

EPISODE 269

[INTRODUCTION]

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FT: Hey everyone! Welcome back to another episode of So Money. I'm your host Farnoosh Torabi. Thanks for joining me! I'm bringing back a friend, a good friend of mine, Marni Battista. She was on the show months ago. She's a zen, dating and life coach, talking all about money and relationships the last time she was on the show.

Today she's here to talk about her latest book, "Becoming Irresistible". *Simply irresistible!* Yeah! "How to be irresistible. How to effortlessly have men pursue you," — where was this book when I was dating? — "treat you like a goddess and commit to you for life." Yeah! Wow that's a big promise. Now in this book Marni reveals the three key musts to help women transform their unconscious behaviors in order to find a quality partner. The book shares specific tools and advice. It launched earlier this week on October 11th, and to celebrate the launch, Marni is giving it away for free for 10 days. So you have until the 21st to get your copy. Go to [DatingWithDignity](http://DatingWithDignity.com) — that's here site — .com.

Now a little background for those of you who may have missed her the first time she was on So Money. Marni is the founder and CEO of DatingWithDignity.com, it's a million dollar plus company that specializes in helping her clients first fall in love with themselves by creating a life that they love and then finding someone to love. And I also interviewed Marni for my book, "When She Makes More" and we talk about, in that book, the importance of stepping into your femininity to find the man of your dreams and to keep your relationship hot.

And in this podcast we talk about how to feel unconditional self-worth as a women. How to really tap into internal satisfaction that is not pegged to getting a promotion at work, or other life events. Because we tend to base our self-worth on these "accomplishments". How to have a good feeling about yourself and confidence, no matter what. We also talk about the key to having dating savvy. For those of you on the show listening, if you're in the dating world for the first time, second time, how to do the dance. And why this book is important for men to read.

Here is Marni Battista!

[INTERVIEW]

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FT: Marni Battista, welcome back girlfriend! It's so great to have you on the show now as a published author. Congratulations!

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MB: Thank you, and I'm coming back on the show as a fan of So Money because I actually listen to the show! [Laughs]

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FT: Oh! Well thank you so much. It's so nice I've converted you. How great!

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MB: You have! I'm like, "Farnoosh said we need to..." So anyway. There you go.

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FT: So for listeners, Marni is a treasure chest of insight, advice, guidance, when it comes to relationships, but also on the podcast, when you were on several months ago, gave us a lot of truth bombs when it comes to money and managing your money in a relationship. And of course, finding financial freedom as you have starting a very successful business as also for many years a single mom, now of course happily married. And so check out that podcast, I forget the episode number, but go through the archives, type in Marni on Somoneypodcast.com, you'll find it and your life will change.

So while I have you Marni, I wanna dive into becoming "Becoming Irresistible", your new book. Subtitle: How to effort — sorry, can I speak? How to "effortlessly" — that was not effortless! — have men pursue you, treat you like a goddess, and commit to you for life. You do a lot of different things; you speak at events, you have webinars, you coach clients. Why a book?

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MB: Well you know it's funny cause I actually wanted to write a book before I even started my business because I wanted to share what I had learned from my own journey of getting married at 22, being divorced after 17 years, jumping into a relationship with wrong guy again, and then figuring out how to re-create my life, fall in love with myself, and then date successfully in a really confusing time in the world. So it was perfect, it was divine perfect timing because now I have the benefit of having worked with 1,000's and 1,000's of women over the last six years and so my system and my formula now is not just an idea, it's actually proven.

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FT: So let's talk about these proven methods; your book goes through specific tools, specific advice, three key musts. Can you share them without giving everything away? Cause I do want people to go and rush to get your book. And by the way, it's free until the 21st! How generous of you!

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MB: Yes!

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FT: By the way, before that, what is the website again for that?

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MB: They can go to DatingWithDignity.com and grab the book for free.

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FT: Okay, will do. So let's start with the first must-have, or the must.

