

123 Franco Lombardo Final Audio

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SPEAKERS

TA, SD

- S** 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,
- T** TA 00:11
and this is Travis,
- S** 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.com 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.com 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 123. All right, boys and girls Welcome back to another episode of young grit Podcast. I am your host Scott Donal, I've got Travis Adams, my co host with me. We are super excited today. Travis How are you my friend?



TA 01:07

Doing good. I've got a hot cup of coffee with my Laird Hamilton specialty coffee creamer and that's a free plug for Laird Hamilton superfoods. And we're doing good. Glad to have Frank out today. Yeah, we



SD 01:23

got Franco Lombardo today, one of our friends, he is an incredible entrepreneur. I've known him through a few of our networks. And we just had to have him on the podcast. He's a brilliant man. And he's got some fun stories to share today. And you guys are going to love it. We're gonna talk about maritime heritage, his childhood businesses and family and a bunch of other fun stuff. So Franco, welcome to the podcast. Got Travis. It's



01:51

an honor to be here. Thank you so much for having me.



SD 01:54

All right, we're gonna start out with some pepper questions. You ready for this? Go? favorite ice cream?



02:00

Oh, chocolate, vanilla. Chocolate vanilla. I



SD 02:03

go. Okay, um, superhero. Who is your go to superhero? Wonder Woman. Wonder Woman. All right. She's coming up more and more than these. She is. She's She's a rock star. I love it. Gal Godot, one of my favorite actresses in the world anyway. Okay, if you can meet anybody dead or alive and have lunch



02:29

with JFK? Why? I just love what he stood for. I love his level of integrity and having to do the right thing. And I frankly was very pissed off when he got killed.

T TA 02:48
Wow.

02:49
Yeah. Yeah. You know, and what I love it. What I love about him was he wasn't perfect. You know, he was a human being that had his his indiscretions, and yet he was an incredible leader. Yeah, you know, so what I love about him is we can be leaders and not have to be perfect.

S SD 03:07
Yeah, that's a good, that's a good word. Nobody's perfect. In fact, we all trash.

T TA 03:11
Nobody's perfect.

03:13
Yeah,

T TA 03:13
we especially.

S SD 03:16
We're probably where we are today after all of our failures anyway, that's where we are. Yeah. Brilliant. Okay, well, those are good. Um, well, do you have? Are you a comic book or a cartoon? Like,

03:33
I'm a cartoon guy. Yeah. So that's our

S SD 03:36

favorite cartoon of all time. Oh, Wacky Races?



03:40

Yes.



03:42

Oh, that's amazing.



03:44

That's right. Yeah. wacky racism. Absolutely. No. But you know, what was gorgeous George and Penelope. Perfect. And then there was a was Matt Lee. He was awesome. I loved it. That's right. Yeah.



SD 03:56

All right. Let's good. Okay. Well, tell us. This is my favorite thing that we do. But tell tell us what you do. If you were explained to a kid, what do you do?



04:09

Yeah, the best way to describe it is I I work with multi generational family owned businesses. And I help the human beings in those families play nice with each other. So they can make better ownership and business decisions. Got it?



SD 04:28

You help you help generations work together and understand money, right? Yeah.



04:36

Yeah, that's Yeah. Yeah. Because, you know, one of the things that happens, Scott is, is society we're taught and we focus on the how of money. How do we make it how do we invest it? You know, how do we behave with the charitably, but rarely do we consider why do I do what I do with money? How do I feel about it? Yeah, and we spend a lot of time in that area and that's something you know, that's, you know, my own personal No journey

led me to that. You know, and for all you kids listening, you know, my wealthiest client, who is a multi billionaire favorite line is follow your passion and your pension will follow.

 05:15

That's good.

 SD 05:17

Follow your passion and your pension will follow. Yeah. Tell kids what all the kids listening. What's a pension?

 05:24

a pension is a boatload of money. Monday, Show me the money. Okay, good.

 SD 05:32

pension is long term, long term money that you make while you're sleeping. That's

 05:39

Yeah, that's a good way to.

