Ep 179 Syama

Tue, Sep 24, 2024 10:48PM • 47:16

SUMMARY KEYWORDS

talking, women, worthiness, life, money, shama, people, jen, happen, feel, podcast, midlife, story, growing, conversation, big, share, love, worthy, divorce

SPEAKERS

Syama Bunten, Jen Marples

Jen Marples 00:10

Jen, hello and welcome to the Jenn Marples Show. I'm your host. Jenn Marples, founder of the Jen Marples agency, mentored to women worldwide and your number one champion and cheerleader dedicated to helping you embrace and rock midlife. The Jenn Marple show has one goal, to empower you so you can go out empower the world. So each week, I'll bring you conversations with incredible women who will inspire us, educate us and motivate us to live our best lives. I also pop on solo to share my best advice, tips and tools to help you unapologetically go for your midlife dreams, embrace your age and become unstoppable. If you are looking for a change, ready to uplevel your life in business or pivot into something new, then this is the show for you. And know this, you're not too fucking old to step into the midlife spotlight and claim all that you desire. It's your time to shine, and I am so glad you're here. Hello everyone, and welcome to the Jenn Marple show today. I've got a gorgeous guest with me. Her name is Shama Buntin, and she's seriously so gorgeous, and I'm so excited that we have this chance to talk today, because she is also a friend. She has a podcast called Getting rich together already. You know what this conversation is going to be about. So she is so lovely and so committed to helping women build wealth. And because if we build wealth and have all that, then we can actually change the world. We are going to dig into so much today. So get ready. But before I officially launch into this discussion, I just want to give you a little bit of background on this. But background on this badass I have on the podcast today. She's the principal of big delta capital. And like I said, the host of Getting Rich together, and she believes that women hold the key to unlocking this next wave of innovation through capital. And we're going to get into it. I've heard it from other guests on the show, that there's this big wealth transfer happening. And actually Shama have like, two financial advisor clients who keep talking about this wealth transfer that's going to be happening. So we're going to be digging into that. But Shamas business expertise has been recognized by major publications like The New York Times and Forbes, little pubs you might have heard about, and she has received numerous accolades, including the positive leadership award and thought leadership award for female entrepreneurs. She's a sought after speaker at events like South by Southwest and Ted, and she shares her insights on wealth creation, entrepreneurship and financial literacy. So yeah, we're gonna get into it with Shawna today. And as all of you know, if you've been listening to the show for a long time, I don't really talk a lot in depth about money, and I'm changing that because I was looking at all the guests I've had and everything we've been talking about, and we can talk about all the things, but if

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we're not talking about money, we're not going to achieve the goals we want to achieve, and we're not going to have that independence, and we're not going to truly be empowered, like I want you all to be empowered. So Shama, welcome. I cannot wait to dig into all the money things with you today. Thank you. Jen. I'm so excited to be here. We're gonna really get into it. We started. We had to, like, cut ourselves off because we hadn't seen each other for a while, and we're like, oh, we gotta start pressing record, because we just launched into it. So, Shama, before we kind of go into the meet, just gave everybody a little bit of overview of how you got to where you are, because you are a dynamic, fabulous female entrepreneur. And so many entrepreneurs. Listen to the show. So many women in midlife listen to the show. My goal with this podcast is to also have just general inspiration for women who are wanting to make changes, sitting on the sidelines, wondering if they can do the thing. So I love hearing everybody's story, so we can get everybody jazzed up to know that they can do the thing.

Syama Bunten 03:45
Well, you know, Jen, I've been trying to do the thing for a long time, and it's had so many different incredible iterations of what the thing is. You know, when I was little, I petitioned the White House so that I could sing at the White House, and got to do so with my choir by the age of 13, 2012 coming off of a incredible career in fashion. I was at Gucci, I was at Barney's, started my business, took a big leap of faith, launched scaling retail, and then I took another big leap of faith, and I think that was actually about Gosh, it'll be five or six years ago when I filed for divorce and decided that I was going to take a leap of faith on myself. And I said something doesn't feel right. I need my life to be better, more fulfilled. I need to get myself on track. What is my true calling? What is my purpose? My divorce was a huge, big leap of faith saying, You know what, I believe in my future more than I believe in my present. And with that sort of came this entire unlock of all the things in my life that I hadn't actually looked at before. One of them was money. A big component of that was, how do I make money? What do I do with it? What? How. Happens with it? How do I even think about growing it? I mean, these were some of the things that were so future to me that I actually hadn't really thought about it in the present. And that is when I launched big delta capital, which is sort of the organization that I do a lot of my investing underneath. And then also, more recently, launching getting rich together in order to really help women connect to the stories of successful women, so that they know that they can do it too, that building wealth is not something that's exclusive. We can all build it in our own way. You're not behind, you're not ahead. We can all do this by sharing information together. So lots of big leaps of faith. Another big leap of faith was getting married again two years ago to the love of my life. So I'll tell you what Jen, I am a woman who follows my heart. I take the leap, and luckily for me, the universe keeps catching me. Oh, I

Jen Marples 05:55
love it. And what you neglected to mention is you got married, but you also inherited, or is that the right term? Or you've got three little boys now too. So you not only got you got a husband, but you got three little kids.

