my boyfriend. I was working on my podcast, which was like business as usual. I had like 20 different – I had 20 volunteers at this time that worked for me for free. I was like doing my regular thing working on my podcast, working on Disney. At some point every time I used to end a podcast episode, my podcast was already like a top 10 how to podcast. That was my category at the time. I had big authors.

My podcast was big. I was already LinkedIn influencer, but I was just doing it on the side. It wasn't making money. This was like about two years into it. The guests that would come on my show, they would always end and be like, “Hala, I know that you're really big on LinkedIn. It's like so super impressive. Can you do this for me?” Or they would say, “Hala, you grew this incredible podcast, like could you produce a podcast for me? I'd love to do this.” These were all

really wealthy, accomplished people. I'd always be like, "No, I'm sorry. Like I've got this great job at Disney. I can't help you. I've got a volunteer team. They just work for free. It's just a hobby. This is just a passion project."

I would always like push them off until one day, a lady Heather Monahan, who's still my client. This was three years ago. She basically was stalking me on LinkedIn. Every video, she'd be like, "Hala, I need you to do this." Like, "Hala, get it together, like run my social media." I told her, I was like, "Heather, I can't run it for you, because I don't have the team. I don't have a company, but I'll teach you." Because I was bored. I also wanted her as my mentor, because she's really successful. So, on the weekends, I started scheduling Saturday calls with her. I was like taking her through my Slack channel, taking her through my templates, taking her through my video editing, because I'm like a marketing jack of all trades. I can audio edit, video edits, copyright, like I'm a marketing guru in my opinion, not to like tell my –

**[0:19:08]**

**FT:** You're good.

**[0:19:09]**

**HT:** But I'm really good. I was like trying to teach her everything. That's how I had a volunteer team, because they used to teach them. They would just work for free for me, because I would just teach them how to do things. She was like, "Hala, I just had a call with VaynerMedia."

**[0:19:22]**

**FT:** Wow.

**[0:19:22]**

**HT:** She's like, "I can give them my budget, or I can give you my budget. I'm more impressed with your stuff. I want to be your first client." This was COVID. Again, my dad was dying in the hospital. I was bored. I was like, "Okay, let's do it." So, she ended up like paying me \$700 a

month, like very little. I started taking over her LinkedIn. I crushed it. Then I took over her podcast and her Instagram. I started taking over all her stuff.

Now the next month, I had a billionaire, Jason Waller, CEO of PowerHome Solar, at the time, it was the fastest growing private company in the world. He invited me to his podcast. At the end of it, he was like, "Can you do my social media, my podcast?" At this time, I was like, "Yeah, I could definitely do that for you." So, I put together a proposal. I had no website. I had no logo. All I had was my team and a Slack channel that I just started paying, because Heather was paying us like barely anything.

I put together a proposal. At first, I had three services and I priced them \$3,000 each. LinkedIn was \$3,000 a month, Instagram 3,000 a month, podcast production 3,000 a month. I thought, "Hey, \$9,000 a month would be great." I talked to Timothy Tan, who's now my business partner. I send him the numbers. He's like, "Hala, this guy's a billionaire. Let's charge 10k each service."

**[0:20:42]**

**FT:** Yeah. Oh, my God.

**[0:20:43]**

**HT:** I was like, "Okay." I pitched him. I put together this awesome PowerPoint. Again, I had no website, no logo, really no incorporated company yet. At the end of it, he's like boom, "Let's do it." I had my first real client, \$30,000 a month retainer. Then it just skyrocketed. I got the CEO of Hint Water, I got the CEO of 1-800-Got-Junk. I started running all these big CEOs social media.

**[0:21:07]**

**FT:** Giving VaynerMedia a run for its money. I love that story.

**[0:21:12]**

**HT:** They call it the young Gary Vee, all the time.

**[0:21:16]**

**FT:** Oh, my gosh. That's incredible. Now you're making \$30,000 a month off one billionaire. Was there a part of you that was like, "I better not screw this up?" Like I think I would be really nervous to take – although for him, it's a drop in the bucket, but –

**[0:21:31]**

**HT:** I crushed for him. I crushed for him. Because I had built it. Here's the thing. I already was doing it for myself. It was so – I had no idea. I literally had already built a company. I had 20 people working for me already. I had all the systems in place. I had done it from, I was crushing on LinkedIn. I was crushing my podcast. I understood media buying. I took him from a podcast that was getting 200 downloads a month to like 200,000.

