

**EPISODE 234**

[INTRODUCTION]

[00:00:34]

**FT:** Hey everyone. Welcome back to Millennial week on So Money. I'm your host Farnoosh Torabi. Yeah so all this week we're featuring five exceptional young adults who are each showcasing some fantastic and inspiring stories about how to conquer your financial life at a young age. You know an essential obstacle facing the Millennial generation is financial freedom. The most recent graduating class finished college with an average of \$35,000 in student loans, the highest on record! And typical credit card debt among young adults, now, tops \$26,000. And according to a new study by Pew, more are living at home with mom and dad to make ends meet.

However, some young adults are bucking these financial hurdles. They've accomplished a great deal in short period of time and are well on their way to becoming pretty wealthy, a word that's hardly synonymous with today's 20 something bunch, right? From Travis Hornsby, earlier this week we heard from him, our first Millennial who's semi-retired at age 25 to just yesterday, Christina Ellis who shared her story of earning over \$500,000 in scholarships.

Today my guest is a woman with similar drive and ambition. Her name is Raya Schwartz and she is just 25 years old, has already opened up her own waxing boutique in Tampa, Florida, and she's earning six figures. She became an esthetician at age 18 in New Mexico, and when she turned 20 she got a job at a waxing salon. There she made a pretty good salary, over \$60,000 a year but she was unhappy with the way the owners treated the employees, with her hours, she didn't feel like her career was really taking off.

So she decided to go out on her own, out on a limb and start a small spray tan business to start. And in her first year she was able to match her salary from her previous salon. She the moved to Tampa and opened the successful Flirt Wax Bar, and her goal is to be financially and physically free to travel and spend time with her family and I must say, she's well on her way. Among the many strategies for financial success that we discuss in the next 30 minutes with

Raya is how she does backwards math as a routine habit. "You can reverse engineer any goal," she tells me. Knowing when to quit, Raya went solo just shortly after working on staff at a local salon, and the lessons she learned growing up in a family that started out wealthy and ended up going nearly broke.

Here is our So Money Millennial this Wednesday, Raya Schwartz.

[00:03:13]

[INTERVIEW]

**FT:** Raya Schwartz, welcome to So Money. I'm very excited to feature you on the podcast. Welcome.

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**RS:** Thank you Farnoosh. I'm so excited to be here and be talking with you.

[00:03:25]

**FT:** Yeah! And everyone, Raya reached out to me and said, "I am a So Money Millennial," and as you know, I've been reaching out to everybody over the last several weeks to say, "If you feel as though you are a young adult, that you've accomplished a lot in the short period of time that you've been an adult so far. Let me know, whether it's you started a business and it's been successful, you've saved money, you've crushed debt, you're no longer living with your parents, let me know."

And you emailed me to say that you do have a successful six figure business that you started very early on, and you're only 25 now and already earning a six figure salary for yourself, self-employed. And it really does buck this sort of trend that we're seeing out there, which is very real in some ways. You know that millennials are saddled with debt, behind the financial 8 ball. Do you feel as though your generation gets a bad rap, that they're just a generation that's hopeless, is not accountable, and spoiled?

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**RS:** I do! I think that my generation does tend to get the rap that we're very entitled to things and that we think people out of college, we should just get jobs like right away that pay really well. But then I also think that there's the other side of it where I think it's because who I maybe listen to and surround myself with, that there's a lot of young entrepreneurs that are really trying to make a lifestyle for themselves.

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**FT:** And you started at a very young age; when most people are off to college to figure out who they are and what they wanna be, but you decided college, at least the traditional four year college was not for you. And I think that was a bold, brave decision at the ripe age of 18. What made you realize that? And also follow through with it as so many of your friends were off to college?

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**RS:** While I was in high school I could never really quite figure out what I wanted to study if I went to college. I also was never the greatest student in high school. I think I was smart but I was just maybe a little bit bored and not interested in what we had to study. I had always had an interest in skin care because I myself struggled with acne in high school. So I was always getting chemical peels, and Microderm abrasions and facials. So I always had that interest in skin care. I knew I wanted to move out to L.A when I graduated and I knew it would be really expensive, so my senior year of high school I took night classes to become an esthetician so that when I moved out to L.A I would have a career right when I got there.

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**FT:** Was that difficult to convince perhaps your family and even your friends that you were gonna do something very unique, you were gonna follow a passion and move?

