

# 122\_Jill\_Simonian\_Final\_Audio

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## SUMMARY KEYWORDS

prager, kids, business, parents, people, learn, grow, skills, videos, handle, families, question, blog, mom, critically, parenting, jill, hear, person, podcast

## SPEAKERS

TA, SD



SD 00:00

Welcome to the young grit podcast for young entrepreneurs and their families, where we tell stories and lessons learned from the world's top leaders when they were kids. We're your hosts. I'm Scott,



TA 00:11

and this is Travis,




SD 00:12


or best buds, and we've served millions of kids in our businesses, and we're on a quest to help young entrepreneurs succeed. today's podcast is brought to you by my first sale calm if you want to give your kids or grandkids a gift they will fall in love with give them a gift card to launch their business. give them confidence, delay gratification, hard work, perseverance, budgeting, saving investing. All these great lessons are learned when a kid can launch their own business. It's a gift that will last a lifetime. Go to my first sale calm click on sponsor in the menu bar and you can sponsor a kid that you know today. Welcome to the next episode, the show notes transcript and kid business tips for the episode are located at my first sale.com slash 122. Hey, everybody. Welcome to another episode of young grit podcast. We are so excited to be here Travis I've got my buddy here. This know hey, Travis, how are you?


 TA 01:06  
I'm great. Happy Friday to everybody.


 SD 01:09  
Yeah, absolutely. And we've got Jill Simonian. Jill, welcome to the podcast.


 01:13  
Hi, I'm so excited to be here. Thanks.


 SD 01:16  
Okay, so everyone listening you got to hear this. Jill is a rock star. She is. She created so many businesses and doesn't even identify herself as a business person. But she is the founder of the Fab Mom. It's a parenting blog. It's she was she was with CBS, Los Angeles. And she's done hundreds of segments for the the news on parenting. She is also recently the director of Prep for Prager, you Prager, you resources for educators and parents is incredible new program available for parents and teachers to be able to teach kids all sorts of skills about the world, about law, about entrepreneurship, about character, about politics, about everything. And she is now the director, and she has a lot of amazing things to share with us today. So Jill, welcome to the program.


 02:09  
Thanks. I'm blushing with that introduction. But thank you.

 SD 02:14  
Well, this is gonna be fun. We have a lot of families listening in a lot of entrepreneurs, also a lot of young girls that want to grow up to be successful business women, and we just want to hear some really fun stories and tips from your life. So but I'll start with some easy ones. You ready for this?


 02:33  
Yes.


 SD 02:33  
favorite ice cream?


 02:35  
Oh, Chocolate.


 SD 02:39  
Chocolate. Okay, she's a chocolate gal. Favorite movie?


 02:44  
The Wizard of Oz.

 SD 02:46  
The Wizard of Oz.

 02:48  
It's true. There's no place like home.

 02:50  
I love.

 SD 02:51  
I love that. Okay, and if there was one person you could ever meet, and have lunch or coffee with dead or alive, who would it be? And why?

 03:01  
Oh, this is a tough one. I'm gonna sit okay. Two people. Okay. My mom, God, rest your soul. Because I just, that's I got it. I got it. That's a given. Yeah. And the other person would be and I say this because of my current work with Prager, you and prep. And it's and and

how doing the work that we're doing with them has really reinvigorated my interest in United States history and how everything in our country came to be, I would say, George Washington. Crazy.

S

SD 03:45

No, no, he's on my list to like, top five hands down George Washington, the man who could have become the dictator of America, but didn't. The man who could have been the warlord of the military but didn't the man who put him he put restrictions on how long you could be present. This guy is a hero of heroes. So I'm with you. I would totally sit down with George Washington,



04:14

man, when not at all.



04:17

Law questions. And first off, I would probably want to know what his real hair color was. Because wasn't it allegedly red under all that white powder. I mean, that's a silly question. But you know, if you're gonna sit down, you got to get all the goodies, right.

