Mel Robbins Keypoints — Money, Career & Success

Mel Robbins Keypoints

Episodes in this pack: 20

How to Stop Being Overlooked & Start Getting What You Want

Guest: Marina Cooley
Date: 2026-10-10 · Duration: 0:58:29
URL: https://www.youtube.com/watch?v=3SdOXtuPLiU

KEYPOINTS

• Being overlooked is usually an attention problem, not a talent problem

Cooley teaches the 'attention economy': about 1.3 billion things are posted to Instagram daily and 34 million to TikTok, and each of us sees roughly 6,000–10,000 messages a day while remembering perhaps three. Your boss lives in that same flood. Her point is that managers aren't ignoring quiet high performers out of malice; attention is the scarcest resource, so the work has to be made visible.

• Fear of being ignored is as powerful as fear of being judged

Cooley says putting anything out there, whether a post, a raise request or a meeting ask, risks two outcomes: you don't get it, or nobody notices. She describes social rejection as registering in the same brain region as physical pain. Mel admits she avoided hosting her own events for six or seven years not from fear of criticism but because she truly believed nobody would come. Cooley's answer is to use the rational brain: nothing actually happens if you're ignored, except you learn you weren't memorable yet.

• If self-promotion feels cringe, you are probably doing it wrong

Cooley frames cringe as anticipated social rejection, often because we've seen bragging done badly. Step one is pushing through the discomfort; step two is finding an authentic way to show up that won't keep you up at night. Sharing how your work moved the organization's goals forward is not bragging, and framing it that way removes most of the cringe.

• Make your idea sticky, or you are forgettable

Memorable ideas work like a Velcro hook. Cooley's own sticky hook was her failed nut-butter company: at Coca-Cola interviews everyone knew her as 'the peanut butter girl', and they told her they hired her because she had 'moxie'. The lesson applies to job applications, school admissions, dating and networking: ask what makes your conversation different from everyone else's.

• For women in the Catalyst study, communicating achievements was the one tactic that raised pay

Catalyst followed about 3,000 'high-potential' MBA graduates in corporate careers and tested nine advancement tactics, including finding a mentor, extra training, working long hours and voicing achievements. For men, bringing in outside offers and saying they would work long hours paid off. For women, only one tactic moved compensation: communicating achievements. Cooley calls this good news, since women who can't promise long hours at certain life stages can still advance by doing the work and making its results known. The common mistake is believing great work alone will get noticed.

• Spend two hours a quarter thinking strategically about your career

Before tactics, Cooley asks for two hours each quarter, and notes that most people spend that long on social media every day. Use the time to map the organization's priorities, identify who gets rewarded and which traits they show, and find the high-impact projects you can 'ladder up' to. Without that link, she says, you'll struggle to advance however hard you work.

• Share results before review season, and be the one who presents them

She says the time to communicate achievements is well before the performance review. Each quarter, gather your wins along with visuals that show them. At quarterly business reviews, volunteer to present results: people remember whoever shared the numbers, even if that person wasn't solely responsible. 'The person that volunteers to talk out loud deals with the pain, but they also receive the fruit.'

• You need a portable reputation

Average job tenure is now about three to four years, closer to two for young workers, so you can't rely on being a known quantity at one company for 20 years. Cooley borrows from brand marketing: Coke stands for refreshment and happiness, and Nike and Reebok or Dunkin' and Starbucks each carry distinct attributes. Decide which attributes you want attached to you (innovative, resourceful, tech-savvy, good at startups) and make sure they travel with you. She cites data that people look you up about 98% of the time before meeting you.

• Critical reasoning is becoming the rarest and most valuable skill

Asked what gets people hired in a brutal market, Cooley lists resourcefulness, effective networking, being tech-savvy and, above all, critical reasoning: spotting problems before they happen and trying to answer your own questions first. On AI, she recommends testing it on every task to reduce fear and build fluency. She warns that if prompting is all you can do, 'within 6 months AI can do that without you.' She ties critical thinking closely to attention span: set aside quiet, input-free time to think through problems.

EXAMPLES

• Go viral, get an A

For 30 days her class is split into 30 groups, and each group posts on a shared new account for one day after studying the previous groups' posts in class. In 2022, when the algorithm rewarded daily posting, the account hit 1 million on day 15 and finished the month with 10 million impressions and over 1 million likes. Her teaching ethos: 'Tell me and I forget, teach me and I remember, involve me and I learn.'

• The woman with nine careers

Cooley spent four years as a consultant traveling 46 weeks a year, launched flavored peanut butters (pumpkin, honey nut banana) that failed within about 18 months, felt 'behind' at 28, then earned an MBA aimed at a single target, Coca-Cola, and networked with every interviewer beforehand. After two babies she hit another wall. A former professor's email led to a nine-month audition teaching an adjunct class scheduled for Thursdays at 6:30 p.m., and it became popular.

• The student who asks what success looks like

At least once a semester a student asks her on day one, 'What did students who got A's do? Tell me what success looks like.' Those students, she says, always get one of the A's. Mel suggests asking a new boss the same question about being wildly

successful in the role and the company.

- **Mel's hiring reality**

  Mel says she has 10–12 open roles with no job descriptions yet because the team is too busy to write them, and repeats a statistic she believes is true: about 80% of jobs are never listed. Her advice is to stop mindlessly hitting submit and go talk to people. Cooley adds a sample pitch: write to the whole team, name the 10 books you've read and the next 10 guests you'd book, or simply do sample work and send it.

OTHER RELEVANT

- **Run the 3-second test on your profile**

  Have someone look at your LinkedIn or online presence for three seconds and say what they took away. If they can't name what problems you solve (for example, 'film editor who helps small brands'), it isn't clear enough yet. The aim is to show the problems you solve, not to brag.

- **Prep one or two 'nuggets' for every meeting**

  Spend 10 minutes each morning reviewing the day's meetings: the goal, who will attend, and which one or two achievements or ideas are worth slipping in. Cooley says that alone puts you ahead of '98% of people'. In virtual work, turn your camera on. As an introvert who only speaks when she has something new to say, she relies on advance notes, such as a relevant statistic.

- **Get a hobby outside of duty**

  Cooley's parting advice is to build a 'third identity' outside work and family obligations. Hobbies make you look foolish in front of others, which is practice for putting yourself out there, and as Mel notes, they also make you more interesting and memorable.

If You’re Struggling With Money, Watch This

Guest: Vivian Tu
Date: 2026-09-28 · Duration: 1:05:09
URL: https://www.youtube.com/watch?v=78BsFkDrAr8

KEYPOINTS

• Money is power and freedom, and few money mistakes are permanent

Vivian Tu (Your Rich BFF) frames money as the ability to leave a bad job, a bad relationship or a bad apartment. Her opening message to anyone struggling: there are very few financial mistakes you can't come back from, and it's never too early or too late to start. She grew up without money and at 21 waited at a bar until her 12:01 a.m. direct deposit cleared to pay her tab.

• It's expensive to be broke, and trying to look not-broke makes it worse

Vivian's lessons from being broke: overdraft fees fall on the people who have the least, and money works as a 'moral measuring stick', so people overspend to prove they're fine. On a trading desk with a brand-name title but no family safety net, she compared herself to peers buying apartments. She says the thing she changed most was keeping up with the Joneses.

• You can't budget your way out of paycheck to paycheck

If you're genuinely spending only on necessities on a 40-hour job, Vivian says it's an income problem, not a spending problem, and she doesn't think it's fair. You have two levers: earn more where you are (negotiate a raise, get promoted, or job-hop for a better salary) or add a side hustle. She admits this is hard for people already exhausted by work and caregiving.

• But first, audit last month's spending honestly

Ask whether everything after taxes went to necessities or whether there were purchases you regret. Return what you can. Look for patterns like lash and nail appointments, sports betting, or front-row concert tickets when general admission would do. She's clear she isn't asking you to cut every joy forever, just to see where the money actually goes.

• Pay yourself first by automating the split

Instead of letting 100% of your paycheck land in checking, where you'll find a way to spend it, send 90–95% to checking for rent and bills and 5–10% straight to savings. If you can't change direct deposit, set a transfer for a set amount on payday. Freelancers should move 10% to savings and 30–40% to a tax pot when each invoice is paid. Mel's framing: broke you pays rich you every time money comes in.

• Keep savings in a high-yield account

Vivian puts the national average savings rate at 0.37%, so $100 becomes $100.37 after a year. High-yield savings accounts were paying roughly 3–4%, about $103 on the same $100. An emergency fund of around three months of expenses 'isn't sexy', she says, but it lets you sleep at night and turns a shock into an inconvenience.

• Ask for a raise with a 'brag book'

Vivian keeps an inbox folder ('Brag Book 2026') for every congratulation and win. She grinds from July to October, then meets her manager with receipts: a short recap of team success and examples of goals she hit, followed by the ask. The point is to make the case with evidence before budgets are set.

• Find your FU number: perfect-year cost divided by 0.04

Picture one perfect year (where you live, who you support, what you do) and price it, then divide by 0.04. The result is how much you'd need invested for investment income to replace work income, based on a 4% withdrawal rate. Mel's check: $1 million at 4% gives about $40,000 a year. Vivian says don't panic. Over-50s can make extra 'catch-up' contributions to retirement accounts.

• Investing cheat code: a robo-advisor

If account types confuse you, sign up for a robo-advisor, which takes about 45 minutes. Pick the account type, answer questions about income, savings, debt, how you'd feel about losses and when you plan to retire, and it builds and manages a portfolio. Use retirement accounts for retirement and an individual brokerage account for 20–25-year goals that aren't retirement.

• Buying a home is a values and lifestyle decision, not a milestone

Buy if you're sure about the place for at least 5–7 years. Rent if you'd hate fixing a toilet at 2 a.m. or paying HOA fees. Don't buy because your parents or friends did. Vivian also notes that home ownership forces saving and is a key route to generational wealth in the US, that a 20% deposit isn't mandatory (FHA loans and 'conventional 97' mortgages exist), and that you can buy an investment property somewhere cheaper while you rent.

EXAMPLES

• The German-cockroach apartment

Vivian's 'Sex and the City' SoHo apartment had a severe German cockroach infestation. Breaking the lease cost every dollar she'd saved in her first full year of working, which felt like 365 days on a treadmill. That was her belt-tightening moment: no weekly nails, eating out less. Mel notes that even that small cushion gave her the power to leave.

• The $13,000 baguette injury

On her 25th birthday Vivian cut off the tip of her finger on a crusty baguette and ended up at Mount Sinai's emergency department. The bill was $13,000, and her share with decent insurance was $1,600. Her emergency fund paid it immediately.

• Fighting a medical bill

Vivian says 80% of medical bills contain errors. Her steps: request an itemised bill, check prices on a tool like FAIR Health Consumer, and call rather than email because 'they will ghost you'. Ask about waivers, relief programmes and charity care, and offer to pay today in exchange for a discount. Negotiating works best if you're uninsured, since insured rates are usually pre-negotiated.

• Mel's $800,000 hole and the bounced $125 check

Mel remembers watching her daughter play town soccer knowing the $125 fee check had bounced. She got out of $800,000 of debt by working three jobs, cutting every expense she could, and putting 25 cents of each dollar into savings, later 50 cents, plus payment plans. It took seven or eight years.

- **The $100,000 vacation test**
  To check whether a couple's money values match, ask what each would do with $100,000 for the trip of a lifetime. Mel would choose adventure (Africa, India, or rafting the Grand Canyon). An eight-star resort with zero steps suggests someone who values status and luxury.

OTHER RELEVANT

- **Living at home is a power move**
  Nearly half of Americans under 30 live with a parent, according to Federal Reserve data Mel cites. Vivian says thank your parents and redirect the rent you save into a 401(k) or Roth IRA.
- **Talk money before you merge lives**
  Couples who lay everything out early can defuse most hot-button fights. Partners don't need matching incomes, but they need matching effort and clearly defined roles.
- **Rewrite the women-and-money story**
  Vivian says single women own more homes than single men in all 50 states, carry less debt in every category except student loans, and that a Fidelity analysis found women's portfolios outperformed men's. Mel admits she once assumed her husband would earn all the money.
- **Start small but start now**
  Even 5% automated savings, a call to a hospital billing office, or a single robo-advisor sign-up begins shifting power back to you.

How to Get More Out of Life: Make More Money & Build Something That Matters with Seth Godin

Guest: Seth Godin
Date: 2026-07-11 · Duration: 1:01:17
URL: https://www.youtube.com/watch?v=IJq-SLEjdsk

KEYPOINTS

• Do work worth doing, not 'just your job'

Godin says that if you aren't someone who has to work today to eat tomorrow, you should raise the bar. Would you want your mom to see this work? Are you making excuses about the system or making it better? His line is 'You're not stuck in traffic, you are traffic': you take part in systems you complain about, and you can start your own thing instead.

• Every project starts with two questions: who's it for, and what's it for?

Name the smallest viable audience: how many people would be enough? Name the change you want to make. Mel's book succeeded not because of sales but because 'the right people bought it for the right reason.' Then take the leap of empathy: other people don't want what you want, see what you see or need what you need.

• If you're for anyone, you're doomed

Being specific lets you say 'Sorry, it's not for you' with no apology, and lets you refer people to so-called competitors. A truck driver who'll go anywhere is a commodity. One trained to move expensive collector cars becomes 'Get me Terry.' At first, being specific is harder because you have to be genuinely good.

• Being in a business is almost never about making the thing

To be in the granola business means storytelling, logistics, packaging, customer service, finance, supply chain and managing people, not cooking. Martha Stewart isn't making granola. Ask how you want to spend your day before starting. Avoid glamorous, buzzy businesses full of hobbyists, and pick one that solves a problem for people with plenty of money to pay.

• Freelancers and entrepreneurs are different jobs; the danger is the dead zone between

An entrepreneur uses assets, often other people's money, to build something that makes money while they sleep. A freelancer gets paid when they work and can't scale. Trouble starts when freelancers try to grow without leverage and keep 'hiring themselves' as the cheapest worker. That traps them in a zone of 8–30 people, doing every job, underpaid and stressed. Most people, Godin adds, will have happy careers working for someone else.

• Every time you're tempted to do a job yourself, ask: what am I hiding from?

