

EPISODE 538

[INTRODUCTION]

[0:00:35.1]

FT: You're listening to So Money everyone. I'm your host, Farnoosh Torabi. Listen, raise your hand if you went through a quarter-life crisis? I won't tell anyone. I mean, I did. I went through one. It was more like a quarter life hyperventilation/nervous breakdown more than anything else.

I'll set the stage, okay? I was in a movie theater with my brother, who at the time was probably maybe 12 or 13, bless him. He had to witness this. He and I were watching the movie Big Fish. Remember that movie that kind of like, nobody ever saw? It was directed by Tim Burton, Ewan McGregor was in it, Albert Finny, also known as Daddy Warbucks from Annie.

Anyway, I'm sitting there, and all of the sudden I can't breathe, I've got tears streaming down my face, and it wasn't because this was a particularly sad or awful movie. I just could not, at that moment and for many weeks, I could not get my mind off work. The fact that I was so stressed, the fact that I wasn't sleeping, the fact that my boss was a total monster. I was also \$30,000 in debt and I was making no money.

I could have really used today's guest for help back then. Fast forward now, gosh, 10 years and change. We have success coach and entrepreneur Emily Williams here, finally. She works with female entrepreneurs all over the world, helping them overcome their financial, emotional, and all other obstacles standing in their way.

At one point, Emily herself had \$30,000 in credit card debt and \$90,000 in student loans. She had a meltdown in her 20's, and we'll talk about how she managed to turn things around for herself. When she finally got on her feet and got this epiphany to launch her own coaching business, she went from making \$442 in one month to hitting six figures by month six, and then growing it to seven figures in under 18 months. I'm intrigued.

Here is Emily Williams.

[INTERVIEW]

[0:02:42.2]

FT: Emily Williams, welcome to So Money. Great to have you on the show.

[0:02:46.0]

EW: Thank you so much for having me, I'm excited to be here.

[0:02:48.5]

FT: I mean, where do we even begin? Your business, right? I mean, seriously, very successful thriving business now. The backstory, somewhat of a zig zag from the debt, to overcoming your quarter-life crisis, to suddenly making all this money in a year and a half.

I guess let's start with the beginning, which is you found yourself in what I think a lot of young millennials discover at some point, and I think I went through it as well. A quarter-life crisis. A lot of it had to do with the debt that you had amassed, about 120 grand in debt, including student loans and credit card debt.

Take us to that moment and kind of what your lowest point was like?

[0:03:33.2]

EW: Yeah, I remember I had moved to London. I moved from Ohio to London on a whim, and that's a whole other story, but I had moved to London to get this Master's degree in Nonfiction Writing. I ended up with about 90 grand in student loan debt, and then 30 grand of credit card debt.

I mean, I just had always had this feeling that I was meant to do something big in my life, but at that point, I started to wonder if it was ever going to actually happen. I felt like there was something wrong with me.

I remember at one point my parents came to visit me in London, and I just cried every single dinner when they asked me what I was doing with my life and what my plans were. I remember my dad wanting to literally sit down and map out a plan with me, and I just had no idea. It was a scary place to be in when I felt like in my gut, I could do some really great things, and I had all these aspirations, but I just couldn't pinpoint them.

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FT: You were overwhelmed. Did you always go through life as an overachiever and suddenly you were kind of like, released into the wild? I feel like a lot of times when you're in a structure, like school, or a job that is very kind of routine, you kind of know what your targets are, and you can exceed them and it feels good, but when you're just unleashed in the real world, or in the case of a foreign country, you can feel very lost at sea quickly.

[0:04:59.6]

EW: Exactly, yeah. I had always, I'd been a 4.0 student, straight A's all the time, thought I was going to go and get a Masters in Psychology, and was literally driving to go to Northwestern in Chicago from Ohio, and I had this feeling in the pit of my stomach that it wasn't the right decision for me and that I had kind of fallen into just this "in the box" sort of mindset, and I realized that a Masters in Psychology wasn't my path, yet I didn't know what my path was.

I just had to trust my gut and trust my heart, and that's what led me to London, but you know, everyone thinks it's a glamorous move from Ohio to London. In some ways, it was, but I was super overwhelmed and confused about what my next steps were, that's for sure.

[0:05:44.8]

FT: Plus, it's raining all the time in London. Super depressing, the food is not that great, sorry London. It's expensive to boot.