 SD 05:41

Um, very cool. Okay. So before we get into this, because I think today, we wanted to discuss a lot about money, right? We want to talk about how do you think about money? What are the mindsets of money? What is the right way to treat money? I think a lot of kids have this elevated view of money, that it's like the end all be all to get whatever they want kind of thing. But really, if you want to be truly successful in life, there are certain ways you should view and not view money. So I think that's a great conversation for us to go in today. And especially when it relates to family so but before we get there, what was your first business when you were a kid? What was your first sale? What was the first thing you remember having done when you were a kid,

 06:21

I was a trader, you know, I would trade I was a big collector of Lima train models and Sillitoe tanks. And I would trade your trade guy is an awesome acid gather as a trader, that's what I would do, right? And then, and then I got into. So my parents plans for me were always my mother wanted me to be an orthopedic surgeon, my dad wanted me to be a vet. And I went to university for that stuff. And when my father passed away, I realized I didn't want to do that was the first time I got honest with myself, I thought I don't want to do this. I'm doing it for them. Not that parents guidance and wisdom is a bad thing. What I'm suggesting is follow your heart follow you want to do. And I've got it to Wealth Management became very successful. So manage money for very well, very, very wealthy families. And then one day, I will see my accountant. And I was very arrogant and self centered back then. And I remember telling my account, you know, hey, look how magnificent I am. Look at all the money that I'm making. Look at all the things that I've got, you know, on a scale of 111 to 100. You know, how successful Am I like, Am I what, 90 to 95 90% of success. And the very common league looks at me as you staring as teacup and no caps at the spoon was tipped in. You see, this is actually here at about 2% of your capacity.



07:51

Wow.



07:52

And that was like, wow, I was dumbfounded. And I was angry. But it didn't share that because at the time I didn't have the emotional integrity back then I just sort of smiled and that's nice. But on a business trip, and I came back and I'm sitting in this beautiful ocean view home that I owned at the time spectacular view massive wine cellar downstairs, right. And I realized that I was incredibly unhappy, you know, had all of these things, these possessions. And I was empty, and frankly, meaningless and arrogant. And I got what he meant. And I realized that it wasn't about possessions. It was about meaning and impact and influence. Wow, that pivoted me to start to work with a coach, who I still work with to this day. I've been working with Mike coach Dov Baron, he's the guy you got to get on your show. Dog Baron has been my personal coach for about 16 years now. I would not be who I am. Had it not been for him.



SD 08:54

I love it. I love it. So someone says one thing about, hey, you're at 2% of your capacity, you have so much to do here and it takes a while to sink in and you become a very different

person on a very different trajectory. And you get the right coaching. I think there's two really good bits of information there that for kids, especially listening in having the right coaches and mentors to take you along the path and having little pivotal moments in your life. Little comments that change things for you. I had the same thing happen. I remember going to college and I got a D on my first test. And I sat with one of my mentors, one of my professors and he just looked at me and he goes, you know, that's surprising. I thought you'd be the top kid in the whole school. That's all he said. And I went home and I went Yeah, I should be the top kid in the whole school. And I went and I went on to get a four oh, and the President's cup and it led me into a full ride master's degree in entrepreneurship and led me to where I am today. Little comments in life from a good mentor, and a good friend that cares about you and loves you changes your life.



10:05

So that's someone or someone that cares enough about you to speak the truth to you. Even though it may piss you off or hurt, you know, pivotal. Yeah,



TA 10:15

there's a there's an old,



SD 10:17

I'm gonna grab my battery real quick, you take over for a second. Yeah, I



TA 10:20

was gonna say there's an old proverb, you probably heard of Franco that said, faithful are the wounds of a friend. So you know, when you have a real friend is able to, in those moments, be candid with you, you know, and, and really help you even though you didn't like to hear it, right. And I also love you know, because Scott and I, you know, we went to our MBA school together, and we hear Jeff standover, say, you know, who's, you know, very successful, very wealthy, you know, wealthy with the be just, you know, at the end of the day, a big old pile of money, it's just a big old pile of money. And it doesn't bring you happiness, I'd love to hear it. Maybe, you know, some statistics I've heard if you make over north of \$75,000. At that point, it doesn't make you any happier. Do you know, you know, any stats around that?