Syama Bunten 06:07
You know, we sometimes laugh that I got a family for Christmas. You know, it was one of those things where I knew that I wanted to be a mother, I knew that I wanted to have a family, and I really surrender to the fact that I just didn't know how it was going to happen, and this idea of I'm not going to force this, I'm going to surrender to my own happiness and let the pieces fall. And what's so incredible is I have

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these three beautiful children, all boys. We love each other so completely, and it was always as if I was meant to be in their life, in this moment, which is so powerful.

Jen Marples 06:47
Oh my god, you just got me choked up. You guys are all going to be hearing this. To you. Everyone knows by now that I just dropped off my son at school, and I am just so open right now, and I'm raw. And so any stories about love and this and that, like I just got chills, and you said that they were meant to be with you, because there's nothing more beautiful and more we're all doing this for love, right? There's nothing more beautiful, more important and powerful than a loving family and having people around you that you want with you and that support you, to lift you up. And I'm in all my fields, so are you guys. Trust I want. I won't digress too much, but I just wanted to make that known, because it was. It's very special. And I love the fact that you said releasing expectations and kind of letting the universe do its thing, and you're you getting yourself into your place to be able to receive. It's super powerful, because you put the time and effort into you. And so that's right off the top. Y'all. There's a really important lesson right there. So we've just got to release and just stop white knuckling life right, and just let go and allow things to happen. And look at you. It's worked for me, because when we start to grip then we also constrain, I think the outcome of what's even possible if we're like it needs to be like this, and it needs to happen this way and in this time frame. And that just puts limits on what's actually available to us.

Syama Bunten 07:58
And that's where all the magic is. The magic is beyond that which we know, that which we know, brought us to where we are. But honestly, it was that we didn't even know we could be here. Is what allowed us to really be here. You know, it's easy to sort of string along the dots when you look backwards. Oh, this happened. That happened. But did you ever know that was actually going to happen at that time that was going to lead you to that thing. So the faith and the unknown, I think, is truly what propels us to sort of these next levels of greatness. You're

Jen Marples 08:30
just reminding me with this eloquent thought that you just had that didn't you guys just come off a Joe Dispenza five day, a five day situation.

Syama Bunten 08:39
Okay, so Jen, we spent seven days at this retreat. We meditated for 35 hours. The longest meditation was five hours long. It was extremely powerful, life changing, and something that I will now commit to doing every year. It was really powerful. And I think from a meditation and science standpoint, I think Dr Joe is really sort of leading on the edge of proving scientifically why meditation is so important for the ways in which we actually can create heal ourselves, and he does it through science. And so I've been a long time meditator since I was about 2526 I've done all different kinds of things, transcendental meditation, Vipassana, 10 day, silent meditations, kind of done all these things, but I've never found a meditation that was so active, so engaged and also so focused on creating the future you want. So these meditations are active. They're exciting. They're pulling you forward into the unknown. And for me, it keeps it engaging. It keeps me from snoring, from being in a meditation for five hours. But I'll

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definitely do it again. And I would suggest anyone who's ever been like huh, maybe that's for. Me, it's for you, if you've had a hug, then it's for you. I mean,

Jen Marples 10:03
we could talk about only that for an hour, but I wanted to bring that up, because I've seen a lot of people do those types of retreats. And then the other one is, you know, I'm a big abraham hicks fan too, and there's those types of things I need to start adding that in. You

Syama Bunten 10:17
know, I just came off of an Abraham Hicks cruise to Alaska just a couple months ago, and I got to tell you that cruise

10:24
was amazing.

Syama Bunten 10:27
I mean, now I'm like, How do I couple the abraham hicks cruises with the Joe Dispenza retreats? Because, you know, the Joe Dispenza retreats, they start at six in the morning, and sometimes they end around, like, eight or 9pm the abraham hicks is, like, a lot more, a lot more relaxing, and a lot more spa like, and I really enjoyed that, because it's like, oh, you're in session from 10 to one, and then the rest of the day you can kind of goof off and have a good time.

