

From Finance to Marketing: Taking big risks

[00:00:00] **Elyse:** Raechel, thank you so much for joining us on the show. I'm really excited to have you on and talk to you today.

Raechel: Thanks Elyse. I'm excited to be here.

Elyse: So you began your career in finance. Can you just give us a little bit of background on what got you interested in finance and the beginning part of your career?

Raechel: Sure. I'm not sure I was ever particularly interested in finance, but it was definitely a decision more based on need. I grew up kind of poor. We had food stamps, rent help. My mom worked her tail off to raise two girls and put herself through nursing school. And so by the time I was 18, I just wanted something sure fire. I would have loved to have studied creative writing or English or dance, but that just seemed ridiculous to me just because of my circumstances and I really wanted a job for sure that paid when I graduated. So I [00:01:00] picked finance without really a lot of education as to what that was, what that meant, how that aligned with my skills.

Elyse: So you studied finance and then what was the beginning part of your career like?

Raechel: Yeah, I studied finance at UMass Boston and kind of accidentally got an econ minor, which I did really enjoy my economics classes more than the accounting classes.

And then when I went into the, I don't know, some office at the college, I don't remember which one it was looking for an internship. I said, look, I can't afford a free internship, like what's the best paying internship that's here. And they said State Street Bank, it's 14 bucks an hour, which right now it doesn't sound like a lot.

But at the time back in 2008, it was something. So I was really lucky that internship rolled right into a full-time job because 2009 hit and news flash, no one had a job. So I really lucked out there. [00:02:00] And that's kind of how I got started, I was at State Street as a fund accountant, calculating that asset values and reporting them to NASDAQ every day.

So boring, hated it, wanted to kill myself. I thought maybe because it was such a large corporation that I would be happier at a smaller firm where I wasn't just such a cog in a machine. So I moved on to a kind of boutique real estate investment firm. And I was just doing analyst work on REIT portfolios.

And I hated that even more. Just wasn't good at it and was very stressed about sucking at my job, a pretty dark time. I got to work every morning at 7:00 AM. Work didn't start till nine, but I just felt like I needed those two extra hours to just do my job and be decent at my job.

So that's what I did.

Elyse: It sounds like it was just something that [00:03:00] never quite. Clicked for you. And do you think that that's because you had like a creative side that you were really wanting to explore or, why don't you think it ever kind of like clicked for you?

Raechel: Yeah, I mean, now I know that I'm very creative.

I'm a great writer, I just not great at math. In finance, sometimes most of the math isn't that complicated. It's like add, subtract, multiply divide. So, I survived had to retake statistics, but besides that, like there wasn't, I wasn't studying biochem or something really intense.

So I got through and, I think I kind of started to realize that I just didn't enjoy it. A lot of my coworkers wanted to be a VP of finance or a CFO someday. They had read the Wall Street Journal before they got to work. They liked trading stocks and I was just like, none of that stuff interested me.

My job was [00:04:00] just something I had to show up and do, and I guess I was so young, I just thought that everyone just kind of hated their job, and this is just what being an adult is. And you just have to suck it up. It wasn't until much, much later that I realized I was just a fish trying to climb a tree. So yeah, luckily I ended up transitioning out.

Either my husband or I, one of us had read The Four Hour Work Week first and then made the other person read it. And we just liked the idea of the sound of working in tech and wanted to make that happen. We were both in Boston at the time, and so I was pretty miserable at my job.

So I quit and our agreement was I would fly to San Francisco. And I would have 30 days to find a job and an apartment. And if I could, then we would move, he would quit his job and moved to the West coast. And if not, I would come home and just, I don't know, figure something out. So I got a bartending job very quickly, locally.

That was easy. The apartment, not so much. So once he followed me to San Francisco I [00:05:00] ended up applying to jobs, finance jobs in tech, at tech companies and landed a job at Sauce Labs, which was much more enjoyable.

Elyse: You brought up a lot as you were talking through that, and there's a couple of things that I, I want to pull out and kind of follow up on. The first is this idea that like, sometimes when we're working in organization, we look up and we see things, just like you were talking about people were wanting to become CFOs or the VPs of finance and it sounds like you were doing some of that, looking up and saying, that's not what I want to be when I grow up. That's not the path that I want to follow.