11:10

I don't know, any specific stats, but I've heard it right. And you know, what I've learned? You know, I'll share another story with you guys. You know, there's a number of folks in my space that do similar work. Right? So no one does exactly what I do. But there's a couple folks, you know, and I remember, there's another lesson for the kids, I remember, one of these individuals that I've done that a decent work with. So I really got to know this individual, I really knew who they're, who they are and how they operate, not who they portray to be the difference. And this individual got this award, and I thought I was really pissed off. No, this person got recognized. Look at all the work I'm doing, and I'm not getting recognized. I don't want to dog but I said, dog, What's this about? And he says, Well, he says, Well, what do you really seek Him? So Well, I'm seeking to be recognized. Look at the great work I'm doing. And he says something that that was interesting. He says, Well, don't you see the value in the work you do every time you coach? I don't Yeah, I get recognition instantly. Every time I have a great session with a client, and that I need to brag about that. And he said, it's our silent victories that matter the most. We don't need to share those rules. Right. And then I remember talking to you know, you know, Scott, you and I are the Strategic Coach program, right. And it's all about expansion. And I was talking to Doug about, you know, oh, you know, I want to grow 10x. And he says, well, in what? You know, the offices, well, money isn't? Well, there's more things like that. This is well, what if you text your impact. And that's a cool concept. So now I tracked my impact on a daily basis, what impact that I have today? Wow.

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TA 12:57

So how did you how did you Franco So you're telling your story about, you know, you didn't want to be that ad and then you were a wealth manager. And then you were still unhappy. So how, because we talk a lot about with our kids and our kid entrepreneurs, like, and Scott talks about this all the time is you know, find your passion what you love to do, find an ask others what you're good at, and then find a need in the world. If you can do that you can come with a great business and, and, and, and use your God given talents to, you know, to influence and care for and give back to the world. So how did you get to the pack? I'm assuming you're doing now what you love to do. How did you get there? And and what what would kids would be interesting for kids to know about that story?



13:44

So the first thing is, is I've been doing this for now, coming on 15 years, and I haven't worked that day in 15 years. Let me let me state that piece. So how I got here, I remember I got invited to this event. I still don't know who invited. Okay, so I got invited to this event

there's a whole bunch of Canada and the US is wealthiest families at the event family businesses. There is the who is who in the college advisors to these families from a governance from a from a business possession perspective. And there's a whole bunch of really smart academics and me and I heard this gentleman speak and I loved what he had to say and I just finished my first book called life after wealth when is enough enough. And I gave them CFC, you know, I said Ron really appreciate it. You know, really lovely had to say I gave him the book didn't think anything of he's like he's like, you know, it's like one of these really wealthy guys like you know, you know, they're on a pedestal right. And about six months later, get a call from this young woman saying we like to order 12 books. Oh my god, it's such a big order, right? I go So how'd you hear about which goes well, Mr. X? Oh, let him know. Would it be his city of he wants to be she says Let me talk to GA. So I got a call from Gloria, he's he at the time. She says, Well, Mr. Sosa would like to know what it will cost to hire you. I said, it's very flattering for what she says he's not sure yet. But let me meet him, see if you know, I can add value. So I said, Madam, presented a report to him. And I gave him the report. And I met him in San Diego to go over with him. And he said to me, after you read, he says, No one has ever been this honest with me. His family is still a client 15 years later. Right. And I remember going to my partners at the time, and they're saying, you know, hey, you know, you, you know, let's, let's do more work together, you know, you can do the, you know, the emotional, behavioral side of money, we'll sell the product. And I said to them, that's not aligned with my values. I can't be in someone's head and then pitch them a product. I need to do one of the other. So I walked away from a multimillion dollar practice, and decided to start from zero. Wow. So my business for the first five or six years was bleeding edge. I was hemorrhaging cash. Yeah, I was following my passion.



