

EPISODE 831

“VD: I got the message to max out my 401(k). I got the message to pay my credit card on time. For some reason when I was 22, I had never heard of an emergency account and I had never thought about that. I don’t know why I missed that message.”

[INTRODUCTION]

[0:00:53.2]

FT: In the next few decades, America will experience one of the biggest wealth transfers in history; \$30 trillion dollars. Women will be the ones receiving most of that money. Are we going to be ready for it? Well, our guest today is dedicating her profession to helping everyone, men and women become more financially empowered and admits that she too didn't always understand some of the basics of personal finance.

Veronica Dagher is here with us today. She's the host, co-creator and producer of The Wall Street Journal Podcast called Secrets of Wealthy Women. She interviews successful women who aren't afraid to charge what they're worth, pursue their ideas and build a life of fortune. Notable guests have included Gloria Steinem, Maria Sharapova, Mary Higgins Clark. I actually joined Veronica on her podcast on New Year's Day, along with some incredible women in personal finance; Jean Chatzky, Bobbi Rebell, Sharon Epperson and Deirdre Bolton. Veronica's podcast is more than just a job for her, it's a passion. After losing her father early in life, she watched her mother struggled to learn how to just write a check during the worst moment of her life. That memory has stayed with Veronica, fueled her desire to manage not just her own finances, but to teach others how to also live a full life. Here is Veronica Dagher.

[INTERVIEW]

[0:02:16.0]

FT: Veronica Dagher, welcome to So Money and Happy New Year.

[0:02:19.9]

VD: Happy New Year. Thanks for having me, Farnoosh.

[0:02:22.2]

FT: Just FYI to listeners, Veronica so kindly invited me on to her podcast, which is going to air this month. Check it out. It's the Secrets of Wealthy Women, Wall Street Journal Podcast; me, Jean Chatzky, Bobbi Rebell and a host of other fantastic female financial wizzes. I was honored to be a part of the cast. I learned a lot, let me just say. I learned a lot about myself, but also about how other really incredible people are planning to master their money this year. We all gave our financial resolutions. What's your financial resolution, Veronica, for the new year?

[0:03:03.9]

VD: This is going to be pretty boring. Well first, I want to say thank you so much for coming on our show. I can't wait –

[0:03:07.8]

FT: Of course. Welcome, welcome.

[0:03:10.4]

VD: Thank you. Thank you. This is so much fun. I'm such a huge fan of yours, so I'm really excited. Yes, learned a ton from everybody when they came on the show talking about their resolutions. My personal resolution and like I said, this is pretty boring, but I like to save money. I would like to save more.

I'm doing pretty good on the investing front, but I think it's always good to have more cash on hand depending on what your overall situation is. For me, I would like to make my emergency fund even bigger than it is. That's a big goal for me this year.

[0:03:42.1]

FT: What is the purpose of the savings? What is the goal? I know a lot of us – I personally want to save too, because I feel as though the market is going to be particularly erratic this year. We're talking about recession. We're already technically in a bear market. Lots of incentive to save just to save, but is there a particular purchase, or move you have in mind? By the way, our sponsor Chase Slate is obsessed with this question. I posed it far earlier in the interview than I normally do, but this is a question that we have partnered with our sponsor to ask guests, so just a shout out to Chase Slate. Tell us, is there something at the end of the rainbow here?

[0:04:24.8]

VD: Well, I have and this is another nerd answer, but I have been looking around and seeing that there's higher CD rates, higher money market rates, even on high interest checking accounts, I've been seeing higher rates there. I already have a high interest checking account, or seeing this account rather, but I would like to open another with a different company, just because I want to see if I can – I'm pretty confident I can get a better rate than what I'm getting right now. I am excited by some of the higher interest rates that I'm seeing on those accounts and I want to take advantage.

[0:04:59.0]

FT: Yeah, that's one of the positives of a rising interest rate environment. One of the few, I suppose.

[0:05:05.4]

VD: One of the few. Yeah.