Jen Marples 10:58
I mean, just for those of you who might not know, I mean, I love Abraham Hicks and I've, I'm pointing, if you're watching on YouTube, on it's on my bed or my desk, and it's been dog eared and highlighted, and it's the book I refer to. Every now and again, I just open it up, and whatever page kind of opens up, it's asking is given, and I give it as client gifts, if people aren't indoctrinated into the world, because it was hugely transformative for me. It's just, it's the whole thing we're talking about is looking for this future and visualizing what you want, and you get it again. We could go on a whole tangent about it, but I want to, let's dive in. I want to ask you the million dollar question, and it's about money stories. So before we get into like, building wealth and how we're going to do this together, we all have a money story. I know I got mine, and I see sometimes I'm repeating things that are that happen in my own family growing up. How important is the money story in our lives right now, with money, and how do you see play out with all the people that you work with and that you see, and yourself too? Because I know you talk publicly about your money story, and can we shake it, and can we change it? Can we change our money story.

Syama Bunten 12:00
You know, I think one of the most important moments in life is the ability to look over your shoulder and see the person who you once were, and to be able to look at her and see her and look at where you are today and say, You know what? That's change. And I think that that's really powerful when it comes to anything, but especially when it comes to money. You know, when I was growing up, I was the financial aid kid going to all of these really prestigious, expensive schools. There was a huge money story there, you know, being someone who would go home to a one bedroom apartment when everyone was going

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home to these big houses, and, you know, sort of having these different experiences. And as a young child, you don't really understand or know what's going on. And so they say, depending on who you listen to, that so much of these identities, of what we pick up, of ourselves, really come at such a very young age. So by the age of, like, six years old, I knew that things were different. I didn't know why or what it meant, but automatically, you know, I had these stories in my mind, and they translated as I got older. You know, money was tight for my parents, and so I would hear all this fighting around the cost of my education. And so another big thing came into my mind, which was, education is the most important thing that I can do for myself, and it is worth anything that I need to put at it. And so I also learned that, okay, my mom is fighting for my education. My dad's like, going along with it, but my mom was really spearheading this. And so again, all these little stories that start to come in over time. And what's really fascinating about that is this idea of not having the things that I wanted in the world really propelled me to having all the things that I want in the world. And it's not necessarily through sheer grit and force, which is what I did most of my life now, things are happening faster and more abundantly from a place of a lot more ease and a lot more allowing. But in the beginning stages, my money stories were, there's not enough of it. So scarcity, I'm gonna have to be aggressive and be like a man in the workplace. So taking on, you know, qualities that were not like me in order to have this thing, and it was very much around grasping. And so I had to really unlearn much of this. And it came up for me again during my divorce. I had to unlearn so much of my own sense of worthiness, because all of that was basically saying to myself my whole life, you're not worthy of an easy life. You're not worthy of having the things you want. You're not worthy. So you need to fight, because if you're worthy, you receive if you don't think you're worthy, well then you're going to fight hard, you're going to prove yourself, and you're going to make sure other people see and recognize so that you have it. So it's the gap that. Makes us need to chase the thing. It's the worthiness that allows us to lean back and receive it. Shama,

Jen Marples 15:06
that was deep, and I feel so much of that story of my own, of the to work and to earn is to kind of is to struggle and despair. There was a lot of the work that I had to do to unpack that. And I my listeners have heard this a ton, like my own burnout. Of I'm sure you see this lot too. It impacts your boundaries. It impacts we over service. It impacts our ability to say no, because we're going going, going doing, and because that's what I saw in my family growing up, it was just the to work and to do this and to exist in the world is to struggle and to suffer and to have the ease and flow, like, wasn't a part of it. And it's so funny because it's so baked in, and you're just making me think of a lot of stuff. And, you know, we grew up, like, I guess, solidly middle class. Your group in Hawaii was very expensive. There were four kids, and we all went to private school, and my parents stitched it together to pay for it. But kind of similar to you, we didn't have a lot of you know, we're like, we didn't go on ski vacations and all this other kind of whatever. I grew up in Hawaii, so like, no one's going to cry me a river. I had a great life, but I always knew that everything was tight. There was four of us private school and going off to college, living in Hawaii and all of that. And so you take that with you, and I know it's something I actively fight against with all the work I've done on myself, because I burned myself out with the first company that I had, striving driving over servicing, having kids, trying to do it all, and you end up in a pile in flames. And so I'm loving that this is where this conversation is going, because I know so many women can relate to this as well as and I want to go into the worthiness. And what was it that you said about the worthiness to think you're not worthy, then it's a fight, and then if you are worthy, then it's the allowance, oh my god, that knocks my socks off hearing that. So can we, can we dig into that a little bit totally,

