

Doug Smith ([00:06](#)):

Hey, leader and welcome to episode number 341 of the L3 Leadership Podcast, where we are obsessed with helping you grow to your maximum potential and to maximize the impact of your leadership. My name is Doug Smith and I am your host, and today's episode is brought to you by my friends at Beratung Advisors. If you're new to the podcast, welcome. I'm so glad that you're here and I hope that you'll enjoy our content and become a subscriber. Know that you can also watch all of our episodes over on our YouTube channel, so make sure you're subscribed there as well. And if you've been listening to the podcast for a while and it's added value to your life, it would mean the world to me. If you'd leave us a rating and review on Apple Podcasts, Spotify, or whatever app you listen to podcast through, that really does help us to grow our audience and reach more leaders. So thank you in advance for,

Doug Smith ([00:47](#)):

In today's episode, you'll hear my conversation with Chad Willardson. And I first heard Chad on another podcast. He was doing an interview with Dan Sullivan of Strategic Coach, and I was blown away by the content that he shared about his book called Smart Not Spoiled. And I thought, I have to interview this guy. I wanna spend time with him and learn from him. He has so much wisdom and our conversation did not disappoint, and I'm so glad that I get to share it with you. And so if you're unfamiliar with Chad, let me just tell you a little bit about him. Chad is the president of Pacific Capital, a fiduciary wealth advisory firm that he founded in 2011. It serves entrepreneurs and families. His best selling first book, Stress-Free Money, has been featured in Forbes 21 Books to Read in 2021 and on NBC News and Yahoo Finance.

Doug Smith ([01:28](#)):

In addition to serving the family office clients of Pacific Capital, Chad also manages the \$450 million investment portfolio as the elected city treasurer of his community. Chad is recognized as one of the top wealth management experts in the country and has appeared on the Wall Street Journal, Forbes, Inc. US News and World Report Investment News Entrepreneur and Financial Advisor magazines. He lives in Southern California with his wife Amber and their five children. That's right, five children. And in our conversation you'll hear us talk all about raising kids who are smart and not spoiled. We also talk about his new book that is just coming out. You can actually purchase it today, uh, which is geared towards helping entrepreneurs with their mindsets, and you'll love that as well. And we talk about that. So you're gonna love this conversation. But before we dive in, just a few announcements.

Doug Smith ([02:13](#)):

This episode of the L3Leadership Podcast is sponsored by Beratung Advisors. The financial advisors at Beratung Advisors help educate and empower clients to make informed financial decisions. You can find out how Beratung Advisors can help you develop a customized financial plan for your financial future by visiting their website at [beratungadvisors.com](http://beratungadvisors.com). That's B E R A T U N G advisors.com. Securities and investment products and services offered through LPL Financial member FINRA and S I P C, Beratung Advisors, LPL Financial and L3 Leadership are separate entities. I also wanna thank our sponsor, Henne Jewelers that are jewelers owned by my friend and mentor, John Henny. My wife Laura and I got our engagement and wedding rings at Henny Jewelers and had a wonderful experience. And not only do they have great jewelry, but they also invest in people. In fact, for every couple that comes in engaged, they give, give them a book to help them prepare for marriage, and we just love that. So if you are in need of a good jeweler, check out [hennejewelers.com](http://hennejewelers.com). And with all that said, let's dive right in. Here's my conversation with Chad.

Doug Smith ([03:11](#)):

Well, hey, Chad, thank you so much for willing to be be willing to do this interview. As I was mentioning you before we hit record, uh, I heard you on Dense Sullivan's podcast, Strategic Coach and loved it. And so I've been following you ever since. And, uh, I was just telling you, but you are a beast on social media, man, I just, I love the content that you put out on a daily basis. So I just just wanna tell everyone, listen to this. You're gonna, you're gonna love Chad, make sure you follow him on social, but I wanna talk about what you do so you help people, uh, get rid of the stress in their lives and, and cause them to not worry about money. And so you specifically, it seems like you coach and help people manage money who are entrepreneurs are, uh, making eight or nine figures. But you certainly didn't start there. You opened a in a middle class family is my understanding. Can you kind of walk us through the journey from growing up middle class to now managing, you know, billions of dollars in wealth?