TA 16:14

Wow. You hear that? Kids? I love Henry clouds definition, I think I've mentioned this is of integrity is having the courage to deal responsibly with reality. And I love just how in that moment, you said, You know what, you know, it's gonna take a lot of courage. And you knew there was a conflict of interest? And you just said, Hey, I'm going to do it. And and I'm assuming, you know, the pension has followed your passion,



16:38

hopefully. Yeah. You know, you know, it's, it's more than that, you know, I always thought that the pension matter, but what I'm realizing is, it's relationships and impact. You know, I got to spend the day yesterday about part of the day with a 75 year old client, very successful entrepreneur, who's transitioned the business over to his kids, and I helped him find his purpose. Like, that was so incredibly rewarding, you know, I helped another young

man, seventh generation family member, understand why he's angry to his dad, and what's in the way of that relationship? Like, you know, that's, that's cool. That's really cool. That's a lot better than Hey, you know, I'm gonna get you another 2% on your money. You know,



TA 17:24

and the impact not only on him, but for generations to come. Because, you know, we all are passed down things from our parents, right? both positive and negative. So, you know, my wife and I talk all the time about like, Hey, what are the things we don't want to pass on to our kids? Because those things are very much alive in May, you know, and her. And so, I love that you get to process some of those things. Because it's not just yeah, that clients, his kids and his kids, kids, and you know, you're, you're impacting multiple generations.



17:57

Yeah. Yeah. The other thing is, is, as I was doing work with my coach, dog, one of the things that I realized I sort of suspected this, but didn't really get it till I really dug deep with him is that as a child, I never felt safe. The only place I felt safe was playing rugby with my teammates, right? So I realized that I wanted to create safety in the world. So my personal purpose is I want to create a safer world. And the medium that I choose to do it through it's your family owned businesses, is like you said, Travis, if they feel safe with themselves, their businesses will thrive, their employees will thrive, the suppliers will thrive and together will create a safer world. Some what I'm realizing thanks to another friend of mine that you may want to have in the product. That's the name of Jamie mustard, wrote a book called the icommerce. Jamie said to me, he says you're not in the family business succession business. He says, You're the social change business. And I want you right.



18:57

Wow. Wow. Incredible.



TA 19:01

Thanks for sharing that. Yeah. Cuz the kids, you know, it's and there's so many kids today that it's in similar situations where they don't have a safe home or they don't have you know, they're bullying.



19:12

Yeah, yeah. Yeah. So, so so we can either take what happened to us and say, That's who we are. Or we get to say, that's what happened to me what I'm going to how am I going to use this? What happened to me as fuel? to do good? No. Yeah. Yeah,

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SD 19:31

every every breakthrough in my life came at the heels of a difficult situation, of pain, of hurt, of loss. And then my life if you choose the right mindset, and you choose to use it as fuel to learn, right, you either win or you learn not win or lose like, yes, and define who you are. You can make this the best learning experience of your life, to change your future for good and if you have that mindset, especially as a young person How many? How many times have you have young people been bought into this idea that that is who they are for the rest of their lives, and then they're just stuck behind the eight ball as a victim, or I'll never fix this, it's never gonna get better for me, there's no hope. But you know, that's not true. That's a lie. There is hope. And there is opportunity available. And I know that there are 1000s of kids listening this right now that can identify I was one of them, you know, you were one of them. So it's very, very important to think about life, in terms of how you want to live your life and the things that happened to you can actually make be the fuel to make you stronger. Like you said, Franco. So that's a very, very good word. Thank you for sharing that. All right, I want to ask you this, okay. Because every kid we talked to, and we've helped 1000s upon 1000s of kids launch businesses, and we asked them, Why are you doing this? And we get a million answers, but the biggest one is, I want to make money. Okay. So it's and that's, that's not a bad thing I don't think make wanting to make money is not a bad thing in and of itself, especially if you don't have any as a kid. Yeah, it's a great thing, to have money to be able to use it to buy something that you want, supply, demand, earn it, get it, I think that's a great way to teach kids how to manage money, earn things by creating value. I think that's brilliant. That's a great way to make kids into productive adults. But what are some of the mindsets that you found in your coaching all your years of coaching and your you've coached some of the biggest people on earth, okay, some of the most wealthiest families in the world, okay, we might be able to get into that here in a little bit to the kids kids would want to know, like, how wealthy but what are some of the things you've seen where people misstep? Like, what are some of the things where, okay, if you think this way about money, here's what's gonna happen to you?



