

How Money Affects Your Brands: Katherine Pomerantz
Season 2, Episode 75
The Legacy Lounge Podcast with Tiffany Neuman

TIFFANY: Hey there and welcome. I'm so excited to introduce you to our incredible guest today, Katherine Pomerantz. Katherine is an actress turned accountant who capitalized on her artistic background to create Money Storytelling, a money mindset and management framework for creative entrepreneurs. Her financial expertise has been featured in Vice Media, BuzzFeed, The Penny Hoarder, and so many more. Katherine's unique perspective on money allowed her to open her own accounting firm in less than a year with no previous financial experience. Now, her firm has helped hundreds of businesses move towards profitability and sustainable wealth.

So Katherine is also a client of mine, and she's my accountant. So I thought she'd be the perfect person to bring on today because as we're in tax season, money is on a lot of our minds as business owners, right? And I love Katherine's perspective. She really looks at money from a more feminine energy perspective. And I know if you're listening to this, you're probably very focused on making an impact like I am. And it's also important that we have epic income for our businesses. So we're going to dive into all the things today. So Katherine, thank you so much for being here.

KATHERINE: Thank you for having me. I'm very excited I'm excited to get to talk about the softer side of money, even during tax season. We don't just have to focus on, oh, what's this deduction here? And this technical strategy? And that's good. I mean, I'll talk that for days, but you really need both sides. So thank you for this opportunity today.

TIFFANY: Yeah, absolutely. I'm excited to dive in because I know that working on my own money mindset and the financials in my business has really helped me grow and expand. And I think that it's a big piece of...you know from a branding perspective, it's a big piece of our brand, because if we don't have the foundations locked in, then that scarcity can come through in our energy and into our businesses. So we can talk about that, too, a little bit later. But first, people might be wondering, what the heck is money storytelling? Because it's a concept that you created, and I helped to make the branding for. So maybe you could share a little bit that before we really dive in.

KATHERINE: Yeah, absolutely. So the money storyteller method helps people set up the three foundational pillars that every business needs to be scalable, to be really aligned with how you're using your money to achieve your big impact and to make a lot of money in return and to enjoy it while you get to do it. So we really want to help people because a lot of times what I have found is that a lot of business owners are very passionate, they're very talented, and they've got a good idea. And so they just jump in. And sometimes they can find a lot of success. They know how to sell. People like their things. They're starting to make some income. But because they don't have the foundational pillars in place, it's very chaotic, especially for creative thinkers, especially for people who do want to make a big impact and want to do something differently. They often want to reject systems or things that feel constricting without realizing that by having strong foundations, we have the freedom to really thrive because we are held.

And that is really the relationship that we want to have with money. So the first thing is, let's stop being so chaotic, let's stop being so messy, and let's give you the skills and the power to really harness money as a tool to get what you want.

So the money storyteller method is actually storytelling. As you mentioned, my background is as an actress. So I, professionally, for my first career, I was since the age of 10 onwards, have been trained to be a performer, have been trained to entertain, have been trained to connect on an emotional level with the people who I am presenting to. And when I started working with money, I was really good at it really fast. And yes, I'm very smart. And yes, I am in to the technical jargon, as I said. But really, the secret was the storytelling piece, which I didn't realize until I was in it for a couple of years and started getting curious about my own story. You can't see me, but I'm this cute little blonde girl. I'm an actress. Why am I so good at corporate finance, which is supposed to be this big, complicated thing that I find fun to do, and it's easy, and it's easy to teach people? And I realized it's because all a financial report is is a story. Money is just a language, like any other language that humans have created, because stories are how we make sense of our chaos.

It's how we're assigning value to our actions and to the things that we're doing. And so because I was so good at storytelling, especially like I was really into the weird art, I love the abstract symbolic art. That was very me. I was used to abstract symbolic language. And so I could take money and I could arrange it in a way that made sense to my clients. I could arrange it in a way so that they started seeing the story of their business in ways they had never thought about before. And I think that's the main key that almost all accounting is missing, is that accounting is for taxes. It's to get you compliant with the government's reports. That's great. That's good. We all need to do that. But if that's all your accounting is doing, you are missing out on so much good information and so much powerful data to make decisions about getting the things you want out of your business, whether that's more clients or more income for yourself or greater impact. And so that's really where the money storytelling method was born, is that we need to own the stories of our brands.