Chad Willardson ([03:59](#)):

Yeah, that's a great question. Thank you, Doug. Thanks for having me. I, I, uh, I definitely grew up in a middle class family. We didn't, we, we were not at all wealthy. I, I understand that we were, had plenty to be grateful for um, com compared to other countries maybe who were not in the same conditions. But I didn't grow up wealthy by American standards at all. I mean, it was a huge deal if we went out to eat at just a regular diner to get a hamburger. It was a big deal. And my dad said, Don't order drinks. You know, so he was, uh, very careful and frugal. There were a lot of things that I couldn't do that my friends could do as kids, uh, different summer camps and things that cost money. But um, you know, I think where did the journey turn into where we are now?

Chad Willardson ([04:44](#)):

I would say it really, I was always a goal focused person, but once I got into my career, as soon as I graduated with my degree in economics, I was recruited straight from college to work for Merrill Lynch Wealth Management. And as I started at Merrill Lynch Wealth Management, my lack of love for reading turned into an obsession of reading and learning. Like I, I didn't read books in high school or college, I was not interested at all. I was more of a cliff notes. And even then I didn't like reading that. And then I just became absolutely obsessed with learning and growth and self improvement because I was so humbled by not knowing anything. You know, here I am asking these wealthy people for their trust and their money to manage. And I was, you know, 23 years old at the time, 20 years ago. So it, it really, I think, evolved from this thirst for learning and this hunger for learning and growth to where I just have become more of a confident expert in my field because I've done so much, so much on the learning side that, um, you know, I'm able to really, really give counsel and advice to people who are very, very successful out in the world.

Doug Smith ([06:01](#)):

And just outta curiosity, you know, at that point when you became hungry for growth, was that, was there a mentor in your life that said, Hey, you know, here's some books you should read or listen to? Or was that literally just self-initiated out of, of a desperation to grow?

Chad Willardson ([06:12](#)):

That's a great question. Um, I wish I could say I had an amazing mentor that was giving me those ideas, but I really, I really was just kind of a more like alone in my ignorance. Like, I didn't know what I did. I knew that I didn't know things and I would get asked questions and I just, I was watching CNBC and learning about the markets and investing and realizing, man, there is so much to learn out there. And

then as I got involved in coaching entrepreneurs, it was more about like running a business, being successful, leadership principles, self discipline, financial management, and you know, that's, those are all the things that I've read and I, and I continue to read. I don't think that I've learned it all and I definitely don't know it all.

Doug Smith ([06:59](#)):

Yeah. And, uh, now not only are you a ferocious reader, but you've actually written your own book. So, uh, you've read two and you have one more coming out that we'll talk about. And how I first heard of you was about your second book called Smart, Not Spoiled. Right. And uh, I certainly wanna talk to you about parenting later. You have five kids and so, uh, my wife and I have our fourth on the way, but this book is all about educating. Yeah, we're very excited. Um, but the book is all about educating kids to make sure that they're set up financially with financial principles for their life and can just open-endedly. Can you just talk about why you wrote this book and what you want parents specifically to get out of it? Yeah,

Chad Willardson ([07:35](#)):

Absolutely. Since we're on video, I'll show the books since there's one sitting on my desk here. But here it is smart, not spoiled. So smart, not spoiled. I've always tried to do things a little bit differently. Uh, I never wanna follow kind of the traditional mainstream group think. And so when it came to teaching our kids about money and entrepreneurship, even when it came to paying our babysitters when my kids were little, I wanted to come up with very unique and creative ideas on how to, how to pay and incentivize our babysitters, how to pay and incentivize my kids to teach them about money. And so I think just in our circle of friends in the community and, and clients and things, they knew that I did things differently. And so they, I would just get asked a lot and I'd, I'd post about it on LinkedIn and I would get asked a lot and they'd say, Hey, what are you doing?