He grew one of the first internet companies to almost 100 people, with 50 reporting to him. He loved spending all day answering questions, but he was hiding from the real work of finding transformative partnerships. In the three months before the sale, he made whole parts of the operation run without him. Fear explains the lack of discipline: it's hard to pitch new business or watch someone slower do 'your' job.

• Employees have a brand too: aim to be someone they'd miss

Every meeting sets expectations about what you'll bring. There's a shortage of people who make promises and keep them and who 'light up a room.' The goal is to be the linchpin. And if your boss doesn't deserve that, find another job.

• Familiarity doesn't sell; resolving tension does

Marketing isn't 'getting the word out' or posting until people give in. People buy to relieve a tension, such as fear of being left out or falling behind, or hope that this will work for them. One author got 40 million views on TikTok and sold four books, because entertaining people isn't solving their problem.

• Measure who you helped, and build boundaries against irrelevant metrics

Views, likes and followers invite 'compared to what?' and pull you into a hustle you never signed up for. If one-star reviews make you change a menu that's working, don't read them. Watch what customers actually do. Mel says she doesn't have logins for the show's download data, and she takes criticism only from people who care, who do similar work or whom she respects.

• Judge decisions by process, not outcome

Citing poker champion Annie Duke, Godin says a lottery win was still a bad decision. Ask whether a good decision-maker with the same data would have chosen what you chose. Mel adds that you can apologize for a decision's impact on someone and still stand by it.

• Quit honestly: look for the dip, and let go of sunk costs

From his book The Dip: quitting isn't shameful. Mel had to quit law. A dip is the hard stretch before it gets easier, like the gym in February before 'six-pack abs by June,' or year one for a real estate broker. Some paths have no dip ('you can't smoke your way through emphysema'). Your past blood, sweat and money are gone either way. Most people who walked away from sunk costs are glad they did.

EXAMPLES

• One-and-only niches

A hairdresser near Godin cuts only women's curly hair, about 10 clients a day. A New York broker works one luxury building. A local broker whose father had the business before him tours buyers past all 2,000 houses in town, even ones not for sale, and lets the Cub Scouts meet in his office. Another has built a following mostly among lesbian clients. A Ferrari dealer sends a carpool parent to a Volvo dealer.

• The $10-for-$5 exercise

Try offering a stranger at a bus station a real $10 bill for $5. It feels terrifying even though it's obviously a good deal. That's the fear behind 'my product isn't ready': it's fear of a transaction where someone might say no. Posting on Instagram is the safe dodge.

• 'What's your favourite Girl Scout cookie?'

Nine-year-olds shouting 'Want to buy cookies?' got walked past. When Godin had them ask everyone's favourite cookie

instead, people stopped to engage and sales 'went through the roof.'

• Choose your clients, choose your future

Stressed brides a week before a Hamptons wedding, line-item penny-pinchers, McDonald's stopwatch inspectors versus Danny Meyer's restaurants, sugared-up students versus Juilliard: whoever you serve decides how your days go. Freelancers can't get more clients, only better ones. Book-cover designer Chip Kidd does about 30 covers a year and nobody argues typography with him.

• Mel's mom's flavoured-coffee store

In the early '80s, her mother and her friend Susie opened a gourmet kitchen shop in Muskegon, Michigan, selling flavoured coffee before anyone drank it. Godin says it was never about coffee but about delighting a few hundred people like her in a town like hers.

OTHER RELEVANT

• Write three completely different business plans

Assume a spinner will choose one, so you think with your whole brain instead of defending a favourite. An example from snow: a snowman-building business, snow shovelling in Buffalo, or importing shovels. If you lack time for three plans, you lack time to start a business.

• Don't let a business ruin your hobby, and don't sell to friends

Once it's a business, it belongs to customers, who pick their best option. Leveraging friendship (the letter writer angry that friends didn't list with his wife) isn't service.

• Fire the 'world's worst boss' in your head

If a real boss nitpicked you and fed your fear, you'd quit. Find a circle by supporting two or three people online today, before sunset.

• Ship what's good enough

If it meets spec and helps someone, 'how dare you hold it back?' Stop tweaking the suburban pizza menu; organize the jukebox or the bus trips that serve customers.

How to Get Ahead When Everything Feels Uncertain: The New Rules of Work, Confidence, and Success

Guest: Carla Harris
Date: 2026-06-11 · Duration: 1:30:09
URL: https://www.youtube.com/watch?v=NQtBfbQt_bM

KEYPOINTS

• In a moment with no rulebook, design your career instead of waiting to be told

Carla Harris, who spent 35+ years on Wall Street in the rooms where pay and promotions get decided, says the rules are being rewritten, so nobody has more of a playbook than you. Her point is that uncertainty is an opening: 'This is not the time to be dictated to when you have the opportunity to design.' Mel frames it as the playbook being 'out the window', so why not you.

• Fear and fatigue are the two things that hold women back at every career stage

Harris says fear has 'no place in your success equation' because approaching anything from fear makes you 'under-penetrate' the opportunity. She uses the old saying that fear is 'false evidence of things appearing real.' Failure, she argues, always brings a gift called experience, and very few things in life are truly irreparable; if one moment is gone, another will be served up.

• Fatigue is a signal to rest, not proof you can't keep going

If you're tired, treat it as a red flag that you haven't been resting. Harris admits she had 'no respect for sleep' for the first 20–30 years of her career. Her rule now: take two days off and the world won't end, or skip the rest of the to-do list this afternoon. Rest first, then decide whether you really want to quit.

• Breaking through the ceiling takes a fraction of the effort it took to reach it

Many women 20–30 years in can see through the glass ceiling but don't push because they assume it'll take another 25 years of fighting. Harris says it takes 'a small fraction' of what you've already done: push the elbow, the shoulder, put your head against it, and it cracks.

• Every decision about your career is made in a room you're not in, so you need a sponsor

Pay, promotions and new opportunities are decided behind closed doors. A mentor advises you; a sponsor (a term Harris says she coined in 1990) spends their own political currency arguing for you in that room. Keeping your head down and working hard isn't enough, because someone has to speak on your behalf.

• Build many relationships so no single person can block you

Promotions are rarely one person's decision. If one person is in your way, Harris's strategy is to 'make that person the outlier': when everyone else is saying you did great work, an insecure detractor usually stays quiet rather than go against the crowd. In effect your promotion gets 'crowdsourced.'

• Read 'required' on a job description as 'preferred'

People talk themselves out of roles because the listing asks for five or ten years or a master's. Harris says there's always an exception. In the interview, show you know what 'an A looks like' in the role, then explain why you're confident you can deliver it. She claims that combination gives you better than a 75% chance.

• Focus on the content of a job, not the title

Ask what you actually want to do day to day. Her example: MBA students who 'want M&A' usually want to learn how to value companies, which you can also do in equity research or credit. Pivoting gets easier once you see how many seats have the content you want.

• Call it evolution, not reinvention: midlife is your '3.0'

A former chairman told her 1.0 is academic preparation, 2.0 is excelling at career and family, and 3.0 is 'all about you.' Harris swaps 'reinvention' for 'evolution' because what you become is built on what you've done. At 50 you have data you didn't have at 20: proof that you can rise again, plus relationships and skills. The hard part is answering 'what is it now?' when you've spent your 20s and 30s working on someone else's agenda.

• Grow a passion from 5% of your day, not with a sudden leap

If what you love can't pay the bills yet, make room for it every day anyway. It gives you fuel for everything else and can grow from 5% to 15% to 25% of your day, until one day you ask why it isn't your main thing.

• Balance comes from something in each day giving you joy, plus being fully present

Some days Morgan Stanley got 90% of her. Harris doesn't keep score across the week; she makes sure each day holds something joyful and that she's fully present wherever she is, drawing on skills from 'all the Carlas' (banker, director, singer) when she's being Mom.

EXAMPLES

• The three-sheets-of-paper job design exercise

Sheet one: list your experiences and what you liked about each (teamwork, creating something from nothing, executing). Sheet two: what kind of people you enjoyed working with (smarter people? being the smartest in the room?). Sheet three: design a job, three to five bullets of what you'd do if money were no object, then take it to a friend, mentor or sponsor.

• 'Not tough enough': the 90-day reset

A big-voiced senior colleague told Harris she was smart and hardworking but not tough enough for the business. Because she'd always seen herself as tough, she took it as a sign 'the real Carla Harris wasn't showing up' and she'd lost her voice. For 90 days she deliberately walked, talked and spoke tough, and she says it changed how people saw her.

• The pandemic as an investment window

Her last trip was March 13, 2020, and she assumed she had two weeks off. By July 1, 2021 she had lost 25 lbs and launched an international speaking business. Her question to listeners: when this period ends, will you be tired and afraid, or will you have learned something new?

- **Using AI to prep a fireside chat in under 10 minutes**

  She got an author's book the day before an interview, asked an AI tool for chapter summaries and three questions per chapter, and was done in under 10 minutes, instead of spending the 6–7-hour flight cramming. With the time she saved, she went deep on the chapters she found most interesting.

OTHER RELEVANT

- **Performance review script: bring your own report card**

  You're a participant, not a taker. After your boss's feedback, say: 'That's really interesting data. Here's how I was thinking about my year, where we intersect and where we differ,' then use the last 15–20 minutes on the gaps, perception vs. reality and how to close them. Or sort your year into exceeded, on the money, and 'did okay, working on it.' Spend one-third on what you did and two-thirds on what you'll do next.

- **Salary negotiation: know the market value of the seat**

  If the seat pays $200–250K and you're offered $150K, say you're excited and expect to excel, but you're 'not in a position to take this offer' because you know the market value, and they surely don't want to pay below market for excellence. If they offer within range, 'hit that bid.' Taking the low offer signals that you negotiate poorly, will take anything, and can be underpaid indefinitely.

- **Parting words**

  'Own your power, give yourself the chance to win, and don't count yourself out.'

The Best Financial Advice You Will Ever Receive: 4 Money Rules That Will Change Your Life

Guest: Tiffany Aliche, Ramit Sethi, David Bach, Morgan Housel
Date: 2026-04-13 · Duration: 1:05:40
URL: https://www.youtube.com/watch?v=pQjlJud3Tlw

KEYPOINTS

• This episode pulls together four money rules from four experts
Mel combines clips from past episodes into one plan. Rule 1, from Tiffany Aliche ('The Budgetnista'): know where your money goes. Rule 2, from Ramit Sethi: track four numbers. Rule 3, from David Bach: automate saving and investing. Rule 4, from Morgan Housel: define 'enough.' Mel's summary borrows Housel's line: spend less than you make, save the difference, be patient.

• A budget is a 'say yes' plan, not a punishment
Aliche says 'your budget is like your mom.' She's there to say 'yes, when, if, after,' so you can have what you want in a way you can sustain. Mel adds that most people have no idea what they spend each month on groceries, electricity, phone, streaming or subscriptions.

• First figure out whether you have an earning problem or a spending problem
Aliche says many people jump straight to trying to earn more, but you can't choose a fix until you diagnose the problem. Sort your expenses. If most of your money goes to bills you can't easily cut, you may not earn enough. If most goes to choices, you're spending too much, and that's where to cut.

• Her labels: B for bills, U for usage, C for choices
A 'B' is anything where someone comes knocking if you don't pay: rent, mortgage, car note, student loans, credit cards. Add a 'U' to bills that change with usage, like water, electricity and phone data. A rent payment doesn't get a U. Everything else is a 'C' for choices and cash expenses, like eating out, entertainment and grooming.

• Ramit Sethi: know four numbers instead of tracking everything
Fixed costs should be 50–60% of take-home pay. Savings, 5–10%: an emergency fund or money you'll need in one to five years, like a house down payment. Investments, 5–10% or more. Guilt-free spending, 20–35%, for desserts, a cashmere coat, roller skates or the gym. Some people won't hit these numbers yet, and that's okay. You now have the pieces on the table.

• Stop agonizing over $5 purchases
Sethi says 'so many of us shrink our lives' worrying about coffee, which is 'irrelevant.' With the big numbers set and saving automatic ('I don't try to brush my teeth, it just happens'), the guilt-free bucket lets you enjoy money without anxiety. He follows an 85% rule: get it 85% right and get on with your life.

• Small daily amounts compound into big sums
Bach says seven in 10 Americans live paycheck to paycheck. $10,000, the answer people most often give to 'what amount would change your life?', is just $27.40 a day. Invested for 40 years at 10%, which he says the stock market has averaged over 100 years, he claims it grows to about $4.42 million. Spending $5 a day is $150 a month and well over $1,000 a year. These are his illustrations, not guarantees.

• The 'automatic economy' either makes you rich or keeps you poor
Bach's warning: 'You either have a plan for your money or someone else has a plan for your money.' Your phone is a 'money magnet.' Companies want you on autopay for life (Netflix, the gym, vitamins, 'creams, lotions and potions'). He says the two 'escalators to wealth' are real estate and stocks, and that apps now let anyone invest a dollar at a time.

• Much of feeling behind comes from your expectations
Housel argues money is easy to measure (going from $20 to $25 an hour, a one-bedroom to a two-bedroom), so we chase it, while 'a good life' is harder to define. He's blunt about 'I'm bad with money': it's basic arithmetic, and saying you're bad at it is choosing not to get better. Mel's version of enough: a weekend trip with the kids, or buying something for herself, without guilt.

EXAMPLES

• The nurse called 'B'
Aliche once helped a nurse in a beautiful condo list her real spending. Both of them cried. Aliche kept tissues ready for this 'tears and tissue step.' The nurse said she hadn't realized how much she was overspending and had turned on the AC only because Aliche was coming. Aliche told her a fan was fine.

• Mel's debt years
Mel says she had only $20–50 a month left over, and every dollar felt like 'life or death,' so she said no to everything, even a latte with a friend or a day at the zoo in Boston with the kids. With the four buckets she'd have had a realistic payoff timeline and small amounts for enjoyment. Believing you don't deserve anything until you're at zero is 'the trap.'

• 'Start Late, Finish Rich'
At a Barnes & Noble signing, a woman in her 50s asked Bach for a book on starting late. He asked whether she and her husband could each save $20 a day more ('I would make him'). He said $40 a day invested for 15 years could grow to close to half a million dollars. His point: your 50s are 'a beautiful time to save and invest and catch up.'

• Bach's $10,000 brick
He brought $10,000 in cash to the studio to make the $27.40-a-day point concrete. Mel guessed it was 'a couple thousand dollars.'