21:53

Yep. Okay, so So, I created a tool, and I'll share with you where it how it came about. I remember, I gone from my wealth management business, you know, I was about two years

into vertoz. And I'm at a grocery store, and I'm paying for some groceries, I had a \$20 Bill and I went, I've worked really hard for that. \$20 like, I you know, I blended them because I wasn't making money. There was no money coming in. Yeah, yeah. Right. And there was a lot going out, right. And I went, Wow, like, I just, I just, oh my god, they just suck it up. And how do I feel about this? And I created a concept called the money moto Mo, TT O. And the money model is an individual subconscious belief about money. Okay, so the event that occurred for me was, I was bullied. Okay, so here's a great tool for kids to use as my favorite tool. I use it my clients. Okay. So it's called the awareness tool. So you start with the event. So the event was, I was bullied. The thought about myself, was there something wrong with me? The feeling was anger, shame, despair. The belief is I don't fit in. So subconsciously, when I got through with management business, I made the decision. If I make a boatload of money, then I'll fit in and people will love me. Hmm, is not fitting in meant I wasn't loved. Yep. So my buddy motto became what the time money allows me to fit it. Hence the nice house, the nice wine cellar, the watches the ties. I have 300 ties. At one point I couldn't I had a tight date. Like, why? Because? Yeah, I need to save up because one day they're gonna come back just like vinyl records. Right?



TA 23:58

Then you can train again. Right? Exactly. And they'll be worth a lot.



24:04

So So I realized that that the behavior that was driving everything was based on my belief that I don't fit in. Yeah, right. And as I tell my clients, everything we do as human beings, we do for a reason. What we say how we say it, the tone, we said when we say it, it's based on a reason. And here's the thing. Most of us have no idea what that reason is. Yeah. It's either based on our story or conditioning of the past, or our purpose desire to contribute or what I call safe space. So we don't know what this is. So my money motto was money last minute fit in so I will share some money models of client so I have a client of mine worth over a billion dollars and he was doing some tax planning for his kids. And he decided that part of the tax planning was he was going to transfer \$5 million to his daughter. was in her 30s. And what a lot of people don't realize is that being wealthy is difficult. It's emotionally hard. It's a very lonely place. Because people, wealthy people perceive that all others just want them for their money, their connections and their resources. They're human beings like all of us. And the number of them, particularly the younger generation of wealthy, wealthy people, wealthy families feel shame and guilt, because they haven't done anything to earn it. But there's a lot of confusion going on there. Okay, so when you see a wealthy person, don't assume that life is easy. They're human beings, like all of us, and they got their stuff like all of us, they can just buy more

things. That's all it is.



SD 25:51

and buying more things doesn't solve much.



25:54

Exactly, right. Okay, so because here I was buying a whole bunch of wine, trying to numb the feeling of not fitting in. So I want to circle back to the awareness tool. What's important is that the gateway to understanding yourself, the gateway to making a lot of money is know yourself. And the way to know yourself the doorway is through your feelings. See, we've been conditioned, that it's not okay to express our feelings. big boys don't cry, don't be a sissy. Know, when we feel we connect with who we are, and we connect with others. You know, Scott, I'm sure you and Travis have been across a business field where it looks great on paper, but you go something doesn't feel right. That's the kind of thing you want to harness. Okay. So don't numb your feelings. And



TA 26:52

also, there's also like he said, Franco, you know, when you're able to express your feelings be vulnerable. There's a lot more connection, intimacy, friendship, I'm assuming with all the people around you, right? Absolutely. I was my wife's account, an amazing counselor. And, you know, I hit I hit the jackpot already. And so she, you know, my kids are five, and they're sharing feelings right now that I didn't share till I was like, 29. Yeah,



27:22

that's awesome. That's so awesome.