[0:05:06.3]

FT: If you're looking to buy a house this year, it's going to be more expensive in some ways. Let's take a step back and share with the audience a little bit about how you arrived at the

podcast currently, which is the hot item on your to-do list. It's getting a lot of buzz. I have friends who are listening to it and that's how I first woke up to it, because you get bogged down in your own podcast production world. I don't listen to a lot of other shows, but I'm definitely listening to yours in the new year. Comes highly recommended from a lot of my smart women friends.

Secrets of Wealthy Women. The title says a lot, but there is obviously a lot of advice that women can share, powerful women about how they built their wealth and there's a huge wealth transference happening in the next few years; billions of dollars into women's pocketbooks, which is amazing. What have you been most excited about with producing this podcast? What's been a development, or a learning experience for you that was unexpected?

[0:06:12.3]

VD: Well, it has been so much fun doing the show. As you said, there is this 33 estimated – 33 trillion dollar wealth transfer happening, going on the United States. Women stand to control a lion's share of that, and so we wanted to find a way to better address this audience, make sure that they're getting the advice they needed. One of the things I love about this show is we talk to women not only about their money, but we talk to them about their careers, their successes, their failures.

One of the things that's really stood out to me in doing this show is how willing our guests have been and these are all big-name guests. These are people like Gloria Steinem and Carla Harris and Bethenny Frankel and Jean Case and Rebecca Minkoff. Some of these women are so honest and so willing to share not only the good times in their life, but the struggles they've been through. Some of those struggles are very emotional, very personal struggles that many of us – many of the listeners have gone through, certainly me as the host have experienced a few of them.

Their willingness to share those struggles openly with the audience and show the example that hey, there is life on the other side, whether it's after a divorce, or after a bankruptcy, or a failed business, or getting fired from a job, or what have you. The whole theme, I think – a big theme of the podcast and so many of the women share is this whole idea of resilience; coming back

from situations that aren't always in your favor and having the courage to keep going, especially when you're sometimes the only woman in the room.

[0:07:50.2]

FT: Right. Speaking of being the only women in the room, where a lot of – have you discovered that when it comes to their struggles and their hardships and the adversity they've experienced in building their wealth and building their businesses that it was very specific to their gender, or was it stuff that men also go through?

[0:08:12.5]

VD: Some of them I'm sure men go through too, but I think when it comes to women, especially who have their own business, I have heard that they are told more often than not. Investors may say, “Oh, I don't understand this business. It's a girl business. This doesn't make sense. This will never be successful.” They'll have more difficult time trying to get funding for their business. They'll be talked down to by male investors. They will be ignored. There's obviously some outright sexism and chauvinism going on that they are dealing with, or they have dealt with that I don't think the guys deal with, quite frankly. I don't hear those stories as much from the guys.

All these obstacles women face or often face has an effect on how they view themselves and it can chip away at your confidence if you let it, if you buy those messages that society may send to you, or the business world may sometimes send to you. I think hearing the success stories of women who have overcome that is really powerful, because I know that – I've gotten e-mails, I've gotten the tweets, or messages from people saying, “Hey, this was my situation too.” It's really inspiring. I feel really inspired to hear these women who have persevered despite setbacks.

[0:09:35.7]

FT: Yeah. You can really get bogged down by those stories that people tell you, or that you create in your head. Speaking of story, I want to dive into your personal money stories. If you

had to look back in time as you were growing up, what was the money story that you grew up with and how did it change over time?

[0:10:02.2]

VD: My situation growing up, I had a mom and a dad and pretty stable situation. Things were going really well. Then my dad died suddenly when I was a kid. My mom was left to be a widow with two young kids to raise; I was 11, my brother was 13. My mom hadn't been in the workforce. She did not know how to write a check. She didn't understand the investments, or my dad had businesses and didn't understand what was involved with those things. I saw how things can one day be very stable and normal to all the sudden seeing my mom who is now my sole parent sitting at the kitchen table trying to figure out, crying trying to figure out how to write a check.