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**RS:** Well I'm super lucky because my parents are actually entrepreneurs themselves, and they have a business. So my mom was super supportive from the beginning. She was actually the one that gave me the idea to become an esthetician because she knew I didn't really know what I wanted to do in college and even though I had gotten facials and stuff, I actually didn't even know what an - like that was what they were called, was like estheticians. I didn't know that could like actually be a job that I could maybe potentially do.

One of her friends actually mentioned to her that she said, you know, "If you go to college, you could get a job. But you're competing with so many people. When you have a trade, you can go anywhere and be successful."

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**FT:** I agree.

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**RS:** So she was actually very excited for me. Yeah.

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**FT:** That was great advice. Yeah I mean some of these student who go on to college and take on debt to study, I dunno, sociology which is a very interesting topic, it's a rich, rich major. But at the end of the day, if you wanna apply that you might have to go to additional school or you don't get to apply it. You have to go right into a job to be able to pay down your student loan. So I agree.

Was it scary moving to L.A all by yourself?

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**RS:** You know what? It wasn't too bad. I actually have family out there so I lived out there for a year, and the first six months I was really lucky because I was with my sister. The second six months that I was there was kinda when it got a little rough because I moved in with my niece and it was the first time I had to pay rent. I was really only making a little bit more than minimum wage, and that was a huge reality check for me. I really didn't know how to manage my money, or credit, or how to save and I really went broke really fast and had to move back home.

[Chuckles]

[00:08:03]

**FT:** What was that like? And how did you ultimately learn how to manage your money? Who was the person, or what were the resources that you used to get on track?

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**RS:** Well when I moved back home it was really helpful to kind of regroup and get back on my feet. I got a job at a waxing place and at the time when I was getting that job, I actually did wanna work for myself. You know, I thought, "If I do facials for myself, I'd rather make 100% than commission. I'll make so much more and I think I'm really skilled." I knew that my waxer was opening up her own business and she had told me that she waxed 30 people a day. So in my mind I was like, "Oh my gosh like she waxes 30 people a day, if I rented a room from her there's like an instant clientele that I would make so much money."

So she actually wasn't willing to rent out a room, but she did hire me and she trained me how to wax. And so that's where I learned how to become such a successful waxer.

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**FT:** And you reverse engineered. That's really what you did there. You were like, "Okay, what do I need to do to make X dollars and what is that input gonna be like? And how can I - is that realistic? And if it is, how do I take the steps backwards now to get to that point?" That's smart. In our pre-interview you mentioned that that is something that you apply to a lot of things in life, not just your finances.

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**RS:** Right. And I kind of use it at a smaller scale back then, now I kind of use reverse engineering at a bigger scale because just my mindset's bigger, and I think bigger than I used to. So you know, if you take the amount of money that you wanna make - and at the time when I got that job, I actually wanted to make \$250 a day. That was my goal, and it seemed like a lot because I really wasn't making anything at the time, but it was \$5,000 a month. And when I got that job, I mean within two months I was making \$5,000 because I did reverse engineer and figure out how much that would need to be at daily.

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**FT:** Did you have any debt growing into this business? What were your financial hurdles?

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**RS:** When I opened my current business?

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**FT:** Yeah, or just at any point during your, you know, you started this when you were around 19, 18 - in this industry - and then now to where you have your business. What were your financial hurdles along the way, if any?

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**RS:** I really didn't know about credit or managing my money. A big one was when I got my job at the waxing place was we were paid as a contractor. They didn't take taxes out for us, so we were supposed to save, which I didn't save for taxes. So at the end of the year when I owed like \$8,000 that I didn't have, that was a big wakeup call.

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**FT:** Woah! How did you find the money to pay Uncle Sam? \$8,000 is a lot for anybody.

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**RS:** Well that's the thing, I didn't pay it right away. I paid it like two years later and I just made a plan with the IRS where you pay them off monthly. But that was also another mistake on my part where I kind of just went to H&R Block with my taxes then, whereas now I have a CPA and he actually re-did my taxes from that year that I did pay \$8,000, and he was like, "If you'd went to me, you would've owed like \$600."

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**FT:** Ah!

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**RS:** So it makes a big difference, yeah, to go to kind of like a franchise-type place or someone that like really knows their business and their trade.

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**FT:** Oh my gosh, that is So Money. But maybe he was just trying - too little too late Mr. CPA!  
[Laughs]

[00:11:43]

**RS:** Right. [Laughs]

[00:11:45]

**FT:** I mean I trust that he could've done better for you, but that's a huge difference and I would actually wonder if he could've just had you owe \$600. But hey, I don't know that much about

taxes, so that's really sobering. I mean gosh, after that you must've been like, "From here on out, I'm gonna do my homework. I'm gonna do my due diligence and research before I give my money to anybody."