• Mel's forgotten subscriptions
Right after Bach's interview, Mel called her husband Chris to say they had to get control of their money. When she checked, she found subscriptions she was still paying for but no longer used.

OTHER RELEVANT

- **Aliche's money list**

  (1) Write down the words for everything you spend on, with no amounts yet. (2) Estimate each monthly amount using recent bank statements. (3) Total your monthly income from every source. (4) Mark each expense B, U or C. Doing it with a friend helps: 'get yourself a Linda.'

- **Find your four numbers in two short sessions**

  Sethi says the biggest obstacle is scattered logins, like an old 401(k) or a Fidelity account. Day one, gather everything, 'like cleaning the garage.' Day two, take 15 minutes to calculate. 'Do not overthink it.'

- **100-day savings challenge**

  For anyone without $1,000 saved, Bach suggests setting aside $10 a day (or even $1) for 100 days. A jar works well because you can watch it grow, like his grandmother's coffee can.

- **Audit autopay**

  Go through your credit card statements or use a tracker like Monarch or YNAB to see who you pay every month, then cancel what you don't use. To start investing small, Bach mentions round-up apps like Acorns and a broad index fund such as VTI.

The Secret to Building Wealth from Nothing (It's Not What You Think) | Barbara Corcoran

Guest: Barbara Corcoran
Date: 2026-04-06 · Duration: 1:06:13
URL: https://www.youtube.com/watch?v=c62PQp9KukM

KEYPOINTS

• Real confidence comes from knowing you'll get back up, not from winning

Barbara Corcoran, an original Shark Tank investor who built The Corcoran Group in New York real estate, says success never built her confidence; most of her ideas flopped. What made it 'rock solid' was knowing she could outwork and out-try anyone and would always stand back up. You might fail again, but you trust that the next one will be a win.

• How fast you bounce back separates top performers from average ones

Her worst salespeople stayed home for about a week feeling sorry for themselves after losing a good customer. Her best lost customers constantly, dusted off and got back in the game. She says that habit alone divided people earning $3–4 million a year from the average salesperson earning about $60–62,000.

• Being underestimated can be an advantage

New York real estate was owned by well-connected men, and she hired 'everybody that nobody else wanted'. For about 10 years 'none of the big boys watched me', which left her free to try marketing ideas until she 'crept up on them'. She sees not being taken seriously as cover.

• She credits dyslexia with her success

A third-grade teacher told her she'd always be 'stupid' because she couldn't read, and it took her about 8 years to get past it. She was diagnosed late, as Mel was, when their sons were diagnosed. She says dyslexia gave her a different way of thinking: she daydreamed six hours a day in class and now 'can think of an idea a minute'. It also makes her over-prepare, about 7 hours for a 1-hour speech.

• Act like the person you want to be before you are her

At 23 she declared she'd be 'queen of New York real estate'. She then embodied it: she spent $330 of her first $340 commission on a Bloomingdale's coat to replace a ratty one and wore it for six years. 'You look and feel like a million bucks, you're going to act like a million bucks.'

• Your opportunity is in your own chest, not your boss's hands

Some people blame their 'cards' (bad leads, an unfair boss); others play bad hands fast to get a new one, or leave. She says employees are fooled into thinking the job defines their opportunity, when they could leave any day they chose.

• The one trait she fires for is complaining

She says she can fix ineptitude and even low effort by inspiring people, but not a complainer. She calls complaining 'a cancer' that is contagious and attacks positive people. Her company had about 1,000 staff, yet in an industry with roughly 60% annual turnover, she says no one left unless she fired them.

• It's never too late; count the years you have left

Corcoran plans to live to about 105 and counts forward, asking how many more lives she can pack in. She became a mother at 46 and had her biggest success in her 50s, 60s and 70s. She says hesitation comes from fear of failing in public, and the fix is to get moving on something, anything, and let the idea shape itself.

• Women undersell themselves and need to open their mouths

She says women do the climb, feed everyone and then credit the team, and rarely ask for help or money. 'Opening my mouth got me everything I got.' Mel adds a reframe: a friend asked why her goal was to be the number-one female podcaster rather than simply number one, and the show then hit number one for 81 days.

• Entrepreneurs need to enjoy risk and take a hit

If you're the type who says 'hit me again', you may be suited to running a business; if you hate risk and can't take hits, she says you're better off working for someone else, and she thinks the trait is hard to develop. On Shark Tank she mostly sizes up the founders, not the businesses.

EXAMPLES

• $1,000 and a breakup

A charming diner customer with jet-black hair and aviator shades became her boyfriend and lent her $1,000 to start a business together. He later left her for her secretary and said 'You'll never succeed without me.' Those words carried her through a stock-market crash, 9/11 and cash crunches. She sold the business for $66 million about 20 years later; he was out of business within three years. She left the cash in the bank untouched for three years.

• The $77,000 videotape flop that became an internet win

She spent her first $77,000 profit filming listings with salespeople in hair and makeup, but no one took the tapes. That weekend her husband mentioned the internet. On Monday she posted the videos online and registered her competitors' web addresses; they sold two apartments to London buyers in a week.

• Fired from Shark Tank before she started

After she signed, producers said they preferred another woman. Embarrassed, having bought outfits and luggage, she emailed the producer that her best luck always followed rejection and asked to compete for the seat. He invited both women, and she won the seat.

• Cousins Maine Lobster 'lied' and she loved it

The founders quoted monthly sales without saying they had been open about one weekend with one truck. But they had practised answers to three years' worth of Shark Tank questions, and she backed them for that preparation.

OTHER RELEVANT

- **Her raise script**
  List what you were hired to do next to everything you now actually do (30 items if that's what it is). Bring both lists, say 'I'm doing these extra duties now, about 20% more', and name a specific amount. In roughly 1,000 staff, she says only two women ever asked her for a raise.
- **Don't accept 'it's not in the budget'**
  She says someone is always getting a raise. Make the appointment and make the case so it's you.
- **Business idea generator**
  In daily life, stop and ask 'Is there a better way to do this?', for example a slow checkout line. Then get moving with a prototype or drawing; she sees founders who start with that courage as likely to succeed.
- **Try on careers like coats**
  Expect to try many jobs to find what you're good at. She had 22 jobs before real estate.

This Conversation Could Save You Thousands of Dollars

Guest: Caitlin Sarian
Date: 2026-02-19 · Duration: 1:13:42
URL: https://www.youtube.com/watch?v=Jk6sD1TEJ4A

KEYPOINTS

• Getting scammed is a matter of 'when,' not 'if'
Caitlin Sarian, known online as 'Cybersecurity Girl,' says cybersecurity is for everyone, not just experts. Cyber scams are so big that if they were a country, she says, they'd be the world's third-largest economy after the US and China, larger than Germany and Japan combined. Most people are easy targets because nobody taught them the basics.

• The less you share, the less scammers can use
Her rule for any form asking for your birthday, real name or phone number: 'Why do they need it? Have they ever called you?' She signs up for things under an alias and never posts vacation photos while she's still away. Data brokers keep building profiles from what's public, so information you overshare can be used against you or your family.

• AI can piece together your life from public scraps in seconds
A firm she works with that specializes in open-source intelligence can use AI to assemble a profile of a person within 20–30 seconds from social posts, blogs, news articles and even wedding registries. Your mother's maiden name and high school are easy to find. That's why she answers security questions as a made-up persona with consistent fake answers.

• Free Wi-Fi isn't free
'If there's any free product or app, you are the product.' On public or plane Wi-Fi you're on someone else's network. Music and browsing are fine, but don't do banking or send things like a photo of your credit card. If you must use it, she recommends a VPN (virtual private network) or your phone's hotspot.

• Reused passwords are the biggest risk
'Password' is still the most popular password, followed by '12345.' When one site leaks your password, attackers run software that tries thousands of variations of it on your other accounts, then use those accounts to scam you or your contacts. She uses a password manager (LastPass, 1Password, Keeper or the iPhone's built-in one) and checks login activity and locations on her email and social accounts every couple of months.

• Scams run on panic
A common call claims to be the FBI or police: you missed jury duty, a hearing or a ticket, and they'll arrest you unless you pay. Callers know your address and your parents'. Any request to pay in crypto is a red flag. If your bank texts unexpectedly, don't click. Call the number on the back of your card.

• AI voice cloning makes a family safe word essential
Scammers clone voices from podcasts, TV clips or social media to fake a loved one in trouble. Agree on a family safe word ahead of time. It takes two seconds to ask for it, and she says it's the only reliable check.

• Use credit cards, not debit cards or payment apps, when you can
Debit cards, Venmo and Zelle are 'money in, money out' with little recourse. She avoids payment apps unless she has to. Credit cards give you fraud protection.

• Check what apps collect before clicking 'accept all'
She asks three questions: what data are you collecting, why, and who are you sharing it with? A name and email is fine. Biometric, sleep or menstrual-cycle data is a reason to stop. Mel pastes terms into an AI assistant for a summary. Sarian uses biometric airport screening because she travels every week but says she'd skip it if she flew twice a year.

EXAMPLES

• The $200 Venmo 'mistake'
A stranger sends you $200 on Venmo, then begs you to send it back because it was a mistake. The money came from a stolen card. When that charge is reversed, your payment back isn't, because you sent it willingly, so you're out $200. The takeaway: don't send it back.

• A dog named Archie
The AI profiling firm found a couple's dog's name from a wedding-registry item, a dog bow 'for Archie.' A pet's name is a classic security answer.

• Mel's mother-in-law
Mel's family recently had a scare when scammers almost got into her mother-in-law's accounts, which could have wiped out her savings and retirement.

• A teen athlete targeted by sextortion
A teenage boy spent three or four months messaging someone he believed was a girl connected to his friends, and they exchanged photos. The scammer then demanded money, threatening to leak the photos and ruin his career and Olympic hopes. Sarian says these scams especially target boys. He told his aunt, who works in cybersecurity, and it was resolved. Report cases at the FBI's ic3.gov.

• Instagram's location surprise
Mel describes an Instagram update that suddenly shared users' locations. Sarian says precise location is on by default for most people, and she estimates about 90% of users have it on.

• Fake Let Them Theory copies and impostor staff
Mel's audience has been sold counterfeit copies of her book on Etsy and Shein (misspelled, spiral-bound or a nonexistent US paperback) and emailed by scammers posing as her company's employees.

OTHER RELEVANT

• Her five essentials

(1) Use strong, unique passwords with multi-factor authentication. (2) Turn on automatic software updates for your phone and apps. (3) Freeze your credit at all three bureaus, which takes 5–10 minutes each, and unfreeze when you need a loan. (4) Wait 9 seconds before clicking any link and check the sender's address, or just call instead. (5) Limit your data online, for example with a deletion service like Incogni.

• Make a stolen phone harder to hide

Thieves switch on airplane mode right away so you can't track the phone. Turn off airplane mode access from the lock-screen swipe-down menu so they'd have to power it off, and it will eventually be turned back on.

• Protect your parents this weekend

Freeze their credit, update the passwords on their bank and retirement accounts, and set up multi-factor authentication with codes going to your phone so you notice odd login attempts. Brief them on current scams: hang up on any request for money and call a fraud helpline.

• After a data breach

Sign up for the free credit monitoring that breached companies offer, but freezing your credit is the main defense against identity theft.

5 Money Rules That Will Change Your Life & Create Financial Freedom

Guest: David Bach
Date: 2026-01-19 · Duration: 1:09:51
URL: https://www.youtube.com/watch?v=uysZfSEmeRE

KEYPOINTS

• Either you have a plan for your money or someone else does

David Bach, author of The Automatic Millionaire, has spent 30 years teaching personal finance. He says seven in 10 Americans live paycheck to paycheck: picture seven of every ten houses on a street. The 'automatic economy' of subscriptions and autopay either makes you rich or keeps you poor, and whether yours works for you or against you is up to you.

• Making more money won't make you rich unless you keep some

He calls this the biggest money myth. His core rule is to pay yourself first, automatically, with the first hour of every workday's income. That's about 12.5% of gross pay, sent to a pre-tax retirement account (a 401(k) or IRA) before you ever see it. Because the money skips income tax, it costs you closer to 75 cents per dollar saved.

• There's evidence that ordinary people get there

Bach cites Fidelity data showing about 565,000 people are 401(k) millionaires, averaging $1.4 million. On average they took 26 years, are 59 years old, and saved about 14% of gross income (roughly an hour and 10 minutes a day) plus employer matches. 'You don't get rich in days. You get rich in decades.' He notes about $44 trillion now sits in US retirement accounts.

• Rip the band-aid off, or climb 1% at a time

Ideally you jump straight to 12–14%. He says you notice it the first month, less the second, and not at all by the third. If that's impossible, raise your contribution by 1% at a time. Even monthly 1% steps get you to 12% within a year, about four times what he says the average American with a retirement account saves.

• No 401(k)? Automate a Roth IRA yourself

Many workers lack automatic retirement plans, so you have to set one up. Pick a firm (he lists Fidelity, Schwab, Vanguard and others), open a Roth IRA, which he says has a $7,500 limit this year and grows and comes out tax-free, and have $50–$200 pulled automatically on each payday. Keep everything at one firm to make it easy.

• Build three automated buckets

Retirement is the first bucket, at 12–14%. Second, a 'security' account for emergencies, held in a liquid money market fund paying about 4% at the time of recording. Third, a 'dream account' for things like a trip to Mexico. 'The way dreams come true is you fund for them.'

• Keep investing boring

Most 401(k)s default to a target-date fund, a professionally managed mix of stocks and bonds that rebalances toward your retirement year. Outside that, he favors broad index funds such as Vanguard's Total Stock Market ETF (VTI), which owns about 3,500–3,600 companies, making you 'an owner of America.' He calls real estate and stocks the two 'escalators to wealth.'

• 'Take risks while you're young' is a myth

Young people hear that advice on social media and pour money into meme stocks, meme coins and NFTs. They lose it all, save again, lose again, and by their early 30s decide 'this game's rigged' and stop investing. If they'd bought an index fund, he says, they'd have something to show for it.

• Never cash out a 401(k) when you change jobs

People cash out small balances, say $10,000, for a trip, and lose much of it to taxes and penalties. He says that $10,000 alone could be worth $50,000–$100,000 in 40 years. Do a rollover into your new plan or an IRA instead.