And that can be really disheartening, but it sounds like you still had this idea that whatever transition you were going to make, you wanted to use maybe finance as that transferable skill to get you into whatever came next. I mean, is that a fair characterization?

Raechel: Yeah, I mean, [00:06:00] I had a degree, I had some experience like work experience, and I felt like as much as I hated it, financial security was super important to me. I wasn't going to just be a starving artist. I was going to keep sucking it up, but needed to find something a bit better, you know? And at the time there weren't a lot of like now there's Slack groups and Facebook groups, and I think it's pretty easy to discover what else is out there, but.

If you don't have someone telling you what's out there, or if you don't know where to look, you're just not really sure what else is available and what's possible. I think if I were to go back, maybe I would even apply for a different type of job in tech, but I just had these skills in finance, so that's what I applied for. And at Sauce, I ended up getting this kind of hybrid finance, operations, glorified office manager role. I was managing the front desk, not that anyone really came to the office, but if someone did, I would greet them. I was dealing with invoicing, helping with [00:07:00] fundraising, helping find new office space.

So it was a lot of hats. And so I am grateful for my finance experience. Cause I think it got me in the door. But yeah, it became clear that I just wasn't going to do that forever.

Elyse: But even before you worked at sauce labs, you both moved out to San Francisco, sight unseen,

Raechel: I had never, neither of us had ever visited and we just had an idea of what San Francisco was and then wanted to go there.

Elyse: Yeah. And you quit your jobs and you didn't necessarily have anything lined up when you went out and you worked as a bartender.

Raechel: Yeah, which was a fun time. It was just quick cash, but I kind of got my sea legs in San Francisco and applied for a job.

But, yeah, I mean, I had never been there. I rented a room with some people I found on Craigslist. Luckily they turned out to be fantastic. I think my family just thought I was a little lost. I don't think anyone really took me very seriously. They're like, Oh, [00:08:00] Raechel, she's just going to San Francisco for a month.

She'll be back. And then I got a job, got an apartment. Ryan started packing it up the rest of our stuff to come out and they threw him a going away party and he had a cake and a banner was printed and I was like, you guys, I'm the one who did all the work to get here. And the CEO of sauce labs, he really, I think he really saw me for who I was and he, I had started before the kind of holiday Christmas party. And he always gave out these kind of funny superlative rewards and he gave me the Hernando Cortez award for showing up to a new world and burning the ships and kind of just not looking back. So I felt very seen by that because my family, I felt like they were like, okay, this is weird, but she'll be back who knows what's happening.

Elyse: They didn't really want to believe that it was something you were like, no, I'm actually going out here to make a change.

Raechel: Yeah.

And fair [00:09:00] enough. It was pretty crazy. And I hadn't really pulled anything off like that before, so, there wasn't like any indication that this would be real.

Elyse: And how long was it when, after you moved to San Francisco and you were working at this bartending job, how did you actually get the sauce labs job?

Raechel: That's a great question. I must still have the email somewhere. So I was just applying for kind of finance manager, operations, office manager type jobs.

Had no idea what to look for in a, in a company in a startup really didn't understand funding rounds and founder history, didn't have any connections didn't know anyone. And I ended up applying for this kind of hybrid, like I said, finance operations job, and I just kind of started diving into the company and I got really excited about them and just, they had a lot of personality and, and quirk and I remember getting really, I can kind of get tunnel vision sometimes, which can be a great thing and a bad thing. But I just remember going down the [00:10:00] rabbit hole and getting really excited and responding to my own email.

So I had applied via email and then I just responded to my own email at like one or two in the morning. Cause I was just so excited and I was like, Hey, this is the perfect job for me. I really hope you call me. It was just like, I think Ashley who's now my business partner and one of my best friends, she was the hiring manager and I think she could just feel the authenticity and the energy in that, because it wasn't something I was doing to everyone else. And it was maybe kind of made me look a little bit desperate, but I just didn't care because I was so actually excited about the job. So I think that's kind of how I got the job is just got my foot in the door there. And then when I showed up, I just worked my tail off which I'm good at doing.

Already, it was going so much smoother than other analyst jobs I've had.

Elyse: What was different about it? Was it just the tech environment or what made it different from other jobs?