S

SD 04:33

I love it. Okay, well, this is cool because it helps us get to know you. So your mom, you have a couple kiddos, and you live in California. Okay. So we're going to get into parenting today because that's what I think a lot of how not just you being a parent, but you having parents and growing up, okay. Yes, I think you would be an incredible help there. But first, we're gonna ask you a question about your first sale, your first business. When you were a kid, you say you were a big performer, musician. But what? Think of anything you did growing up where you're like, Okay, that was the moment I was like, yep, I want to be a businesswoman or a leader in this industry.



05:15

Right. And that's so funny because what I've done career wise, the last 1520 years since I graduated from college has all been based around business, I always I grew up as a singer, dancer, actress musical theater, I performed onstage live musical productions, from the time I was a tween, through college and a little bit beyond college, but I never considered

it a business. But in actuality, I know now that it is a business, no matter what any of us are trying to do, especially in this climate of everyone having a social media account. bit if you are a working individual, no matter what your field, I think it's very important to have a sense of how a business should run how you manage your business, how you market yourself. And one of the first experiences. And I'm really thinking off the top of my head here, because this, this shouldn't be a tough question. But it is, one of the first experiences I could think of was, when I was in my very first musical theatre production in my local hometown. And it was a, I want to say it was a, it was a it was a semi professional theatre group where we did two months, you know, one given shows run was two months, six shows a week, it was intense. And my first sense of Oh, wow, how do I manage myself in this role as a performer was? How do I market myself and market this show? to get people to come to the show to buy tickets? How do I get the word out? It was a whole marketing lesson. And I remember starting with families and friends, of course, as we all should, and as we always do, and then I quickly learned that there in those days, there was no social media, right. But I quickly learned that marketing matters. And the more people you get interested in whatever it is you're doing, the more you will be boosted in confidence in pressure. I don't I don't want to see pressure in a bad way. I think good pressure to deliver something that is of quality is always a good thing. And it was a real lesson in Oh, wow, I am performing. But this show is a product. And I got to get the word out so that people know about it. And it grows bigger than what it could have been and and that that's always something of value. That was my first lesson. I



TA 08:04

think maybe when I was like 14 customers, customers, you got to get customers in the seats. What role did you play, by the way?



08:11

So it was okay, so it was a production. Like I said, it was 14, it was a summer professional. Everyone was paid. But it was it was in the Central Valley of California. And the show was grace. And I was in the ensemble, because most of the people that were the stars was were adults that had been working for a very long time. And that was my very first musical theater production that I had scored a spot on as a 14 year old and that I was getting paid for. It was it was exciting. It was Yeah.



SD 08:48

That's awesome. We won't make you sing right now. You'd be amazing, but I won't. I won't

make you prove it. It's okay. So that's great. I love that idea about marketing too. Because we always tell kids and families like even entrepreneurs, like you don't have to become the entrepreneur when you grow up, but every kid as they grow up needs to learn to be more entrepreneurial. So when we say that we mean good at, you know, pitching your ideas, good at finding your passion and going after it good at putting resources and teams together and actually working and listening to other people and being able to get a message out to the world. Everyone needs these skills, whether you're a company or the employee or or an artist, or a lawyer or a creative or if you're in education, like you've got to have these entrepreneurial skills, if you want to be able to make it



09:44

so true. And another important skill that I learned and even through before I got married and had kids I worked in entertainment news. And then after I had kids and I started my family I wanted to be home more I wanted to be with my babies and you know, have a good time with them and, and be be supportive for my whole family at home more. And I shifted everything from interviewing celebrities on different TV programs, to starting a mom and parenting blog. And that was a whole skill set about how to pivot and redirect your skills and talents in a way that could best serve you for a particular. And the number one thing I learned is that you have to set measurable goals. For instance, when I launched the blog, I said, Okay, my goal, I have to be able to measure a goal, I am going to write three pieces a week for this blog for the next three months to get it going. So you have to set measurable goals. That's great.