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MB: Well the first must is really about self-worth and I think one of the most important things for really successful, strong women to realize around this is that there's a difference between self-esteem and self-worth. And as women in today's society, our self-esteem for most women is very conditional. Right? So we get the promotion, we have a good credit score, the guy who asked us out is really handsome, we get a promotion, we feel really good about ourselves. In order to really attract the right guy effortlessly, our self-worth has to be hinged on internal satisfaction and fulfillment, and it is completely unconditional. And so one has to really dive deep to figure out, "How can I really, truly love myself and be confident in a way that is not mired or impacted by what's happening in the world around me?"

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FT: And that can take a long time to come to peace with. Right? I mean that's really a foundation for anything in life. If you wanna receive, you have to be someone who's content, first and foremost with yourself internally. How do you get there if you're really not feeling so great about yourself?

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MB: Well I think one of the first things that you can do is actually — and I know this is so hard because I work with so many successful women — is to really actually understand that you're not feeling worthy, loveable, that it's hard for you to receive, that it feels really scary to be vulnerable, but we don't like to be out of control. All those masculine traits that have come to service in our profession. And so I would say the first thing to really do is to make peace with the fact that this might be impacting your relationships, your dating, and your overall love life. Because without that peace, and we talk about this in "Becoming Irresistible", it's actually

leaking. It's going out into the world in ways that you're not aware of. And so the first thing you can do is start to take an inventory and say, "Hey, if the result isn't a reflection of my vision, am I willing to say 'how does this apply to me' instead of 'this doesn't apply to me'?"

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FT: You work with a lot of high-powered, successful women. It's hard to believe that they need advice in this area, but as you say, we tend to attach our sense of self-worth on certain achievements, it's conditional, and I think that's true for a lot of people.

What's your second piece of the puzzle? What's the second "must"?

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MB: The second must is, we call it "Sex Appeal" and I wanna be really clear, this isn't like being sexy or being slutty, or wearing like a low-cut dress or being a certain dress size or showing your cleavage on a date or out in the world. This is really about reconnecting to your femininity. I think for a lot of women we get so much flack, we get so much negative result when we were even younger and we were being women. You know like, "Don't cry, you're too sensitive. Be a big girl," all of these messages that we get. And then we get our heart broken when we're teenagers and we just like put the wall up and we actually then get reinforced messages that are masculine traits of achieving, productivity, being in control, deadline-oriented, all of those things get reinforced.

So one of the first things you have to do is understand what does femininity mean to you? If you believe that being feminine is being weak, if you believe that being feminine is just wearing a dress and that's not your thing. If you believe that femininity is something that your mom was and your dad didn't respect her, I mean you really have to go in and we actually have five different ways you can look at your relationship with femininity. And dive into making friends with — getting your girl on!

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FT: And by the way, you can be feminist and step into your femininity and embrace it and it's not against the movement. You know, sometimes you feel — I feel — that if I'm allowing my husband to like "open doors for me, and treat me, and let me be taken care of" — I'm putting that in big air quotes! — that I'm like going against the feminist establishment. That there are gonna be people out there that are gonna look at that and go, "She's bowing to patriarchy!"

And you know what I say to them? Kiss off! Cause it works in my relationship! We're happy. And if that makes me an anti-feminist — cause believe me, I've gotten that. Believe it or not, I've gotten that when I went out with the book "When She Makes More", which you helped me with. People took issue with that, that stepping into your femininity, in some ways, is being anti-feminist?

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MB: I'm a proponent of this belief. Look, it's 2015, whatever it is now. We don't need men, but I think it's important to just say, "Yes, I want a man in my life," without having shame around it. And so that doesn't mean that you're not a feminist if you want a man. Women are actually biologically programmed, we are really in our most authentic selves when we cultivate relationship, when we nurture, when we are able to do those things. And so many women shut that off so that they can survive, and I get it. And it's time to like take the key out and unlock the box, and understand how you can have both. It's not a black and white.

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FT: It's not a black or white. And I want you to give us some teases for this last bit of advice. The last must, without giving it all away, what is one of the final parts of this labyrinth of trying to become irresistible? And then I wanna ask you, where do you find Mr. Right? There's so many avenues you could take. Do you, are you a proponent of all these apps? Like what's a really genuine, authentic way to meet someone?

But first, what's your third must?