[00:11:00] **Raechel:** Much more divergent work. So, when I was at State Street, it's like every, you got to book the expenses, do the overnights sweep report to NASDAQ every day. There are a few market changes here, but it was just the exact same Groundhog day rinse and repeat, and this was much more divergent.

So it was like, okay, we need to help prepare for the board meeting. Okay. Now we're fundraising. We had to deal with this paperwork. Okay. Now I'm invoicing big clients. Oh no, we're running out of office space. Go find, go find us office space. You know, it was just not day in and day out the exact same thing.

And so. It kept me interested because I was so easily bored. Kept me interested much more challenging, and then just the people were so much so, more fun to be around, smart and just emotionally available. When I look back at some of my early bosses, I think now that I'm an adult and I run a business and I grow a team, I mentor a team, I'm just like, wow.

I kind of feel like they're jerks for just like letting me [00:12:00] suffer. Like, you know, if that person worked for me and I saw that they were showing up at work at 7:00 AM I think I want to pull them aside and been like, Hey, like what's important to you? What do you want? And like, that never happened. Or even, are you okay? Yeah. I feel like that people in tech were. I dunno, just more authentic, more available emotionally.

Elyse: Yeah. That's super interesting. As you were doing this role, what then sparked your interest in marketing and how did you end up getting more into the marketing world?

Raechel: Yeah. Well, I became friends with Ashley Wilson and I saw what she was doing and I got a pretty good exposure to the whole company. So I was leading the team budgets and kind of helping, the VP of engineering figure out what his spend is and the marketing leader figure out what her spend is. So that was fun.

I had been involved with a few rounds of funding with kind of varying roles and degrees of involvement, but the latest round of [00:13:00] funding that I was involved with, I was initially tasked with just all the numbers in the pitch deck, making sure they're always up to date and, every month revenue numbers needed to be updated and whatnot, but I found myself caring and spending a lot of time about how it looked and trying to really tell a story, do some copywriting in there. And I'm sure someone pointed out to me that usually finance people don't do that. It looks great. Maybe you should explore that more. And then a really fun project came up.

Sauce was at the time negotiating probably the biggest deal they'd ever negotiated with Yahoo and Yahoo had kind of been on the fence, off the fence with us, like DIY versus, you know, hire a company. And it was a million dollar deal, which was at the time two or three X, the size of any enterprise deal that Sauce had closed.

And somebody asked for an ROI calculator and sauce is an automated browser company with lots of VMs. And [00:14:00] basically you needed to calculate, machine, cost of goods sold, depreciation schedules. Developer downtime is a little accounting wise, mathematically complicated for anyone on the marketing team.

So I took it on and I ended up making this kind of Google sheet calculator that the salesperson could ask a series of questions and get answers from the prospect. And then on the other tab, it kind of turn out this good looking PDF report that they could just export as a PDF and then include it in the kind of sales package and ended up being part of the package that closed the deal that like was signed by Marissa Mayer.

And I just kinda felt like very excited about this. I was like, Oh, I kind of feel like hot shit right now that I made this little calculator and you know, Ashley's just like, that was marketing. So I was like, okay, I gotta figure this out more. I love writing. I love storytelling. Let me see what I can do.

Elyse: I think that your story is so fascinating [00:15:00] because you, you took this leap, one, to go from East coast to West coast, from finance to kind of tech tip of finance and tech, and then into marketing and then eventually into entrepreneurship and each time it was a financial risk. It was a career, I wouldn't say a risk, but like a new career opportunity. And I think for a lot of people making a number of those changes all in succession can be pretty intimidating. So how did you then decide that you wanted to become an entrepreneur in marketing?

Raechel: Well, that didn't come till much later. When I left, the next thing that happened was there was this consultant, Mark de Visser. He was a CMO kind of consultant. Part-time

CMO at sauce. And he'd kind of seen some of my work and knew I was [00:16:00] interested in checking out marketing more seriously.

And he had joined another company and he was like, Hey, come just work for me and we'll figure it out. I think without him, if I had just been applying cold some marketing roles, this would have gone very differently. He really pulled me up and over. And so I didn't have to take a pay cut when I moved from finance to marketing at this startup.