[0:05:54.0]

EW: Yeah, I mean my flat was the size of a closet and I was paying at least a thousand dollars.

[0:05:59.0]

FT: It's not like how they make it out in Love Actually, you know? It's just like New York, you know? On Friends, this girl's living in this massive apartment, really? A waitress?

[0:06:10.8]

EW: Supposedly it was rent controlled, but I don't know.

[0:06:13.1]

FT: Still, come on. What was your gut telling you? What was your heart telling you, and what did you ultimately do to get yourself out of that rut?

[0:06:22.1]

EW: The easiest way for me to describe it is that I felt like I was meant for something big, and I don't know if you saw Oprah's — I believe it was called "Live Your Best Life" tour, but I went to one of her events, and I remember her sharing a story that really painted that picture as well. She said how she was growing up and her grandma used to tell her, you know, "You need to learn how to clean the house, you need to learn how to make bread, because that's what's in store for you."

She didn't talk back, but she essentially felt in her gut like, "That's not what I'm doing. That's not what I'm meant for." I just felt like there was something else for me, and so I really just kept following little clues, and what I mean by that is if something piqued my interest, I would follow it.

For example, I was really excited about the potential of writing a book. I decided to get a Masters in Nonfiction Writing. Then there were certain other things that piqued my interest, like I became a matchmaker for a bit. I was interested in relationships, and not dynamic. I just kept following these things, and then eventually I actually — my friend sent me Marie Forleo's website, who is very big in our industry, and that was this major aha moment for me. I realized that coaching was that something big I was meant for.

It really — I felt like Marie showed coaching in a way I had never seen it when I was growing up. My dad had coaches come to our house. They were in like, business suits, they had their little three ring binders, and that wasn't the type of coach that Marie was, so that was kind of, even the moment that everything changed for me.

[0:07:56.3]

FT: What were you going to coach? How did you know what your calling was? I mean, coaching, and you might agree, I hear from other coaches, too, that the industry's kind of gotten diluted, where everyone is calling themselves a coach. Breaking out in that marketplace can be very challenging. For you, how did you identify your niche, what was your expertise?

[0:08:20.1]

EW: I started off doing life coaching for women in a quarter-life crisis.

[0:08:25.4]

FT: There you go.

[0:08:27.4]

EW: Yeah, exactly. I felt like I had been through it, even if it had only been a few months before, and I just kind of went for it. I can see what you're saying about the coaching industry, but I also believe that sometimes we wait until everything is perfect to get started.

I had never been that way, I always just go for things, and I felt like, even if there was one person I could help who was in a quarter-life crisis in that moment, or felt like things weren't going to happen for her, or was craving clarity, that felt like it was never going to come, I felt like I had to at least try. I had to at least put myself out there.

That's where I started, and then as I got clients and started to actually build a business of my own, I started to see that there were a lot of women coming to me who yes, were in quarter-life crisis', but they had dreams of something big just like I did. For them, that "big" was that online business and that life of — that laptop lifestyle, so to speak. As I started to build my business and get more information about how to do that, then I started to share it with others, and you know, really gradually got into working with other entrepreneurs.

[0:09:38.0]

FT: In a very short period of time, I understand that it was the summer of 2014, you made a little over \$400 that month, and then 18 months later, you had reached a million. What? Can you bring that to life for me a little bit? I need to start taking notes here.

[0:10:00.1]

EW: Yeah, I don't want anyone to think it was like I snapped my fingers. There definitely wasn't. I again just hit the ground running with everything. At one point, I had 27 one-on-one clients, and was running two group programs, and I mean, I just went for it. I just put myself out there, and I kept raising my prices and offering more — a variety of different packages, and like I said, scaling by running group programs where I could reach more people.

I created some info products so that people could purchase my programs and download them to complete in their own time. I had a variety of different offerings, but I honestly was working probably around a hundred hours a week for the first six months and I had no social life. I mean, it was difficult. I don't want anyone to think like it was an overnight, essentially. It might feel like 18 months is an overnight thing, but I worked really hard.

[0:10:59.6]

FT: Were you still in London at the time?

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EW: Yes.

[0:11:02.5]

FT: Wow. Were you marketing to the world, or was it all women in their quarter-life crisis or whatever challenges, professional, career, financial, they were going through? Did you have international clients, were they all virtual? I suppose that's the case, right?