EXAMPLES

• The Milwaukee couple

Middle-class savers in Milwaukee, Wisconsin. At 30, the wife decided she didn't want to retire somewhere 'so freaking cold' and wanted Florida or California. They followed an automatic plan for three decades to get there.

• Grandma, McDonald's and the ticker MCD

At seven, Bach's grandmother told him there are three kinds of people at McDonald's: consumers, employees and owners. Then she took him home, circled MCD in the Wall Street Journal, and helped him buy his first stock. He bought Disney at nine. Today his kids hold small ETF portfolios like his, a bit more aggressive.

• $12,000 of college debt

As a college junior, Bach had about $12,000 in credit card debt 'on stupid stuff' and remembers the room spinning when he opened a bill. Mel shares the same habit of not opening bills, which Bach calls 'total denial.'

• His father's death

Bach's dad died in August. He had handled all the money and brushed off pleas to 'automate everything so Mom's okay.' After the funeral, the family had to sit in his office and track down every account, card and bill. Bach, 58, has also lost three best friends in two years, which is why he says 'live rich now.'

• $27.40 a day

$10,000, the answer people most often give to 'what amount would change your life?', is $27.40 a day. Bach says that amount invested for 40 years at the stock market's historical ~10% average could reach about $4.4 million. That's his illustration, not a guarantee.

OTHER RELEVANT

• DOLP your credit cards

'Done On Last Payment.' Find out how many months each card will take to pay off at minimum payments. Then pay off the smallest balance first, even before a 29% card, to cut the number of cards fast. Stop opening new cards, including store cards, because late fees (~$30) and rate hikes are traps. Be careful with 0% balance transfers, since one late payment can spike the

rate. Ask card companies to move due dates to line up with your paydays.

- **Run the 'what if my spouse died tomorrow?' drill**
  Each partner should know every account, every password, any old 401(k)s left at past jobs, and where the bills are paid. Before suggesting a divorce, know where all the money is.
- **Expensive city? Buy the smallest place you can**
  If you want to own in a pricey city, buy a studio or the smallest place you can get into, even if it's 10 minutes farther out.
- **Have a money date**
  Bach suggests sitting down together to listen to an episode like this and then making your plan.

How to Use AI to Make Money, Save Time, and Be More Productive

Guest: Allie K. Miller
Date: 2025-11-06 · Duration: 1:14:29
URL: https://www.youtube.com/watch?v=64qXq8AG_9M

KEYPOINTS

• AI is any system that tries to do a humanlike task, and it's already everywhere.
AI expert Allie K. Miller says AI covers everything from self-driving cars to your Roomba. The term has been around for decades. What's new is generative AI that you can talk to, and how accessible it is: 'We have never had tech be as accessible as it is today.' Mel notes her company already uses it everywhere at work, but she hasn't used it in her personal life.

• Women are adopting AI about 25% less than men, and the gap compounds.
Miller hopes women and other hesitant groups see AI 'as a source of agency and not of anxiety.' She warns that people who start now will build momentum that's 'really hard to catch up on in the next two years.' Many hold back because it feels like cheating.

• The biggest mistake is giving too little context.
'Plan me a family vacation' gets a generic answer. Tell it who your family is, where you've been and why you liked it, allergies, the length of the trip, and what each person wants. The more you give it, the more useful the answer. AI moves you from filtering Google results yourself to having a co-pilot.

• Go beyond quick one-off tasks.
Most people are stuck as 'microtaskers,' using it for things like a meal plan for 20 diners where two are gluten-free. Other ways to use it: as a real-time companion through live video or screen sharing, as a talking partner (she has spoken conversations while walking around New York to play devil's advocate on a problem), and as a delegate for big research and planning jobs you come back to 20 minutes later.

• Have AI interview you.
'Go full Mel Robbins on me. Ask me 20 questions.' Then ask: 'Here's my plan. What are five risks I'm not thinking of and how do I mitigate them?' and 'What are 10 crazy ways to make this more interesting?' Miller does this at the hair salon, whispering to it for 20 minutes and, she says, getting four hours of work done.

• Use it to become who you want to be, not just to write emails faster.
A sticky note on her desk says 'Use AI to become the person you want to be.' She calls AI 'a prosthesis for reinvention' and says getting stuck on speed is a 'productivity trap.' There are three levels: doing what you already do faster, doing it better, and doing things that are completely new. If she'd had it when starting her business, she'd have asked how to form an LLC, how to choose a lawyer and accountant, and what 20 questions to ask a first hire.

• AI makes mistakes ('hallucinates'), so verify what matters.
These systems weren't trained to recite facts, so occasional made-up answers happen. She says the best models are approaching roughly a 1% hallucination rate. Mel's example: searches recently claimed she was divorced and drove a Lamborghini. Miller also wouldn't trust AI over a map app if you're lost.

• Use it lazily and you'll get lazy. Use it actively and it makes you better.
On the MIT study about cognitive decline that Mel raised, Miller's view is that the people in it used AI to write essays and then couldn't remember them, because they hadn't written them. Like calculators and math, we still need to teach critical thinking, taste, creativity and writing. Do your own writing if remembering it matters, and use AI to interview you or critique your draft.

• Instead of 'AI is coming for my job,' think 'AI is part of my job.'
Every role, whether marketing, legal or finance, will be AI-supported, and the tasks within jobs will shift. If you're worried, lean in. Users also get a voice in demands for regulation and labeling of AI-generated content. 'It's still you': authenticity, confidence and trust remain human.

EXAMPLES

• Fridge-photo dinners
Miller calls herself a terrible cook. She photographs her fridge and pantry, and AI suggests recipes and an exact Trader Joe's list for missing ingredients. She says it saves hours and money, cuts food waste, and spares her the guilt.

• Board-game bar in video mode
With only 45 minutes, she scanned the shelves with live video and asked for an easy, fun game for two, instead of spending 20 minutes deciding. She also screen-shares with AI while shopping on Etsy for gifts and says having company helps her ADHD-style focus.

• Job search, step by step
Describe all your past roles and which tasks you loved and hated, even after nine years as an accountant, and ask what roles fit. Then ask for 20 changes to your resume, have it find 150 great example resumes, and summarize hiring blogs from companies like Google, Microsoft, KPMG or BCG into five best practices.

• Solopreneur leverage
Record an hour of video and get 15 clips with on-screen text. Translate Instagram videos into Spanish for a second channel. AI acts like '20% of a marketing person, 20% of a customer support person.' A follower with no coding skills built an automated morning summary of his kids' school emails with a calendar and action items.

• The empty apartment
After a three-year road trip and losing everything in a sewage flood, Miller cried on the floor of her empty New York apartment, eating dinner on the edge of the bathtub. Her therapist said, 'You have a dance floor in New York.' She threw a dance party and a New Year's planning session with sticky notes covering the floor.

OTHER RELEVANT

- **Context checklist**

  Who's involved, past attempts, what you liked and didn't, constraints (dates, budget, allergies), and your worries. For a new apartment: photos, square footage, what bothered you about your old place (storage, light), and concerns like an unmade bed being visible.

- **Prompts to steal**

  'Ask me 20 questions.' 'What are five risks and how do I mitigate them?' 'What are 10 crazy ideas?' 'Review this from the viewpoint of [person].'

- **Privacy-hesitant? Try a local model**

  Miller says small models that run on your own device, without internet, take under five minutes to set up.

- **Coming soon**

  More multimodal tools that move between text, image, sound and video. Billion-dollar companies run by a handful of people. Miller even predicts we'll be able to talk to our pets within 10 years.

The Best Financial Advice You'll Ever Hear

Guest: Morgan Housel
Date: 2025-09-22 · Duration: 1:19:16
URL: https://www.youtube.com/watch?v=Ai4iNmW2A1c

KEYPOINTS

• Doing well with money is about behavior, not intelligence

Morgan Housel, author of The Psychology of Money and The Art of Spending Money, says someone who never finished high school but is patient, thinks long term and keeps expectations in check can do very well, while a Harvard MBA on Wall Street can go broke. That never happens in open-heart surgery. His 'kindergarten list': focus on your own goals, live slightly below your means, save, invest and be patient.

• Use money as a tool, not a yardstick

The core idea Mel takes from Housel: money can buy a better life, or become a measure of yourself against others. Comparison is harder to escape now because the comparison group is no longer neighbors and coworkers but the most sophisticated algorithm on Instagram or TikTok. His nine-year-old's definition of rich is a private jet and island from watching MrBeast; in Housel's childhood it was a new pickup truck.

• 'All happiness is the gap between expectations and reality'

Housel starts with empathy: many in their 20s to 40s really are behind previous generations on home ownership, and rising costs and medical bills have derailed retirements. But he says many people who saved less than planned spent years chasing who they thought they should be, with nicer apartments, travel, clothes and dining. He calls himself out too: every book began with looking in the mirror.

• We chase money because it's easy to measure

'Be a 10% better dad' is hard to track; going from $20 to $25 an hour or one bedroom to two is easy. Without a clear picture of a good life, more money becomes the default goal. He cites Will Smith's memoir: poor and depressed, he believed money would fix everything; rich and still depressed, he lost even that hope.

• The number one thing that keeps people broke is keeping up with others

Housel calls it a treadmill with no end: there's no raise or wardrobe at which comparison stops. Mel notes most of us wear about 12 pieces of clothing regularly. From The Psychology of Money: 'The hardest financial skill is getting the goalpost to stop moving,' because if ambition rises faster than satisfaction you feel behind and take bigger risks to catch up.

• Every dollar falls into one of two buckets

Ask whether a purchase will make you and your family happier, or impress other people, most of them strangers. Food is clearly the first; a new car or clothes may be the second. Housel isn't arguing for living like a monk, and says some spending in his household has been well worth it.

• Debt sells your future; savings buys it back

Every dollar of debt is 'a piece of your future that somebody else owns,' and a sweater bought on credit gives a day or two of joy but years of payments. Every dollar saved is independence you own today: $100 of peace and better sleep. So saving isn't delayed gratification. He quotes Nassim Taleb: his metric of success is how much time you have to kill.

• Rich is not the same as wealthy

Rich means you can afford your mortgage, car and dinners out. Wealthy means money you haven't spent, giving you financial and psychological independence. Housel's grandmother-in-law had little money but was beholden to no one, while some billionaires are controlled by others' opinions; money can be a financial asset and a psychological liability. He asks: would you take $70,000 with admiring kids, a great marriage and good health, or $1 million with a fifth divorce and lawsuits?

• Compounding rewards time and patience over brilliance

$100 at 10% earns $10, then $11, then more as gains earn gains. Warren Buffett, already a billionaire at 60, accumulated 99% of his net worth after his 60th birthday. 'Average for an above-average period of time' can put you in the top 1%. Housel says the 'fee' for market returns is enduring volatility and not knowing when returns will come; a savings account has none, and lower returns to match.

• Optimize for sleeping at night, not the spreadsheet

Housel keeps only about half his net worth in stocks, less than most advisors would suggest, because of a 'prepare for the worst' streak; the rest is a house, cash, bonds and shares of Markel, where he's on the board. His stocks are low-cost index funds bought monthly or quarterly and never sold. Simpler portfolios are easier to stick with for decades.

EXAMPLES

• The valet who wanted to be the driver

Parking cars at a five-star Los Angeles hotel from about 18 to 22, Housel admired every Ferrari but never the driver; he imagined people admiring him behind the wheel. He realized nobody thinks about you as much as you do. His wife cares whether he's a good dad and spouse, not what he drives.

• Mel's debt

Mel entered marriage with $10,000 of credit card debt she hid from Chris. At 41, his restaurants failing took their house and savings; she was $800,000 in debt with liens on her home and spent 15 years paying it down. Owning her bad decisions gave her relief: if she could make dumb ones, she could make better ones. She now feels afraid of any risk.

• Ronald Read and Housel's parents

Read worked his whole career as a janitor and gas station attendant, saved $10 or $20 at a time, invested and left it for about 70 years, and left millions to charity. Housel's parents, with no financial background, invested monthly for 40 years without selling and would rank among top professional money managers.

• The Vanderbilts and Anderson Cooper

Cornelius Vanderbilt was worth roughly half a trillion dollars in today's money. Heirs received half-billion-dollar trust funds and

were expected to spend lavishly; Arthur Vanderbilt's Fortune's Children shows them miserable and controlled, down to who they married. The money is mostly gone; Anderson Cooper, the first heir without a big inheritance, has called that probably a good thing.

- **Stephen Hawking's expectations**

  Asked by the New York Times for his secret to happiness, Hawking said his expectations were reduced to zero at 21, when he got his diagnosis, and everything since had been a bonus.

OTHER RELEVANT

- **Check your bank balance every day**

  Housel says most money mistakes come from ignorance, not low intelligence: people can't say what they earn or spend each month. A 10-second daily check builds awareness; he has known his balance to the dollar since 16 or 17.

- **Treat savings as a fixed expense and automate it**

  View savings like rent, because life, careers and the economy are more fragile than we admit, and the odds that your income will drop to zero at some point are near 100%. Automate a transfer such as $50 per paycheck. Mel adds a 10% rule: save $5 from $50 in tips or $10 from $100 of dog-sitting. Anything beats nothing.

- **Try the 'deserted island' test**

  If nobody could see your house or car, what would you choose? Housel says most people would shift from status to utility. He also counts not buying an unaffordable house in his early 20s as one of his best decisions, since renting let him move where the jobs were.

- **Find the hole you're trying to fill**

  For binge spending used as stress relief, start 'on the therapist's couch': ask what you're trying to achieve and whether past purchases changed your happiness. Gratitude is how he keeps the expectation gap narrow.

If You Only Watch One Video Today, Make It This One

Guest: Emma Grede
Date: 2025-09-01 · Duration: 1:26:23
URL: https://www.youtube.com/watch?v=jImgnkT-YNM

KEYPOINTS

• Two foundations: take responsibility and choose your thoughts

Emma Grede, co-founder of Good American, a Shark Tank judge and on Forbes' self-made women list, calls her career a blueprint for what happens when you take responsibility for yourself and manage your thoughts carefully. She frames it as a constant practice of being the woman she wants to be. She adds that you won't "manifest your way out of anything": vision has to be paired with hard work, and "there is no secret."