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**RS:** Yeah definitely. And that's why I've become so hands-on now where I look at my bank account everyday, I pay all my bills on time, they're all on auto. I'm rebuilding my credit, I listen to financial podcasts because you learn so much from them. It's really definitely made a difference in my money.

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**FT:** So you started making a pretty good salary of \$60,000 a year, you were unhappy with that, especially the way that you said that you were being treated. You had a little bit of a tax overlooking, then at what point did you decide, "You know what? I'm gonna go out on my own. I can do this!" What gave you the courage to do that? Because I think that takes a really, especially that young age, someone who's extremely courageous.

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**RS:** At the time I think I was about, I was 21 at the time when I was working at the waxing place, and I was - I had a good lifestyle. I was 21, I was making \$60,000 a year, not including the [inaudible] that I was making. So I was probably making close to like \$75,000 when all my friends were in college kind of struggling. It was really - it really came down to the way that the owners treated all the employees that I worked with. Now, you know, they treated me fine. I was actually - I hate to say this - but I think I was their favorite because they never really personally got mad at me. But I saw how badly they treated my friends that I worked with, and I really just couldn't take it anymore.

So I decided that...

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**FT:** Badly treated like how? Like were they just over-working you? Can you give us like an anecdote?

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**RS:** Yeah, we definitely were over-worked. I mean we literally would wax a client every 15 minutes. Now if we were booked all day, we need a 30-minute break, but say if there was one break at 11 and one at 3, that was our break. But it really only gave us time to like catch up to like take the trash out and kind of clean up. They really didn't give us breaks. But also it was things like yelling at us, and not trusting us, and always texting us in all caps on our days off that we're like stealing things when we bust our butts for them. Just a bunch of things that like added up over time and I just couldn't handle it anymore.

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**FT:** And when you left, did you have a plan that you were gonna - you knew exactly what to do on your own?

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**RS:** I did.

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**FT:** You did? Okay! Tell us about that.

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**RS:** So when I got the job, the owner asked if I would - if we ever wanted to quit, that we give a two months notice so she could like retrain someone. And also, we had to sign a non-compete form, which I understand non-compete forms to protect their business. But hers was like

ridiculous. It was like, you can't wax anywhere within 600 miles of any location that we open for two years.

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**FT:** Oh please.

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**RS:** Now that's like your livelihood.

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**FT:** No way!

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**RS:** So I think she did it as a scare tactic and that's when they kind of got more mean towards us, is when we did sign those. I felt like they felt protected and that they could treat us however they want.

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**FT:** Yikes.

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**RS:** My plan was, I wasn't planning on taking any clients, but I knew the type of money I could make waxing. At the time I lived in Albuquerque, which is an hour away from my home town in Santa Fe. So I thought, "You know, I'll just move back home for a little while and I know so many people there, I'll just start waxing there," and I also added eyelash extensions to my service cause that was something I was really into at the time. I had a hairdresser that basically her family knew everyone in town, so it was really easy for me to get busy really fast there. I got

clients instantly and I rented a room from a lady that had a spray tan boutique and she was just awesome. And so it worked out really well.

They did find out where I was working and threatened to sue me, but I had already talked to a lawyer and they said, "You know, that contract is a joke because they can't take away your livelihood, like that's what you do."

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**FT:** Even though you signed it, they thought that you could still have a solid case against here?

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**RS:** Right, because they said, "If you take this to court any judge would laugh because they can't take away your livelihood, and 600 miles is ridiculous." Like 10 miles or 50 miles, that's understandable, but not 600 miles. Like that's the whole state of New Mexico. [Chuckles]

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**FT:** So they tried to sue you and then what happened? They just dropped it?

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**RS:** Oh no they just threatened it, and literally all it took was one call from a lawyer, which happened to be my friend's dad. He just called them and said, "Stop calling her," and I never heard from them again.

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**FT:** Nice! Raya you're So Money!

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**RS:** [Laughs] Thank you.

[00:16:46]

**FT:** You're So Money. Okay, so I wanna transition now to talk a little bit about your mindset, your habits. We talked about failure, so we'll skip that, but let's talk about your financial philosophy. You're 25, I think what was I doing at 25? I was like hustling - still hustling - but I think I had just missed a payment on my Banana Republic Credit Card. What is your financial philosophy at this age, as you have accomplished so much in your profession life and your financial life. What would you say is one over-arching money mantra?