Chad Willardson ([08:23](#)):

Or What would you do in this situation? Or What ideas do you have? My kids are six, eight, and 10. And I, it got to the point where I just, I simply could not take all that time to answer everyone with the different ideas. And I thought, I, you know what? I should really just read a book on this and put it all down on paper, memorialize it and spread it out there to the world. I had no idea how, how much of a hot topic that this is until that book came out. Um, because Smart Not my first book, Stress Free Money, it was a, it was a best seller, you know, it didn't, it didn't sell millions of copies, but it did really well. Uh, but Smart Knot Spoiled sold more books in the first week than my other book did in the first year. And I immediately had probably 50 to 60 invitations to be on podcasts. And then it turned into me co-founding a business that we believe is potentially gonna change the country's approach on educating kids on money. So it all came from just having a lot of requests to share my own ideas and thoughts, and then it turned into me saying, How, how about I just gather and collect the best ideas from all around me to teaching kids about money? And so that's, it's kind of the genesis of where smart, not spoiled came from.

Doug Smith ([09:40](#)):

Yeah. And let's talk about a few of the principles in the book, which I love. First, obviously do be a steward of, of money. You have to earn money or make money, right? Um, you have five kids talk about, can you just share a few examples of what you've taught your kids about entrepreneurship and actually

earning money? You know, anything that you've implemented in your family that would be helpful to our

Chad Willardson ([09:59](#)):

Audience today? For sure. Yeah. So I, I tell kids and adults that the, there's a trifecta success and that the three things to be successful earning money is number one, you've got to be good at something. Number two, you've got to enjoy it. And number three, people need to be willing to pay you for it. And if you have two of those three, it doesn't work. So if I'm, if I love art, I love to paint, and people, yes, they're willing to pay for art and paintings, but I'm not good at it, that's not the trifecta success, that's not gonna work. So if I'm really good at accounting and people are willing to pay for accounting, but I absolutely despise it and I hate it, that's not a successful formula. So what I teach my kids and other kids and other adults is really find something that has all three, be good at something, enjoy it and make sure people are willing to pay you for it.

Chad Willardson ([10:49](#)):

And so my older four, so my youngest is seven years old, my other kids are 17, 15, 12 and nine. And the older four kids each have their own little small business that they run. Uh, my oldest daughter is a, she's an Air Jordan sponsored basketball player, so she's in, she's nationally ranked, she's a great basketball player. So she does basketball trainings for young kids and she will have 10 to 15 kids at a session and she might make 150 to \$200 in an hour and a half. And she's doing something that she loves and that she's good at and people will pay a lot of money for it. She's not making \$12 an hour, you know, flipping hamburgers. She's doing something that she really likes. So my son who's 15, he's actually pretty artistic and we found a, a way to, for him to get involved in spray painting curbs and addresses.

Chad Willardson ([11:42](#)):

So he goes door to door and he has a little curb painting business and he's learned a lot about ski sales skills and talking to strangers. And um, he's done really well. I think he ends up, I think he'll end up doing two to three curbs an hour, which will get him, if you can include tips 80 to a hundred dollars an hour. Wow. Um, my middle son loves animals. He's a gentle, giant, huge kid, but he loves animals. And so he's got a dog walking business and so he'll go, he's got dogs that he walks around in the neighborhood and he's um, I think he gets, I wanna say 20 to \$25 per half hour. So he's doing, and he's only 12. So he's doing great <laugh>. And then our youngest, not our youngest, but our youngest business owner is, she's nine. Um, she doesn't make a lot per hour, but I guess, I guess if you multiplied it out, she does, she does the trash cans in the neighborhood, She charges a dollar per trash cans.