It's amazing how similar our beginning process is, Tiffany. Me where it's like, I got to really know you. I got to really know you, what you want, and why you're doing what you're doing so that I can start telling that story with you in your bookkeeping, in your tax strategies, et cetera, et cetera. So the methodology, the three pillars, we're going to start with that money story, get really clear on your past stories and histories with money, and then how you want that to change for the future. So what's going to be your past and future money stories? Then we'll work on money systems. Are you having accurate, timely data to give you that information? And we put it all together into a map. Every good story needs a treasure map. And so what is your map that's going to point the direction that your business, that your life is going to go? And how are you going to use that map to strategically think through what's happening in your business, where to focus, how to prioritize, how to spend, et cetera, et cetera?

TIFFANY: Yeah. Awesome. Thank you for walking us through that, because I think that's really what sets you apart is we can look at accounting and finances. And for the people like myself who don't necessarily enjoy it, like I said, as a creative, I would not even really look at my bank account. I'm like, I'm here to

serve people. It doesn't really matter as long as my bills are being paid and as long as I can figure that out. Which is, I know, in the back of my mind, I knew that really wasn't the right way to be going about it. Everybody has different personalities. I just find a lot of, like you said, creative entrepreneurs don't really enjoy that process, and so we don't pay enough attention to it. But I love the money storytelling because it allows you, like you said, to enjoy the process while you're going through it and look at things from more of an objective view. It's like, how is this money being used? And what's the story that's being told? Because money also can be very emotional, even though, like you said, money is energy, but we put so much of our personal worth and value and our success, we've just been conditioned to believe that money and how hard we're working is all tied up in that.

It can be a really tricky place that either people avoid or they get almost too obsessive with, maybe. I'm sure you've seen it in different people taking it different ways, but it's so interesting. So maybe we could go there next. What are some different things you've seen in people's money stories? What is the first thing that you would do with people? And maybe give some examples of clients that like, how has the money story been useful or helpful?

KATHERINE: Sure. So you touched on something that I'm going to highlight as we jump into this next section, right? Is that you talked about that money can be really emotional, and we make money mean things. So I had talked about money story when I was outlining the pillars in terms of what's your past with money. What are the stories about money you learned watching your parents, watching the people around you and how they use money? What have you learned about money so far because of the life experiences that you've had? Every significant life event is accompanied by a significant financial event. Getting married, having a kid, a death, a tragic accident, right? Hospital bills. That's really big for us Americans. So often these things start to color the way we think about money and the way we think the way that money works. And so the thing that I will start listening for when I'm working with a client is I'm going to start listening for those money stories. I mean, I've been doing this a long time. So without realizing it, people can reveal a lot about themselves just in the way they talk about their experience with bookkeeping or their experience with the tax system, or even sometimes their experience with clients.

If I'm seeing a lot of feast and famine in businesses, you have high income and then low income. Okay, there's a symptom of a story that's going on there. Some specific client examples that I think might be really, really helpful. I'm trying to just think of a few. I've literally done this with hundreds of people. I'm like, Oh, I've got so many. Okay, one really, really good one. I worked with a woman who was actually very well thought of in her circle. She was a boutique owner in LA, and she referred tons of people to me. And everyone who ever knew her spoke so highly of her. They were so impressed by what she was doing. They admired the way her store worked. They admired her team. They admired the way she presented herself. They admired this fast success that she had had. And when we were working together, she was probably making at least 40K a month, 30 to 40K a month on average, which is not bad. For being a fairly new business owner, hey, I bet a lot of us would love to make that much money. And I remember when we first started working together, I had a moment where I just called her out where I'm like, You don't value yourself.