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**RS:** My biggest money mantra would be that anything's possible. If you have clarity and you set your mind to it, I really think that you can achieve any goal or amount of money that you wanna make. I definitely think there's steps to that, I think the first step would be to have your vision of clarity. I didn't start making a lot of money until, in my new business that I have now in Florida, until I was super clear on my vision. And before I was kind of all over the place, like I worked for myself and I waxed people, but I really grew when I decided that I actually don't wanna wax forever, I want to own a business and be an entrepreneur, and I want to have girls working for me one day so I can live the lifestyle I want and have the freedom when I have kids to be with them and have the lifestyle that I want.

[00:18:14]

**FT:** And what is your lifestyle Raya? I haven't even asked! Like what are you doing with all of this money that you're making in your young 20's, in your early 20's? What are you doing that is - how are you living? What are your values? How is your money helping support your life?

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**RS:** I mean I think I have a comfortable life in a sense that I'm not super worried about my bills, I live in a nice apartment, I can afford to shop at Whole Foods every day and juice, and do things

that make me feel good. I actually don't spend a lot of extra money on myself right now, because right now it's all being reinvested into my business. I just built out my third location that I'm moving into, I'm expanding, and this is my third and last because I signed a six year lease on my new one.

Really goes all back into my business right now. I do think by next year I'll have a little bit more flexibility on vacations and doing more fun things. But right now it's all an investment.

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**FT:** Are you saving your money as well, I hope? Because just in case, I dunno, you have to downsize or you can't work for a little bit because you got, God forbid, you twisted your wrists or you got Carpel Tunnel. I dunno? I'm thinking you should have some disability insurance, Raya, just a little mother hen Farnoosh says you should get some disability insurance, you should have a six month cushion. So you know, are you working on those things as well? Please say yes.

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**RS:** I am working on those. I did have a little bump in the road, going back to failures, my current location that I'm in I built it out and I spent a little over \$10,000 on it and I only signed a one year lease. So that was a huge mistake. But I signed a one year lease thinking you know, "Oh well I spent all this money rebuilding it, I'll be the first one to be able to renew the lease." And to my surprise my landlord decided not to let me renew the lease and he rent my neighbor - like my neighbor wanted to expand so he's giving it to him.

That's why I'm moving to my new location, which I actually kind of spent all my savings on, but like I said I look at it as an investment cause I kind of had to look at myself and say, when he said I couldn't renew, "You know either I'm gonna go bigger and go all in, so that I have room to grow and really expand and build that business I really want, or go the opposite and maybe get a smaller place but then I'll be waxing forever," which that's not my end goal.

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**FT:** Waxing forever. I dunno about that. But you mentioned that your parents are both entrepreneurial, which has really helped you inherit that confidence to, and also I think maybe the instinct to go out there and be independent. What would you say is your most pivotal money moment, money memory, growing up as a kid? What happened? Where were you? What did you learn?

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**RS:** Growing up, probably up until like middle school, my parents were very wealthy. You know, they had a very successful business, it's a jewelry business that they make [inaudible] jewelry and sell it to a lot of art galleries. When the economy tanked, their business took a big hit because it's kind of like art jewelry so not as many people are buying, and they really lost a ton of money. I think that going from being really rich and kind of like having, not whatever I wanted, but I was a little spoiled. I was kind of the only child growing up, and going from that to being like kind of middle class and then eventually kind of almost broke towards my senior year of high school, my parents, it was definitely really humbling but it also made me never wanna be broke.

That was almost like my motivator, like, "I wanna be able to get the things that I want and live the lifestyle that I want, and vacation when I want." I hated that feeling. And I also hated the feeling of seeing my parents struggle. Like it really took a toll on their relationship, it just made me really sad to see. So another one of my big motivators is that I wanna be successful so I can help my parents out and like kind of pay it back because they did pay for my esthetician school and I went to private school one year, and my dance lessons. Like I would just love to give back to them.

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**FT:** How great! Did your parents, through all of that deterioration of their wealth, did they talk to you about what was going on? Or did you feel as though you were just a bystander? Or were they involving you in kind of the "why" behind the fact that they went from wealthy, to middle class, to broke?