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Syama Bunten 16:58
you know, I think what's also fascinating to circle back to, like, everyone has a story, right? So the person who grows up with everything in the world, extremely wealthy, can have poverty consciousness. And so this idea that growing up or being in a certain social economic status somehow indicates your future trajectory in life, or how you feel about yourself or how other people perceive you, is just not true. I've interviewed extremely wealthy women who have what they would deem bag lady syndrome, right, who they would deem to be fearful of losing all their money when they have so much wealth that anyone else would say, What are you talking about? So this idea of our worthiness, which we've been taught to correlate with with money, are actually very separate things. And so I think that that's important to address, because no matter what your financial status is in this very moment or where it came from, your levels of worthiness have the ability to change everything for you. It's why they say that you know wealth can be be plummeted within a generation, right? Because you think about that person who's now responsible for managing those accounts, well, if they don't feel confident, empowered and worthy to do that, well, then they're just going to let it go, right because they don't feel connected to it. And so this idea of who are we, and what are we worth, and can we allow ourselves to live in joy? Is it actually okay if I'm happy? You know? What does corporate America say, if it's okay that I'm happy and feel good and don't need to engage in that system? They don't like that. So this idea of worthiness is very much not from a, you know, capitalistic mindset, which is we are worthy, but everyone else needs to sort of fight, right? So some are worthy in summer. And this idea of worthiness is very much like a unilateral human concept, which is what I dream and want in the world might be very different from what you dream and want in the world. And those things do not have to be in conflict, right? Like both of our dreams can exist if we're actually looking at what it is that makes us happy and satisfied and fulfilled. And so that's a big part of sort of how I think about worthiness and money, which is, if you and I are not wealthy enough to buy, invest and do the things that we believe are going to change the world, then how the hell is that going to even happen. So money gets to be this incredible conduit to translate our values and our ability to feel the world we want to see that we're deserving of living in the world we want to

Jen Marples 19:50
see. I love that, and you're making me think of and this is the common thing that I see with my clients working through them on their businesses and either baby entrepreneurs. Or just, gosh, even women who I've known for years, everyone's got this fear and the worthy. Can I do this? Because you're still leveling up? So there's the fear of starting something new, there's the fear of the leveling up. Like I'm speaking, okay, I'm here, but now I'm speaking on a big stage. What do I charge everyone? I swear to God, every single woman I talk to has this fear about money and asking for it, ruffling feathers, talking about it. So let's start with this question, because I'm just having this, like, huge reflection right now. I mean, what can we do? Like, how can we support each other in this? Because, first of all, no one's talking about it. We're talking about it now, and I'm so appreciative. And it was I made it a point to start talking about this more publicly, because I think everybody, first of all, thinks everybody has it figured out, and most people don't. I think we all have the same fears. So many of our stories are similar. And of course, then there's also external forces, markets, this, this, that and the other that change. Somebody might lose a job. People are like midlife. People are losing spouses are getting divorce. So many things that happen that can sort of shake us up. But in keeping with your getting rich together and

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this women supporting women, and how we can do this together. Like, how can we do this together? Like, what is the first step for all of us to collectively sort of lock arms and like, do this together? Because I think my, I'm just going to say, and I want to hear what you want to say. Like, I think it's addressing it and having these forums and talking about it, instead of having it be this shameful thing that we're locking in a closet and never talking about that's causing us stress, we need to seek out the people in situations so we can just kind of demystify and like, let's just get cracking on what we need to do.

Syama Bunten 21:40
We need to start sharing our knowledge. It's no surprise that when we need legal advice, we hire an attorney. When we need to fix a health problem, we go to see a doctor. You know, when we need a publicist, we hire PR publicist. So like you know, we're so used to in a professional setting to go to people who we know, who know about things, but if I know that you've done well in real estate, I would be an idiot to be like, Hey, I'm actually interested in this. Can you share with me, like, what you've done or how you think about it? And more often than not, when it comes to asking someone for their insight and their advice and how to think about it, when it comes to this, and women, more often than not, women are like, Yeah, I'll share what I did and what are you doing. And then it becomes a matter of exchanging information and areas of domain expertise, and that, I think is really valuable, because part of gaining knowledge is saying, I don't know this. That's why we go to school, because we don't know things. It's easy to say, I'm going to join a group that's going to talk about money, but if you are not willing to reconcile you with you and say, You know what? I thought that life was going to turn out a certain way, and it didn't. I thought I was going to have these resources, and I don't. I know a lot about this one thing, but not about all these other things. You close the gaps of knowledge by recognizing that there's a gap to close. And so I think the one thing we could all stand to do is to raise our hands and say, Hey, I'm curious about this thing. Who do I know, who can talk to me about this? Because if you're not asking, right, you're not going to receive, right? Also, an Abraham Hicks thing, right? It's like Ask and You Shall Receive so. But you have to be able to identify the things that you want to know, because through my experience now and looking at so many different ways of creating wealth. Not all of them are for me, right? I now know a lot about a lot of different things, but at the end of the day, I'm going to put my money and energy into areas that feel in alignment, right? I'm going to say, You know what? Maybe I don't want to be this real estate mogul. Maybe I actually want to buy and sell businesses. Or maybe I actually want to become really good at getting into things like mobile homes and looking at underserved markets of housing or whatever the thing is, right, investing in Broadway, which is something I've had so much fun doing. There are so many different ways to do this, and it starts, I think, by self introspection and then not feeling insecure about saying that you need help if you cannot say you want to know, you're never going to know.