And she stops. I was like, What? She was just kind of frozen for a while. And she was like, How do you know? And what really stood out to me when I was looking at her money and looking at the way her money was moving, looking at her cash flow, looking at her spending, is that she was making these high revenue months, but her take home pay to herself was very, very small. A tiny, tiny unacceptable percentage to me as somebody who wants to coach you to be wealthy. I was like, this is not... This is barely livable. And I got her to admit, you said, it was a story you shared as well, as long as all my bills are getting paid, it's fine. As long as all my bills are getting paid, it's fine. I was like, Is it really fine? You're in LA. How are you living off of this amount of money? And it took some poking and prodding to be like, No, this isn't livable. And you're right that I don't value myself. She put everything back into her business. She put everything back into her team. Everybody else was getting paid first.

And I can diagnose that from her balance sheet. I could diagnose that from looking at officer pay for the year she'd been in business. And it's so funny because I talk about that in a money context. But if she's having this problem with her money like she was having this problem in other areas, right? I mean, I'm saying you don't value yourself. That's not inherently a money story, but it will definitely affect the way that you pay yourself. I mean, the value you treat yourself with. And that's a really good, very concrete example of, look, the way that you treat your money tells me a lot about your values. And very often, unfortunately, when clients first start working with me, the reason I do that deep dive into who you are as a person, what are your goals for your lifestyle, what are your goals for your business, what's your mission, is because they're having so much chaos and they're having so much stress because because their spending and the way that they use money is not in alignment with their values. But they've never been taught that. No one talks about how do you align the way you use money with how you value the world and people in it.

I don't think anyone's ever been asked that question before. Until I start asking it. And so that is one of the things that is very interesting and individual about my work, is that the types of money stories I hear are very repetitive. I hear the same things over and over and over and over again. There's only so many different ways that we can flavor this disordered money story stuff where we're not getting the results we want. But the way that that mix comes together and the way that that might play out for us at every level and stage of our business, that's always going to be unique and special. We really want to start by listening and looking for some of those ways where we're not out of alignment. We're not getting the results we want. And what is the story that might be obscuring that from us? What's distracting that from us? Does that make sense?

TIFFANY: Yeah, absolutely. And that's why I wanted to have these discussions, too. The podcast is really focused on your brand, but like I was saying earlier, when you look at the way that you're showing up in your brand, those things. For instance, that woman, she doesn't value herself. Maybe from the outside looking in, everybody's like, Oh, she's doing amazing, but she doesn't necessarily feel that way. It's so interesting how there're pictures painted, and I'm sure you've seen this plenty of times because I know I've been in the back end of businesses helping build brands. We have a multi seven-figure business owner, and they're doing amazing. Everybody thinks they're amazing. But on the inside, there's no profit, or they're in debt or those types of things. I think it also leads to how we're valuing ourselves and the

money inside, but also we so often compare ourselves to others. And the fact you don't know what's really going on behind the scenes in other businesses. And so it's just such a good reminder to stay in our own lanes and focus on what we're doing. And if you have any shame around money or anything like that, I think it's more common than people realize.

When I first started my business, I just flew by the seat of my pants. Like I said, I guess the bills are getting paid. I think it's something we're always working on. But even if you're afraid to look at your numbers or you're afraid to work with somebody because like, oh, man, if they see the back end of this and how messy it is, that's going to be embarrassing. But what are you holding yourself back from not taking the step to get things straightened out and feel good about it? Yeah.

KATHERINE: I mean, it sounds so... I mean, obviously, I can be woo-woo on this show. That's not an issue. But it sounds so like... When I tell people by avoiding their money, and when I say avoiding your money, it's like, Oh, money freaks me out. I'm just bad at this. It's too overwhelming, so I'll get to it eventually. Or even like, I'm frustrated. Why can't somebody else just handle this? I have an accountant. I have a bookkeeper. This is somebody else's problem. I'm moving too fast, so I don't want to be bothered with the little things, or this is confusing, overwhelming, scary. You have a strong money story that's just like, emotions are too big. I'm going to avoid a big emotion because that's how our emotional intelligence is not very high for most of us, right? So this is very activating for whatever reason. I'm just going to get back to it eventually. If you're in that pattern of avoiding my money, so it's a huge mess. So then every time I have to deal with it, it's very stressful and it takes a lot of work. And so then I avoid it some more.