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**RS:** You know I think I knew the surface level of it, I didn't know how bad it was until maybe like even a couple years later. I knew that we weren't as wealthy cause we didn't live in as nice of house and they kind of said it here and there, but I didn't know that like my parents stopped paying their mortgage cause they couldn't afford it, and things like that. A little bit, but not quite to the extent cause I think they didn't want to upset or scare me.

[00:23:28]

**FT:** Yeah. And so how good of you to kind of experience that and interpret it as, "I want to have a better life for myself and I don't wanna make these same mistakes, and I wanna be independent and take control of my own financial destiny." High five!

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**RS:** Oh thank you.

[00:23:44]

**FT:** Now let's talk about happier times. Let's talk about a So Money moment Raya, a time in your professional life or your financial life that you felt as though you really, you deserved a pat on the back at the very least. That you reached a financial pinnacle of sorts, thanks to your own hard work and efforts. A So Money moment, take us there.

[00:24:06]

**RS:** I can definitely remember really clearly a So Money moment for myself. When I opened my business in Florida, my goal was always, in the beginning, it was to hit \$10,000 a month in sales. Like I just had this goal of \$10,000, that would just be so amazing. When I hit that I think it was, I think it was a year into my business I hit that. So that felt pretty amazing and then of course from there my goals have grown, so my next goal is \$50,000, which is a lot more than I

am making right now, but I also think that the bigger that you think and the bigger goals you set, the bigger actions you'll take to get there.

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**FT:** Think big! Think big, right?

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**RS:** Yeah, exactly!

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**FT:** Think and act big.

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**RS:** And another So Money moment that I have to say that almost feels like equally as good is that I have one employee right now and I'm hoping to grow that at my new location, but I definitely felt I'm So Money or that I have those moments when she's working and she makes a lot of money, you know that's always been a goal of mine for that, whoever I hire to have a good job. So she makes like \$200 in a day, but then I make \$500, which is less than if I'm waxing myself, but the fact that I'm not there and my business is making money for me, that definitely is Money moment for me.

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**FT:** Hell ya! Passive income all the way. And then that frees up your time to be able to think even bigger and project ways to grow the business and you know what? Go have a workout if you want! Go do something that's investing in your health and just adding to your happiness of your lifestyle. So I think that is brilliant.

What's a habit Raya that you incorporate in your daily or regular routine that does help your financial life, that does help your ability to save or grow the business or just be able to have a grip on your money?

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**RS:** I think it's learning about money and like how to invest and how to save and what to do with it. That's been super helpful for me. Like I said before, your podcast has really helped me a lot, getting a really good CPA has been really helpful. I also got a really good financial advisor, which is life changing. The first financial advisor that I got was at Ameriprise, and I just, not to saying anything bad about them, but maybe I just didn't connect on the same level. That I kind of felt they're more trying to like sell you life insurance than they are trying to help you. And when I found a really good financial advisor he's just been really helpful and he gives me tips on like the economy and where it's going and what to do with my money. So yeah that helps me a lot.

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**FT:** What else do you consume, besides this podcast? Do you have any favorite websites or other podcasts that you would like to share with fellow millennial listeners?

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**RS:** Honestly, I feel like podcasts have changed my life. I know it sounds so crazy but even just the beginning of this year, January 2015, I was kind of struggling a little bit in my mindset because I hadn't found a new location yet, I knew I had to move my business, and I really, I wasn't clear yet on what I wanted to do.

Once I started listening to podcasts, I think my first podcast I listened to was The School of Greatness, Lewis Howes.

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**FT:** Yes! Who has been on this show, as you know.

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**RS:** Yeah. I was super inspired by that and he talks a lot about gratitude, so I got in the habit of waking up every morning and writing what I was grateful for, because there's so many things to be grateful for. And that was really life changing for me, just being grateful every day and like thinking of all the things that I have and all the problems that I have are first world problems, and they're really not that bad in the bigger picture. But then I also listened to, I really like Peter Voogd - The Young Entrepreneur Lifestyle Podcast - his is really good.

And Hal Elrod's "Miracle Morning", that's a good one. I also changed my habits in the sense that I go to sleep really early so I can wake up really early and start my day fresh. I go to sleep from 9:30 PM every night and wakeup at 5.

[00:28:23]

**FT:** Oh my gosh, what do you do at that hour?

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**RS:** I work out.

[00:28:25]

**FT:** Oh you work out. Okay.

[00:28:27]

**RS:** I work out, I write in my gratitude journal, walk my puppy and I just - I don't like to feel rushed in the morning I think I just have a better day when I wake up early, and I have that routine.