Then I started making him so much money. I was paying for myself within like six months. I blew him up on Instagram and I blew up bump on LinkedIn and I got him huge celebrity guests. He was so happy with the results. He actually like went through some PR issues. He's not my client right now, but he was my client for like two and a half years and very happy. When you can produce the results, then I just realized like, "Wow, I'm really the best in the business. I'm keeping my rates this."

Within six months, I was still working at Disney. I had 30 employees around the world. Now I had like my first US employees I was paying, and like I had a creative team in the Philippines. I had my ops team in India, and I had built this global team. A lot of them were the volunteers. I started paying them. Six months into it, I was already making almost \$200,000 a month from all my clients in my business. Then I finally quit my job at Disney, because I was like, "Okay, this is not a fluke. I'm crafting it. I want to go all in." That's when things really took off when I finally quit my job.

**[0:23:02]**

**FT:** Working from home probably helped, I'm going to guess, right? Because you would read these Wall Street Journal articles, like people putting down two, three jobs at a time, full-time jobs. You literally had – it sounds like more than just two full-time jobs, because it sounds like a lot of work.

**[0:23:18]**

**HT:** I had three. It was like a podcast, but here's the thing. I had created a company that was working for me while I was at work. I had already built that. For two years, I was basically working at HP and then Disney. I had a team that would work for free for me while I was at work. I would just train them. They were just aligned to the mission and wanted to be a part of the app. Then once I started my side hustle, it's like, I still have this team that was working for me while I was working my job. They were just working on other clients, not just me anymore.

**[0:23:51]**

**FT:** Now you've mentioned already a few times these 20 people that worked for you for free. I had a question here just about like for those of us who want to bootstrap and get up and running and we don't have a lot of resources or money, what's your advice? But I'm curious about how you convince 20 people to work for you for free.

**[0:24:12]**

**HT:** I didn't convince them. They asked me, which is so funny. I never – so it's like, in the beginning, it's like my story, I feel like is just so different from everyone else's.

**[0:24:24]**

**FT:** It is.

**[0:24:26]**

**HT:** I was growing my profile on LinkedIn. I became a LinkedIn influencer almost before I became a huge podcaster, but I was the top podcaster on LinkedIn for a while. I still am. My fans used to reach out to me in the LinkedIn DMs and they'd say, "Hala, your show transformed my life. I'm obsessed with YAP. I want to help. How can I help? How can I help?" It was very obvious at the time that I was doing this for free, that it was a passion project. I was pouring like every single ounce of meat in it. Like I said, I didn't talk about this on the show yet, but like before this podcast, I used to work at a radio station. I interned for free for three years.

I also had a blog. I knew how to blog, create websites, create great copy that converts, connect with people. I hacked Twitter. I used to be a Twitter influencer. Then I became a LinkedIn influencer. I had many different online radio shows. I was very experienced, even though this was my first podcast, I was like had all the things to become the number one podcaster in terms of my experience and my skills. This was very obvious to my fans. They wanted to learn from me.

I had one guy that was from Estonia, I remember. He helped me with my website. I teach him how to build websites, teach him how to update the website. That was his job. Then I had one guy from Atlanta, Parth, who was really into the show. He wanted to learn video editing. I taught him how to video edit. Then he was responsible to do all my micro content. Then I had other people that would help me with research. That's what they wanted to learn. Then I had a guy, Hesham, who's still like, on my team. He wanted to help with guest booking. He helped me with all the guest bookings. I would help him create email campaigns and taught him that.