Chad Willardson ([12:35](#)):

So it's not something she quite loves, I would say. But, um, at least she's learning. She writes out her little invoices. I tell her that I tell the neighbors they can't pay her until they get a official invoice. So <laugh>, um, it's just something that I think we can do better at. So is teaching our kids to be creative and earn money. So if my kids have a birthday party, um, we're not, I've never paid for a birthday present. I'm not paying for their friends' birthday presents. They have to find a way to go earn money to go pay for their friends and they appreciate it. If they're going to the movies on Saturday with a bunch of friends or they're going to some activity, they're gonna earn their own money. Um, if they're asking to go to Disneyland for a, a big birthday party in the summer or something like that, they're gonna earn the money to get there. So I'm gonna give them opportunities to earn money, but they're not coming to the bank of mommy and daddy. And I think that's important because they feel a lot more self-confidence

knowing that, hey, I can go earn money and achieve something and that I can pay for myself. It's, it's very empowering to young people.

Doug Smith ([13:41](#)):

And on the entrepreneur front, is that something that you encouraged or is that something that you required versus going to, like you said, you know, work at a fast food restaurant, how did you encourage and foster that entrepreneurship and do you believe that anyone could be an entrepreneur versus,

Chad Willardson ([13:55](#)):

You know? Yeah, good question. Having to work for companies that's, I certainly don't want to give the impression that that's the only way to be successful or to make money cuz that's not true. I think less than 3% of people are entrepreneurs. So most people will work for a small business and they'll have that entrepreneurial spirit within the business. Like my teammates and employees at Pacific Capital, they're awesome, they're entrepreneurial. None of them own anything in the business except me, but I still consider them as part of an entrepreneurial company for my kids. No, they've had jobs where they, and they do have jobs like my daughter also does volleyball training at, at a sports facility that I'm an owner of. And she'll go there Tuesdays and Thursdays and she helps with the clinics and she gets paid an hourly wage. Um, my son has done some other work where he earns an hourly wage, so there's nothing against that. I just also wanna show them that they can do other things that's outside the box. You know, they don't have to be, be dependent upon working at the movie theaters or working at the fast food joint just to make a dollar.

Doug Smith ([14:58](#)):

Yeah. And I know when your kids were younger, so I'm mean that I have a six year old, four year old, you know, one and a half and one on the way. Right. Um, I believe you signed the book, you never believed in an allowance. You don't just give correct money to kids for whatever, and you actually paid, you had a tour chart and you would pay them and they got to, it wasn't, hey, this is what's required, but if you wanna earn money, here's the tasks. Correct. Here's how they pay. Is that what you did? And then how did you determine, you know, what tasks they didn't get paid for? They were just part of the family versus

Chad Willardson ([15:25](#)):

Yeah, some of the, some of the basic stuff is like making your bed and brushing your teeth and, and uh, they each have their own, we call them helpers. We don't call 'em chores. So they have helpers, like they've got a, one of the kids is setting the table, clearing the table, one of the kids is doing the dishes, one of the kids is taking out the garbage cans and things like that, making their bed. That stuff is, cuz you live here, you're gonna do some stuff. But the above and beyond where they can earn money, I'm trying to incentivize a little more extra effort. Um, and I, I always leave space creative space for them to essentially just look around and find opportunities. So that, that's some, I say I share some examples in the book of that where they found something that needed to be done and said, Dad, I think this is how much it's worth, What do you think? And we had a little negotiation and they got paid for their work. So I think it's important to teach kids the correlation between effort and work and compensation and rewards and not this entitlement dependency where it's just like, well I'm here for another week. I, I survived a week, so where's my money?

Doug Smith ([16:32](#)):

Yeah. So we talked about earning a little bit. Now let's talk about stewardship. So you know, you talk about investing in the book. Uh, what are some things that you've done with your kids and you'd recommend parents do when it comes to investing early?