• Let go of blame that isn't serving you

Grede grew up somewhere she says blame was part of the culture, and she had anger issues she has worked on in therapy since 19. She acknowledges real reasons to be angry — she's a woman, Black and grew up poor — but asks whether what you're holding on to is working for you. Her way out was acceptance: "This is what it is, and I'm still going to move forward." Things fell into place around 19, when she realized "nobody owes you nothing."

• "How you do anything is how you do everything"

Her core principle is excellence in small things. When she made deli sandwiches, she made the best sandwich; packing clothes at a PR agency, her tissue was perfect and the sticker centered. That pride, she says, has an "invisible magnetic pull" that draws people to you. Mel connects it to Terry Crews, who, broke after the NFL and working as a custodian, asked himself how he'd sweep the floor if paid a million dollars.

• Excellence is internal; perfectionism is external

Grede says everyone has a different measuring stick, so define excellence by your own standard, not social media's — "it's you against you." Mel's distillation: perfectionism measures what others will think; excellence measures whether your effort is good enough for you. Grede adds that perfectionism comes at women from every angle, and the danger is letting it get inside.

• Talk to yourself like a good friend

Citing her friend Diane von Furstenberg's idea that your most important relationship is with yourself, Grede says your inner voice must be kind, compassionate and empathetic. When a friend messes up you say "let's talk about what happened," not "you silly cow" — do the same for yourself after mistakes.

• The rule of thirds

If you're chasing something hard, expect to feel happy about a third of the time, so-so a third, and terrible a third. Grede uses it almost daily: bad days mean you're on track, not failing, and good days call for humility. Mel jokes it also describes a marriage.

• If you don't know your passion, pursue yourself

Grede says you need something to strive for, but it doesn't have to be grand: work on eating better, exercising and building habits. She quotes Warren Buffett, "the more you learn, the more you earn," and says despite severe dyslexia, not diagnosed until her early 20s, she's always gobbling up information.

• Your 20s are for trying things

Looking at friends now in their 40s, she sees a line between those who took risks and worked hard in their 20s and those who kept partying. Her arc: try things in your 20s, put in hard work in your 30s, become proficient enough in your 40s to choose. People overestimate a year and underestimate a decade. At 42, she says she has only loved her work for about five years.

• What you're good at gives you energy

Grede's test for strengths: if something energizes you, you're good at it; if it drains you, you're not. Contract negotiations, even bad ones, set her on fire; a spreadsheet of numbers makes her want to die. Lean into strengths instead of chasing an abstract passion or purpose.

• Your real network is the people around the work

Stop waiting for networking events or a mentor. Grede's capital came from former clients, and her early advice came from questions asked after client pitches. Your network is your factory, vendors, banker and lawyer. Also, "if you can't take out your phone and show someone a photo of the thing you did, you haven't done anything."

EXAMPLES

• Leaving home at 16

The oldest of four girls raised by a single mother in East London, Grede ironed her sisters' school shirts and packed their lunches, sometimes skipping school herself. She left home at 16 for a high-rise with no fridge, keeping milk on the balcony, and dropped out of the London College of Fashion at 17 because she couldn't cover train fare and food.

• Hand-delivering letters for unpaid placements

When no one answered her letters asking to work for free, she delivered them by hand, assuming they hadn't arrived — never that she wasn't good enough. Five years building catwalk sets connected her with lighting designers and riggers, who led to corporate clients like Volvo. At 24 she founded an entertainment marketing agency that grew to offices in London, New York and LA.

• Good American's sold-out launch

Grede saw a gap: she cites 68% of American women being above a size 16 while malls offered few, often ugly options. She practiced her pitch about 50 times before meeting Pete Nordstrom and knew every jean price on Nordstrom's floor. Launch day hit $1 million, but by 10 a.m. sizes sold out and she learned she was "off calendar" with no fabric or vendors to restock. She personally phoned customers to say their jeans would arrive in about 13 weeks.

• The AI bonus that came from accounting

Two years ago Grede offered bonuses to departments that put AI to use. The winner wasn't marketing but accounts, which systematized chargebacks and saved hundreds of thousands of dollars.

OTHER RELEVANT

- **Pitch with story, timing and homework**

  Tell a narrative rather than listing features; don't pitch at a party, ask for five minutes later; be confident, even a little arrogant, as long as you know your competition, price and distribution cold. Rehearse aloud and take feedback, like her habit of speaking too fast.

- **Be honest about whether you should start a business**

  Not everyone should. If you thrive on predictability, or have kids, a mortgage or parents to support, an ambitious corporate career may suit you better. If you go for it, commit to roughly ten years.

- **Learn how AI will reshape your field**

  Grede urges especially women, who she says missed the first tech boom, to learn AI tools specific to their job, not just as a search engine.

- **Find the glimmers in a job you don't love**

  Every role teaches something: customer service at the deli, mornings on a paper route. Doing the bad jobs is what she says makes her a better leader.

If You Feel Overwhelmed & Uncertain About Money, Watch This

Guest: Lewis Howes
Date: 2025-05-12 · Duration: 1:09:47
URL: https://www.youtube.com/watch?v=Vq904k_-blE

KEYPOINTS

• The story 'I'll never get out of this' keeps you stuck

Mel says that for months after her family's 2008 collapse she told herself she'd never fix it and would lose everything. Telling that story 'kept me spiraling in place' and hid the simple steps experts recommend. Lewis felt the same, that money was hard, stressful and beyond him. His counter is that money looks complicated only until you learn the tools, like riding a bike: scary at first, and then you wonder why you were afraid.

• Massive action beats waiting on the couch

Lewis's turnaround came from doing things, not from a plan: messaging executives on LinkedIn, going to Toastmasters despite a terror of public speaking, even learning salsa, anything to build skills. Mel stresses the time it took: about five years of reps, couches and buses before things changed, and about 15 years for her to fully climb out.

• Make money from the skill right in front of you, even if it isn't your dream

Networking on LinkedIn made Lewis the 'LinkedIn guy.' He ran free events, then sold a $200 sponsorship booth, then one-on-one profile consulting, then a book sold at events. Teaching LinkedIn wasn't his calling, but it paid off debt and got him off his sister's couch. When it stopped feeling right he moved on, but only after building savings.

• Generosity matters most when you have little, and time counts

Lewis says the wealthiest guests he has interviewed over 12 years of The School of Greatness all describe giving as a habit to build when you have little, not a lot. With no money, give time, energy, curiosity and service: help at church, call a struggling friend, go for a walk with them.

• Self-leadership is the most valuable money skill

Asked which skill could put someone on track for six or seven figures within two years, Lewis didn't say coding or AI. He said leading yourself: regulating your emotions, believing in yourself, reflecting and journaling, and keeping morning and evening routines. Hard skills still help, and public speaking was one of his most valuable, but he calls self-leadership the foundation. 'Stack the wins' daily for momentum.

• Step one: write out your money wounds

List childhood memories that left you anxious, avoidant or ashamed about money: parents fighting about bills, moving schools, being teased for clothes. Lewis says many people still act unconsciously from wounds they haven't healed, and the charge is stronger inside an intimate relationship. Healing means forgiving yourself and recognising that as an adult you can do things differently.

• Step two: reset your money mindset through education and gratitude

Learn, find mentors, and have money conversations until they feel safe rather than scary. Lewis thanks money when it arrives and when it leaves, including taxes he used to hate. Paying a student loan becomes 'I'm proud I can afford this.' Paying the phone bill becomes thanks for being able to call your mum. He suggests saying 'Money is good. Money is my friend. I feel safe with money,' while admitting it won't feel true at first and has to be backed by daily behaviour.

• Step three: define a meaningful money mission, even a three-month one

Making money just to make money still stresses you out. Ask how it will serve you, your family and others. His mission, to impact 100 million lives a week, lets him turn down alcohol, gambling and porn sponsors. Mel's mission in crisis was simply safety: falling asleep knowing the bills were paid. A short-term mission could be paying off one card, learning to cook or reading a money book.

• The 'priority pendulum' runs from passion to practicality

Chasing passion may take years to pay. A purely practical job can drain you. Sometimes you need that phase. Lewis once drove trucks six hours a day for $250 a week, and Mel calls the first job she got when she couldn't pay bills the best she ever had. The goal is to move toward the middle over time, where passion and income line up.

• Changing your habits can cost friendships, so let them react

Lewis lost friends when he disappeared for months to focus. People can resent you for 'killing off the person they once knew.' Mel compares it to the friend who skips the party scene and comes back marathon-fit, and notes we often spend money we don't have to shape what others think of us.

EXAMPLES

• Mel's all-in restaurant bet

Around 2008, at 41, she and her husband Chris scaled a successful pizza place by securing it with their house, a home equity line, every credit card they could get, the kids' college savings and their 401(k)s. The recession hit, the house couldn't be sold without owing money, she lost her job, and she describes ending up a million dollars in debt.

• The rehearsed grocery-store line

Knowing the account was overdrawn, she'd pick credit, since debit would definitely bounce, and pray for a glitch. When it declined: 'That's strange, it just worked at the gas station,' then she'd say she was running to the car for cash and never come back.

• Broccoli in his pockets at Toastmasters

At 23 or 24, after an Arena Football League stint in Huntsville paying $250 a week plus food stamps, Lewis had a wrist surgery using bone from his hip and spent six months in a cast. At a Toastmasters meeting, in a cut-off shirt, he stuffed snacks into his pockets. A man named Frank asked what he was doing, bought him lunch, became his mentor and later co-wrote Lewis's first book, about LinkedIn.

• The $5,000 speech goal

Lewis wrote down earning $5,000 from a single speech within nine months, signed and dated it, and framed it by his bed. He went to Toastmasters every week and gave free workshops. He was thrilled when someone paid $100, and he hit $5,000 by the deadline. He credits the deadline's urgency and insists it was weekly work, not wishing.

- **The $5 shoebox club**

  As a dyslexic kid with few friends, Lewis couldn't answer a basement club's entry questions (name someone who walked on the moon, the first three presidents). His mum dug $5 in quarters out of couch cushions. He handed over the shoebox, sat alone for an hour, and took away the lesson that he had little value.

- **Asking for stories, not advice**

  His early LinkedIn messages asking broke-guy questions like 'Can I pick your brain?' got no replies. When he researched people and asked them to tell him about a specific triumph, they replied, took him to lunch, and gave him advice through their stories.

OTHER RELEVANT

- **Mel's starting checklist**

  Open the bills you've been avoiding. Call the credit card companies. Print your monthly statement and highlight wasteful spending, including unused subscriptions. Talk honestly with family. Question the house, the car, even Netflix. Then get a job, a second job and a side income. For her it took a decade.

- **Audit your feed**

  Notice whether your social media pushes you to spend money you don't have or teaches you to handle money better, and change your inputs accordingly.

- **Make money a weekly conversation**

  Share what you're learning with a friend or family member and ask for their biggest takeaway. Lewis says it took him years before talking about income, spending and debt felt safe.

The Most Important Career Advice You'll Ever Hear With Harvard Business School's #1 Professor

Guest: Alison Wood Brooks
Date: 2025-04-03 · Duration: 1:07:34
URL: https://www.youtube.com/watch?v=KmRPqrM9SWM

KEYPOINTS

• The best negotiators are great communicators, not tough guys

Brooks, a behavioral scientist with a Wharton PhD, was hired at Harvard Business School to teach negotiation and later created TALK, a waitlisted course on conversation. She says studies of real negotiations show the best negotiators build relationships, work out what the other side needs and deliver it. Most deals involve more than one issue, and even making the interaction pleasant is value that makes a concession more likely.

• People who thrive at work are good at conversation

Brooks says high performers do well talking with co-workers, bosses, clients and investors, and are people everyone likes working with. Leaders from CEOs to the night-shift manager at a restaurant tell her their success came from connecting with people. Business students over-focus on hard skills like finance and accounting.

• Assume nobody at work knows what you're working on

Mel cites research that, especially for women and minorities, promotion depends on whether contributions are known. Brooks says that if you trace how someone became known as a high performer, it often leads back to them telling someone. If something great happens and no one notices, it's up to you to share it.

• Trying to persuade backfires; trying to learn works

Brooks calls the persuasion mindset 'very dangerous.' Before asking for a raise, find out what your boss values, what you're nailing, what to drop and how replaceable you are. If 200 résumés sit on their desk, your leverage is weak. A learning approach turns the talk into joint problem-solving and, she says, ironically makes you more persuasive.

• Ask for casual feedback all the time, not just at review season

Formal 360s and annual reviews are high-stakes and nerve-racking. Brooks prefers quick questions: 'What did you think of my slides? Should I have used slides at all?' Regular asking keeps you in the conversation as a visible contributor and makes the other person invested in you.

• Real strength in a raise conversation is open-minded, not righteous

After the groundwork, Brooks says it's fine to ask whether the organization can afford a raise and whether your boss has the power to give one. Mel pushes back that it sounds weak, and Brooks says strength in conversation looks different from what we imagine. Mel adds that assuming you're owed more because the company seems successful is arrogant when you haven't seen the P&L. If the answer is no, ask what it would take, such as bringing in more clients.

• Pay isn't the only thing to negotiate

Brooks stresses that money matters tremendously, but happiness at work also depends on meaning, relationships, a work bestie, parking and good coffee. If a $10,000 or $20,000 raise isn't possible, she suggests asking for a four-day week, an office espresso machine, or hiring a well-qualified friend for an open role. She also advises behaving like the job you want: once you're doing next-level work, point it out.

• Networking means curiosity, not dazzling people

Mel cites the claim that 80% of jobs aren't listed. Brooks recommends in-person or phone contact over LinkedIn, and not leading with 'I'm looking for a job.' Ask for five minutes to learn what someone works on, what their pain points are and what their organization is missing. That's also how she says job seekers should prepare: work out what the organization needs instead of how to look impressive.

• Reframe nerves as excitement instead of trying to calm down

Brooks's dissertation research, which Mel has cited for seven years, says anxiety comes from uncertainty plus lack of control. Because it's a high-arousal state (racing heart, sweaty palms), telling yourself to calm down rarely works. Saying 'I'm excited,' ideally out loud, shifts you toward imagining how things could go well. People performed better because they spent less prep time fighting their nerves.