[0:11:19.1]

EW: Yeah. International, everything was done virtually, so yeah. Facebook ads completely transformed my bank accounts. I was able to reach everyone. Our main clients are in the US and the UK to this day. I was able to reach a wide variety of people.

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FT: When you say you put yourself out there, what were the "out there's?" Was it Facebook, was it your list? How did you market yourself?

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EW: Yeah, definitely Facebook ads. I did some live trainings, I've always been a firm believer of being honest and vulnerable, and so from the beginning, I shared from the heart. I told people the story of my own quarter-life crisis and things that I had been through.

I really believe that people want to feel like you get them. They want you to express your own journey, and they want to be able to connect with your story, so that's what I did from the

beginning, whether it was on some free trainings I recorded — there was one point where I had like four hours of this audio training that I did for people. It was called Hot Mess to make a Success.

I also have a book on that now, but it was — I basically bared my soul in terms of what I had gone through, and how I moved past it, and how they could, too. There was an element of me sharing my story and being vulnerable that I feel really helped build the brand, and it helped my followers get connected with me, and supported them and feeling like I could help them.

[0:12:50.2]

FT: You know, so much of success in an online business, especially these days, has to do with marketing. Your background may be in — did you have a background in psychology?

[0:13:02.8]

EW: Yup, I had a degree.

[0:13:04.7]

FT: Yeah, that probably fueled a lot of your strategy, right? For understanding how to really get to people with your story. Authenticity matters, but also how to really trigger them to click by.

[0:13:18.4]

EW: Yeah, I think that definitely played a part. I will have to give credit, I invested quickly in my business, I invested with coaches that had come before me, and I felt really strongly — there was a point where I felt like I could do it myself, but then I realized that wasn't exactly the fast path to success.

I invested with other coaches, and you know, people who knew about marketing and knew about Facebook ads, and could support me in moving forward. I wasn't playing that business guessing game, but yeah, I mean, definitely my psychology background. I have always been

curious about the way people think. I've always been really heartfelt and wanted to connect with people on a deeper level, versus that surface relationship.

[0:14:00.9]

FT: You also, along the way, found your mate. Tell us a little bit about that partnership, because I know that you've credited that relationship for helping you and your business really thrive.

[0:14:15.2]

EW: Yeah, so many women, I feel, have the belief that they need to get their career in line and certain things, certain boxes ticked before they move forward with that romantic relationship, but I was actually the opposite.

I grew up with parents who met when they were 15. They've been together ever since, they never dated anyone else, and they're still very much in love. So I saw a really positive relationship as I was growing up, and so I always wanted that. I always, you know, just like I believed I was meant for something big career-wise, I felt like I was meant for something big relationship-wise.

When I got to London, that was also part of my mission. I basically serial online dated and met James. You know, as I built my business, he saw what I was doing, and you know, we had a great relationship. It was around that time that he started to feel like maybe he was meant to do something bigger, or maybe something different.

He had been in the design world for 12 years, and similar time to me, discovered coaching, started to look into it and got really interested in it himself, and ended up leaving his job. It was about 10 months after I got my first client, so we kind of jumped into working together and we've been working together ever since.

[0:15:32.5]

FT: You said, despite making more than him, he's cool with that?

[0:15:36.0]

EW: He is, yeah. He's so supportive. I talk a lot about Oprah, but this came to mind, I remember her saying that her partner Stedman, people used to ask, "Are you upset to be in Oprah's shadow?" She said, "No, he feels like he's in the light." I thought that was really beautiful.

[0:15:58.3]

FT: Wow, that's really good.

[0:15:58.3]

EW: Yeah.

[0:15:59.7]

FT: I will say — I've heard Stedman speak, and he, I believe would say the same thing, but he's also said in his speeches that when people come up to him and say like, "You're dating Oprah," and he's like, "It does add a lot of pressure to you to be able to make sure that you get your bleep together," you know?

I think in — he's being very positive in saying that. She's really motivated him to pursue his career, and find his passion, and find his thing. Maybe it's not to the financial success as Oprah Winfrey and the fame as Oprah Winfrey, but he is very much fulfilled in what he does, and he credits her for getting him kind of more focused and more pursuant of that. That's a great partnership.

[0:16:54.3]

EW: I love that. Yeah, I mean I'm sure James would say the same thing. I know that he often says that my best and worst traits are that I never give up. There are times where I drive him

crazy, and me working a hundred hours a week wasn't the easiest thing, but he's proud and inspired him to go after his dreams, too.