TA 10:54

What was it? So when you started that till? What was? What were some of those weathers your passion or your talents that transferred over that you enjoyed, or that you discovered about yourself? Mm hmm. Well,



11:11

I always I was always an on air performer on stage on air performance personality. I always liked to write. I did very well in high school English and literature, I always love to write, I was always a pretty good writer. But it's funny when you pivot. And I found when I pivoted and started doing something a little bit different. I was not knowledgeable about online blogs or anything like that. But I forced myself to bungee jump like I called it i bungeed. And I said, I'm going to write three pieces the week for three months to launch the content, because my ultimate goal with starting my website was to turn it into

television segments, which ended up happening for five years after I was working on the website. So I actually a few years after I launched the website, I started turning it into television segments. But I in order to get eyeballs on it, in order for it to be recognized in a very credible way by my media peers, I had to produce written content on that blog. So I forced myself to plug away at the writing and develop my writing further. And because the blog, which was a comfort zone for me at first, it trained me to really hone in and perfect my writing, which then led to launching a book in 2017. So if you force yourself to develop skills that you didn't necessarily depend on before, it can add up to really incredible things. If you just try. It sounds like so kids. Do



TA 12:59

y'all hear that? So resolve courage to try new things. That's actually the definition of grit. And obviously, our podcast is called the young grit podcast. So thank you for sharing your story. That's cool.



SD 13:13

Yeah, those are amazing things to think through. Because a lot of times kids are like, why should I do well in school? Why should I do school at all? You know, some kids that we work with, they're like, I'm just gonna be an entrepreneur, what do I need to do in school, I'm gonna have my own job. Well, all those you just mentioned, you have to craft your skills, you have to build your skills. And as a kid, growing up and developing, you don't know what your perfect skill might be, right? Some people change what their unique abilities as they grow, and how are you going to know until you try new skills and build new skills? Right, exactly,



13:47

exactly. And that was one of the things even in getting this new job at Prager, you. They offered me a job a few months ago, it was something I had never done before. But I bungee jumped and I said, Yes, I'm going to try this. And it's really if you leave yourself open minded, and you have confidence in the skills that you've already developed, you figure it out along the way I had never created Oh, you just saw my little one pop up behind you watching the video. My little one snuck behind me to get back. Yeah, but it. What I was saying is if you are game to develop your skills, even if you don't quite know what you're doing, it will always enrich your career as you move forward. And as you as your career develops.



SD 14:43

Yeah, that's good. That's really good. So question, random side question. Who is the most interesting person you ever interviewed in your segments? Like who stands out as most memorable person you're like, oh, man, this person was crazy or interesting.



14:58

You know, who was really interested you mean like a celebrity?



SD 15:03

Anyone a celebrity or someone we don't know, you tell us?



15:06

Well, okay, I'll say I'll go back to during my celebrity reporter days to pay, I'm gonna say to people back to the celebrity reporter days, my most interesting interview, and the kids might not know who this actor is, but most of the parents might. He's an actor named Tommy Lee Jones. And he was very tough. He's very, very smart. And don't get me wrong, I feel like I'm a smart person. And we should everyone here is smart, everyone has a smart brain that we can continue to learn with, and so forth. But I remember how intimidated I was because he was very, very smart. And it required me to, to put my a game on and to think on my feet, and to have confidence in myself. And the second most interesting person that I recently met, and I'm gonna say half interviewed, was I'm not just saying this, because I work for Prager, you. But this is the truth. Dennis Prager, super smart, super, super smart. And I, for when I met him the first time just a few weeks ago, he's very, very tall. And I am not very tall. So that in and of itself was you know, I wanted to feel taller. And I wanted to feel smarter and confident. And, and, and what we were talking about, which was, we were talking about education and school, and, and, and have encouraged in life and work. And I just, he is a very, very smart, smart person. And, and any time I think whether you're young or old, or a kid or a mom or a dad or whatever, anytime you have the opportunity to meet someone who is very developed in their thinking, and smart, take it and don't be intimidated. Because I like to say that when you meet people like that, you soak up a little bit of their wisdom, and it enriches your capabilities to do what you are able to do in your life and work. So yeah, Tommy Lee Jones and Dennis Prager, I'll say that.





SD 17:14

Those are two people I never thought would be in the same sentence. So right. I



17:18

know, I know. The parents are laughing right now kids look up who these guys are.