And it's just going to be a pattern that repeats and repeats and repeats. And the more money you make, a lot of people assume I'll make more money and then it won't be an issue. I'm eventually going to make enough. I don't have to think about it. And I have, I mean, you mentioned it, but I have real client examples of a woman who had her first seven-figure launch, didn't have enough to make payroll, went further into debt that month, even though she just made a million dollars on paper because cash flow was too out of control. I worked with another woman who had an eight-figure business, tens of millions of dollars for years. Nothing in her savings account because the way that she was taught money is she just gave it all. She's like, I always know how to make money. My friends don't. So she was always giving it away to charities, to to her family members, and had nothing left. And she was approaching her 60s and just was like, what now? Do I just keep working forever? So it's so true that you don't know what's going on behind the scenes, and more money will not fix it.

You cannot scale chaos. You are giving up your power because you are avoiding this money thing. And I mean that so little... And power is such a loaded word, especially for women. But you are giving up your power. And so if you really have a desire to make a big impact with your business, you will never make the full impact you are capable of unless you learn to harness this power. Money is such a powerful tool, and it is such a neutral tool. A lot of the things that we assign, moral stuff that gets assigned to money, those are all stories. These are all money stories. And we don't have time today, I'm sure, but we could talk for days about how money is not evil. But it is like we assign, we tell stories about money. We see stories where people don't use money well. They don't use money to take care of the planet or of the

people around them. And then we just assume money is the problem. Without realizing, well, so many of those people, if they're clients of mine, as I've said at the beginning of this, they might just be out of alignment with what their values are.

They don't realize that they can show up and use this power to be more in alignment with their values because how many of us are just busy doing the next and the next thing and the next thing and the next, especially running a business? There's so many things. And so I don't know, I feel like I lost the thread there because I want a little bit of a rant. I'm clearly very passionate about this, but it is. This is so much the truth about how money really works for you is that it is a powerful teammate to get what you want for your personal life and to get what you want for your business, for your clients, for your customers. And you owe it to yourself. You owe it to the world. You owe it to your team to take your full power, your full capabilities, and to do something with it. And so that's really what the money storyteller method helps teach you how to do that, is we're going to give you the skills and the system so that you can use this power for yourself. You can become a microeconomy. I think I'm actually anticipating your final question for me because I do know that it is about legacy.

But my work is extremely legacy-driven. I talk about it all the time that the more money you make, the more money you can then invest invest in things that matter to you. The more money you can pass on to your kids, the more that you can pay your team who will go on to pay their kids well, who will go on to pay themselves well, who will go on to invest in their own communities. You truly are a microeconomy. The more money you make and the more people you hire. And I just think that's beautiful. There's so much change that's deep and meaningful that can be done on an individual level that the bigger systems in our lives are going to take decades or maybe never quite figure out. And you can do things quick and immediately just because you have the power and you have the resources and you have the money and you know how to use it. And that's pretty cool.

TIFFANY: Yeah. And I've really, again, talking about legacy, it's also where the more women, the more business owners, the more women who have more money, we can become the change. Even if it's in a micro area or micro community, we can be that change. And I know that's trite that everybody says, be the change you want to be, but it's true. And I think when we think about impact, we think about serving our clients all the time. But like you said, the more money we have, the more money that we can impact others with. And I think when you're more aligned and when you have your money and you're not in constant like, ebb and flow, or for instance, I made a decision that felt aligned to hold off on a launch coming up, specifically for the reason to change things around and looking at, Okay, well, how can we still make the money to make sure everything's going, knowing that it's a season of slowing down in order to speed up. So you feel like you have more control to make decisions to extend that legacy and to build your brand. Because when we're always go, go, go, and the expectation is always like, I have to make more money and I have to double what I did, and you're seeing everybody else is having these huge launches are you really thinking about the long game and the legacy that you're leaving and the true impact you're making? I think I think a lot of times we don't slow down to think about that.