Jen Marples 24:30
I think that's really helpful. And I don't think we can hear that advice enough asking for help in whatever aspect, and in this case, the money aspect. And we're so generous. Women are so generous with their time and information too. But it is interesting, how many women won't ask for the help and won't admit I just don't know this. We can't know everything about everything. Okay, we're all not super we like to think we're super women, but we, we don't. And so to your point, like, yeah, you go to the lawyer, you go to this. Go to that. So I'm really glad we're having this conversation. Ask for help. I want you to share

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the story we were talking about before we started recording about the family group, so you were putting together some type of investment, and it goes to the worthiness, because I think just kind of putting it in reality, just so we can have one more like example, and then I'm going to move on

Syama Bunten 25:19
totally I'm putting together a small group around investing and money and sharing and knowledge. And I recently, you know, post, and this is for everyone of all ages, right? My sister's in it, she's under 30. My aunt's in it, she's over 70, really, just to start getting us to talk about money. And so I sent down an update. The group's not starting for a few weeks, and a small group, and I said, you know, hey, I have a couple exciting wins, and there's an opportunity for more follow on investment, if anyone's exciting. And to be honest, those two wins are are incredible, because they're two exits, right? So you hear about a lot of women talking about investing. You hear a lot of women saying, Hey, this is actually exiting, and there's something actually happening here, like, that's so exciting. And so it was really unfortunate, because one of the women who I invited to the group felt like, hey, after I sent that, she wrote me, she's like, you know, I don't think this group is going to be right for me. I don't think I'm going to be able to take advantage or get value out of that. And what's interesting is, like I said, the group is for all financial levels. Doesn't matter what you have. It's about if you don't know these things, how do you know how to make the right decisions in terms of taking advantage of things? And so it was a really clear sort of gap of worthiness. You know, I don't feel like I'm worthy of learning about this, because I don't think I'm worthy of being able to take the sort of, again, confidence, empowerment and then action. It was really unfortunate for me to to feel and experience that, because you have to feel worthy of the knowledge you may not have the resources today to do all these things, but the number of conversations that I've had with people that I'm like, hey, this deal may not be right for me right now, but I want to learn about this, because I would like to eventually be able to be in a position to do that, and I want to know what are the things that are even possible for me. It's this gap of worthiness that was just so evident this morning, and it made me sad, but also opened up my eyes to the fact that you can offer people opportunities, but if they don't feel worthy of receiving the opportunities, then there's really nothing you can do about that.

Jen Marples 27:29
There's a lot of work we all have to do in many realms, but getting back to sort of like what you're doing and how you're helping to educate and empower, because all of you all are going to have to go listen to Shawna podcast, getting rich together. You said you knew the impetus of, you know, sharing this knowledge and sharing other experts, you know, and the women that you've come across and have on your show. So how did all start, like, how did you decide that, okay, getting rich together, you have this platform. And I know it goes beyond the podcast, and so just tell tell us a little bit about that, and then I want to, like, know what you guys are doing in the

Syama Bunten 28:04
future. Yeah, so you know, the impetus for the show came from basically hosting community driven conversations with groups that I'm a part of. And what I realized was that women didn't need strategic advice. We didn't need to cut the lattes. Like, like, the women that I'm in community with are at a different level financially, right? It's like, okay, we have jobs or career like, there's something that's been working. We're a little bit older, there's something that's working, and we actually already know about