EXAMPLES

• Mel's advice to a restaurant manager, revised

A waitress-turned-manager who listens to the show told Mel she was asking for a raise the next week. Mel told her not to cite Glassdoor ranges (which feels like an ultimatum) but to list every problem she solves. Mel admits she skipped the key step of thinking about what makes her irreplaceable to her boss. Brooks adds: bring the list and ask which items are most valuable, what to do more or less of, and how to grow.

• Number one on Apple Podcasts

Mel mentions that the show had just ranked number one worldwide on Apple Podcasts, ahead of Joe Rogan, and says she almost didn't say it for fear of seeming boastful. Brooks's point: even twice-weekly listeners wouldn't have known, and now that it's been said, she can repeat it to others.

• Getting better restaurant shifts

Both women waitressed. Brooks suggests first 'trading on differences' with fellow servers who have different preferences. Then ask the manager what they weigh when building the schedule and what you could do to be considered for the shift you want. Mel notes this puts the employee 'with' the boss rather than against them. Her husband Chris uses a similar line: 'Mel, I'm not against you.'

• Mel's Friday routine for making work visible

Mel shares what she told her daughter at a large cybersecurity firm: every Friday, jot what you worked on, then email your boss what you finished, what's next and whether there's a higher strategic priority. A tip she heard at a conference: when you

solve a problem, send a broad email about how. Brooks compares it to an academic CV that logs everything.

- **'Two professional, two personal'**

  Brooks thinks 'tell me about yourself' is a poor interview question, but if you get it, say you'll share two things about your work and two about your personal life. She would mention that she's an identical twin, which is part of why she's obsessed with connection. Mel loves that the framing sounds prepared and gives a nervous candidate structure.

OTHER RELEVANT

- **Follow up after short conversations, with a callback**

  Brooks cites a study of entrepreneurs in Africa who were taught to follow up more thoroughly. Send a quick text thanking them and saying it was valuable, and mention something they told you, like their daughter's tech job, to show you listened.

- **End final interviews with gratitude**

  Interviewers gave you their time. Saying 'No matter what happens, I've loved getting to know you and learning from you' lands well, Brooks says.

- **Treat rejections as bulbs on a string of lights**

  In TALK, every relationship is a string of cafe lights and each conversation a bulb you try to make glow brighter. Mel's takeaway for job seekers: some bulbs never light, so keep moving to the next.

The #1 Money Rule to Live By: Understand The Psychology of Money

Guest: Farnoosh Torabi
Date: 2024-11-14 · Duration: 0:38:16
URL: https://www.youtube.com/watch?v=eMuS6u7k3Lk

KEYPOINTS

• Financial fear is universal and normal, not a personal defect

Farnoosh Torabi, a financial journalist and advisor for about 20 years, says fear is the emotional undercurrent of almost every money question she gets: should I buy the house, take the job, get divorced, file for bankruptcy. She argues money naturally creates a sense of scarcity because it is limited, decisions often can't be rewound, and money feels personal: we ask what a choice says about us.

• Aim for a relationship with fear, not fearlessness

As a daughter of Iranian immigrants growing up in 1980s Worcester, Massachusetts, Farnoosh says she was terrified as a child. In her 20s she tried to be fearless and kept hitting dead ends. Things changed when she accepted the fear wasn't leaving and began asking what it was trying to tell her. Her line: when you're good with fear, you can be good with money.

• Money is a tool, and having your own money is power

Farnoosh calls money a tool that gives access and builds a bridge when you most need one, for good or for harm. Mel goes further and calls it power: being able to earn and spend your own money without hiding packages or fearing trouble. Farnoosh draws a line between power over a partner and power to heal and support. She says a partnership should be a dance with money, not partners sizing each other up by income.

• Financial independence is a right, especially for women

Farnoosh says many women are taught money isn't their domain. She asks whether you have your own bank account, your own credit card and potentially your own income, because someone else's money is not yours. In her view, real wealth is autonomy: the runway and confidence to stay in or leave a job or marriage, or start a business.

• Five fears show up again and again

Farnoosh's list: (1) not having enough, which can be a legitimate fear given prices; (2) losing it all even when you have enough, one layoff or bad investment away; (3) wanting too much, especially for women who worry that saying 'I want to be rich' clashes with expectations around caregiving; (4) passing scarcity or entitlement on to your kids, tied to low financial literacy; and (5) for boomers, dying without a legacy or a proper estate plan. She mentions a recent study finding millennials are the generation most afraid of running out of money.

• Many money fights between partners are really about hidden fears

Mel notes that a fight over sneakers for the kids can be a budget conversation for one partner and a fear about raising spoiled kids for the other. Farnoosh's rule is to talk about how each of you grew up with money before getting into the numbers. Then a partner's tightness or overspending prompts understanding ('I get where this comes from') rather than 'what's wrong with you?'

• Trace a fear to its root and ask whether it's even yours

Farnoosh's main exercise is asking where a fear came from. Hers came from scarcity at age nine, when she had no control over money. Her parents' fears became hers and made her a super-saver, which helped for a while. But if you have savings and a job and still feel you'll lose it all, the fear has stopped helping. She suggests thanking it and deciding as an adult that it ends with you.

• Take stock of the assets no one can take away

When markets drop or a job disappears, Farnoosh points to what you keep: experience, network, accomplishments, health, and even failures, which she counts as assets because of what they taught you. Fear of uncertainty makes you want certainty, so she suggests holding on to what is actually certain about you rather than reaching for ice cream or retail therapy.

• Add a fourth F, 'figure it out', to freeze, flight and fight

Rather than learning to stop fearing money, Farnoosh wants people to talk to their fear. In high-stakes money decisions, fear usually shows up for a reason, like real risk of loss. Asking yourself questions turns that reaction into a roadmap for what to do next, instead of the knee-jerk freeze, flight or fight.

• Go to the dark place on purpose

Farnoosh says fear of losing money activates the same brain areas as physical pain, and with pain we want a fix. So instead of looping on 'what if', she has people make it urgent: what if you lost your job tomorrow? Who would you call, what would you cut, where would money go? Turning 'what if' into 'what now' while you are still secure shows you that you could figure it out.

EXAMPLES

• Mel and Chris's $800,000 debt

At 41, Mel and her husband Chris put their life savings, a home-equity line and maxed-out credit cards into his restaurant business after the first location did well. It started failing. Mel describes staring at weeks of unpaid bills at the kitchen table, worrying about groceries and town soccer fees, and years of shame and grueling payoff. She says the first goal wasn't wealth but keeping the lights on.

• Farnoosh's parents fighting over money

Her father, the breadwinner, tied his manhood to financial dominance. Her mother couldn't work right away because she didn't speak the language. Money was discussed openly, which is less taboo in Middle Eastern culture, but often with fists on the table, crying and silent treatment. That taught Farnoosh that if a woman doesn't control her own money, someone else makes decisions for her.

• The menu with no prices

On a Caribbean trip with her husband, Farnoosh was handed a menu without prices because 'madam should not have to worry about such things.' She earns more in her marriage and laughed at the irony, but used it to show how deeply the idea that money is men's business still runs.

- **The single mom in her 50s**
  A listener who grew up in poverty had started a business, bought a house and put her boys through college alone, yet felt one bad decision from losing it all. Farnoosh told her the fear was her mother's, then had her list her record: no pattern of bad decisions, and real assets and accomplishments.
- **Laid off twice**
  Farnoosh admits that after her first layoff she binged Bridget Jones's Diary and Chinese dumplings, and says a pity party is allowed. Then comes the inventory of what you didn't lose.

OTHER RELEVANT

- **Run a 'what now' drill for your biggest fear**
  Write down what you would actually do if it happened today. For a job loss, Farnoosh says the steps fall into place: look up your state's unemployment insurance and check your budget to see how many months you could cover.
- **Question inherited money scripts**
  For beliefs like 'renting is money down the drain' or 'I'm not a financial adult until I buy a house', ask who told you and why you believe it. Farnoosh notes that underneath fears like not paying for a child's college often sits a deeper value or belief about being a good parent.
- **Picture the future cost of doing nothing**
  For retirement fear, Farnoosh asks you to picture being 75, tired, still working and missing time with grandkids and friends. Weigh today's fear against where inaction could leave you in five or ten years, and let that push you to save and invest.

Why You’re Broke: 5 Rules to Finally Take Control of Your Money

Guest: Tiffany Aliche
Date: 2024-03-07 · Duration: 1:29:28
URL: https://www.youtube.com/watch?v=x6S63406raY

KEYPOINTS

• Shame gets in the way of solutions, so say it out loud

Tiffany Aliche, known as 'The Budgetnista', says shame thrives when you keep things to yourself. While she hid her losses, she couldn't see the skills she still had: budgeting, saving and side hustling. The fix is to tell someone. Once you do, you find out you're not alone, and 'me too' turns into 'let's get to work'.

• Fear makes bills look scarier than they are

Citing an African saying, 'fear makes the wolf bigger than he is,' Aliche says unopened mail is rarely as bad as you imagine. But leaving it does let the wolf grow. Mel admits she still leaves her bills in a stack unopened despite being able to pay them, and that she shops when she's stressed.

• A budget is a plan for saying 'yes', not a punishment

Aliche compares a budget to a parent saying 'yes, after dinner' or 'yes, when your homework is done'. It finds a safe way to say yes to what matters. She calls it a 'money list'. Step one is to write down, without amounts, everything you spend on. Step two: estimate monthly spending from bank statements. Step three: total your monthly income from all sources. Step four, the 'tears and tissues' step, is subtracting one from the other.

• Sort expenses into B, U and C to see whether you earn too little or spend too much

Mark 'B' for bills, where someone comes after you if you don't pay: rent or mortgage, car loan, student loans, credit cards. Add 'U' to bills that vary with usage, like electricity, water and phone data. Everything else is 'C' for cash or choice: eating out, grooming, entertainment, and groceries after essentials. If most money goes to Bs and Us, you have an earning problem, so cutting further won't solve it. If most goes to Cs, you have a spending problem.

• Use automation instead of relying on discipline

Aliche says over-consumption is the norm, with shoppable social feeds and influencers who got the product free. So rather than fighting human nature, she 'budgets without a budget'. Ask payroll to split your direct deposit across four accounts: a spending checking account with your debit card, a bills checking account with no debit card, and two high-yield savings accounts at FDIC-insured online banks, one for emergencies and one for goals.

• Aim to live on about 70% of your income

Her target is for spending plus bills to come to no more than about 70% of income, with the rest going to saving and investing. She says she once lived on 200% of her income and now lives on 20–30%, so treat 70% as something to work toward, not a reason for shame.

• Choose the debt payoff method that fits you

First make a debt list: who you owe, how much, the due date, the interest rate and the status. Snowball: pay off the smallest balance first for early wins. Avalanche: pay the highest interest rate first. 'Tsunami', her own: pay off the debt that stresses you most first, such as money owed to Grandma. In every version, you pay the minimum on everything else and roll each freed-up payment into the next debt.

• It's possible to save too much

Aliche's hot take: emergency savings should cover about three months of expenses for a stable job like her mother's nursing job, six for her engineer sister, and up to a year for an entrepreneur like her, but no more. Beyond that, the money should be invested. 'Not every belt is a Gucci belt; some are seat belts.' Mel admits she probably keeps too much in savings because of her past losses.

• Credit scores respond quickly to the right moves

Aliche says payment history is about 35% of your score and amounts owed about 30%, so automating bills and paying down debt covers roughly 65%. Length of credit history also matters: having no credit is like a new driver with no accidents, untested rather than safe. She calls credit 'tips and tricks, not discipline'.

• Spend on what you need and love

Before you buy, ask whether you need it, love it, like it or want it. Needs are your Bs and Us. Loves still bring you joy a year later. Likes fade in about six months. Wants are instant gratification. She tries to spend in the need and love categories, like a planned trip to Johannesburg, Namibia and Botswana, rather than on another Target T-shirt.

EXAMPLES

• Thursday money meetings and the light bill

Aliche's Nigerian immigrant father, an accountant, held family meetings every Thursday about the family's finances. He left the electric bill on the dining table and said that if it went down, the savings would go to a Disney fund. Her point: kids of any age don't care about your bills, but they care when bills are linked to what matters to them.

• From $30,000 saved to $300,000 owed

As a preschool teacher who tutored and babysat, Aliche had about $30,000 saved by her mid-20s. Then came a $50,000 master's degree and a $220,000 condo bought in 2006. A 'rich' friend talked her into taking about $15,000 in credit card cash advances for an investment promising $2,000 a week, then disappeared. She ran up another $15,000 expecting the payoff, was laid off three days before the school year started, emptied her retirement account and lost the condo to foreclosure.

• Crying in her middle-school bed at 29

Living with her parents again (who gave her a curfew), she realised she'd had more money at 14 from babysitting. Depression lifted only when her best friend Linda laughed and said everyone was broke in the recession. Linda would sit with her and read the scary pink envelopes out loud.

• From 530 to 750 in one year

While teaching a class how to check credit scores, she saw her own had fallen from 802 to 530. Following a debt lawyer's advice, she put a small recurring charge (under $25, like Spotify) on a zero-balance card and paid it off in full every month. With two cards, she rose to 750 within a year, despite an active foreclosure.

• Mel's credit card leapfrog

Mel graduated college with $10,000 in debt from cards banks handed out at freshman orientation. She moved balances between 0% offers and entered her marriage with five or six maxed-out cards she never told Chris about. Later, $800,000 in restaurant debt led to her rule that 50 cents of every dollar goes to savings.

OTHER RELEVANT

• Make your case before asking for a raise

Keep a 'go me' file of wins, ideally quantified in money made or saved. Then you're asking for a salary correction, not a favour. Check pay on Glassdoor, adjusting for company size. Aliche calls this 'illustrating your Oprah'.

• Choose side hustles that build on what you already do

Start with what you're certified in or already do at work. Do the maths first: driving for Uber may raise insurance and gas costs. Only invest where there's a direct return, like a $200 cake-decorating class that lets you charge 30% more.

• Remember what the money is for

Aliche's husband died suddenly two and a half years earlier; he never earned over $60,000 but raked a neighbour's lawn and called her parents more than she did. Her advice: money serves meaning, and you may already have enough.

