

Peter Margaritis: Hey, welcome back everybody. My guest today is a gentleman who I've never met. We just had a conversation beforehand. And I think you're going to be intrigued about what he's going to share with you. My guest is located in the warm climate and this is July that we're speaking about of Minneapolis, Minnesota. Isaiah Goodman. Welcome to my podcast and thank you for taking time out of your busy schedule to have a conversation with me.

Isaiah Goodman: I appreciate it, Peter. I'm excited.

Peter Margaritis: So, you approached me about being a guest, and I get a lot of requests. And I'm always trying to fit that right person this podcast, because I somewhat know who my audience is or who I'm tailoring it to. And I got your email and I kind of went, "Aaaah." Two words showed up that caught my eye, money verbs. And I went, I gotta read deeper into this. So, I'm not going to give it away because I can't do justice force. So, one tell me, tell the audience what money verbs is all about.

Isaiah Goodman: Yeah, so it's this really exciting concept. I've been a financial planner now going on 10 years, and I found you know I was at a previous insurance company. And it was all about the sales, right? It's all about the Commission, and how can you get people to buy stuff. And it was good products, but the relationship just didn't really feel right to me. And so I created my own financial planning firm called Becoming Financial, and it was great. We've had a great, great experience going on four years now. And I learned a ton. And really what I found was, there was still this sort of weird in between group of people when it came to money.

Isaiah Goodman: You know, of course, you think of financial advisor, you think of the top 10% of wealth and all this money. And I really tried to position Becoming Financial as a place where I could work with people that are up and coming, right? So that's what I called it Becoming Financial.

Peter Margaritis: Love it.

Isaiah Goodman: And I just kept hearing for years, people are like, "Gosh, I'm so glad I found you. I didn't know what to do. Gosh, I didn't know what to do with my money." And I was like, people don't know what actions to take. What do I do? And so, I realized that if I had a capability of getting the knowledge, expertise that I had in people's hands in their phone. Through an app, we could reach 10s of thousands or millions of people more than, you know, just a few thousand clients. And so I was like, all right, that's it. It's Money Verbs. It's helping people, you know, figure out what actions do they take their money.

Peter Margaritis: I love that name. I absolutely love the concept of it. So, I love Becoming Financial, that niche market that you are in. I only know one other financial planner who's doing that as well. It happens to be my financial planner. And he, but he actually goes out to that same type of client base. You don't have to be the top 10% but hopefully that we can help you grow this over time. But I'm thinking about Money Verbs, is your audience even bigger than

even that? Is your audience as we were talking about at the beginning, My 20 year old son who is in college, and whose CPA father did a very poor job of teaching about money. I'm being transparent everybody. But I did, and it's real. Does Money Verb extend down to that level as well?

Isaiah Goodman: Very much so. Yeah, actually our target market, what we're saying, you know, to our investors and our pitch deck and stuff is Gen Z. Here's why. When it comes to financial planning, I don't know if you've ever heard The book Blue Ocean Strategy?

Peter Margaritis: Yes.

Isaiah Goodman: Yeah, super cool concept. I'll recap it for your listeners. The whole idea is in most businesses, there's this red bloody water where all the sharks live, And there's this huge blue ocean where everybody else is, right? I mean, think about financial planning. All of these sharks chase the top 10% of wealth. And they just fight over the same clients year after year after year. Think 50-60 year old corporate executives, right? That's who most financial advisors are chasing. And I was like what most people over there! So, I went to the blue ocean. Right? I was like, oh, this is easy. Now I can work with people. My, my ideal client for Becoming Financial is 26 to 40. Because at 26 in America, they're like, "Hey, you can't be on mom and dad's health insurance." And we're like, "Oh shot I gotta figure this stuff out." Right? And all the way up to 40, you know 45 whatever, there's still enough runway. You've got 20-25 years to still figure some stuff out fix some mistakes. So, I really like that Demographic.