TA 27:24

So I love man, I love that I've gotten to see it firsthand, you know, in our family, and you know, so that's great. We,



SD 27:34

I won't tell you who we were talking about. But there is a very famous entrepreneur in the world right now that everyone's talking about. And my friend is good friends with him. And

he said this about the guy he said, I hope he gets a it's it's a company that went into hundreds of billions of dollars. He said, I hope he gets what he's striving after soon so that he can realize that he's just trying to earn his dad's love and you can get over it. And I was fascinating when he said this, he's this guy's friend. And I just thought about that. And I'm like, wow, um, yeah, we all have motivations that are healthy or unhealthy. That is, honestly money is sort of like what we think about it all kind of gravitates toward our view of money It really does.



28:24

It's got money is the greatest addiction out there. So success, you know, you know, this is Bob's quote, not mine. where's the best place to hide your insecurities? Hmm, behind your success behind money Wow.



TA 28:44

That's so helpful what man and for kids just to hear this, you know, right now and understand that money is a great tool. It can be a great



28:55

resource as a resource.



TA 28:57

But if we if money is the ultimate thing, or if you know if if our first love is money, it just can it can crumble and lead to really bad things right? Yeah. So anyone else? Yeah.



SD 29:13

Is there anything else sprinkled that you would love to talk to kids about like how should they view money now as a kid as because in their mind, they're like, you know, my my dad or my mom goes to work and they have to make money and that puts food on the table and that might help me you know with a car or school later like they think about the by the sell like okay, good connects. But beyond that what what is what is the right way a kid should think about money itself.



29:42

Well, I think that one of the things that they want to consider is to ask themselves why do I do with why do I behave with money the way I behave? Like ask themselves you know, why did I spend that? Why did I buy that? You know why? My hoarding. Because there's two fundamental mindsets around money, there's either the abundance mindset or the scarcity mindset, the abundance is there's lots to go around. And the scarcity is just not enough to go around. So, you know, the three of us are abundance thinkers, because, you know, we've created abundant businesses, you know, we believe that and by the way, kids, collaboration is key. You know, find people you trust and collaborate, you know, find, find an idea and a concept and make the concept and the idea, the most important thing, and money will follow. Right, that's follow your passion. Don't focus on the money, focus on how you can serve how you can make a difference. Figure out what is a problem that you have create a solution, because there's other people that have the same problem. And you monetize that. Right problem that I had was I didn't feel safe. So I help really wealthy families feel safe with each other. Right, so so your your wound, what happened to you could make a lot of money if you go and heal the wound, and use that wound as fuel to serve. That's good. That's so because I'm really geeky about this stuff. I did some research and I had a question I wanted to answer. And the question was really simple. The question is, is there a connection to correlation between how we treat our money, how we do money and how we feel about it? And how we treat our relationships, how we do relationship, how we feel about relations? What do you think the correlation is? You're both finance smart, guys. What's the correlation?

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TA 31:45

Strong?



31:47

It's a correlation of one. So that means kids, how do we do one we do the Wow. So everybody has a very specific money bottle. But it'll fall into one of these four categories. The first one is see if you recognize yourself, gentlemen, that was one of the first ones the investor, they invest their time. They invest their money. They know that one day, they'll get a return. The flip side of that is the spender. They spend their money and they emotionally spend the relationship they drain them they take there's a subcategory to that which is the self spender. So the giveaway of themselves the giveaway, the resource, the giveaway, the title you with their money, and the same to do to for others, but in reality, they're a martyr. Hmm, because there's nothing left for them. You know, why do you think on the plane to save, put your mask on first? Right, right. Right, I can't give you

water from an empty cup, I can love you, if I don't love myself. I could have compassion if I don't have compassion, and so forth. The third category is devalue or respect. This is the one that really treasures and appreciates your things and they look after them. You look after the possessions, they look after their businesses, they look after their relationships. And the fourth category is the fear. The one that is afraid they're the one that believes they don't deserve or unworthy of money, or relationships.