Having my aunt sit there and coach her and try to be like, "Okay, this is what you do and here are your financial statements. Let's open these envelopes and see what's in them and understand where the accounts are." I saw my mom grieving. She was actually a widow in her 40s, which is I think the average age being coming widowed the United States is now at 59, but she was in her well 40s when this happened, and completely not prepared for any of this, and how to learn about money and personal finance at absolute, worst possible time.

I saw her deal with that and that stress. To her credit, she eventually learned. She had some really good female friends who taught her and she learned. To her credit, she also made sure that I was always going to be a financially independent woman. She didn't want me to ever be in a situation of whether I got married, whether I became a widow, hopefully not, any of these things. She didn't want me to go through the same tragedy. There's a good chance, because women outlive men, generally speaking in the United States. There's a good chance that I probably will be a widow someday. Okay, I want you to be prepared is what she would absolutely drilled into me.

That helped fuel my career and fuel my interest in women's issues and doing this podcast, trying to empower women in a positive way, trying to write stories about women and money and how they can help themselves before they're in a crisis situation. I also saw my mom get

approached, some financial advisors are great. I saw some financial advisors try to approach my mom and try to defraud her, or lead her in a really bad direction. Luckily, she didn't fall for any of that. She was smart enough to trust her instincts and ask around about some of these folks.

I got a view into some of these issues that women fall into and how difficult it can be. Anyway, that motivated my career and my interest and also made me very determined to be financially independent. Not rely on someone else for financial information, to be able to handle things on my own if I need to do that. Let's face it, many women aren't getting married, or there's a really high divorce rate, and so you need to be able to be independent if something happens.

[0:13:22.4]

FT: It's a running theme in your life, right? Being raised by a strong woman, and then you become that strong woman. Now you are spreading the wisdom of other really strong women who have persevered, who've overcome challenges, personal, business. That's a really incredible story. Your mom must be so proud of you.

[0:13:44.2]

VD: She is. She's really sweet. She listens to the podcast and she'll make comments. She doesn't miss an episode. It's really thrilling.

[0:13:51.6]

FT: I would recommend you interview her. It might be a bit of a –

[0:13:54.5]

VD: Oh, I did.

[0:13:56.1]

FT: You should. I mean, it's a little bit of an outlier. Your mom's not like a household name. You've interviewed so many famous women, but I think listeners – I've interviewed my parents on this show a couple of times. It's always –

[0:14:07.3]

VD: Oh, I love that.

[0:14:08.5]

FT: It's always really fun to hear from the parents' perspective, especially I'm sure as you have built this loyal audience, your audience really loves hearing from you as much as your guests. You've become a character in this podcast of yours. Just a tip. I would definitely listen to that, because to hear it from your mom's perspective would be really special as well.

[0:14:30.5]

VD: Oh, that would be fun. That's a great idea to talk to her about that.

[0:14:34.0]

FT: Failures. I suspect a lot of your financial accomplishments, or financial run-ins have been categorically successful. You have a successful career. You are immersed in financial advice day in and day out. It does make a positive impact, I will say firsthand. Along the way, I've made mistakes, you've probably made mistakes. What's been your biggest money mistake?

[0:15:04.0]

VD: That's a good question. When I was younger, I started – I worked at a dotcom right out of college. I knew it was risky, and so I wanted to be this model financial citizen. I wasn't making a lot of money, but I was sure because my mom had told me, make sure you contribute to your 401(k), which I did and I actually maxed it out. I was maxing out my 401(k) paying all of my bills, but I had nothing – literally nothing left over at the end of the month. I was literally to my budget.

I knew. I got the message to max out my 401(k). I got the message to pay my credit card on time, but for some reason when I was 22, I had never heard of an emergency account and I had never thought about that. I don't know why I missed that message.

Anyway, fast forward a year or two, this startup company had trouble. They laid people off, including myself. Here I am laid off with a 401(k), an apartment to pay for, half an apartment to pay for, because I lived with my brother at the time, but I had no emergency savings. I had no cash on hand. Meanwhile, I thought I was doing all the right things. I thought I was totally on point.