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some of the basics, right? And at that time, when I was going through my divorce, I basically knew of five ways to make money. You get a job, you hire yourself and be an entrepreneur. So again, it's another job. You invest in your 401, K, you have an opportunity to maybe invest in the stock market, and maybe you buy your house, right? Like there were, like, the five ways that I knew about this, and what I started to realize was that, you know, there were so many more things I needed to learn about that were beyond those five ways, right? And so within that was, I don't need strategy on cutting my lattes. I need to actually talk to women like you Jen, and say, Hey, how have you actually thought about money during your life, and what were some of the key decision moments you know, you and I were talking before the show about, oh my god, feeding a family is so expensive. It is so expensive. How are we thinking about money? And so I've started to realize that those were the conversations. And for me, the expert is a woman who's lived her life understanding her own values when it comes to money. And no one on this Earth does not have a relationship to money. And so the show really seeks to highlight the greatness of women. It seeks to highlight the greatness of her own story with money over time. So. What were your money stories growing up? How did that impact you? Let's say college career, legacy. I mean, it's really this through line money energetically. Again, it's with us our entire lives. So that was, you know, community conversations, talking to other women, getting real about, how did you do that? In one conversation with Rebecca Minkoff, she's talking about how she's made so much more money in her real estate investments. And then they were like, wow, like, You're a big fashion designer, that's so amazing to hear that you're actually thinking about your wealth in this diversified way, and not just as an entrepreneur. So that is really the impetus of the show, and I feel really grateful to really have had the opportunity to speak with so many women about their journeys, because it's really for me. It's really for me to have this opportunity to be like, Wow, okay, Shama, you're not ahead, you're not behind, you are on your path. And all these other women have been experiencing money and thinking about these things. And guess what? Some of the things they've done might be right for you, and some of the things may not, but they're all available. Oh, I

Jen Marples 31:06
love that. And you just made me think about something too. And this goes to just really tripling down on being open and having these transparent conversations with each other. Because when you said that, Rebecca meancock made more money in real estate. I've seen a little bit of this pop up a little things I've read on social media. Thankfully, some of these people, you think, Oh, they're making all their money in XYZ, and then someone might feel like a failure because they're not making that kind of money in XYZ. And you realize they have real estate investments. They bought a building, they owned a car wash. You know, there's all these different revenue streams, and I think that's what we need to talk about more, because usually it's like you're saying. It's usually not just from your nine to five job. And

Syama Bunten 31:52
that's the thing we don't talk about. People are looking just like you said, very 360 This is so much bigger than most of us realize it is, and it's also so much more accessible than we've been taught. You know? We've been taught go get a job or go work for yourself, right? We actually haven't been taught that, oh, our friend is buys a lot of real estate. Hey, would it even be possible for me to put a little bit of money in with you and see what happens. So this idea of incremental risk is also really important, because by no means should anyone just go put all their money into one thing and cross your fingers

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and hope that it works out. It's Hey. How can I start to take some steps into hedging risk and timing and be able to start exploring. And the most important thing when it comes to growing your wealth is understanding your own risk tolerance. There's nothing worse than the first time. And I remember this a couple years ago when you're like, Oh, these companies I invested in no longer exist, which means I'm not gonna get my money out of that, you know, or a company does IPO, and the market values them less, and all of a sudden you're like, oh, like, this didn't go so well. So you have to know what that feels like in order to be able to actually make better decisions. And so I think sometimes we're so afraid with money, and we're so scared of losing it. We're so scared of what it means to not have all the things our friends have. But this idea that if I'm going to learn how to work with money, I'm going to have to be okay with risk, especially if I want to make a lot of it,

Jen Marples 33:35
you're making me think of something I just heard somebody talk about. You know, obviously startups, that's a whole other thing. But, you know, kind of going after boring type things. And, you know, real estate's usually always a good idea, and it's figuring, like you're saying, figuring out kind of that risk. And, you know, we've been in and out of stuff, here and there, and then all of a sudden, like, as we were talking before, like, Okay, three kids, like, went up to college, a couple more, you know. So now we're looking at, you know, it's everything's on the on the table. And you also mentioned, you know, things are going to be up and down, like things in your life are going to change. I interviewed a real estate agent locally here, and she said half the women that come to her are like, I had this life and I'm selling my house because I'm getting divorced, and now I'm in a whole new world. So there's so many things that happen, especially in midlife. So I love this idea of, well, seeking out the information, assessing your risk, and then understanding there's more things available to us, because we were not taught that in school. We were just not taught that in school was go get a job, and that's your primary source of income. I'm hoping, with this next generation, I look at my son, he's in finance. He wakes up early to trade, like he had to change a class because he's going to impact my trading. I'm like, All right, dude, go for it, but you got to go major in finance and do the thing. Hopefully this next generation is seeing things differently, because they're seeing kind of the gig economy. They're seeing multiple revenue streams. We grew up very much. My parents, same job. Yeah. And that was kind of it. So I think we're all, you know, in most of that mindset of just that's kind of how it works.