Isaiah Goodman: And where we're headed with Money Verbs is 16 to 25, because they haven't made any mistakes yet. They don't know what to do. But man, they would love to practice swimming before they get into deep end. And you know, unfortunately in America. Money is kind of taboo to talk about. I mean, even as you admitted, you didn't teach your son a bunch. Because it's like, well, gosh, what do I have been teaching me just kind of have to figure it out. Right? You need to practice. And just like sports or just like an instrument, you know, as much as you would love to say, "Hey, son. Here's how you should have basketball." And you give them all the instructions. What does he have to do? Is to shoot the ball. He has to go touch the ball and shoot it at the hoop. Well, what we're creating with Money Verbs is a place where you can actually practice money.

Peter Margaritis: My son is the Allen Iverson of basketball, of golf, and now of money. Practice. Practice! We're talking about the game.

Isaiah Goodman: Yeah yeah

Peter Margaritis: My son is very talented in sports, but couldn't grasp that concept of practice. And I love how you are using that analogy as it relates to your business because you need to build up those chops. And take some hits in order to become better at what you do. You get to keep shooting the threes.

Isaiah Goodman: Yes. Well, it's interesting. Right? And this is something you know, bear with me here a little bit, but it's a little bit sensitive. So, you know, there's certain things in America. We don't talk about, right? Politics, religion, sex money.

Peter Margaritis: Right.

Isaiah Goodman: In almost all of those thing, we want to get better at them, but we don't want to talk about it or read the instruction manual. Right?

Peter Margaritis: There's an instruction manual?

Isaiah Goodman: We don't want to go to sex ed, but we want to be good. And you practice right? You fool around. You mess around. You get better at it. Same thing with money. There's never been a place to go practice and goof around in a sandbox. Because in real life, all of those mistakes are real, right? They hurt our credit score. We lose money. We look dumb. And so that's where we're trying to take something that you never talked about and never get a chance to play with and create a safe space.

Peter Margaritis: Why are people so afraid of numbers? Why people are so afraid of money and numbers?

Isaiah Goodman: Yeah, you know, it's one of those interesting things when I've talked to people about financial planning. It's a kind of a taboo subject, right? Because so much of our values are wrapped around money and who you want to be. And what I found is if you're not living according to your values, it's really hard to talk about. Right? If you value family and you value, you know, your friends and relationships. But you spend money on those purses and shoes and the golf clubs. Then it's really hard to justify like okay, gosh, I'm not spending money on you know my family. I'm spending money on this other stuff. And so because our values of so expressed are exposed with how we spend money. We'd rather just not talk about it. If they're not in line.

Peter Margaritis: That is interesting. I've never heard anybody put it quite like that. That is a very interesting concept about why we don't talk about money. And there's some other fear about it, and I think it also comes to the way that it's been articulated. Being the author of *Taking the Numb out of Numbers*, well, we just do a data dump on our clients and just give them way too much information. They zone out. Now we're not taking the time to communicate in plain English, or tell the story in plain English to our clients or almost anybody in order for them to feel comfortable in dealing with numbers.

Isaiah Goodman: I mean, just like the sports analogy and the instruments, right? I remember taking piano when I was growing up, and I ended up stopping because I did basketball and soccer and all this other stuff. But we didn't start with the whole song. We started with just the keys. Right? A, B, C, D. Here's how you understand the basics of music. And these are just the notes. And I think when it comes to money we get in and we give them the whole you know Beethoven concerto. It's like, well, how the heck am I supposed to understand all of this stuff when it relates to money. And where we need to start is here's just the basics of budgeting and how it relates to your values, and what a stock is versus a bond.

Peter Margaritis: Right, as you're describing that I'm also thinking that, it's also something that a lot of us don't do, like, people don't do is, who is my audience? And what's their competency level? What's their aptitude? Because I can't talk to two people sitting across the table from me, even though they might be husband and wife, and still speak one language to them. I have to be able to communicate in two languages.

Isaiah Goodman: That's real. That's really big, you know, and that's what we're trying to do with Money Verbs why we're starting with and we hope to expand everybody in anybody someday. But we're starting with the younger demographic because they still have some time to practice. Right. So, if we can, if we can connect with an 18 or 20 year old. Well, for the next four or five, seven years, they can actually learn before they make some of those big, big mistakes. And so, we know that we can talk to them a little bit more basic language because they've got a little bit more time to work on the fundamentals. You know, if I get a 60 year old coming into money works to learn about retirement. That's going to be tough. Right?