He didn't grow up in an entrepreneurial family like I did. It's kind of, you know, he feels like he has this second chapter, and he's doing the thing that he was meant to do. It's just grateful that we're on the path together for sure.

[0:17:27.8]

FT: That's great. Okay, let's talk money.

[0:17:30.6]

EW: Okay.

[0:17:32.2]

FT: I want to talk about your money mantra. What's your financial philosophy, Emily?

[0:17:38.8]

EW: I have a few, but one of the ones I wanted to share with you was this idea that kind of came out of my mouth accidentally, that you can either be scared or rich. What I mean by that is not that when you have money that you're not scared, because you know, I'm still scared of putting new programs out there, or taking business risks, or whatever.

You have to move past that fear in order to make money. Yeah, you can either be scared or rich. You can't stay in that place of fear and expect to get the raise, get the new job, start the business, whatever that goal may be.

[0:18:14.5]

FT: I do think that we've talked about on this show in the past, that particularly with women, there is this fear of owning it and owning more of it. There is this masculine energy around wealth and rich and power. I think we correlate rich with power, and sometimes that that power is not — it doesn't speak to us.

Redefining and reframing what power means to you as a woman, and then making sure that you earn as much as you can, as much as you want to achieve that power. The power to heal, to help, to give back, is your — these are the powerful definitions that do motivate women. For me, that was the big kind of transition. I think I was in a place of fear. I don't know if it was fear, it was so much like complacency.

I don't know, because fear is so much like complacency. Like, "I'm okay. I don't really need to be making more. Life is good," but it was a female wealth coach that actually shook me and woke me up to the fact that, "No, you can earn more, you should earn more. The world will depend on it, because when women make more, the world becomes a better place."

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EW: I love that, yeah.

[0:19:21.1]

FT: And when I heard that I was like, "Alright, got it. It's not about me, it's about the world."

[0:19:25.6]

EW: It's not about you.

[0:19:26.6]

FT: It's about the world becoming a better place, and I'm so glad that this is something you teach your clients as well, because it goes hand in hand with running a business.

[0:19:35.8]

EW: Exactly, and I really love what you said about the world becoming a better place, because that's often the motivation for my clients. Although, I'll admit that they want the laptop lifestyle, they want to travel, they want the financial freedom for their own personal desires. They do have a desire to give back, whether it's a charity or giving.

I remember being so motivated by being able to spend more than \$50 for Christmas on my family's gifts. There was such a restriction there when, obviously, I was in debt and didn't have money to give back, or be generous with family and friends. So that's part of my motivation as well as my client's motivation, and often times they do want to change the world. They want to have a big impact. They want to start a charity, or whatever that goal is, so it's definitely not just about us. It's about so much more than that and our purpose.

[0:20:25.7]

FT: When you paid off your debt, did you do anything to celebrate? Do you remember that moment?

[0:20:31.2]

EW: So funny that you asked me that. I was talking to someone about this the other day. I had built up such an issue over my debt for so many years, and I felt so bad about it, despite the fact that I had invested all this money in my education. It wasn't like I went out and blew it on something that I regretted, and so I had this big hang up around it, and then when I paid it off, I don't even actually remember that moment.

It ended up not being that big of a deal, and in my mind I had thought it was going to take me forever to pay it off. I'll be honest with you, in the beginning of my business, I chose not to pay off my student loan debt straight away, because I wanted to invest in my business to grow it quicker.

I know that might not be what financial advisors will say, but in my mind, it made far more sense for me to invest in working with a coach or something that would drive my business forward much faster than chucking away at my student loan debt, and not having any money to invest in my business.

[0:21:32.9]

FT: I would agree with that. As long as you're making the minimum payments and not getting behind, investing in yourself in a business year over year will grow exponentially more than the six, seven percent that you're paying towards that loan. So I think it makes financial sense. It can also make a lot of life sense.

[0:21:52.1]

EW: Exactly. Yeah, so I had to really release any debt shame. That's what I like to call it, because it was holding me back for a long time.

[0:22:01.6]

FT: What was your biggest failure financially?

[0:22:04.2]

EW: I really have a hard time with this question, because I don't like to regret any of my financial decisions. I don't even use the word debt in my conversations with my clients, I call it investment. So I really have retrained my thinking around that, so to be honest with you, I don't have any regrets around that.