[00:28:37]

**FT:** That's a good way to put it. "Don't feel rushed in the morning." Yes.

Alright, ready for some So Money Fill in the Blanks? Thanks for sharing those with us too. We'll put those on the site. Are you ready for some So Money Fill in the Blanks? Okay here we go.

If I won the lottery tomorrow, let's say someone came and dumped \$100 million bucks on your door step, the first thing I would do is \_\_\_\_\_.

[00:28:57]

**RS:** I would definitely surprise my mom. I dunno how I would surprise her, but I would probably buy her a new house or a new car and really take care of her.

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**FT:** How are your parents doing? How are your parents doing these days?

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**RS:** Oh they're doing well. My mom lives here in Florida, pretty close to me. And my dad lives in L.A and I was just out there last week and got to see him. So they're doing really good now.

[00:29:19]

**FT:** Good. Good, good, good. They must be so proud of you!

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**RS:** Yeah, I think they are.

[00:29:24]

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

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**RS:** Definitely anything that has to do with health. I love working out and doing different gym classes. So I think that definitely makes my life better in the sense that it's a big stress reliever and it clears my mind and it's the best way to start the day.

[00:29:48]

**FT:** Absolutely.

My biggest splurge that I spend a lot of money on, but I don't regret it, is \_\_\_\_\_.

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**RS:** [Laughs] Probably my biggest splurge...

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**FT:** Or guilty pleasure!

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**RS:** .. that I do - yeah a guilty pleasure. It's funny because I'm an esthetician so I can do a lot of things to myself at home. Like I have a Microderm machine and I get a lot of products wholesale. But I still will go to like spas or medical spas and get treatments because there are things that I can't get and I love HydraFacials. Like that's one of my favorite treatments to get. They're a little pricy, but they're so worth it. Your skin will glow for like two weeks after.

[00:30:29]

**FT:** One thing I wish I had learned about money growing up is \_\_\_\_\_.

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**RS:** I wish that I knew how important credit is. I really messed up my credit when I had move to L.A. I mean I got offered all these credit cards right out of high school. They were only like \$500 or \$700 but I bough Christmas presents for my family and just like little things that I maxed them out and I dont' know why - like I knew you had to pay it back monthly, but I guess I didn't realize how important it is.

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**FT:** So you missed payments?

[00:31:08]

**RS:** Oh yeah I missed payments for like a year until I moved back home. [Laughs]

[00:31:13]

**FT:** Oh gosh!

[00:31:15]

**RS:** Cause I really didn't know how important it was. I didn't know you needed credit to buy a car and to rent an apartment and all this stuff. And someone my credit is much better than it was then, but I'm still working on it. And somehow I've been lucky enough that with good references I've gotten two business and somehow I get really lucky with that one, but..

[00:31:35]

**FT:** I was gonna say, that's like a whole other episode! That's a whole other episode, like how to become an entrepreneur and launch businesses with bad credit. And I suppose you haven't had to rely a lot on loans from banks, or have you?

[00:31:48]

**RS:** Yeah no I haven't taken any loans. It's often cash. When I first opened my business though, in Florida, I did use my Grandma's credit card which I paid back, because she had a really high limit card. But the thing that sucks is that didn't affect my credit at all cause it was on her card. But yeah otherwise I haven't taken any loans out.

[00:32:09]

**FT:** And last but not least, I'm Raya Schwartz, I'm So Money because \_\_\_\_\_.

[00:32:14]

**RS:** I believe that with the right belief and the right mindset and taking action that I can accomplish any goal I set and make as much money as I decide to.

[00:32:26]

**FT:** Yeah girl. And how much are you about to make this year? What's your revenue projection?

[00:32:30]

**RS:** Well last year it was my second year in business, and I did \$125,000 in sales. This year I am projected to make double that, but I'm trying to make five times that. So we'll see. I think with my move I honestly think I can accomplish it. I'll let you know. [Chuckles]

[00:32:49]

**FT:** I will be looking forward to that phone call or that email or that tweet that says, "Farnoosh, I did it. I crossed that finish line," and I have no doubt that you will be able to accomplish that and much more in the near future. Raya thank you so much for sharing your story with us and being candid about all the exposure that you've had to financial lessons growing up with your family, and now as a fledgling entrepreneur. Thank you very much for joining us, and we wish you all the best.

[00:33:17]

**RS:** Awh thanks Farnoosh. I really appreciate it and I'm so grateful to have this interview.

[END]