Syama Bunten 35:06
I had a friend the other day, a new friend, we had just met for the first time in person, and she said to me, she's like, Shama, I've been sending episodes of your podcast to my daughter, who's in college, because I want her to hear these life stories of these women and how accessible they are. Hear it from someone else, right? Because it's like, we can sit here and be like, All right, now, don't do this. Do this, and it's still very parental. But when you start to hear from other women who are more accessible, oh, okay, here are some different ways. There's this freedom and choice with the education.

Jen Marples 35:44
I love it. So speaking of education, you mentioned before we got on that you are doing a bunch of conferences next year. So what's that going to be all about? So is that like helping to spread the knowledge? So we're taking everything you're kind of doing on the podcast and just taking it live, like, what's up?

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Syama Bunten 35:58
Yeah. So the vision behind the conferences are essentially to help catalyze the next step with financial activity for women, getting rich together is a part of a much larger organization, big delta capital, which I founded a few years ago, and we're on a mission to help activate a million women to be able to take the next step in becoming financially active. Now, financially active can mean I want to invest in the stock market the first time buy a house. It could also mean I want to invest in private equity. I want to invest in REITs. I mean, it's the next step, whatever the next step is. And so a big part of my mission, and what I think is so needed is access to what is available, right? If we want to do better for ourselves and all of these other organizations and people out there have domain expertise, well then how can I serve to be the best on ramp, to be able to get more women access to what's available, empower them, help them feel confident and take the next step in becoming financially active. So there will be multiple conferences next year. We're hosting everything under the platform, women dot win. So super interesting, easy URL. And for your friends who are on YouTube, we've got a lovely little QR code that my producer of the event ended up putting together, so an easy way to sort of access that and sign up, but it's going to be exciting. I'm going to have women who've done it themselves, so not just women who are like, well, let me tell you what I know you can do, but let me actually share with you some stories and make myself available for those questions. And so in that way, it's like the podcast, you know, in a very different way, it's about saying, How can we connect women who are experts, who attend this conference, who do know about these different subject matters and who also have questions, to connect with each other, right? Because how do I know that you know a lot about real estate if I can't see it on a badge and say, Jen knows a lot about this or entrepreneurship. And you know what? I'm someone who knows a lot about venture capital, and I want to learn about entrepreneurship. So a lot of it is matchmaking and helping us help each other. Well, I

Jen Marples 38:13
love that getting rich together. I mean, that's going to be the way we do it, right? Is doing it together. I mean, for God's sakes, if you could leave everybody with, what your biggest piece of advice of say, someone's sitting there and kind of scared to take a next step, midlife entrepreneurs. Some work at big companies. Some haven't worked for a while. You know, some are facing big changes. What would be like the first thing that they could do to start some solid footing on planning their financial future.

Syama Bunten 38:42
I think the number one thing is to figure out what actually makes you happy. You know, I know that has nothing to do with money, but has everything to do with money. It has everything to do with the fact that I haven't had a manicure in over a year, but I go see my hairstylist every eight to 12 weeks. It's because what makes me happy is spending my money in these certain ways. Right? What makes me happy is is being able to push ideas I believe in, right? So I might be more interested in in investing in a startup, because that's what makes me happy. Someone else happiness to them might be like, You know what? I want to make sure that my investments are in things I believe in, but I don't really want to manage them. And so a big thing is understanding who you are, what makes you happy, and the things that make you happy, you can then start to double click on that, oh, I actually want to pursue this, or think about this, or I want things to I want the world to look this way. If you feel the world reflects the life that you want amazing, but if you feel like the world can look a little different, and you feel like you can

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actually participate in that world that you want is available. People to you, well, then you better go make a shit ton of money so you can go fucking change it. So what makes you happy? What is the vision of the world you want to see? And then that'll direct everything else. But if it's like oriented towards, hey, I need to save an extra $50 this month. You're going to save the $50 and it's not going to mean anything to you. It just won't mean anything. And so you may not keep it up, because there's no energy and meaning associated to the action of the resources that you're looking to create. Oh,

Jen Marples 40:32
I love that. And yeah, it's defining what it's for you, because it's not going to be what it is for for anybody else,

Syama Bunten 40:39
and it can be all of the like our visions will never be in conflict. It's not like my dream, of my biggest dreams in this world, is that all of us might be able to live self actualized lives, where we can actually be the things we want to be in the world without there being some sort of hierarchy of what's good and what's bad. You know, entrepreneurship is really glamorized, but we don't glamorize the high school teachers. We don't glamorize the people who are out there mowing our lawns, but we glamorize sort of entrepreneurship and these big things, but that's not everyone's calling. So imagine if your calling was actually what you were able to do and be in the world. Well, one way to be able to open up that opportunity for your calling is to be able to have the resources to be able to have that calling right and until our world is sort of situated where everyone is recognized for their own innate gifts, and everyone gets to pursue those gifts, we have to create the opportunities for ourselves to be able to unleash our gifts. Oh god, that