[0:22:26.4]

FT: But I didn't say regret, I said failure, which you know, failing is not regretful. Failing is part of life, and sometimes we are thankful for our failures.

[0:22:35.9]

EW: Financial failures, though, I don't feel like I've had any financial failures. I've had business failures for sure. I've made decisions — I tried to do everything myself in the beginning, and that was probably tied to really trying to hold onto my money and not pay anyone to help me with my hundred hours of work, and trying to do everything myself. So I definitely regret that and have the belief that people should outsource as soon as they can, at least to someone who could help with their emails.

So that would be my main thing, and again, in the beginning trying to do it all on my own without a coach, that was something that I wish I would have invested in sooner. But other than that, I am grateful for everything that's happened and feel like it all — everything that's happened has been a lesson or has been part of my journey.

[0:23:27.2]

FT: You mentioned that paying off the debt wasn't this like — it was sort of anticlimactic, I suppose. It happened, but it wasn't huge, the earth shook or anything like that. But was there a So Money moment in your transition from the quarter-life crisis to becoming an entrepreneur? A moment where you just felt so proud of your financial self?

[0:23:49.6]

EW: Yeah, so when I hit my seven-figure mark. My original goal was to hit six figures before my 30th birthday. That was always my goal, and there was a period of time where I thought, "It might not happen, I'm making \$30,000 a year as a matchmaker, so how am I going to hit that six figures?" And then I ended up hitting six figures within six months of my business, and then went on to make seven figures.

My husband and I had taken a trip to Vail, Colorado with some friends, and we ended up staying an additional two weeks because we loved it there. To be able to do that, not just from a financial perspective, but from a time perspective. Neither of us had jobs to go back to, we were able to just decide to stay. That was a really proud moment for me.

[0:24:34.4]

FT: You mentioned way earlier that when you were in London, your parents came to visit. It sounds like you have a supportive family, and so take us back to childhood a little bit and share with us maybe a memory of learning about money, or a financial experience, even though at the time you may not have thought of it as that, but it really was.

[0:24:55.5]

EW: Yeah, my dad said that my first word was money, which I never realized.

[0:25:00.5]

FT: No way.

[0:25:01.7]

EW: That's what he said, yeah. So I don't know why he thinks that. I thought it was mom or something.

[0:25:07.2]

FT: Want to fact check that?

[0:25:08.5]

EW: Yeah, I'd love to fact check that one.

[0:25:09.8]

FT: Maybe it was "Mommy"?

[0:25:10.8]

EW: Yeah, Mommy, but we were laughing about that the other day. My family is super supportive. My mom is actually a part of some of my programs, like she loves being a part of it, and my dad has been an entrepreneur since in his 20's.

But I do remember one of my favorite uncles telling me that it was just as easy to marry a rich man as it was to marry a poor man, and I knew what he was trying to say, like marry rich and be taken care of, but again, I felt like, "I'm smart, I can do something. I don't need to depend on a man," and there was that whole independent woman thing.

[0:25:51.6]

FT: But I would beg to differ, with the gap of wealth in this country, there are fewer rich people than there are poor people, but anyway.

[0:25:59.8]

EW: Agreed, yeah.

[0:26:00.9]

FT: Back to your dad.

[0:26:01.9]

EW: Yeah, I'm pretty sure he told me that when I was 13 or something and starting to date and all that good stuff. So yeah, I had that uncle that shared that with me, but that was never the way that I grew up thinking. I knew that I wanted to do big things, and I didn't need to marry someone in order to have the life that I wanted, but yeah, that just stands out in my mind to this day.

[0:26:23.5]

FT: You know, I had a similar experience, although it wasn't blatantly told to me like, "You should marry well," or, "Marrying a rich guy is going to make your life easier." I did feel that that was a subtle message that I got, but all I saw around me were women who were beholden to their husband's bank accounts as a result of that, and it was a sad existence to not be able to have your own money, which to me, I figured that out really soon that having your own money means personal financial freedom and personal freedom.

What I was maybe whispered was not what I was actually seeing and witnessing, the fact that if you marry well your life will be great. Is it really, though? Because there were fights, they just didn't really seem like they were getting along, they don't really understand each other, the wives did not have that independence that I really crave as an adult woman.

[0:27:16.7]

EW: Yeah, I agree completely. Being able to make your decisions based on your finances, not having to rely on someone else or ask permission for things, that wasn't something I envisioned in my future either.