I guess, my big message and that's why I always talk about emergency funds is probably too I'm like – in on and on and on. Just because I learned that, it's so important to have that cash on hand if you need it. Some people say three to six months of expenses, some people say six to 12. I mean, I'm probably a little bit neurotic about having more than 12. I think that's important. Luckily, I was in a situation where I lived in an apartment with my brother like I said, and he was very generous and helped spot my part of the rent until I got another job. I was very, very fortunate I had that situation of someone to fall back on. I said to myself, “I'm not going to find myself in that situation again. I'm going to have a good cash cushion if something happened,” because you never know.

[0:17:18.9]

FT: You never know. You could lose your job, you could make a bad investment, you could decide to switch careers, nothing tragic. You actually just want to take initiative in your life and do something that will take time to maybe come to fruition, and so you need to cover your expenses in the meantime. You want to travel, all the things.

You actually made a career transition. You've been working in a financial news/business news/personal finance for the better part of your career, but you didn't always start out in this career path. What was your moment when you realized, “I want to now transition to journalism”? What were you doing before that was not super satisfying?

[0:18:07.6]

VD: I had always wanted to be a writer. That is something that was – theme throughout my life. I never really thought – I just for some reason, I never thought of that as a career or as a job. I never thought, “Oh, I want to be a reporter.” That never occurred to me for whatever reason. I studied business at college and I eventually got my MBA too, because I loved business, I loved finding how companies made money, how businesses worked.

Like I said, my dad had a business, my grandfather had a business, so business and entrepreneurship, all those things were just very much the top of my head, so to speak. I always had this itch to write was always there too. I wrote a little bit for school newspapers and then I worked in various business jobs after graduation; one for a startup, one in media buying. They were fine. They paid the bills and all of that, but I wanted to just be a writer.

I think what tipped things for me is that I had some success as a freelance writer. I was working a nine-to-five job in media buying, but at night I was writing freelance articles, pitching freelance articles and getting them assigned for pay. I think the moment that I was like, wow, I can totally do this potentially as a career is I had pitched something to Ms. Magazine that Gloria Steinem co-founded or founded and they accepted it. I remember going to a newsstand in Grand Central and buying a copy of Ms. Magazine and seeing my story in it. I was like, “Oh, my gosh. This is so crazy. There's a newsstand in Grand Central that has my byline, a magazine with my byline line in it. This is insane.” Then I think after that moment, I was just cooked. I was like, “Okay, I need to do this. I need to find a way to make this work.”

[0:20:08.3]

FT: You actually interviewed Gloria Steinem. Did you bring this up to her? I think that would be really fun.

[0:20:12.9]

VD: You know what? Before the show, I mentioned it to her and I was like, “You were [inaudible 0:20:15.7] my first major byline.” She’s like, “No way.” She’s like, “It’s so cool.”

[0:20:22.5]

FT: She's like a living legacy. My goodness.

[0:20:25.5]

VD: She is. I know. She's inspired so many women, it's crazy.

[0:20:29.1]

FT: I love her so much.

[0:20:30.1]

VD: I know.

[0:20:33.2]

FT: All right, so you did take us back in in time and you shared so much about that really hard time in your life when your dad passed away and your mom's at the kitchen table. Do you remember a very vivid – a conversation, or come-to-Jesus that you had back then when you were a kid? You went down memory lane for us. It's a question I like to ask in terms of what was a money experience that you had as a kid, specifically if there's a job that you had, or a conversation that you had that was hugely impactful and maybe is something that was a lesson that you'd like to carry on to the next generation, or something that has been playing out a lot in your life as an adult?

[0:21:28.6]

VD: I would get an allowance when my dad was alive, we'd get – I think how often the allowance was, if it was weekly, if it was monthly, I don't remember. Just for doing little chores around the house, my dad would give us money. I remember saving that allowance, because I

wanted to buy my dad gloves or something for Christmas. I saved all my allowance for a couple months and I went to the store in town and I bought him the gloves. He loved the gloves and he was so happy, but I remember thinking, “Oh, my gosh. I spent literally everything I had on the gloves.” I had no money left for my mom. I had no money left for my brother’s gift.