SD 17:24

That's hilarious. Okay, cool. That's actually that's amazing. So you are kind of the people you are around, you become who you're around. And that's great advice be near, be near the best you can find because it will just up your game as much as you can. So that's cool. All right. Well, let's get into let's get into some parenting stuff. Okay. Can you pinpoint? Obviously, you are a successful woman. Nine that growing up? Was there anything that your parents did? Um, you know, everybody's parents put them in trauma, and we're all in counseling. Oh, good things like, was there something that your parents did that was good that you were like, oh, my goodness, that is something I want to make sure do with my daughters. I want everyone to know about doing that with their kids.



18:15

Well, my parents did a lot of things, right. I am going to say I just as a kid, you don't really appreciate a lot of the things your parents want you to do or ask you to do or talk to you about. But then I guarantee when you at least this is my experience becoming a parent, all of a sudden, I thought, aha, now I understand why they were harping on me to do my homework. Now I understand all these things. The number one thing that I think both my parents taught me that I continue to draw upon today, as an adult, is learning how to be tough and resilient. If something doesn't go your way, guess what? It's okay, get up. Try it again. Another way, figure it out. That was a phrase in my house, figure, figure it out and handle it. My mom was famous for saying, handle it, handle it, handle it handle it. And that's not because she didn't want to help me with any given task or something. But rather to motivate me to use my brain, if there was a problem, figure it out. There's a way to solve this handle it and I can't tell you how valuable that has been. As a parent, as a working mom, as a wife as a person, a plain old person as a dog owner, anything you name it the word, your words handle it have come in handy and I tell my kids that a lot. Even when it comes to making the sandwich Mommy, can you cut it My kids are nine and 10. Okay, and they're awesome girls. But if they're making the peanut butter sandwich, and they're saying, I can't spread the peanut butter, it's not going on, right? It's up. I know you can do it, handle it, figure it out, and I'll help them a little bit, but then I leave them to

do it. And they complain, complain, why aren't you helping me I said, I know, it seems like I'm not helping you. But I really am helping you by challenging you to figure out how to spread that peanut butter on without breaking the bread. Trust me, it's gonna come in handy. Because the more we inspire our kids to figure things out through failures, trial and error, the more capable they're going to be. And that's something my parents helped me with, too.



TA 20:40

I love that. It's it's problem solving. Right? If our kids can learn to solve problems, and figure it out and handle and I had the same last night our boys were the other tired at the end of the day data water at this upper table, you know, it's like, go get it.



20:57

Go get it.



SD 20:59

handle it. That's um, that's, that's the secret to most things in life. I mean, if you look at parents, all we want for our kids, to other than being a loving adult, is to be a productive self managing adult, right? Like our jobs done when our kids learn to love others well and take care of themselves and others well, right. It's true. And I feel like that's actually a the number one lesson I've ever learned in business as well. Yeah, develop my people, right. I've gotten several businesses and hundreds of people, you develop them to handle it. Yeah. You'll never have to handle it again. And that's how companies grow. That's how people grow, right? Ever since changing my mindset on that I'm this, you call it handle it, I call it a basically, personal growth, right? Like, yes, we take people through different stages and promotions, and they run the whole wings of the business and entire sectors, because they've learned to handle everything underneath them everything moving up to that point. I trust, self starters, and resourceful employees more than anybody else you could ever hire big, because they learn how to learn, they know how to fix their own problems, and they make my life way easier, and the business way more successful. And by the way, they're happier. You don't want your kids depending on you for everything that makes their lives miserable. Right? You know that every time when I was growing up, we had a friend who got all A's. And it was because her mom fought the teachers. And like fired two of them as we were growing up like the the kid like getting their driver's permit, that like she failed the test. And her parents, her mom got the driver's permit, like, teacher fired. And I just look at that. And I'm like, you're setting that kid up for failure, right? Like

this. This is not how the world works. Like you have to handle it on your own. So that's probably some of the best parenting advice I've ever heard.



23:11

Hey, I'm trying.



SD 23:14

I love it. I love it. Okay, and with we I know, we don't have too much time. But now as as a parent, what comes to mind for you raising girls, but it could be raising boys or girls, in addition to this handle that idea what comes to mind for you, they're like, oh, my goodness, this is like, the best tip tips I have for other parents for raising kids.