Peter Margaritis: Right.

Isaiah Goodman: Oh. Yeah, we're starting with the younger demographic a little bit simpler verbiage and language. We're adding some gamification to make it a little bit more fun to play and practice. And then we hope to expand in the future.

Peter Margaritis: Tell me about the gamification.

Isaiah Goodman: It's really, really neat.

Peter Margaritis: If you can see the smile that just went over his face. I mean, it lit up everything. I mean, I think, I think I got to the to the to the heart of it right now. So let's talk gamification.

Isaiah Goodman: That's it, we're calling it personalized gamification. Nobody's ever done this in financial planning before. I mean imagine, Peter. You probably played some sports games with your son. Right? Some Playstation or Xbox.

Peter Margaritis: Yep.

Isaiah Goodman: And one of the most fun things to do is design your custom player. Right? And we always make them all 99 and every attribute. Yeah, because the fun part, you make yourself perfect, and then you go hit all the home runs or all the slam dunks. Right? That's what we're trying to create with Money Verbs for money skills. So, imagine that you are a 99 on budgeting. A 99 on insurance and 99 on investments. All the different areas that we've identified that you think you could learn about as it relates to finance. You can max out your own personal sort of score. So, for example, your 20 year old son, he might not want to get to a level 99 when it comes to estate planning, maybe, you know, maybe the level 20 is just fine for him.

Peter Margaritis: Yeah.

Isaiah Goodman: If we can help him get to a 20 out of 20. That's success, but we'll keep reminding him like, hey, there's a lot more to go here and we're ready when you are to get to that highest level.

Peter Margaritis: So, how do you do that in a game format? So here's the almost 60 year old guy go, "All right. What do we pull out a monopoly?" Is that gamification?

Isaiah Goodman: Yeah, it's tough. You know, I think that's probably the hardest thing is how do you take this language...I've been doing this nine years. How do you take this language of complicated finance and make it into something that somebody wants to look at on their phone every day? So we're starting in four big areas. The first one is just communities. We're opening up a place for people to chat. A forum to feel safe to talk about money. We're going to have challenges. So, true, false, multiple choice, fill in the blank. You know, summaries where you can write your own answers and you get points and badges and levels for those participations. We're going to have case studies. So I've created over 100 case studies of imaginary people where you get to help them solve their money problems.

Isaiah Goodman: And you get points for that. And then some courses in lessons. So I've built over 200 lessons that you know from budgeting and insurance and investment, credit and debt. That once you accomplish those you get points and badges and rewards. And last but not least in the coming years, we're going to have some simulations. So you'll be able to simulate and say, if I invested 200 bucks in Google however many years ago. Here's how much it would be worth. And, you know, I think, allowing people that sort of like Flight Simulator for their finances. That that's really where we're hoping to make it fun, and then you put in the points the badges and the levels, and it can become something similar to like an Angry Birds or, you know, some sort of game like that.

Peter Margaritis: So, and you probably saw when you said about the challenges the dialogue, I had this look on my face, "Oh!" And I turned to grab my phone. I wasn't trying to grab my phone because someone's calling me because I have Money Verbs on my phone. I downloaded yesterday. And I was trying to understand everything. And I went, 'Okay, now I get it.' Because I see that I and when the case studies. When you make those fictitious case then I saw that in the app and was going... at the moment I'm looking at is this a real person asking for advice or is

this something else. And I believe it's the case study that you derive and getting that good dialogue going so now I can visualize and see. Which makes it even cooler.

Isaiah Goodman: Yeah, thank you. You know, it's interesting, right, and I've learned this, just from my experience it's so much easier to talk about somebody else's problems than our own. So, our first case study is Macy from Minneapolis, and she needs help with budgeting. And so how would you suggest that she fixed her budget. You know, I think that's something that's so comforting to say, 'Oh, Macy. Well, here's how you do it.' Right? And then hopefully there's a little bit of, you know, I gotta start with the person in the mirror here. And through practicing. Yeah, and I think this is probably where I've gotten some of my skills is I've just helped people with what should they do, you know, year after year after year. And I started to learn like okay if I do the same, I'll start to be successful.