I would just teach everybody the little things that you have to do. Then everybody was responsible. Some of these people now have grown into team leaders that are managing 30 people and so on. That was the first phase. It was like fans that wanted to be volunteers. I was just smart enough to put them in a Slack channel, create a community. We'd have like quarterly calls, but everybody just worked like two hours a day, because there was just one podcast and they weren't getting paid.

**[0:26:30]**

**FT:** It's like an apprenticeship. You're running a school.

**[0:26:33]**

**HT:** Yeah, exactly. Really, it's like once they felt like they learned enough, some people would leave, some people would stay. Then once we got paid, I started paying everyone. Then once I got paid, I couldn't not pay anyone, but when nobody was making money, it was fine. Actually, it was easier to motivate people when there was no money involved, because it was just – we were all aligned towards this mission.

**[0:26:56]**

**FT:** I'd love to pick your brain in terms of like, where do you see the next platform, the next – so you've conquered LinkedIn and podcasting and social media. What is next? You can talk maybe about AI or whatever. I just feel like you have such an ear to the ground and you're so much at the forefront of trends. Where should we be investing right now our time, as creators? I should say.

**[0:27:21]**

**HT:** Yeah. This is a great question. I believe in terms of podcasting. Podcasting is no longer audio only. Even advertisers are no longer thinking about it as audio only. It is cross channel, so people are listening to podcasts on audio, on YouTube, on live streams. I'm really into trying to build my live stream presence, because that's also where a lot of conversions happen, because there's two-way communication. You can actually communicate with your audience. Live streams, in my opinion, is the forefront of podcasting. LinkedIn live, IG live, YouTube live, and whatever other platforms TikTok live that enable it. that's a big one.

AI in my space, I think that AI is obviously going to take over everything. For example, with my podcast and my network, one of the things I'm thinking about is like, how can we basically have AI create our audio commercials? Because a lot of my time is like recording intros, outros, audio commercials. You've got to refresh these commercials every month, so like my idea is let's put all of our content in an AI engine and then have it like somebody else speak it and they can replicate it in your voice. Sort of like how people are creating like Drake songs.

**[0:28:34]**

**FT:** Yeah.

**[0:28:35]**

**HT:** Because there's so much Drake content, you can do the same thing. Even like photo shoots, you can put in like, if I have a photo shoot, I can plug in all the photos from that photo shoot and then ask it to generate more photos in the same outfits in the same scenery, but just more photos. It's like everything's just going to scale. There's going to be more competition with content and more noise, because everyone's going to be able to 10x all their content from their existing content.

Everybody who has a lot of content is at the advantage, because right now, I can plug in all the videos that I have from YAP and essentially, recreate interviews without me even being present, because I already have the content, I already have the pictures, I already have the audio. anybody who's starting from scratch and doesn't have that content is going to be behind. Everybody who already has that content is going to be able to start using it to replicate themselves.

**[0:29:28]**

**FT:** I tell you, after this, we're going to talk. Yeah, it's overwhelming, though, to hear about it. You have such a drive. It is, this is very you. I don't know if this isn't everybody. How do you stay focused, I guess? I mean, you have obviously team, and you have many people working on many different things. You're not hopefully so scattered, but how do you stay focused in a world where there is just so much distraction, so many shiny objects?

**[0:30:01]**

**HT:** Yeah.

**[0:30:02]**

**FT:** I just signed up for Threads, obviously when it first launched. Then I've given up on it already like, I just feel like it – it's dead, right? Okay. It's just not me.

**[0:30:10]**

**HT:** I like, talk about it on my podcast for like two weeks. I was like, “I wish I never brought it up.”

**[0:30:16]**

**FT:** But you never know. I mean, I was bearish on. I'm no longer, but I was bearish on Instagram for like the first two years or three years of Instagram. I was a private account, because I was like, “What do I want to share photos for?” Well, yeah.

**[0:30:33]**

**HT:** Yeah. You were wrong on that one. Yeah, it's really – I think it's going to be really hard for new social media platforms to break out, but it's possible. I mean, look at TikTok. It's relatively new. It's crushing it, but because it's not an American company, it might go away and all this time and energy that people spend on it might be for nothing. You got to be careful about what platforms you spend time on for sure. But what was your question exactly?