[0:27:31.0]

FT: Alright. Let's talk about habits, and then we'll get to the fill in the blanks, but what's a financial habit that you practice regularly? I'm sure as a coach, you have some go-to practices for yourself.

[0:27:42.9]

EW: Yeah, definitely. So one of them is looking at my bank account every single day. I remember even a few years ago when I didn't have a good relationship with my bank account. I would have my hands over my face, not wanting to look at it, because it was not a pretty sight. I read a book, I believe it was Kate Northrup in *Money: A Love Story*, and she talked about the fact that your relationship with your bank account it is a relationship.

And so to start to be grateful for the things that you can pay off, even now, whether it's just rent, or just the bills that you have to pay, start to retrain your mind to have a positive relationship with money. So I started to look at my bank account every day after that, and I still do to this day, so much to the point of if there are days where I don't look at it, this happened a few months ago when I was at an event, I started to feel weird, almost like I miss my bank account.

Which feels very strange to admit, but I've gotten into that routine, and so when people tell me that they don't look at their bank accounts, or someone else deals with it, for me that feels a bit odd, because I am very much involved with my finances, and I think that's really important.

[0:28:55.1]

FT: I mean, could you imagine going through your days without looking at your partner or speaking with your partner? That deteriorates the relationship, and so I think with money, you have to always have that connection. Whether it's looking at your numbers, being conscious of your money somehow, someway, every day. Having that touch point is so important, and I love Kate Northrup. She's been on the show and she's a friend, and she's fantastic.

[0:29:18.9]

EW: She is amazing, I love her too.

[0:29:21.1]

FT: Her advice is solid. Alright, let's do some So Money fill-in-the-blanks, and then I'll let you get back to your seven-figure life and your lovely husband. Are you guys married?

[0:29:29.6]

EW: Yep, we're married.

[0:29:30.6]

FT: Alright, lovely husband, life is good. Alright, tell me this: if I won the lottery tomorrow — are you still in London, by the way?

[0:29:38.4]

EW: We're in San Diego right now. We just came from Colorado to San Diego, yeah.

[0:29:42.4]

FT: Do you guys just hopscotch all over the world or...

[0:29:46.9]

EW: We travel a lot. This week we're here for a Mastermind, and we were just in Vail for 10 days skiing again, because we fell in love with it.

[0:29:54.3]

FT: Oh, nice. What's home base?

[0:29:56.7]

EW: Yeah, London is home for us.

[0:29:57.7]

FT: London is home, okay. Alright, if I won the lottery tomorrow, let's say \$100 million bucks, the first thing I would do is _____.

[0:30:04.7]

EW: I would buy a house in Vail, Colorado.

[0:30:08.7]

FT: Yes.

[0:30:09.5]

EW: We just visited a few of them while we were there. It's just for fun, and they're amazing.

[0:30:13.7]

FT: I've never been skiing out west, so that's a goal.

[0:30:16.5]

EW: Oh, it's amazing, yeah. I would do that, I would expand I Heart My Life, so my business. We just launched a stationery line as well, so I would do more with that, with some products, with teams, with events, and I would give a lot to family and friends and do some charitable work as well.

[0:30:34.0]

FT: A stationery line, go you.

[0:30:35.4]

EW: Yeah, I love my paper.

[0:30:36.1]

FT: Keeping busy. One thing I spend on that makes my life easier or better is _____.

[0:30:42.9]

EW: Oh, people. So team, and help around the house. I mean getting a cleaner was the first thing I invested in, and I'm never going back.

[0:30:51.9]

FT: Oh my gosh. I use to have my cleaner come every week for a while, and I was like, "This is ridiculous, let's do every other week." But now I'm thinking every week, because you know what? Dust accumulates in a New York apartment, and now we're going to be a family of four, and I'm like, really pregnant right now. There is not even like any upkeep that's happening.

[0:31:15.1]

EW: No, I think once a week would be good for you.

[0:31:17.7]

FT: Yeah.

[0:31:18.1]

EW: I agree.

[0:31:19.4]

FT: Okay. My biggest splurge, like something really just guilty pleasure that you love to buy, spend on occasionally, it's not the cheapest, but you know what? You don't care.

[0:31:31.9]

EW: Shoes.

[0:31:33.2]

FT: Shoes?

[0:31:33.6]

EW: Yeah, shoes and my home.

[0:31:37.0]

FT: And your phone?