Peter Margaritis: Yeah, that is good. I love that concept of, you know, you said it but you said a word that in corporate America. It's like, it's like a bad word. Budget. People go screaming through the halls of corporate America during budget season going get me out of here, or just give me the number that you want and get it here. And there's that connotation to Budgeting.

Isaiah Goodman: Yeah. It's no fun.

Peter Margaritis: It's not. But you know, I, I've always contended that maybe we should change it to something a little bit more palatable like planning. Yeah, we love playing for vacations.

Isaiah Goodman: Exactly. You know, I think the interesting thing is, no matter what you're going to have to budget eventually. So I think the biggest realization, and I think something I'm grateful for, is because of my job I can talk to an 18 year old is just getting going and she wants to learn the basics of money. Or I've got, you know, clients that are almost 70 years old and they're like, 'Gosh, here's what I would have done differently,' but you know I'm helping them today. And the biggest thing I've learned is that when you get into retirement, you have to budget because your amount of money is limited, it's finite now.

Peter Margaritis: Right, right.

Isaiah Goodman: You might get a little bit of Social Security. I don't think your 20 year old son's gonna have to count on that. Or maybe they'll say he can get Social Security when he's 74, you know something, it's not going to be the same as today. Right, but somebody who's, who's retired today might get some social security and they might have a few hundred thousand and in investments and savings. And so they only have so much to live on. So now they have to budget. They have to say, I gotta live on this much every month to make this thing work well. If you've been doing it since you're 20 years old when you're 65 or 70 nothing's changed. You started the budget now you just live the habit.

Peter Margaritis: Right now, as you say that I'm going. All right. Maybe you don't we can give me a statistic. But how many people out there really budget anymore.

Isaiah Goodman: You know, it's really hard, especially with all the electronic stuff. Right. We can just look in our app and it looks like it's okay. I couldn't give you a statistic on the number of people that budget. I would say when I meet my clients most do not. And that's why I switched to a fee based planning structure because every single client I worked with, I would sit down with an hour, you know, spend an hour with them and do a budget. And I was like, I should probably charge for this because nobody does it. Right. I've got, you know, clients who they make hundreds of thousands per year. And I'm like, hey, if you if you did a budget. We can get you to retire six years earlier. And they're like, okay, I'm listening now, you know. I do know that the Federal Reserve did a survey and they found that about 17% of people are depressed weekly even daily or even hourly as a result of financial anxiety. So, one out of six people that you meet is depressed daily because of money.

Peter Margaritis: That statistic has to go up under the current conditions that we were on.

Isaiah Goodman: Yeah. Man.

Peter Margaritis: We might actually be at 98%.

Isaiah Goodman: I think you're right, man. I actually did a feature yesterday on Channel 4 here in Minneapolis WCCO. We're talking about unemployment. Normal rate is about you call it 4% for America. And it's up over 11% now. And so you've got millions upon millions of people that want to work that don't have a job. You know, they're changing the structure now for unemployment benefits. They're looking at the rent moratorium and eviction moratorium, so before stressed every day. Right now, when, you know, when you think about money.

Peter Margaritis: Yeah, I think I would think about money and that stress level today. I think they are a lot more stressed today being July 28 then they were on April 3 of this year. Because I think now people realizing this isn't just going to go away because of the warm weather. This isn't just gonna, you know...there's the there has to be some type of medical discovery or vaccine to vaccinate folks in order to get that level of comfort. And I think people even getting more stressed out over money these days. But I also think there's always this sounds terrible. But, you know, outside of hospitalizations and the deaths and people have gotten sick. Anytime there's something traumatic. There's always some type of silver lining in there and maybe right now that silver lining is for your clients and younger clients than going through this to go you know if we were to sit down. If you've ever sat down and built a budget. Where you're putting money away. Because, and then this happens, you will not be as stressed out. You know, we don't want to go into that, into that savings those investments, but you know until we retire, but you know that rainy day may come before retirement.