Jen Marples 41:54
was so beautifully stated. That was so great. Shama, oh my god, I could talk to you for another hour, and I'm gonna have to cut myself off my gun. That was so great. There's gonna be so many nuggets and takeaways. I can already see it, just like self actualization and closing that gap of the worthiness gap, and setting your own rules, setting your own goals and dreams, and knowing first, if you take nothing away knowing that every woman listening is worthy of a wealthy life, and you just you define what that wealthy life is. It's not what the Joneses have and what you think you should have, and this the glamorous whatever they're you know, it's what's important to you. That's such a powerful way to end one more question in my little statement for you. So what do you think the best thing is about being in midlife?

Syama Bunten 42:44
I think the best thing is knowing that it gets better. So much of my life I was unsure and insecure, and I remember my birthday last year, I looked back and I said, God, I'm so fucking proud of the woman I am, and I get to just lean into that more and more and more and more. And you could never and this is so important, you can never know less. I can never know less, right? I will only know more. And so that, to me, has been the biggest unlock I know all this stuff now I get to, like, lean into my wisdom. I get to lean into the knowingness that I've always had that now I know is true. So the midlife is this amazing opportunity to look back and go, You know what? I was right, and maybe I was right and I didn't follow my intuition, and it proved that my gut was right, maybe I was right, and I followed my tuition, and look

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where it led me. I was right, you know. And so really, the reflection of our inner knowingness gets to get reconciled with the timeline of our life, and we get to realize just how right we've always been, oh, philosopher, Shaman, I

Jen Marples 44:00
said, What's the book coming out?

Syama Bunten 44:04
You know, I studied economics and philosophy and University, which is funny because then I ended up this whole career on fashion. But yeah, like the light for me, it's there's a way in which the world gets to work and operate and we get a chance, and I get this incredible privilege through this platform and through, through striking women at this heart of who they are when it comes to their money, that that gets to be so much bigger than just money, right? And it gets to be identity. It gets to be purpose. And, gosh, I so happy for me,

Jen Marples 44:37
happy for you too, and I'm happy that I know you. I feel I'm honored to know you all right. So everybody claims this at the end because we want to, we want to send everybody off with little rallying cry. So I want you to complete this rallying cry, and it's you're not too fucking old too

Syama Bunten 44:52
well. You're not too fucking old to have the best sex of your goddamn life.

44:59
Up. Up. Let's take it.

Syama Bunten 45:04
I mean, it's not what this conversation was about. But like, you know, when it comes to energy, we have energy centers in our bodies. That first Energy Center has to be activated, and it's like the worthiness also comes from owning your sexuality and owning who you are. I mean, it's, yeah, you're not too fucking old to have the best sex of your goddamn life. Let's

Jen Marples 45:29
take it. Take notes on that, ladies, take notes on that. Like, what an awesome way to end my inner being. Just kind of blurted that out. I don't know if you know, and you got to let it go or goes. These shows are not scripted. You know, we have a loose idea about what we talk about, but just so everybody knows, I let conversations go where they need to go. I have an idea, and then, you know, everybody brings the energy, and we let the universe take this conversation where it absolutely needs to go, and that's what needed to come out at the end. So where can we find you? Absorb the podcast? Get more about getting rich together and all the things totally

Syama Bunten 46:03
so, you know, the conference will be hosted at women dot win. Getting rich together is wherever your podcast is, Jen, so all the places that's, you know, Spotify apple. And then, you know, my website,

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shamabuntan.com is where I just post general information about how passionate I am about really where it's going. It's where the newsletter is. You know, I'm so excited to be able to give women opportunities to just be invited to the table. I always tell women, just because you look at a deal doesn't mean you have to invest in it. Just because you ask questions doesn't mean you're obligated. We need to get comfortable with sort of talking and so that's all being hosted on my newsletter. Thank you, Jen. This you know, the opportunity to share the things that I feel the biggest calling to and to share it with your audience, and to open up the rallying cry around our empowerment and confidence and worthiness around money is so incredible. I'm so grateful.

Jen Marples 47:00
I'm so grateful for you. This has been a mind blowing conversation, and we're going to have to keep continuing to converse, and I hope to see you very soon. This has been an absolute gift to have you on the show. Shama, well, thank

47:13
you, darling. You.

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