Chad Willardson ([16:45](#)):

Yeah, so my kids each, they each have Roth IRAs and the, they earn money. And so because they earn money they can contribute to the Roth IRAs. Um, they also have college 5 29 accounts. I actually talk to them about the investments that we're making in those accounts. The older kids get to be more involved in choosing what, what kind of stocks or things are in those accounts. The younger kids, I'm just essentially showing them and trying to get them familiar with it. Um, I, the kids all open their own bank accounts at age seven. It took a little negotiation with the, with the bank branch managers cuz they're trying to tell me that there's certain ages they have to be, but I like sending them up in line to deposit money on their own. Like I don't get in line with them when we're at the bank.

Chad Willardson ([17:29](#)):

They go up there and even the seven year old, he's got his little, um, I think it's like just an ATM deposit card and he is got some cash that he earned and he goes up and tells a lady I need to make a deposit and they're looking around for a parent and I'm way back in the corner like hiding <laugh>. Um, but I think it's important to get them used to these kinds of situations, logging into a financial account, looking up investments, walking into a bank, so it's not so scary once they're out on their own.

Doug Smith ([18:00](#)):

Yeah. And, and with that, I'm just curious, you said they have their own RO Roth IRAs Yeah. They're on five 20 nines. Is that something that, you know, do you encourage them, hey, for every dollar you earn and I want you to put X amount into the Roth IRA X amount into the 5 29, do you guys match it at all? I'm just curious from how you guide that.

Chad Willardson ([18:18](#)):

Yeah, so, so we do, um, we do match what they save. We do match what they save in their savings account and in their investment account. So I'm, I'm getting them used to a little bit like a 401K match, but um, I've, I don't tell them necessarily a percentage, but if they were saving and investing below 20%, then I probably would have a talk with them. But it seems like they're so motivated to put as much as they can away that I don't really have to bug 'em about it. Um, so that's, you know, I think that's probably just from training and talking to them about the value of what it could turn into. You know, the second, my son was 14 and I talked to him about saving and investing a hundred dollars a month and what it could turn into after 40 years and his eyes lit up and he was like, Wait, are you serious? And then he said, Well what if I did 200 a month and I, and we did the math together on the calculator and he was just like, oh my gosh. So it, it was like this intrinsic motivation once it clicked. And so my older kids have listened to the audiobook of smart, not spoiled. Um, my younger three have not, but we've just talked about the principles, but I think it's important to incentivize good behavior.

Doug Smith ([19:30](#)):

Yeah. The last thing on, on smart notes, spoiled that I'd love to hear you talk about is you have a chapter on Borrow Wisely. Um, and we, you know, we live in a nation where, where credit cards have ruined people's lives, obviously, but then also some people can steward them Well, uh, how did you, how do

you keep teach your kids and what advice do you have for parents on teaching people how, or borrow, how do you use debt? How do use credit cards?

Chad Willardson ([19:50](#)):

I think, um, there are a lot of mixed messages out there, right? I don't, I don't like a hard stance either way. So I'm, I'm not anti debt, but I'm also not someone who's saying, Hey, live it up, let's spend as much as you can and you'll pay for it later. So I'm somewhere in the middle. Um, I, I teach them that borrowing for productive uses are a good thing. Um, borrowing strategically for a business or for an investment opportunity, it might be good, but it also increases risk. Borrowing to go to the movies and go to the restaurant when you don't have the money is not a good, a good use of, uh, borrowed capital. So I'm not a big fan of credit cards. I understand there's a lot of points and rewards programs and things like that. I personally tell people, you know, we have a business credit card that we use.

Chad Willardson ([20:43](#)):

We have one. Personally, I haven't, I've never had a credit card since I got married, so we don't have one personally. Um, so I, I think it's just important to talk to your kids about the actual cost of borrowing. Like what, what does it actually turn into? Um, you know, we talk about if you buy something for \$99, taxes are gonna make it more than \$99. But if you borrow and you pay it off over three years, it's gonna be a heck of a lot more than \$99. So let's make sure we're only spending money on things that we can afford.