Isaiah Goodman: Yeah, yeah.

Peter Margaritis: How do you build a retirement and a rainy day fund at the same time?

Isaiah Goodman: Yeah. You know, it's interesting, I think, we always hear about, and this I think is related to the taboo of money, right? People say, money is the root of all evil. I don't think so. What I found is that money just kind of exposes who we really are. And, and I think that's why we don't want to talk about it, right, because if it exposes that you're not a good person, or you're not living according to your true values then it starts to get yucky. And what's happening right now is people are starting to see in no matter what side of the fence. You are on with politics. They're like, 'Hey, we got to put these kids back in school because we, you know, parents, kind of get back to work to make money.' Right? It's like, hold on a second. Wait a minute. Right? And so a lot of this does go back to money and how are we going to make money for the economy? How the heck is the government going to pay off these trillions and trillions of dollars of debt.

Isaiah Goodman: And so, you think about this younger generation. I just imagine somewhere 50 years from now. There's some politician and we've got a balanced budget in the US economy and we're out of debt. And they think back to when they were 17 and they downloaded this app called Money Verbs.

Peter Margaritis: Wouldn't that be cool? Wouldn't that just be absolutely cool?

Isaiah Goodman: I mean, think about it, right, like we know 85% of financial literacy programs are never completed. People just don't do them because they're too boring. And those people go on to be politicians who run our country. And so you've got financially illiterate people running the country trying to manage a multi trillion dollar budget. And they're doing their best I'm not saying that they're awful at it. It's just man, what if what if there was a higher percentage of people who felt, you know, they were from here up to here with their money skills and then they went into helping other people that way.

Peter Margaritis: And I think financial literacy is a byproduct of accounting literacy.

Isaiah Goodman: Yes.

Peter Margaritis: Because that the accounting aspect of it is the is the overall foundation of it. And, but once we can have an understand, a better understanding of that then comes to financial literacy and then comes the overall business acumen. Because now we understand everything at more in totality. But a lot of times we don't have that even basic understanding of accounting.

Isaiah Goodman: Yeah.

Peter Margaritis: Because It's accounting.



Isaiah Goodman: Oh yeah, what's more boring than accounting?

Peter Margaritis: Actually actuaries. Actuaries.

Isaiah Goodman: Okay, that's fair.

Isaiah Goodman: Okay, that's fair. You know, one of the big lessons I actually have in Money Verbs is this overall economy and how does it work. And how you look at Amazon is a perfect example right now. Right? Amazon is a profitable company that is capitalizing on, you know, the current situation. Everybody's shopping from home and getting stuff shipped. And so, as they make a profit. What goes up in value? Their stock price. Right? And now you get back to the 'Oh if I bought the stock at 1000 and now it's at 2000. I've got that game. Well, how do I buy a stock? Right? Oh I budget and then I set aside my thousand dollars to buy the stock. So you're totally right. It goes back to this. This economic accounting function and understanding how that works, and then bringing it back to what do I have to do personally.

Peter Margaritis: Right, and I think to take it, just a little step higher. The value of a business is done in the P & L buyout. Business is in the balance sheets and things that they own, those assets. That's where but most individuals though they'll understand the P&L because it bonuses tied to it, or some type of metric is tied to it. But when in fact if your balance sheet doesn't have that strength there. Let's me name a company that comes Enron. Yeah, if you're creating if you cream fictitious sales and you're doing this but it shows that you've got profit. But we're really gets down to really where's the cash. That case being invested. That's the strength of a company.

Isaiah Goodman: I mean you're even seen it with small businesses. Unfortunately, right now, right? Mom and Pop had the shop down the street, and it was a great business. They had a profit every month, but if you don't have customers for 90 days. And you didn't have any money in the bank, you know, then then you got to close. And I think that is, you know, the truest form of what is that balance sheet. What's my sort of, and I'm learning this from an entrepreneur standpoint, like burn rate and everything. How long can we survive if we didn't get cash in for, you know, 4 months, 6 months 12 months? And that's really what makes a company go. And that's, you know, again it trickles back down to what do I do personally with my finances to play a part of that.