23:35

I think it is so important now to teach kids how to think critically, for a variety of reasons. I mean, I just, you know, it's been, it's been a rough year for a lot of people. And I just think that the more we teach kids to ask questions, to think critically, and, and you know, to know that we are all here together, united in our communities, no matter who we are, where we come from, at the core, we are all united and it's important to think critically, if you hear something about something, if someone tells you something, ask questions, think critically form your own opinions based on experiences and facts and and I just think that's really important to do across the spectrum.



TA 24:38

That seemed that's so good it Scott it makes me think of so we went to business school together. And you know, one of the questions we would hear all the time in the pit, which which was you know, it was a Harvard style pit. Socratic discussion around a case study of a real business was what's your evidence Right. So, can you and how many things you know, in our everyday lives? Do we just we assume so many things, right? versus like, what is your evidence? or help me understand, you know, asking those questions and curiosity because that's a big thing. My wife's great about she's, uh, she's very curious, always assumes the best in people, you know. And so just having a curious spirit, right?



25:29

It's true. Yeah, yeah.



SD 25:31

And we don't know, we don't know what's going to be truth or not here, coming up pretty quick with what the world says with what social media says, with Russian hacking on social media. Like, you know, if parents and kids if you're listening, you don't have any idea who is on the other side of that screen. You don't know who's actually owns that profile, and maybe a picture of a nice young girl that you want to talk to in middle school, and it's a social media profile pic. It could be a fat 40 year old man in his basement, trying to finish and get information. Okay,



26:09

I'm not I'm not laughing because so not funny. But you're absolutely right.



SD 26:15

We actually have a, we have a whole course on this one of our entire courses at my first sale, when the kids all launched their business is teaching them online safety. And the main thing we say is you have no idea. Not only is everything you do and say online gonna live forever, but you don't know, anything out there. If it's going to be true or not. There is one of my friends is working working on like deep fakes right now in Silicon Valley, where my face could literally look like I'm doing anything on a camera or a video. And it's not me, it's something else. But they superimpose my face. And it looks so real. It is terrifying. And so you got to think critically kids like and parents, like we need to teach our kids to always ask, how does this work? Why is this the case? Where's the evidence for this? Is this what I really you know, does this make sense? Is level it's one of the most important things you can teach anybody? Right through?



27:11

It's true. And that's exactly does this make sense? That is the classic question. We say that a lot of Prager, you actually does this.



SD 27:22

That's what I like about Prager, you. And we should talk about that for a second. Cuz I know you, you know, you jumped onto this, you sky dived into this new opportunity. You know, and I like Prager, you I'm not like, I just gotta be honest, I'm not a political person.

Right?



27:36

I is not really aren't a political. We're not a political organization.



SD 27:41

That's what I like about Prager, you because I am not political. I'm like, our, I want to get like a liberal and a conservative and libertarian and socialist like gets get them all in the room. And then let's just like take an idea. And then let's pick it apart and think critically, how does this work? Why does this work? Does this assumption makes sense? What do you think? What do you think? So one of my favorite things about Prager, you at least a lot of the videos I've heard, I mean, billions and billions of views. Now all over the world. With these videos I've seen the things I see is they just take an issue, taxes, foreign policy, teaching kids how to parent, what is the American flag stand for, like all these things, and they just pick it apart? And they say, what are the base principles of this? What was it meant for? What does it mean? Is it being misused? How does this work? Do we have all the right assumptions? That's what I love about about Prager, you, right? You don't have to agree with everything. Prager you says, sometimes I hear stuff. And I'm like, man, I agree with that. Yeah, but the point is have discussion, right? interview, think talk, think critically. I love that. So tell me what about Prager, you got you excited about joining?



28:55

Well, I was really excited about starting to create videos and magazines and animated series and discussion things all geared towards kids. So this new program that we have that I have pivoted once again, you know, as we were talking about before, this new program is called Prager, u prep, which stands for Prager you resources for educators and parents. And what we're doing is we're creating all of these videos and guides and all sorts of things that parents and teachers can share with our families that celebrate what America was built on individuality, responsibility, equality, under God, hard work, perseverance, all of those things that we all celebrate in value. And and we're creating fun videos. So kids, I you know, I take I, personally this is this is a personal thing for me. I want my kids to grow up knowing that America is a really awesome place. And even though there's some weird bad things that happened in our history, America was founded to be a great place that celebrates hard work, respect all of those things, all of those American values. So that's what that's those are the types of videos that we're creating. And it's all going to be brand new in April, in our prep program, if you go to Prager u comm slash

prep prdp, then you can find out more about it there. But that, that that's, that's what it's about. And that's what I'm doing there. Because Because I love my family, and I love my kids, friends. And we, you know, we want to, we want to continue to celebrate all the things that we should be celebrating as a community and country.