KATHERINE: Yeah, we really don't. And there's so much that goes into these financial decisions that we feel finances, money dictates to us. We feel like money is controlling us. Like, Oh, I want to open up my bank balance. I hope I got the cash in there to pay for this. I'm going to write all these bills. I hope I've got something left at the end of the month to pay myself. We have an inkling, Oh, I know I've got a big bill eventually coming up. I hope I can pay it. Or maybe I'll hold off on spending because I know I've got a big bill coming. And when you don't have... I mean, obviously, we worked on that forecasting together, but it was like, yeah, when you don't know how to make a money map and you don't know how to look at expected income and how to look at strategies and prioritization, you do feel out of control because you are, again, you're giving up your power. You're giving up the information you need to make clear decisions. That's one of my favorite thing about money is it's so communicative if you know how to read it, if you know how to tell the story.

TIFFANY: Yes. And I'm all about our thoughts and what we say, what we're thinking creates our reality. I know to get a little woo on here, but if you're constantly worrying about money and all of those things, then how are you creating a reality that's going to continue? And even for people like myself, who've been working on it for a long time, it's not like those thoughts are ever going to disappear necessarily. It's just you're more mindful and you're aware, and then you can shift through it and just be like, No, my intuition is telling me this. I know I can make it work. It just feels so much more expansive rather than contracting and living out of fear and scarcity, which is really huge.

With that all being said, we are in the tax season right now, so this is a very timely message for people. So you may be listening to this and you're agreeing with everything. You're like, Yeah, I feel really on point. But I know a lot of people are probably where I was in the past of like, Oh, shit. Am I going to be able to make? What is my taxes? It's waiting and wondering what the taxes are going to be, and then if you're going to have the money or if you're going to get money back or if you're going to owe all of those things. So what would your advice be to people listening to this that have some of that fear or doubt or not knowing, what is one action step that could take today to... I mean, obviously, it's a process, but what would your first step of advice be to somebody that's in that space.

KATHERINE: Yeah. So I'm going to cheat. I'm going to give you two.

TIFFANY: You're going to what?

KATHERINE: I'm going to cheat. I'm going to give you two.

TIFFANY: Go for it.

KATHERINE: Because everyone is at a different level, right? So if your systems are really lacking, and taxes is always a huge disorganization of like, oh, my God. It always takes so much work, and I have so much to get to my accountant, and you're just dreading the workload, start to spread out your story for this last year. What did I do this last past year. Because again, every significant life event is a financial event, and taxes affect every area of your money. So write out what you did last year, write your story, and

then be like, Okay, what of these events do I need to pull out documentation for so that I can report that it happened? And then you can drill down. I'm like, Okay, I know my business might have more details than just this one overarching event, but that might remind you of, Oh, here's the little details I need to get. And then once you do that, how can you make a system for yourself so you can do this every month? What has been this month? What's my story this month? What do I need to get together and document and save and wait so that when the year-end comes, I just hand off to somebody. That would be a great action item.

And then the second thing that you mentioned was the not knowing. If you're working with an accountant who cannot tell you ahead of time what your numbers are. Maybe I'm biased. If they can't tell you that every quarter, and that fear is really present for you, maybe it's time to invest in more support. You might want more support in your systems from your accountant or from a bookkeeper who can give you more data so that you don't live with that fear. Because if you're constantly being distracted and stressed by money fears, how is that holding you back? So I know I focus very system-y right now in tax season. It's only one of the three pillars. But I think that that's a great place for people to start. And if they are really feeling stuck or like, I would like some custom advice because everybody's story is different, I'm currently offering action plan calls. So 15 minute call, hop on with me, we'll talk it through, and then I can give you what I think your first step should be each individually. I got 10 of those spots open right now.

TIFFANY: Nice. Perfect. So, yeah, of course, as we start to wrap up a little bit, I know, again, we could talk about this all day. I want to be mindful of every business owner who is busy's time here today. I want to just dig a little bit more into that legacy piece, and I know you touched on it, but what does legacy mean to you and why is it important? And that could be around the money piece. It could be, I know you have a daughter. It doesn't have to be around specifically, although it might be. So whatever comes up for you.