It didn’t occur to me, because I just was so focused on getting this one gift for this one person and it was sweet and I don’t think my mom or my brother didn’t get mad at me. I think I was like – I don’t know how old I was, maybe seven, or eight, or something. I remember thinking like, “Oh, okay. If you spend all your money on one thing, you’re not going to have enough for other stuff.” I mean, it was just a very primitive way to learn it, but I think that carried with me like okay, there’s not an infinite amount of money out there. You have to make – I guess that was an early budgeting lesson. You have to make the resources you have work as best you can to meet your multiple goals. You can’t just focus on one thing. You need to focus on multiple things at this time.

[0:22:56.8]

FT: Right, right. Well, speaking of budgeting do you have a budgeting trick, or is there something like a non-negotiable category that you just budget a little bit more for because that’s just who you are?

[0:23:12.0]

VD: I guess in terms of a budgeting trick rather, I think a lot of your listeners probably do this. I automate my savings. Every time I get paid, I automatically take a percentage of my saving, my money out to put into a high-interest savings account and then obviously certain percentage, also my pay taken out to my 401(k). That’s just done right off the top, so I don’t think about that. I do my best not to touch that emergency savings account. I just try to set it and forget it. Just leave it be.

In terms of spending, I will say I do – even though I have a coffee maker at home and I make coffee every morning, I drink my coffee, I do buy – we have a little cafe here where I work and I do spend like the 3 bucks for an Americano, a large Americano every morning, just because it

helps me get going. I get my third shot of coffee for the morning just to help me focus and that's a bit of a little – it's a little indulgence. It's not a big one. I know some people say, “Oh, that's wasteful and it's crazy,” but it's \$3 and five days a week. Yeah, it adds up, but that's something that I will put in my budget that's a little bit of a splurge that I will allow myself to do, just because I feel it helps me focus at work.

[0:24:34.2]

FT: Right. I mean, for someone who's got her 12-month plus emergency savings, I think you can shave a little bit off the top and get a coffee for yourself every day. I will allow that. Going back to your podcast *Secrets of Wealthy Women*, you mentioned interviewing all these incredible people. What has been the one interview – I know this is an annoying question possibly and you might get this a lot, but it's worth asking because it's just – how many interviews now have you done?

[0:25:05.1]

VD: Probably about 50 or so.

[0:25:06.8]

FT: 50 okay. It's not like you've done a thousand and this would be impossible to answer, but maybe there is one that does stand out that specifically spoke to you the most, because maybe you felt a connection to a story, or it inspired you to do something.

[0:25:26.4]

VD: Yeah, there's been so many amazing women with so much great advice. It's hard to pick, but one person that's really coming to mind at this moment is Moira Forbes; she's the executive vice president of Forbes Media and her dad and her grandfather obviously very well-known. She's become I don't want to say a celebrity, but a very important force in the media world on her own too.

One thing is that she said, well for a career lesson she said, don't be weighed down by other people's expectations. Because I'm sure with the last name Forbes, people are always assuming things about her. That's one thing. Her financial lesson, which I thought was really important is she said to take 10 to 15 minutes every week to work on your finances.

She was just talking about how she's met so many women, so many of them are just incredible and just look great and have perfect highlights, or spend hours planning their vacation.

She's talking about some very wealthy people, but they spent hours planning their vacation or picking out their wardrobe, but they may not know anything about their money. Part of the reason is they feel it's so overwhelming. There's so much to do, which in a way yeah, there's a lot to do, but her advice, which I thought is a good one is just take it in small pieces. You don't have to learn everything in one sit down about your money. Just maybe take 10 minutes one day to learn. 10 minutes some other day to learn. Set a weekly appointment with yourself just so you can get more educated, or make some of those financial moves that you've been wanting to make but you keep procrastinating.