Doug Smith ([21:14](#)):

So good. Well again, I read the book, it added massive value to my, my life and, uh, I know my kids' lives will be different because of it. So thank you for that. And again, if you haven't read that book, I encourage you to get, we'll include a link in the show notes. Uh, I do wanna spend a few minutes, I know you're also very passionate about entrepreneurship and you work with entrepreneurs exclusively. Um, and you have a new book that just is coming out and it's called Beyond the Money Eight Lifestyle Shifts for Entrepreneurs Making Eight Figures. And so I'll just leave this open ended, you know, why did you write this book and what do you want entrepreneurs to get out

Chad Willardson ([21:43](#)):

Of it? Yeah, thank you. Uh, the first book is Stress Free Money, and that's a very broad audience. I talk about the seven obstacles, the financial freedom. And I think no matter what age or wealth status you are, those principles will apply to you. Smart, not spoiled, like we talked about, very applicable to parents and families all across the spectrum. Um, beyond the Money is really for those specific types of entrepreneurs who have already reached a level of financial success. They've already reached financial freedom, They're really looking for what to do next. Uh, they're looking for how to optimize their life now that they've reached this level. They don't have a lot of peers who they can talk to openly. I think that's something I've found is like I I am more of a, a sounding board for these people. They, they're looking for great advice.

Chad Willardson ([22:33](#)):

They don't want to go back and start all over, but they still want to keep creating. And so I talk about how to be an owner in many different businesses and investments without being an operator. I talk about managing your attention, knowing what to say yes to and what to say no to because inevitably people find out that you've really been successful and now you're invited to all kinds of activities,

events, speaking engagements, um, investment opportunities. And so we talk about filtering what makes sense and what doesn't. I talk about recharging your relationships. A lot of times on the way up to the PE Mountain Peak, you've perhaps neglected some of your important relationships. And so I talk about recharging those. Um, I discuss giving yourself permission to celebrate. Um, the, these entrepreneurs who do so well financially are often very Type A. They'll get to the top of the mountain peak and they're immediately looking for the next mountain peak to climb.

Chad Willardson ([23:31](#)):

And I, I feel it's very important, mental health, physical health, everything to pause, look back down the mountain and see what you've accomplished and celebrate it with your team, with your family, with people close to you, your supporters, your clients, and really give yourself permission to pause. I had a, I had a client recently outta state call me and say, Okay, we finally sold the business and the money hit the accounts. Uh, what do we do now? And I said, The first thing you do is absolutely nothing. I said, The first thing you do is, is take your sweet wife out, get a babysitter and, and get away for the weekend and write down all the different things that you've learned on this journey. You know, he started a business from nothing, grew it into something very significant. And I said, Just take time and pause and reflect and celebrate for a few days. And he, he and his wife both thanked me for that of isolator and said it was one of the greatest things they would've, you know, they could have done to celebrate that moment. And so I think there are a lot of things that really successful entrepreneurs could benefit from and beyond the money because I interviewed a lot of great people, not just clients, but a lot of peers who are just doing great things out in the world. So collected a lot of wisdom from really smart people.

Doug Smith ([24:51](#)):

Yeah, we'll include a link to that in the show notes as well. Uh, we have a few minutes left and, uh, just a few questions I want to ask cuz I have your time. Uh, you know, you talked about one thing you stress in your most recent book is just what to say yes to, what to say no to, Right? Uh, one thing I admire about you, you know, following you from a distance on social is, you know how much you valued your family. You have five kids, obviously you're very successful in your career. Uh, what advice do you have for parents just in general on not losing your family while you're trying to build your career and become successful and leading your family well? Cause it seems like you do a great job of that.

Chad Willardson ([25:24](#)):

Thank you, Doug. I, it's always been a priority to me. And so I've never sacrificed or compromised what's important for what seems to be urgent. And I haven't had much pushback. Uh, in other words, I don't think I've missed out on many business opportunities because I've said, Hey, you know what? My, one of my kids has a really important game or an important performance or event that I'd like to attend. Can we schedule that for a different time? So I think being clear about your boundaries up front and deciding what matters most is critical. Often we just think, Well, we can make it up later and we can go to, we can go to the next game and the next game. And I understand there are circumstances where you can't make it to everything, but I've really tried to build my career around my family.