 SD 30:43

Yeah, I love that. And it's coming alongside schools coming alongside parents, and it's just saying, hey, here are some great resources for kids to learn things on their own. Right. Yeah, and learn these things and grow. And I think it's a brilliant resource. I'm really excited about what you guys are doing again, everybody, that's Prager. Prager, you. Yeah. Era G, are you? Yeah, um, slash prep?

 31:10

Yes. And you guys, I will, you guys are one of our suggested endorsed resources that we've listed. So you guys, you guys are on our website. And I'm not going to spill too much. But we are going to be partnered and working together for a few really fun projects in the very near future. So So yeah, we're excited to have you guys too.

 SD 31:32

Yeah, we're in the same boat. We want kids to learn life skills, right? Yeah. If you start a little business from your living room and make a few \$100, guess what, you learn confidence. You learn resourcefulness, you learn grit. You learn delayed gratification, you learn all these things that Jill has been talking about. And we love the idea of teaming up just to help kids grow it to become confident, resourceful, productive adults. So love what you're doing anything else trav we want to hit on before we sign off today.

 TA 32:04

I think I would take us on a rabbit trail. So I think my first thought was, you know, love the failure. My wife always says fail forward. But we, we may may have that may be a whole nother discussion. So I like I like where we ended it. Yep.

 SD 32:23

So Jill, anything, any last things you want to say for parents out there and kids?



32:27

Oh, just keep getting the fail forward button, I think is a perfect one to end on. No matter what you try or want to do. If you're not failing, you're doing something wrong. Failing is as frustrating as it is failing is a hard thing. But it is necessary to keep you on the path that you want to succeed at. Failure is part of success. And that's the reality. And the only other thing I would edit is in the very beginning, I said my favorite ice cream flavor was chocolate, but I think it might be mint chip. So that's the only



SD 33:15

Okay, you can always go back and change records.



TA 33:21

Chocolate Chip.



SD 33:22

Wonderful. I love that advice to end on. Failure is a part of success. You cannot be afraid of it. Yeah, it can hurt. Yep, it can hurt your ego more. But guess what, once you let go of your ego and realize that failure is just about learning, you're gonna be great kids and families. So thank you, Jill, for being with us. If people want to learn more about jail, you can go to Prager you.com slash prep to see the program that they are working on for families, hundreds of 1000s and millions of families across the world as well as the fab mom calm, you can check that out to blog for parenting. Thank you again, Jael, for all of your time. This was a ton of fun. This



33:57

was so fun. Thank you. Thanks, Joe. And we



SD 34:00

will see you on the next episode of young grit. Thanks, everyone. today's podcast was made possible by my first sale calm, a marketplace and community of kid entrepreneurs who are on a mission to change the world. You want to empower your kids to take on the real world and make hundreds of dollars in their first small business. Head over and check out my first sale calm and join the community today. Okay, folks, we have a simple memory trick for you to make sure today's lesson stick deep down in your mind. It's called

fat f A t Yeah, I said it, fat. Follow, act and tell. So follow the F is for follow us. We'd love for you to subscribe on iTunes on Stitcher or head over to my first sale.com slash podcast and don't miss out on any future episodes. The A is for act. take the next step today to be a kid entrepreneur. Head over to my first sale calm if you want to learn more about launching your own business as a kid join the community of other kid entrepot noise around the world. And we have weekly videos on grit, delayed gratification, investing, budgeting and more. And we even have 150 free kid business ideas for you to get the wheels spinning. And then the last part of that is to tell someone, we would love it. If you could leave a review on iTunes, have your biggest lesson learned, or even simply post this podcast to your Facebook or Twitter and let us know the biggest lesson that you learned to your family and friends. That's it. We'll see you guys next time on young grit