The 51% Rule (and 3 More Strategies to Think Like a Millionaire) with Steven Bartlett

Guest: Steven Bartlett
Date: 2024-02-08 · Duration: 1:03:07
URL: https://www.youtube.com/watch?v=2tvDzicthMA

KEYPOINTS

• Use the 51% rule instead of waiting for certainty

Steven Bartlett recalls Barack Obama telling him, on stage in São Paulo, that he went ahead with the Osama bin Laden raid at roughly 50% certainty. Obama's advice was to get to about 51% on big decisions, decide with peace of mind and let it go, because 100% certainty only exists in hindsight. Mel names this the 51% rule for overthinkers and perfectionists. She stresses that overthinking and not deciding are decisions too, and says waiting for certainty is why she didn't start her podcast for years.

• Most decisions are reversible 'type two' doors

Bartlett cites Jeff Bezos's shareholder-letter distinction. Type one decisions are doors you can't walk back through, so take your time. Type two decisions can be undone if you're wrong, so make them as fast as possible. Bartlett says most of what we ruminate over is type two. Mel adds her daughter's line: 'Mom, it's not that deep.'

• Flip the risk equation: not deciding is the bigger risk

In marketing, Bartlett pitched the same ideas to a father and son running businesses on the same street. The father took six to nine months, waiting for sign-offs and arguing details. The son interrupted halfway through, called in his team and said 'do this now,' even without a contract. Over five years the son's company overtook the father's and sold. Bartlett's read: the father saw being wrong as the risk; the son saw not deciding as the risk.

• Make your own happiness the North Star

When a banker stopped Mel in an airport saying she'd love to teach kids, Bartlett argued that staying is the bigger risk. Spending another decade in banking for 'Sally and Jenny's opinion in the WhatsApp group' puts other people's views above your happiness. He cites palliative nurse Bronnie Ware's finding that the dying regret not living their own lives. He keeps sand timers all over his house as a reminder that his time is running out.

• Failure is feedback, and feedback is power

Bartlett's chain: failure is feedback, feedback is knowledge, knowledge is power, so failure is the power you're looking for. People stay 'imprisoned in their current misery' because they won't run the experiment. He says his companies win by out-failing competitors and even have a 'head of experimentation and failure' who tracks experiments weekly.

• Reason from first principles, not convention

Convention says couples share a bed. Bartlett's first principles: his girlfriend goes to bed around 9 p.m. and rises at 6, while he goes to bed at 1 or 2 a.m. and wakes around 8 or 9. He cites sleep scientist Matthew Walker, who he says links roughly 10–20% of relationship problems to sleep issues. Since he believes much of his restorative sleep falls between 6 and 9 a.m., they use a spare room on early mornings without insecurity.

• Most limits are circles we've accepted as real

Bartlett describes videos of an ant that walks in circles inside a pen line drawn around it. A spider that accidentally crosses the line can never be trapped by the pen again. He believes people operate at about '1% of their potential' because of social myths: you must go to university, quitting is for losers. 'When you push on most doors, there's nothing behind there.'

• Shrink the first step until it's almost embarrassing

Drawing on Nir Eyal's view that procrastination is avoiding psychological discomfort, Bartlett breaks big goals into pebbles rather than Mount Everest. At 14 he wet himself on stage giving a talk and ran out. He went back a few days later, shaking too hard to read his notes, and ran out again. He credits small steps like that for eventually speaking in an arena alongside Obama.

• Boundaries, even with family, can be the kind thing

Bartlett pays for his parents' food, holidays, health and dental bills, but won't fund his mother's businesses after watching her start about 25 that hurt the family. He kicked his best friend out of his spare room and fired another close friend, crying as he did it. Both, he says, are now hugely successful. Mel's point is that propping people up often spares you the discomfort of saying no and robs them of who they could become.

EXAMPLES

• 'Either a millionaire or in jail'

Bartlett moved from Botswana to an all-white area of Plymouth as a baby. His Nigerian mother had left school at about five and later had a gambling addiction, with drawers full of lottery tickets; she took his maths book to hunt for numbers. By 10 he was often home alone. At six or seven he searched classroom drawers for money, and a friend told him he'd be 'either a millionaire or in jail.' He sold cigarettes his mother brought back from Nigeria on the playground.

• 'My little Harry Potter'

With attendance at 30%, Bartlett was expelled. His head teacher reversed it, joking 'you're my little Harry Potter, I keep you under the stairs' because his schemes had made the school money. He was expelled again in the final week.

• The 7 p.m. post that rewired him

From 21, every day at 7 p.m. he wrote a 140-character quote or video about what happened that day. Reviewing his notes, he connected the trapped-bird feeling he got when a woman wanted commitment with watching his mother shout at his father. Mel corrects him: 'You learned the model of misery,' not love. He's now four years into a relationship and plans to propose.

• Instagram first, no business plan

Bartlett says he has never written a business plan. When he has an idea, he immediately creates an Instagram account with the business name, and his phone holds pages for businesses not yet launched. 'The train has left the station.'

OTHER RELEVANT

• Try his introspection habit

Throughout the day, note moments that trigger a feeling, like an argument or being cut off in traffic. At 6 or 7 p.m., distill one into a 280-character post on an account nobody needs to follow. He compares it to the Feynman technique: if you can explain it simply, you understand it. He calls it the most reliable way he knows to build self-awareness.

• Question the 'truths' you've accepted

Mel's prompts: Is it really true I'm too old to go back to school? That I'm not a morning person? That I'll never find love again? Then take one step outside the circle, such as Googling a teaching certificate or using evenings and weekends.

• Saying 'this isn't working' can itself be a type two decision

Mel argues that telling a partner 'I'm miserable' feels permanent but changes the relationship either way, and is often the only thing that will.

Boost Your Success in 2024: My Best Advice on Business, Time Management, and Reinvention

Date: 2023-12-07 · Duration: 0:50:13
URL: https://www.youtube.com/watch?v=hRMFeMuzUKo

KEYPOINTS

• Pick one thing to master each year, and study it before you act

In a live Q&A in Oklahoma City, Mel says 'if everything is important, nothing is.' She describes her career as 'leapfrogging' between private skill-building and public moves. She was for years one of the most booked female speakers on the corporate circuit, which is where she built her expertise. About six or seven years ago she focused on social media strategy, studying Gary Vaynerchuk, Upworthy and Ellen's YouTube. Then came two years studying podcasts like Jay Shetty's, Alex Cooper's Call Her Daddy, and Howard Stern. Her current focus at the time was YouTube.

• Cut the news and curate your feeds to protect your energy

Mel cites Harvard happiness researcher Shawn Achor's finding that a minute of negative news in the morning can affect your mood for six to eight hours. For a business owner, time, attention and energy are the scarcest resources, and what you take in shapes what you put out. She skips the news, assuming she'll hear anything important. She unfollows accounts that don't lift her up, or mutes them if unfollowing would cause friction, like with a relative.

• Treat a slump as a research project using process, product and people

Asked whether to close, pivot or push through slow sales, Mel suggests stepping back from emotion and examining three things. Process: systems and, for e-commerce, marketing such as photos, keywords, campaigns and integrations. Product: has it gone stale or run its trend? People: wrong or too many hires, a sister still running social media, or you, if you've lost your 'why.'

• 'Business procrastination' is stress relief

Doing dishes, email, yoga or Pinterest instead of the hard work of growing your business is avoidance. Mel notes research linking procrastination to stress: putting off hard things gives short-term relief. Noticing it is the first step. Then make the work easier by changing where you do it. Ambient coffee-shop noise helps her focus, and her single best workspace is an airplane seat, where she's strapped in with bad Wi-Fi.

• Your day has five zones of time

Zone 1 is from waking until you check your phone, email or TV, and it's the only time that's truly yours. Zone 2 starts once you hand your attention to someone else. Zone 3 is the workday, time you've traded for money, so don't resent it. Zone 4 starts around 3 p.m., a foggy stretch through dinner. Zone 5 begins when the TV goes off at night, and is best spent on sleep so you can use Zone 1 well. Focusing on Zones 1 and 5 made Mel more productive, less stressed and less resentful.

• Confidence is the willingness to try

Mel says research shows the feeling of confidence comes from competence, which comes only from practice. So the confident act is trying before you feel ready. Impostor syndrome just means you're crossing a bridge, sometimes a long fog-covered one like the Golden Gate. And 'I don't know, but I can find out' is the most confident thing you can say in a meeting.

• Skip PR; join communities; be careful with partners

Mel calls hiring PR a waste of money, since your customers and your own social media are your best PR. Mentors can fade, leaving you chasing them. Peer entrepreneur communities propelled her most, because family and friends don't understand what running a business is like. She advises treating competitors as allies to learn from. For existing businesses, she warns against handing equity to a partner out of overwhelm. Hire expertise, and partner material will reveal itself. She had a partner who was 'fantastic and then… really horrible.'

• Make a calculated decision, not a leap of faith

Before going full-time, look at cash flow, know your budget, cut spending to extend your runway, and decide how much risk you can tolerate. Leaping too soon puts financial pressure on the business and on you. Mel cites a University of Wisconsin–Madison study finding entrepreneurs who kept their day jobs at first were 33% less likely to fail. She also quotes Adam Grant: quitting your job to start a company is 'like proposing marriage on the first date.'

• Self-care is a business strategy

Mel cites UCLA researcher Dr. Judy Willis on how a chronically stressed nervous system impairs the prefrontal cortex, affecting processing speed, working memory, clarity and strategic decisions. Mel says she ran 100-hour weeks from 2014 and called it success until reading this during the pandemic. She argues hustle culture doesn't work for most people with families, and that best ideas come away from work, like on a walk without earbuds or in the bath.

• Self-doubt is the biggest obstacle, and the 'just' in 'Just Do It' captures it

Fear always shows up when you try something new, whether a product line, pricing model or hire. Mel says the key word in Nike's slogan is 'just', which acknowledges the moment of hesitation every athlete and decision-maker feels. Expect it, then count 5-4-3-2-1 and act.

EXAMPLES

• Mel's morning routine

Phone out of reach. Make the bed. Drink 16 ounces of water from a mason jar. High-five herself in the mirror. Walk outside for at least 10 minutes 'like you're late', with no phone or podcast, for mood and morning light. Dump thoughts in a notebook and pick one priority. Text or video-message a friend or relative. Then do a 'Hot 15': 15 minutes of progress on something that matters before opening email. She goes to bed earlier as she gets older and more successful.

• Tasha's three years with a day job

A listener kept her job for three years until business income matched it. Mel calls that 'crazy smart' and supported by research, and says it's now a calculated decision rather than a leap.

• Laura and the iceberg model

A listener feared being an entrepreneur, wife and mom was impossible. Mel uses the iceberg model from systems thinking:

your story ('it's impossible') feeds beliefs, which drive actions, which produce results, so change the story first. She also says to get clear on why you want this, and to replace celebrity follows with female entrepreneurs as a 'board of directors' in your feed. Mel argues being an entrepreneur models purposeful work for your kids.

- **An all-female team new to their jobs**
  Mel says no one on her all-female podcast team had worked on a show like it, and some had never done their roles before, yet the show grew to become one of the most followed podcasts. She offers it as proof you can figure things out.

OTHER RELEVANT

- **Protect Zone 1 tomorrow**
  Keep your phone away from the bed, take a 10-minute walk without input, choose one priority, and do 15 focused minutes before email.
- **Audit your input**
  Remove news from your morning and unfollow or mute any account that doesn't make you smarter, calmer or more focused.
- **Run the numbers before you quit**
  Know your monthly costs, cut spending, build a runway, and keep your job until income is proven.

Stay-At-Home Mom “With No Experience” Built A $255M Empire: Blowouts, Divorces, & The Messy Truth

Guest: Alli Webb
Date: 2023-11-09 · Duration: 0:52:33
URL: https://www.youtube.com/watch?v=7Fet5XVpDbk

KEYPOINTS

• 'I had no business being in business'
That's how Alli Webb describes herself when she started Drybar: a 32-year-old stay-at-home mom of two in Los Angeles with an itch to get out of the house, no college degree and no plan to disrupt an industry. Drybar grew into a $100 million-plus blowout brand. Mel calls BS on the story so many people tell themselves about not being qualified, and says many admired founders never had an MBA.

• Your best idea is usually right in front of you
Webb spent hours as a teenager figuring out hair in the bathroom, but drifted through a brief stint in college and a move to New York before deciding on beauty school. Her brother said 'I think you should'; her parents were less sure. Mel points to research suggesting that leaning into what you already love helps you succeed, because you'll naturally put in more time. Notice what makes you light up, even if your family dismisses it.

• Passion is energy, and it's personal
Mel defines passion as anything that energizes you, and points out how Webb speeds up when she talks about blowouts. Mel admits she couldn't have built Drybar because she doesn't care about blowouts and can't manufacture passion. Her test: what would you do all the time if your bills were covered? Not a beach with margaritas; that's fun for about a week.

• It started as a mobile blowout business that lost money
After a party-planning venture with her best friend Paige didn't feel right, Webb posted on a local LA moms' email list offering to come to people's homes while their babies slept and do a blowout for $35 to $40. She was flooded with requests. With gas and childcare limits, she made basically no money, but she got freedom, adult conversation and work she loved.

• No mirrors came from doing hair in kitchens
At clients' homes, she usually worked in the living room or at the kitchen bar, not in front of a mirror. Clients couldn't micromanage, didn't spend 45 minutes nitpicking their faces, and had a big reveal moment at the end. That became Drybar's signature: stations without mirrors facing the client.

• Saying no too often meant it was time to grow
In under a year, with only about four hours away from her kids, she could do three or four blowouts in a day and was turning down more than she accepted. Sending other stylists out risked losing clients and control. So she pitched her brother Michael on one small shop where clients came to her; he asked why women couldn't blow out their own hair. Her salon know-how, plus his book smarts, made the partnership.

• Everything you've done is preparation
Webb says PR work and years as a salon owner's assistant uniquely prepared her 'to sit at the helm of a blowout empire.' Mel's point: experiences in any field teach you what you would and wouldn't do.

• She built a different kind of salon culture
Webb disliked the cutthroat 'eat what you kill' salon world and the stories stylists told her about how they were treated. Drybar paid stylists hourly plus tips instead of chair rental, so clients could sit in anyone's chair and get a great blowout. Today more than 5,000 stylists work for Drybar.

• Small, debatable decisions shaped the brand
Drybar provided every dryer and brush, which annoyed stylists who liked their own tools. Styles were named after drinks, like the Cosmo for curls and the Mai Tai for messy beach waves; Michael thought that was cheesy, and customers loved it. In 2010, mid-recession, the founders personally guaranteed the lease of a business landlords didn't understand ('Is it a bar?').