Chad Willardson ([26:15](#)):

So instead of cutting out family stuff, I've cut out a lot of the personal waste. I've never watched anything in my life on Netflix. I've probably missed a lot of great things. I don't go to the movies. Uh, I don't watch tv. I, I I'm on social media cuz I, I feel there's a great purpose and inspiring and, and being engaged there. But I, I've cut out just a lot of the kind of the day to day waste and drudge that I think a

lot of us, us protect. And so it's like, how did Chad, how do you have time to do all this stuff? Well it's cuz I've, I've cut out a lot of the stuff that I used to waste time on 10, 15 years ago. And I think that's critical as parents is our kids are watching us. They see what we're paying attention to, They see what we're doing with our time. And so it's, it's important to let them know that they're important.

Doug Smith ([27:07](#)):

Oh, Chad, this has been a great conversation. Again, I can see you live out your values, uh, every day. Thank you for, again, I know we talked about platform, but again, you've inspired me through your content daily. So if you're not following Chad, make sure, uh, that you do that. And thanks for all the books you wrote and again, we'll include links to all that. Encourage you to, to get a copy of each of those. And Chad, just as we end today, anything else you wanna leave leaders with as we

Chad Willardson ([27:28](#)):

Close? Yeah. You know what one thought, um, we didn't touch on, but I, if you add it in the show notes, this is an interesting thing that, uh, that came from smart, not spoiled. So I co-founded a business called Gravy Stack. Gravy Stack. We are taking on the banks across the country for financial literacy for kids. So we've created a game that's an app that teaches financial literacy. Kids love to be on screens, they're on screens anyway. We're giving them a way to be on screens in the way that mom and dad are very happy about. So it's, it's got a debit card attached to the account and kids are able to play games and learn the financial principles in Spar, not spoiled. We've raised, I think close to eight to 10 million from a lot of significant investors in, in the kids' space in the gaming and kids' learning space. And I really, I'm really excited about it. I think it's gonna be live hopefully by the end of 2022. If not then, then for sure in the first quarter. But, uh, for fi for less than \$5, I believe a family can have access to the game and the debit cards for up to five kids. So we're really trying to promote financial literacy using technology and using gaming and um, that's something I'm very excited about. So, um, I'm smartt spoil and turned it into a business basically.

Doug Smith ([28:52](#)):

That's beautiful. Well, Chad, thank you for your time. Thank you for adding value to me and everyone that will listen to this and hopefully we'll get to do it again someday.

Chad Willardson ([28:57](#)):

Thank you Doug. Appreciate it.

Doug Smith ([29:00](#)):

Well, hey, Leader, thank you so much for listening to my conversation with Chad. I hope that you enjoyed it as much as I did. You can find ways to connect with him and links to everything that we discussed in the show note at [l3leadership.org/341](https://l3leadership.org/341). And leaders, the New Year's coming up. I wanna challenge you that if you wanna 10 x your growth this upcoming year, then you need to either launch or join in L3 Leadership mastermind group. Mastermind groups have been the greatest source of growth in my life of the last seven years. And if you don't know what they are, they're just simply groups of six to 12 leaders that meet together on a consistent basis for at least one year in order to help each other grow, go after their goals, hold each other accountable, and to do life together. So if you're interested in learning more about masterminds, go to [l3leadership.org/masterminds](https://l3leadership.org/masterminds). And as always, I like to end every episode with a quote and I'll quote Rick Warren today who said this, He said, If you wanna call the shots, you have to be willing to take the shots. Boom, <laugh>, I hope you enjoy this episode. We say it

every time, but Laura and I love you. We believe in you, and keep leading. Don't quit. The world desperately needs your leadership. We'll talk to you next episode.