TA 33:20

So so to just repeat those, you got the investor, the spender the valuer value and fear base affair.



33:29

Yeah. Yeah. Yeah. And this is something I'd love to do with you guys. Because I did this project with the seller certified accountant society here in Canada. And they dropped because of budgetary reasons. But we actually had a program that kids could go out of school and log in and come up with a category. Well, if you guys want to do this together, gladly do we got got a project coming up, we



TA 33:53

will we will gladly get your help.



SD 33:55

Very fun. Yeah, we have a project where we're going to teach kids about mindsets about money. And that's, that would be a great one. And we're gonna put it in an app for free for people and just helping us learn on Aria. It helps your life It sets you on a trajectory. I love that thinking because how cool would it be?



34:11

I'm going to go spend money on let me see Oh, yeah, this stop. Awesome. That'd be so awesome, right? No? Yeah, yeah, that's exactly right, man.



SD 34:21

If you haven't realized it yet, money, money is a tool. And money can be great and money

can ruin you. It's not the money. It's yourself. You are the person you need to know. Money is not the thing you need to know you are the person you need to know. What Franco was talking about earlier was he was talking about what really matters in life and its relationships and its impact and its love. Our close mentor Travis, who's one of my best buddies forever. One of our mentors, Jeff sandefur, said life's about two things. How did you love people and who loved you? That's as simple as it gets. And I think All these other things fall in line under that accurately or inaccurately based on that. So if you're a kid wondering, you know, how are you going to make a million? How am I going to become a millionaire? And if that's all you're thinking about all day, every day, right? You might want to think about how can I be a great friend? How can I serve my friends? How you know, who loves me? Who is my community? Who do I want to be with? Because guess what, you become the closest five people you grow up with anyway. And that affects more of your money and your wealth and your family and your friends and your health than anything else. So if Franco if you didn't get it, Franco's a genius kids, he just hit it on the knob. And I know we're hitting our time level, because we just got the 38 Minute. But thank you, Franco. This is like you just we don't want to add any more information because this is perfect bite size for kids to think about. And I want to leave them on that note. Is there any last thing you want to tell kids and their families listening right now?



36:02

Yeah, I just want to leave you with a quote is what you seek externally. You lack internally.



36:12

Who?



36:15

So in other words, we're gonna



SD 36:18


think it Yeah, I'd say it again.





36:19


So what you seek externally, you lack internally. So if you're seeking if you're seeking as I


was to fit in out there, what I was missing was I wasn't fitting in with myself. If I'm looking for as I was validation out there by some award. What I'm missing is, I'm not validating. I'm not seeing the value that I bring. I'm not validating my work. I don't need someone to tell me to do good. I know I do. Good. I get to see it every day.


 SD 36:53
Yeah. Wow. Well said. Well, Said, Franco. Thank you.


 37:00
All right, gentlemen, for having me on the show. What an honor and a treat. Yeah,

 SD 37:04
this has been wonderful kids. If you're listening into this right now, how can they hear more about you or learn more about you, Franco? What's the best way for them to connect?

 37:11
The best was to the website, which is obviously triple w v heritage, v e r i t g.ca.

 SD 37:20
v heritage.ca. That's the site where you can get to know Franco Look at his different tools and get to know his life a little bit more kids and families off. So

 37:29
the entrepreneurs listening are all the parents. So as I'm gonna put this out there for the first three that want to reach out to my EAA, I will spend time with them and mentor them. Wow, they can reach out to that they can reach out to my admin@veritas.ca let them know they heard. They heard me on the show. With the offers. The first three will get me.

 SD 37:55
I love it. Oh my goodness, kids. There's your call to action. Thank you so much. Franco just mentioned that you heard him from the young grit podcast, and I cannot wait for those

connections. So again, thanks, Franco. Thanks, Travis. And thanks, everyone for listening. We will catch you next time on the next episode of young grit. 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 comm 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 entrepreneurs 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 fat is t 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