• Impostor syndrome means you're growing
Webb's response to feeling like an impostor is 'great.' It means you're doing something new. She felt that way going on live QVC for the first time, and decided she was up for the challenge.

• The messy cost: her marriages
Webb built Drybar with her first husband, Cameron, who once tried to call off the wedding a month before. She now sees their close friendship with little passion as a copy of her parents' marriage; they also built a business and divorced in their 50s. After she began inching toward an emotional affair, she ended it. Then, sharing it publicly for the first time, she said her second marriage, fast-tracked during COVID, is ending. She'd mistaken intense passion for proof it was right and overlooked what didn't fit.

EXAMPLES

• The 'psychology of a blowout'
A friend writing for Marie Claire sat in Drybar for eight hours watching women arrive serious, head down, hat on, and leave lighter. Webb sometimes didn't recognize clients on the way out. That's when she realized Drybar was selling happiness and confidence, not blowouts. Mel notes research linking feeling good about how you look to confidence.

• Letting the phones ring
The first week, phones rang nonstop over loud music, blow dryers and Devil Wears Prada on the TVs. Webb hated putting a finger up to a client while answering a call, so she let calls go to voicemail and returned them at night. Eventually phones moved out of the shops to remote staff, then a full call center as Drybar grew to about 150 locations. About half of clients still prefer calling.

• The ceiling caves in

In the first month, black goop from the restaurant above seeped through the tiles, then broke through right in front of the first chair. Nobody was hit; clients moved their chairs and asked the stylist to keep going.

• Mel's tough-love girlfriend moment

When Webb said she'd started talking to people after about five months single, Mel pushed hard: she's not even divorced yet, can't trust herself, and in Mel's opinion needs a year. Webb pushed back. She'll go at her own pace, slowly, and is 'cautiously optimistic.'

OTHER RELEVANT

• Don't be so afraid of being alone that you rush

Webb's advice, aimed at herself too, for anyone heading into a new relationship, especially when blending families: slow down, know your non-negotiables, and don't lose yourself in your partner the way she says she does, like the 'how do you like your eggs' scene in Runaway Bride.

• The worst they can say is no

Webb cold-texted Mel, whom she'd never met, when her husband of one year asked for a divorce. Mel responded and they became friends. Webb uses the same approach in business.

• Go deeper in her book

Webb's book, The Messy Truth, tells the full story of building Drybar, the costs and her practical takeaways.

The Truth About Money and Why We Have It All Wrong | The Mel Robbins Podcast

Guest: Ramit Sethi
Date: 2023-04-27 · Duration: 1:30:16
URL: https://www.youtube.com/watch?v=yHuXPsw6h7Y

KEYPOINTS

• How you feel about money has little to do with how much you have

Ramit Sethi's key principle: having $5,000, $50,000 or $500,000 more won't make you feel safe on its own. A rich life means working on two things at once: learning a few basic numbers, like your savings rate and the rule of 72, and actively improving your money psychology, because so much in society pushes us to feel bad about money.

• Childhood money phrases follow you into adulthood

Sethi asks what you heard growing up: 'We can't afford it', 'We don't talk about money', 'We're not like those people'. People who heard 'we can't afford it' thousands of times can end up 40 years later with money in the bank and still feel guilty ordering a salad. He tells parents to stop saying it reflexively. Class differences between partners, like 'just grind harder' versus talking about investing at age five, often drive money fights.

• Start with a vision that excites you, not a spreadsheet

When asked to name the first words that come to mind about money, people say debt, restriction, overwhelm and mistakes, so it's no surprise they avoid it. Sethi starts with dreaming instead. Mel adds that when she and Chris were in debt with liens on their house, dreaming was a lifeline that made the crisis feel temporary.

• Find your 'money dial'

Ask what you truly love spending on, and why. Sethi says the most common money dials are eating out, then travel, then health and wellness, then convenience (his own). Then imagine turning that spending up four or ten times. It's rarely more of the same; it's a change in quality or meaning. Look for the common thread in your answers.

• People shrink their dreams within seconds

Asked about their rich life, most people say 'do what I want when I want', then can't say what that is. One person immediately downgraded a beach house to a 'dilapidated shack'. Sethi says nobody is inspired by a tiny vision. When one wealthy man said his rich life was 'coffee', Sethi told him it was boring and pushed for something like touring a Guatemalan coffee farm.

• A rich life is personal and should look strange to others

Sethi spends extravagantly on hotels, keeping a list of exact rooms he wants around the world, and on clothes. He says he's spent more on travel in one year than on cars in 20 years. Another reader retired in his 30s to travel in an RV, which Sethi says sounds like hell to him, and that's the point. You can have a rich life while still in debt.

• Use a conscious spending plan built on four numbers instead of a budget

Sethi doesn't keep a budget ('who wants to track the price of apples?'). His guidelines as a share of take-home pay: fixed costs, including minimum debt payments, 50–60%; savings 5–10%; investments 5–10% or more; and guilt-free spending 20–35%. He says knowing these four numbers makes people feel in control, and many find they have more money than they thought.

• Know what you owe and when it will be paid off

Sethi says about 90% of people in debt he talks to don't know how much they owe, and 95% don't know their payoff date. Plug your numbers into an online debt payoff calculator and sit with the result, even if it says 28 years. Later you'll see things like an extra $50 a month cutting years off. He pushes back on the puritanical idea that you can't enjoy anything until you're debt-free.

• Housing and cars are the biggest overspends

Sethi's guideline is housing at roughly 28% of gross income; at 42%, nothing is left over for saving, investing or going out, and couples end up fighting about Target. Cars are next: a $75,000 earner buying an $80,000 truck based on the monthly payment ignores the total cost of ownership, which he says can reach $120,000 with insurance, tax and gas. Never buy something expensive based on the monthly payment.

• The '$75,000 makes you happy' study is widely misread

Mel raised research suggesting about $75,000–78,000 relieves daily money stress. Sethi says people have wildly misinterpreted it, which leaves people earning that much wondering why they're still stressed. His point: nobody is broken with money; the fix is learning the basics and working on your psychology.

EXAMPLES

• Sethi's scholarship stock bet

The son of Indian immigrants who ate out every six to eight weeks, always with a coupon, Sethi applied for 65 scholarships in high school, winning about 10 to 15 and covering undergraduate and graduate school. He invested his first scholarship check in tech stocks around 1999–2000 and immediately lost half. His father encouraged him to learn from it rather than give up on investing.

• Early 'rich life' memories

For Sethi, it was ordering an appetizer without checking the price, or taking a New York taxi without watching the meter. For Mel, it was paying for her own warm-weather vacation. Sethi says these small, vivid early wishes reveal what a rich life means to you.

• Mel's dessert dial

Mel's 'Lamborghini' is ordering every dessert on the menu for the table. Turned up 4x, she'd send desserts to the whole restaurant; turned up 10x, free dessert at schools, like Ben & Jerry's Free Cone Day. Sethi saw generosity and delight in her answers, and Mel realised her deeper dream is angel investing in underrepresented founders.

• The young man and the Michelin list

At a talk in DC, a young man said that quadrupling his eating out would just mean eating four times a week. Pressed, he

revealed he had a list of every Michelin-starred restaurant in DC and would take his family, who could never afford places like that. A young woman in Pasadena turned 'more clothes' into someday having something custom-made in Italy with her mother.

- **Writing in Kyoto**

  On their 10-year bucket list, Sethi wrote 'write a book in a luxury hotel'. His wife, heading to Japan with friends, suggested he take his writing project to the Kyoto hotel he loves. He says sometimes you need someone to remind you about yourself.

OTHER RELEVANT

- **Make a 10-year bucket list and fund one item**

  Write a list alone or with a partner, then compare. Pick one item, describe it in vivid detail, and choose a month and year. Estimate the cost on a napkin (if you each guess differently, use the bigger number), then automate monthly savings toward it, for example $100 a month into an account named 'Dream Trip 2030'.

- **Gather logins one day, work out numbers the next**

  Gathering account logins is usually the hardest part, so do that one day and work out your four numbers in about 15 minutes the next. Aim for 85% accuracy. Then spend about an hour a month reviewing your plan, as Sethi does with his wife.

- **Finish one sentence and change one phrase**

  Complete 'I spend extravagantly on ___ and cut costs mercilessly on ___.' Replace 'I'm bad with money' with 'I haven't always been great with money, but now I'm learning.' Mel's version: 'I used to be stressed about money; now I'm learning to enjoy it.'

Hate Your Job? Laid Off? Reimagine Your Future & Take the Next Right Step | The Mel Robbins Podcast

Guest: Amy Porterfield
Date: 2023-02-23 · Duration: 1:18:04
URL: https://www.youtube.com/watch?v=ZZ1GWfsz8Ic

KEYPOINTS

• You don't need answers to change direction, just a wake-up call you take seriously.
Mel and Amy Porterfield both describe a moment of 'I want that' before they had any plan. Mel's point is that this jolt is the only thing you need to start pivoting, provided you pause and pay attention to it rather than dismissing it with 'that won't happen for me'. She calls it a 'pad thai moment' for your career: a whole world you had never considered because you simply didn't know it existed.

• Jealousy tells you what you want.
When Amy felt envy watching business owners describe their lives, she asked herself exactly what they had that she wanted. Her answer was being her own boss, setting her own hours and never having to ask for a raise or for vacation. She says getting clear on that was the first real step.

• Start with the life you want, then build the work around it.
Before choosing a business, Amy asks students what lifestyle they want: home for dinner, more income to invest, control over their time. Mel adds that the pandemic forced many people to rethink their values and where they live, and showed them that mindlessly chasing more wasn't the lifestyle they wanted.

• 'Unboss' yourself by thinking like an owner, even if you stay employed.
Most of us grew up watching caregivers equate safety with being someone's employee. Amy's idea of 'unbossing' means believing you can lead yourself. Someone with this mindset doesn't seek everyone's approval or show up saying 'I'm stuck', but brings options and asks which is best. Mel says the best people on her own team think this way, taking responsibility and figuring things out instead of licking their wounds.

• Immerse yourself in the world you want to join.
Amy cleaned up her social media and followed people who had the kind of business she wanted. She then started seeing them everywhere, the same way you notice a car model after buying one. She also changed her identity by asking what bosses do: they listen to business podcasts, read books and buy courses.

• Ask for advice, and bring the work with you.
Find people doing what you want and ask how they did it. If you can't pay, their podcasts, videos and posts already contain much of their advice. Amy's tip for getting a reply is to describe your challenge and two or three options you're weighing, then ask which they would pick. That way you've done the thinking instead of asking someone to solve your problem.

• Action is the only thing separating people who do from people who don't.
Mel's view is that there is no secret formula. Everyone wants freedom and income. What separates people is being willing to go one step further than the person who quit. She also urges putting half as much energy into 'why not?' as you currently put into shooting down your own ideas.

• Lead with courage, not confidence.
Amy argues that confidence comes from a track record, so you won't have it when you're starting something new. Instead she says to draw on courage, based on your record of getting through obstacles in the past. Confidence follows once you've taken action and seen small results.

• Someone already doing it proves there's a market.
If you think the field is already taken, Amy's response is that it proves there's money and demand. There are more than eight billion people, and you only need a sliver of them: ten buyers of a $100 program make $1,000 you didn't have. Mel adds that you're best placed to help the person you used to be. She would rather learn from an instructor who looks like her than from a 28-year-old doing donkey kicks.

EXAMPLES

• Amy, taking notes at Tony Robbins's side table
Fourteen years ago Amy was director of content for Tony Robbins. She was called in to take notes, at a side table rather than the main oak table, while a group of online business owners described working when, where and how they wanted. She realised she had never been free. She later paid a woman whose business she admired for an hour of advice, and took the call whispering under her desk at lunch because the walls were thin.

• Mel skipping work to see Martha Beck
While working in business development at an ad agency, Mel told her employer she was somewhere else and went to an Oprah 'live your best life' event to find clients for her life coaching side business. When Martha Beck walked on stage, Mel felt 'that's what I want' without knowing what it meant.

• Laid-off women and pay
Amy cites research suggesting women tend to take layoffs personally and see their salaries fall by about 24% in their next job, while men average about 1.3% more. Mel reminds a listener from Spain who felt 'disposable' that a layoff is a business decision about fit. One of Amy's students, laid off in her 50s after 20 years, realised she hadn't even liked the job.

• From side hustles to six figures
Rachel, a pharmacist who hated her job during COVID, bought a property to run as an Airbnb, made $300,000 last year and quit. Tara, a single-mom accountant in a small town who was refused a raise, sold wreaths on Etsy for about $1,000 a month, then taught other crafters how to sell on Etsy and earned $100,000. Anne, laid off from Gap and Old Navy and unable to get interviews, now runs $100,000 launches teaching surface pattern design in her 60s.

• Starter ideas from young people

Aiden dropped out of college at 19, posted videos of his well-trained dogs, got neighbours paying him for training, and now sells courses and memberships. Mel's neighbour's son made almost $30,000 in his senior year of high school by picking up unwanted furniture and reselling it on Facebook Marketplace. Her children's guitar teacher, Dave Wade, put lessons online before COVID and now teaches students all over the world.

OTHER RELEVANT

• Run the Sweet Spot formula

Amy's four quadrants: what you're good at or have gotten results in, such as the person who went from couch to marathon in three months; who your customer could be, often you a few years ago; where people already spend money on the topic in books, courses or coaching; and what lights you up, which is not the same as finding your passion. You only need to be about 10% ahead of the people you want to help.

• Don't quit your job yet

Amy suggests starting a side hustle in the mornings, evenings and weekends to build a runway, and aiming first for $100 or $1,000 rather than a million. If you're job hunting, Mel says don't forget that she believes around 85% of jobs are never advertised and are filled through networking.

• Your social media isn't for your friends

Once you decide to pivot, your feed is your board of advisors and your posts are a beacon for people who need what you offer. If you wouldn't trade lives with the critics, says Mel, don't take their advice. Amy filmed marketing videos for weeks and posted none of them because she feared what former co-workers would think.

• Use free education

Look for free or employer-provided learning: MasterClass logins offered as a work perk, Khan Academy, YouTube, and the free resume templates from the Harvard Extension School that Mel mentions.