[0:31:38.3]

EW: My home.

[0:31:38.5]

FT: Your home. Okay.

[0:31:41.0]

EW: Yeah, I mean, I love designer shoes. Christian Louboutin. I know they're not practical, I know I can barely walk in them, but they're beautiful.

[0:31:48.3]

FT: They're not, they're all — it's not practical, they're only beautiful.

[0:31:52.0]

EW: I know.

[0:31:53.1]

FT: They were not meant to be worn on the feet.

[0:31:53.7]

EW: No, they weren't.

[0:31:54.6]

FT: They were meant to be sitting in your closet, photographed.

[0:31:57.8]

EW: Taxi shoes.

[0:31:59.4]

FT: I ended up, I bought a pair of sandals, which are great, from Louboutin. I treated myself one summer, I was in Vegas and I wasn't gambling, so I was like, "I'll just, instead of putting my money down the slot machine, I will buy a pair of shoes." That's how I rationalized that.

Then I bought a pair of heels when I was pregnant, because it was the only thing that would fit me at the time. Shoes, you know. Only for a limited time when you're pregnant, because then your whole body just swells. Like after the third trimester, after the second trimester.

I bought these shoes, I wore them once, they were super uncomfortable. I ended up selling them on Tradesy.com and making a lot of my money back. That was great. I'm not doing that again. I live in New York, too. If I go outside, they will get eaten up by the streets.

[0:32:47.4]

EW: I know.

[0:32:48.5]

FT: I have to just be in my house with my shoes on. Everyone will just have to come here to see me wearing the shoes.

[0:32:54.7]

EW: To see them. That's so funny. I know, it's not practical but I can't help it.

[0:33:00.1]

FT: I know, they photograph so well.

[0:33:01.4]

EW: Yeah, they do.

[0:33:02.7]

FT: Alright, when I was growing up, the one thing I wish I had learned about money, besides the fact that men won't buy your happiness is _____.

[0:33:10.3]

EW: That creating wealth is unlimited, and that money mindset is something everyone should learn growing up. I don't know why they don't teach it in school. I don't know why they don't teach certain mindset techniques in school to begin with. Yeah. Money mindset is one of my passions, and I'm looking to get that work out into the world. Not just for entrepreneurs, but for everyone.

[0:33:32.2]

FT: I don't know why they don't teach it in schools. I mean, there are studies that show that maybe it just isn't something that sticks. I don't remember much of my curriculum in school and middle school, but yet, they still taught it. It's just not a priority, I guess.

[0:33:47.6]

EW: Yeah, I was going to say, I remember a coach telling me that I had the power over my thinking, and that positive thoughts can change my reality, and now I believe that. But I never learned that. I had to learn it at 25. I wish I would have learned it a long time ago and could have seen a lot of faster growth.

[0:34:04.3]

FT: For sure. Alright. When I donate, I like to give to _____ because _____.

[0:34:11.1]

EW: Friends and family. My mom is a huge giver, and so I have that spirit. I love giving gifts, I love being able to help friends and family, so definitely friends and family.

[0:34:23.1]

FT: Last but not least, I'm Emily Williams, I'm So Money because _____.

[0:34:28.6]

EW: I overcame my money fears and blocks, and hit seven figures in my first 18 months in business, and helped others do the same.

[0:34:36.7]

FT: That's like So Money to the fourth degree. That's awesome. Thank you so much, Emily. Congratulations, safe travels as you explore the world, go back to Vail, do a little maybe sunny

time in San Diego, life is good. I wish I was in your shoes. I will be some day. I'm just — I got to deliver a baby first.

[0:34:59.4]

EW: Yeah, well, you have some pretty amazing shoes. I'm grateful to be on, and I just wanted to share that I have a little free training for your audience, if you don't mind me sharing that.

[0:35:08.8]

FT: Yeah, please do.

[0:35:09.8]

EW: Yeah, I had this training called *Scared or Rich, Seven Practical Biz Tips to Help You Move Past Fear and Hit Your Mega Money Goals*. It's not just for entrepreneurs, you know? Everyone will benefit from this money mindset that works. We'll have that on iheartmylife.com/somoney.

[0:35:26.5]

FT: Alright. I will put that on our blog as well, and hopefully we'll get you some people your way. Thanks so much, Emily.

[0:35:32.5]

EW: Thanks, Farnoosh, it's been amazing.

[END]