**[0:30:56]**

**FT:** How do you decide where to invest your time? When you're looking at, like what's the calculus? Okay, I think that this channel is where I'm going to go, because I see these data points.

**[0:31:09]**

**HT:** Yeah. Well, I am slow to adopt new channels. I definitely experiment, but in terms of like putting a lot of resources or investment, I'm slow to adopt new channels. For example, Threads,

like it's I'm on it, but I'm not like doubling down on it. I'm offering it as a service, but I'm weary and I'm not going, like to I'm still doing the things that work. I know I can get our away from podcasts. I know LinkedIn is going to be the platform that I want to invest most of my time on. I'm not just jumping on every new shiny object, because I do realize that if you want to be successful, you need leverage on certain platforms.

It's like, I'd rather be the number one person on LinkedIn and just maintain that, than like be popular on Instagram, popular on Threads, popular on TikTok. No, let me be the number one person on LinkedIn, so that I can leverage that and grow the other platforms. So, like for me, it's more important to get a lot of leverage, like so for example, I invested a lot of my podcasts and a lot of my LinkedIn and now YouTube. That's what I'm focusing on.

In terms of like my business, everything works together. My podcast is part of my network, the same sales that I get from my podcast. I'm able to get from my network. My agency clients, also like everything is like one ecosystem, right? A lot of my podcasters or my agency clients, a lot of my agency clients launch podcasts. I have a LinkedIn masterclass. It's all the training that I give my team for LinkedIn. As I learn new things, I update the class, right? It's like, there's nothing that's outside of the ecosystem.

The other thing is that like, I know which parts of the business that I'm scaling. My agency is boutique agency. Agencies are talent heavy. The amount of sense on the dollar that we make on the agency is a lot less of the network. My main focus is my network growing the impressions, growing the sales. Me as a CEO, because that's the newest part of our business, that's like 80% of my attention and all the other stuff I've been having for three years. I've trained really great people to help me. Then I just show up for like strategy calls and things like this.

It's like I manage my time really strategically. My team is really on point, like we have daily huddles. We have a quarterly planning. All of our big objectives are outlined, like it's just really plans. There's nothing in the quarter that I'm doing that's not in our plan, unless something really like threads comes out and we've got to add that, but like, we really typically state a plan.

**[0:33:31]**

**FT:** All right. Well, last question. This is softball, because we've talked a lot about work, and business, and entrepreneur culture, and strategies, and operations. What does Hala do for fun that is unplanned that you take the wealth that you've created to do something for you? Like when you're just got – you had a free Saturday, or if right now someone said, “Clear your schedule. Go do something fun.” What would it be?

**[0:33:56]**

**HT:** I love getting facials. I love getting massages. I love walking around New York City with my boyfriend and trying new restaurants. I love to work out. Those are the things that I really enjoy doing, just spending time with loved ones sitting at the pool going on vacation. I love to dance. I actually, have a lot of fun. For a long time –

**[0:34:18]**

**FT:** You do have – yeah.

**[0:34:20]**

**HT:** Yeah. But now I have a lot of fun. My life is very fun.

**[0:34:23]**

**FT:** Well, you're fun. You're a fun gas. I so appreciate connecting with you. By the way, I live in New Jersey. I did live in Brooklyn. I would love to bump into you and share a, I don't know, a stroll or something, but yeah. It's important to get out. I know. I feel like make me time. It's got to be intentional.

**[0:34:42]**

**HT:** 100%.

**[0:34:43]**

**FT:** Hala Taha, thank you so much and come back anytime. I can't wait to be on your show.

**[0:34:47]**

**HT:** Yeah. So much fun. Thanks for having me.

**[OUTRO]**

**[0:34:52]**

**FT:** Thanks so much to Hala for joining us. We'll put the links to her podcast and website in our show notes. Stay tuned for Friday's episode of Ask Farnoosh. Be sure to send me your questions. You can DM me on Instagram @farnooshtorabi or you can just email me Farnoosh@somoneypodcast.com with your question. I hope your day is so money.

**[END]**