Taking things in small chunks, that way it's more manageable and it's not like oh, this big idea of finance or investment looming over you. It's no, these are little lessons, these are little steps to take one by one. That way you'll eventually slowly become as savvy as you want to be.

[0:27:30.7]

FT: I like that a lot. I know with tax season approaching that my old modus operandi was to just sit down for an entire day and get everything organized, sometimes more than a day, in terms of pay stubs and all the rest. I find then once you create a system of folders and knowing accounting and just the little tricks to make sure that when January, February rolls around you're not cramming everything in. Also everything is where – everything is easier to find that way too.

I have folders for my checking, statements, bank statements, mortgage statements, things like that that are going to be important for tax time. Making little notes as far as maybe changes that we made this year, if we bought a car, if we sold house, or we had a kid; these are all important tax updates, because I know that it's a lot easier to forget things too when it's all – you all have to figure it out that one day, or those two days, sidebar.

[0:28:42.4]

VD: Yeah, that's a great idea.

[0:28:44.2]

FT: Let's do some So Money fill in the blanks. On your show, do you do a quick – how do you end every episode? Is there a format?

[0:28:53.2]

VD: Yeah. Every episode, we ask women what their money secret is. It has some –

[0:28:59.8]

FT: I love that.

[0:29:01.8]

VD: It's not a deep dark secret. It's more like a piece of financial advice that some people say I maxed out my 401(k), or I only shop on sale, or what have you. We also identify themselves and give their money secret. It's a fun little way –

[0:29:13.3]

FT: Money secrets.

[0:29:14.0]

VD: - to hear people's secrets. Yeah.

[0:29:16.1]

FT: I'll tell you one thing I do. It's not a major a major thing, but I find it cool and tricky is that whenever I have to make a big purchase, whether it's a furniture item, or something for the house, I will wait till all my credit card points rack up and then I go and I buy gift cards through the – through my credit card. There will be ultimate rewards, like through Chase has – you can buy gift cards with your with your points to the stores that you want to shop at. Then you go and you use those gift cards to buy the items. I've done that with dining room furniture.

It's getting stuff for free. It's not even getting some are free. You're getting free stuff, but it's just a way. It's a little cumbersome when you're typing in all those gift card codes online, but it's just copy-paste. It's just a keystroke. It's totally worth it and something that I try to take advantage of at least once a year once the points have really accumulated. There you go.

[0:30:19.8]

VD: That's fun.

[0:30:20.6]

FT: It's not really a wealth building tool, but –

[0:30:23.7]

VD: No, it's clever.

[0:30:24.9]

FT: Saves a lot of money.

[0:30:26.9]

VD: Yeah, for sure.

[0:30:27.9]

FT: We love to end every So Money episode – sometimes it doesn't always happen, but I'm going to try to make it happen this time where I start a sentence and then you finish it, like money Mad Libs, just whatever comes to mind first thing. Don't overthink it. Okay, so here's number one. If I won the lottery tomorrow, the first thing I would do is?

[0:30:51.1]

VD: Give money to family members and give money to charity.

[0:30:54.8]

FT: Nice. The one thing that I spend on that makes my life easier or better is?

[0:31:03.2]

VD: I buy an Americano every morning, or Monday through Friday. A little – some coffee.

[0:31:08.0]

FT: I've been starting to drink Americanos too.

[0:31:10.8]

VD: I love them.

[0:31:11.7]

FT: With some steamed almond milk. My mom, that's her thing. I side-eyed it when she first ordered it at the store and I was like, "What is this concoction? So fancy." Now I've adopted it and it's amazing. I have one every day. How about this, the one thing I splurge on, so I'm talking a big chunk of change that I'm unapologetic about. I know that's important to you, to be

unapologetic about how you manage your money, but what's the spend that you're unapologetic about that's a big spend?

[0:31:42.4]

VD: I love a good massage. Every quarter, I'll go to Bliss or someplace like that and get a nice massage for myself just to relax. I see it, it's not only something that's nice and relaxing, but I almost see it as a healthcare expense so to speak. Overall, it makes you feel good about your body and yourself and help you just feel healthier. That's how I justify it.