Peter Margaritis: Exactly. I'm a former banker and I still hear the senior vice president of commercial lending go 'Cash is king. Everything else was BS.' Cash is king. I don't care about profits. Show me the cash. Tell me, how they're gonna pay me back. That's the blood of every organization. And actually, that's the blood of every individual in the financial world is that that what wealth do we have that should something like this occur. We can sustain it. But I do want to go back to one thing that you said something that triggered about money shows us who we are. I know there's a statistic out there of those who have won the Mega Millions jackpot.

Isaiah Goodman: Oh my gosh, yeah.

Peter Margaritis: That have ultimately gone bankrupt.

Isaiah Goodman: Yep. Yep.

Peter Margaritis: That to me is, is the story that says about money because you know it's they lose, they lose their mind they lose, they lose you know reality and they're spending money like crazy. Well, even think about sports figures.

Isaiah Goodman: And so I was just about to say that.

Peter Margaritis: I think it is either Kareem or someone. I mean when he years later he was almost bankrupt. But we did go bankrupt because he has a money manager who wasn't really managing his money and just spend it like crazy.

Isaiah Goodman: Yeah, you know it's really, really tough. And again, this is where we hope that Money Verbs can make a huge impact and we're not super close, but I've got my, you know, my mind's eye on it. Imagine in three or four years, we've got a simulator that shows a young athlete. Hey, here's the average contract in the NFL and here's how much money you would make. And here's how the taxes, you'd have to pay so that \$3 million contract is actually more like, you know, a million after you take out all the stuff. And a million dollars is a lot, but if you're trying to keep up with the Joneses in the NFL on a million bucks. You're going to go broke Right? And the average contract or the average player is only playing about three years if that And you know, I would love to show the opposite to say, hey, a financial advisors probably going to make somewhere between five to 10 million in their career over 40 years. Right, so you could actually go make more than a pro. It's just stretched out. And so I think those sort of skills. Those sort of future ideas is what would really help people. But man, you know, when you think about money and people say time is money and money is time. You think about cash being king, like you said, it just allows you the time and the resources to go do other stuff. Right?

Isaiah Goodman: And when people win the lottery or they're an athlete who comes across the loan, a large contract. They're not really valuing their time and they spend it up, assuming that they're going to get more with either the time that they think they have or the amount of money. Right, that they think that will keep coming in and when that changes and they look in the bank, and they're like, gosh, there's nothing left. You know, our values are exposed and we've wasted all of that sort of built up time/currency that we could I use.

Peter Margaritis: It said immediate gratification aspect of it.

Isaiah Goodman: Huge

Peter Margaritis: Yeah, I mean, and this was. I mean, I've heard this phrase since I was a kid. What's that money burning a hole in your pocket?

Isaiah Goodman: Oh yeah, yeah you got that cash and you're like, I gotta spend it.

Peter Margaritis: I gotta spend! I know! My son at one point when he was like 16-17. Working at this country club bussing tables and stuff. And he was making some bank and he was buying nice shoes. I'm like, how much you pay for those shoes? 'It's my money, Dad!' It is, but we need to have a talk about this. And he went to another job and didn't get as many hours and went, 'Oh, oh...' There's something we've lost that it's not that loving feeling we've lost that saving feeling that we don't we don't save as a country, as we once did. And I think your idea, your plan with Money Verbs might start getting people to think. Well, you're trying to change people's mindsets basically just to play on the name of the podcast but that's really what it's what you're trying to do.

Isaiah Goodman: You've got it. No, that's why we wanted to connect with you because we don't even see it. We don't even call it financial literacy. We call it behavioral change or financial training. And it's all about that idea of practice. Right? You're joking about Allen Iverson. We're talking about practice and the only way you can develop skills is repetition and being able to go over and over and over. And I actually did a lot of research into Bloom's Taxonomy. Right. And being able to go from just the basic recall to this ability to create and form new thoughts and ideas. And I was like, well, what if we did that with money instead of just recalling you know the definition of a bond. It's like, Hey, I'm actually able to go through an exercise and show somebody else how they would use a bot. Now you know you're getting to that behavior change.