KATHERINE: My answer is always about money, Tiffany. I've been doing this for eight years, and I have nothing else to talk about still. I'm still talking about money. No, I made a decision years ago before I had kids, before I even maybe made my business, that it's like, you know what? When I first started, actually, right before I started my accounting firm, I realized how powerful money was, and I was on the way to thinking, no, I'm going to be a small business accountant. This is how I'm going to make change in the world. I'm going to help people retire rich. Because if I can relieve that stress that you're living under, because I can teach you this power and I can teach you how this works, that's going to be my everything. We heard all the time, Hurt people, hurt people. Well, healed people, heal people. And abundant people share their abundance. So that's what legacy means to me is I am going to leave a million dollars to each of my kids. I don't know why that number. That was the number I picked years ago. And I'm going to help as many people as possible do the same.

I want you to retire rich. And that's what legacy is about, is it's not just about here and now, it's about what is my money story ongoing? And maybe you don't want to leave it to your personal kids. Maybe you want to leave it to a foundation or build a business that can run independently of you still solving the world's problems. I don't care how big it is. Let's do more of that, please. So that's what legacy is.

TIFFANY: Yeah. Beautiful. I love that. And I love that the hurt people, hurt people helped, or healed people, healed people, because it's so true. And that's what I know we're both about. And so hopefully, if you're listening, that has been inspiring to you. And so before we let people know how they connect with you and all of those things, I just wanted to take just a moment, too, and let people know that Katherine is also a part of the Legacy Lounge Collective that I run. So that's been a really beautiful space where we gather as women business owners and support one another. Katherine is our resident financial person there. So if you've been on the fence about joining that space, come hang out with us. Because it's really beautiful. We have mindset coaches, I mean, every type, health coaches, every type of women business owner. And it's a really powerful space to have and continue to have these kinds of conversations. So on top of that, Katherine, where can people find out about you? Obviously, your website, [katherine pomerantz \[dot\] com](http://katherinepomerantz.com), which my team and I developed for Katherine, which is super fun.

KATHERINE: And I get compliments all the time. Everyone always says I have a great website. I do.

TIFFANY: Yes. And I know you have a quiz, too. Do you want to maybe talk about that? Or what would you like for people to talk about or walk away with today?

KATHERINE: Oh, absolutely. So you can always connect with me on my website. As Tiffany said, I'm really active on LinkedIn. If you're on LinkedIn, that's a great way to stay in touch. I'm in the Legacy Lounge all the time. That's a great way to stay in touch. If you want one of those action plan calls, go to [katherine pomerantz \[dot\] com \[slash\] action plan](http://katherinepomerantz.com/action-plan) and if you want to be like, Okay, talking face to face, that's too much, but I would like to know more about this money story stuff, I have a Hero Archetype quiz. So you can go to that [skatherine pomerantz \[dot\] com \[slash\] quiz](http://skatherinepomerantz.com/quiz). The quiz will give you some information about your personal money story and some action plan items there. So happy to meet 1:1. Like I said, I got 10 spots open, or you can DIY it a little bit. So go to quiz or go to action plan.

TIFFANY: Perfect. All right. And we'll make sure to drop those links down below this episode as well. So Katherine, I just want to thank you again for being here today for opening people's eyes to the money storytellers concept and really just the empowerment that you're bringing along, especially to female entrepreneurs, because I feel like it can be taboo or it can be the things people are sharing on social media isn't necessarily true, and then people are judging themselves around that. Just having these open and real conversations, I think, is so important. So thank you for being here and for taking part.

KATHERINE: Oh, thank you for having me.

Absolutely. All right. We'll see you next time on the Legacy Lounge. And remember, if you're not consciously building a legacy, you're simply building a brand unconsciously. I hope this chat with Katherine inspired you to take action, even if it's simply moving the needle 1% towards the direction of your legacy, because if we all focus on making an impact, the ripple effect we have together will truly make a difference.