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MB: So the third must is that you have to have what I call "Dating Savvy". And if you're in a relationship, this actually includes "Relationship Savvy". And so whether it's that you know how to communicate via texts, that you know how to use the apps, that you know how to be feminine, that you know how to really master all the skills required to date in a very different society than anyone else has ever been in.

You have to really know how to be able to do that, and I really think that these three musts are like a bar stool. You know, like you have to have those three legs. And if one of them is off, the effortless attraction, the attracting the right guy for you, it becomes really, really hard. And so it's important to really look at these three areas of your life. And it is simple, that it is it not easy. That said, once you take it on, just like you take on your career or your health, you can totally master it.

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FT: Okay, and where do you find these people that are going to appreciate and embrace the fact that you have these musts, you know them, and you're utilizing them? I mean I just had on the founder of one of the dating apps, I mean there's so many ways that you can go about connecting with people. What do you recommend?

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MB: Well here's the thing, my whole belief is that when you date with dignity and follow these steps, that you catapult yourself to the top 10% of the dating pool. So all you have to do is be 10% better than 90% of the people out there. So when a guy is out there on any app, on Match.com, on any dating site, or you're at a speed-dating, if you have mastered these three keys there's just that something different about you. You've got that positivity, you've got that vitality, you've got that playful, flirtatious, sexy thing that something.

And when we interview men, they're like, "I met my wife, or I met my partner and she just had this thing about her and I knew that I would be a better man for having her in my life." And so as unpopular of an answer as it is, the truth is that when you master these three keys, it's like

you've got the secret password to where all the good guys are. Because you start to notice them, and they start to notice that you are so different than any other woman that they've ever met, that all of a sudden they become very intrigued!

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FT: And how soon should you let them know that you've got the three keys? Is it the first date? Like, you know what I mean? Because for example, stepping into your femininity, that needs to be established early on right? Cause they need — men don't know sometimes how to approach women. We are the ones that have to let them know what we're comfortable with and what we want.

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MB: Exactly. So here's the thing, is that the signs that you've mastered the three keys are unconsciously transmitted through the universe to the guy. Whether it's in your profile, or the way you respond to a text. So here's a great example, one of the women that we're coaching in our group program, a guy said, "So are you available — what's the best time to go out for you?" She's a single mom. Very successful woman. She said, "Well Thursdays or every other weekend," or whatever it was. And he said, "So great. I'll get back to you soon and let you know what works for me."

She was like, "What's the most feminine, sexy, playful way that I can respond while also having a boundary? I'm not gonna be a 'Last-Minute-Lucy', you know?" So we came up with this answer that was something like, "I'm so excited to get together with you, and I'm looking forward to hearing from you. I appreciate a few days notice, and I can't wait to meet you in person." Right? And the natural thing is, you know, waiting and just seeing what happens or saying, "Well here's the thing, I like structure and you can't make plans with me until, dah, dah, dah." So you have to balance.

So automatically, and this happens all the time with women who master these three keys, the guys are like, "Wow! Like she was different." And then you meet them, and you look different, and you have this great energy and you're open and you have the right conversations on the

first date, and you know what not to say. And again, it's just like, men will just be like, "Wow. She was different. That was an incredible experience."

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FT: Well Marni, congratulations again on this book. I know that we need more ways to reach Marni, we need more ways to connect with you. You're based in LA, and so for those of us elsewhere that can't connect with you in person, this book is a great gift to them. And so, happy to share this with listeners. I know you're gonna change a lot of lives, continue to change a lot of lives, and the book is free until the 21st guys and gals. So go pick it up. And I think if you are a man, you should read this! Don't you think?

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MB: Oh my gosh yes! Because first of all, you're gonna be like, "Yup! She's right, she's right." And then also if a guy really looks at this, you can really understand who you want to select, because men are not free from bad pickers. So you wanna look for a woman who has these three traits, because that's the woman that's gonna love you, provide for you what you need as a man, and you're gonna have a happy life together. So the more wise we are in how we select, both men and women, the more love there's gonna be in the world.

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FT: And who could want more than that? Thank you so much Marni Battista! Congratulations, and hey I know this book's gonna be really successful. So I'm just happy and grateful that you decided to come share it with us on the show.

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MB: Thanks Farnoosh!

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