Peter Margaritis: It's funny, you mentioned Blooms. I did I was introduced to Blooms in 2000 when I was first faculty position as an accountant instructor and many years later, it still sticks with me. When I'm writing a course or whatever, I'm writing my learning objectives and I'm going, Okay, let me get Blooms out. Let me think about this, let me tie this into that. And then from there, tie in the exercises of what I'm trying to accomplish. To make sure it's all bundled up in order to change behavior.

Isaiah Goodman: Yeah, so this is something that, you know, I'll have all your listeners, go do some research on their own. But one of the amazing things that I found is that Bloom's Taxonomy lined up next to the Maslow's hierarchy of needs. Is really, really interesting. So if you recall Maslow's Hierarchy is the basics of like food and shelter and water, right? Well Bloom's Taxonomy basic is just recall. And if you apply that to money. I think that's where. Unfortunately, most people, that's where they live, they recall the basics about money. And all they're thinking about all the time is food, shelter, water. And maybe they get a little bit higher to the next level. But where you can start to really understand and evolve and create things with money. That's when you get to this self-actualization. And you get to the point to where you're like, Hey, I've accomplished everything I want to and I feel fulfilled. Now you can

either start to give back or you don't need any more money. Right? The six figures is enough because you feel fulfilled, as a person.

Peter Margaritis: Interesting. I've never heard anybody put it quite like that tie in Blooms into Maslows. I'm gonna go Google that myself.

Isaiah Goodman: Yeah. Compare them. Compare them side by side and then think if the topic was money man and that's what we're trying to do with Money Verbs bring you up those hierarchies, as it relates to that topic.

Peter Margaritis: Wow. That is lack of a better term, that's pretty cool. I've never had anybody mentioned it. And put it that way as relates to Blooms to Maslow which and then tie it into money. You might be the only one that's out there that's doing that. And congratulations.

Isaiah Goodman: Yeah, no. It's, it's really special, you know, I think we've got a good opportunity and I was a little bit shy about saying this, at first, but I'm an African American male from Minneapolis, who's creating an app to help you learn about money from home in 2020 Like get out of here.

Peter Margaritis: Well, you know, quite honestly, I get that analogy but I don't know I don't want to take it really down that path, but I don't. You're just another entrepreneur that I know who's younger than I am. Not as good looking, but we'll work on that later. I just having some fun but who's out there, you know, trying to change the world. And that's the cool part, you're trying to change the world. Yeah, and hopefully someday we'll get to the point that we can change the world without seeing race, color, religion with all people. And there's a nonprofit in Cleveland, I discovered about a year ago and I just a simple t shirt. Says, be good to people.

Isaiah Goodman: Man, what if we all did that.

Peter Margaritis: What if we just, what if we all just did that! And when I was traveling flying in airplanes. I would always wear it when I'd get on and the flight attendants would go, 'Would you walk up and down?' Just pointing at your shirt going, Ok Ok flight attendants are people too.

Isaiah Goodman: Oh my goodness.

Peter Margaritis: Yeah, so I'm glad you reached out. It's a privilege to have to meet you. I will stay in contact, I love, I love this. How can people find you?

Isaiah Goodman: So Isaiah Goodman. You can find me on LinkedIn on Twitter, Instagram, but search for Money Verbs. Download Money Verbs on the iTunes Store or the Google Play Store. We're on all the social media platforms, just the handles Money Verbs and we'd love to follow and we'd love for you guys to share because we want feedback, right, if we're a little bit off

course and people are like, Oh man, we're dying for this. We're able to redirect and pivot, you know. So yeah, follow us like us share stuff. And we're happy to hear from everybody.

Peter Margaritis: Cool. Well, I appreciate your time. I look forward to keeping up with you, following you and learn and watching this business grow. And you've got all my support and I greatly appreciate what you're doing and I love the fact that really trying to change the world as it relates to money.

Isaiah Goodman: Thank you, Peter.