[0:32:08.4]

FT: I know when I was on your show, I think one of my tips or my resolution for everybody was to for specifically breadwinning women, because that was my assignment was to come on your show with that tip, was to really take care of yourself this year. Because I think women –

[0:32:24.9]

VD: That's great advice.

[0:32:26.1]

FT: All women, regardless of how much you're making or where you are in your life, I feel we put everybody else first, which is what's amazing about us, but also it can really take a toll.

[0:32:37.0]

VD: For sure.

[0:32:38.3]

FT: All right, one thing I wish I had learned about money growing up is?

[0:32:44.0]

VD: I wish I had been interested in investing in stocks when I was a kid. I wish I had asked my mom to open up a custodial IRA when I was a kid, or something when I was less than 10-years-old to get that ball rolling much, much sooner.

[0:32:59.4]

FT: Yeah. I remember being in high school and all the boys were into stocks and not a single girl, including me. I think at the time, I just remember thinking like, it's so abstract. What are you even doing? I just didn't have any basic education. I think if anyone had just sat and explained it to me. I think, also because I equated investing with making a lot of money and I wasn't interested in making a lot of money for whatever reason. I was just like, that's not really who I am. That's not my character. I'm not in it just for the money. It's such a money-driven thing. Now I realize like, I was naïve. Money is a good thing.

[0:33:43.6]

VD: It's good to have money too, right?

[0:33:45.1]

FT: Money is a good motivation. Don't ever think you're not good enough to make money, or not that person. I think that's another story that we're raised, right? Money is icky, or being rich is for bad people. I don't know. It's always in –

[0:34:01.0]

VD: Sure. You can, you know.

[0:34:02.9]

FT: Because in cartoons even, the bad guy is the rich oil tycoon.

[0:34:06.9]

VD: That's true. That's true. There's a lot in media messages too. Yes, someone – one of my sources was funny. She realized a little bit further down the road in life that she realized she could make a huge impact by becoming wealthy, so she could become more of a philanthropist. She could give back more. The more she had, she had more to share. That was a way she reframed that money is evil dialogue that she previously had in her own mind too.

[0:34:37.2]

FT: Right. No, I believe that when women make more, the world becomes a better place. Because to your point, I think women tend to generally speaking, tend to think about others first, right? How do we nurture our families? How do we provide? Imagine if you had more money to do all those things, I think that is a great wake-up call and motivation to go out there and earn what you're worth for sure. Then keep some for yourself too, because you're worth it.

[0:35:04.9]

VD: For sure.

[0:35:05.6]

FT: All right, and last but not least, I'm Veronica Dagher, I'm so money because?

[0:35:11.7]

VD: I am so money, because I take an active role in managing my money.

[0:35:15.7]

FT: Indeed you do. Good luck with those CDs this year. I think they're going to be good to you. I think –

[0:35:20.6]

VD: Thank you.

[0:35:24.2]

FT: Yeah. Really, thank you for coming on our show, but also for having me on your show. Listeners, let's make sure you go to Secrets of Wealthy Women, Wall Street Journal podcast and check out Veronica online. Thank you so much for sharing your time with us this new year and best wishes to you.

[0:35:44.3]

VD: My pleasure. Thank you so much again for having me. Yeah, I hope you have a great new year too.

[END OF INTERVIEW]

[0:35:50.8]

FT: Thanks to Veronica for joining us. Her podcast again, it's called Secrets of Wealthy Women. You can subscribe everywhere podcasts are available. She's also pretty active on Twitter and Instagram @VeronicaDagher.

All this information is back at somonypodcast.com. Make sure to check us out. Join the newsletter, ask me a question for our Friday episodes. Just click on Ask Farnoosh at the top right, or leave a voice-mail there. By the way, let me know if you'd like to co-host.

Thanks for tuning in everybody and I hope your day is so money.

[END]