And I really felt safe with him to say, Hey, I don't know that. Or I do know that or, I felt like he really knew me and I didn't have to pretend or like CYA that any like gaps in experience that I had in marketing. So that was huge. And as scrappy as I am, I'm not sure I could have really made the switch without him.

Elyse: So he was a real mentor for you.

Raechel: Yeah. And Ashley too. I mean, we're peers and friends and business partners, but I would ask her a lot of stuff too. Like, so what is a campaign? What happens [00:17:00] exactly during product launches, and talk through it with her. So she was a great resource for me.

Unfortunately the company I joined and that Mark joined did not end up surviving. I saw the writing on the wall pretty early on. Survived two rounds of layoffs, but the final round where they decided to close the U S office, we all got cut. And that at the time I had only been in that marketing role for six months.

And so I was like, I'm going to have to go back to finance because six months isn't really enough time to be a marketer. So I just shipped literally everything I could. I worked around the clock to get all the projects that I was working on done, just so that I would have a portfolio, not because I necessarily felt like I owed the company to finish these things, but I wanted to be able to say, Hey, look, this is what I can do.

And now I kind of have like my sea legs, a little bit in marketing and I felt like I knew.

And so I was very interested in product marketing. That just seemed like the perfect [00:18:00] kind of area of marketing for me. Marketing is really broad and especially if you're not in it or you're a technical person, you come from finance, you kinda maybe don't think a lot of it think very highly of it. I certainly didn't. But there's tons of different areas and roles you can go into. Some are very creative, like being a brand designer. Some are very quantitative. If you're at like a growth performance marketer, but product marketing just seemed kind of the perfect intersection for me.

And I had heard of this new company called Intercom. When you're in Silicon Valley, like things just are kind of in the air and you start hearing about it at coffee shops or seeing about it on Twitter. And they had a product marketing role open and I think they wanted like two to four years of product marketing experience.

And I had six months of just like generic marketing experience. But I applied anyway. And kind of similarly with my tunnel vision, I only applied to that job and I basically just told

[00:19:00] the hiring manager like, look, this is the only job I want. Please just give me a test project. And let me just show you what I can do.

So it gave me a test project and I like pretty much only worked on that. Didn't work on anything else and managed to land the job at Intercom, which now is a very successful startup that most people are pretty familiar with or maybe will be in the future.

And I worked there for a few years, launching products, working with an incredible team. I learned from really great people and work there for a few years before I started going out on my own.

Elyse: So you really were just wanting to build that foundation and develop that expertise. And it sounds like you did a lot to learn about the industry. You had mentors and people that helped you along the way, but you asked a lot of questions, you did a lot of research, you did test projects, it sounds like you've looked at a lot of different things. How else did you learn?

Raechel: I kind of had to learn how to learn, you know? [00:20:00] That wasn't a muscle that I really perfected until later in life and in high school or college. I wasn't the best student, but I think switching from finance to marketing was incredibly humbling and that for me was the biggest unlock for learning at the time when I was in finance, I had gone to school for it. I'd worked in the industry for six or seven years and it started to feel like I was getting to the point where I should know things. And if people come to my desk and ask me something, I'd be doing some ego protection.

If I didn't know, I'd just be like, Oh, I'm busy, but I'll get back to you later. But then when I switched to marketing I was just like, Hey, I'm the new girl, what is that? And so kind of all that ego dropped and it's really that muscle. And that skill has really served me well, because right now the pace of change is so fast that no one knows everything anyways. So if you pretend like, you know everything, you're not going to learn.

So you just have to learn a lot, drop your [00:21:00] ego, really rely on your network. Anytime anyone asks me for something, I would try to help or do something for them. Cause I knew that I was relying on my network to help me so much as well.

Elyse: It's very much this idea of having a beginner's mindset, I think and just being willing to learn and to admit what you don't know, and to some extent to know what you don't know, I think.

Raechel: There's also so many more resources, you know, I don't mean to be like when I was at camp, they didn't have the internet, but like actually, there's a lot of Slack groups that are focused on certain, there's Slack groups for growth marketers and Slack groups for content marketers and Slack groups for data scientists.

And, you can find kind of any group. And Facebook group that you want. And tons of people are putting things on YouTube and there's blog articles and mediums. Like there's just so much you can follow that, it's kind of just up to you and how much effort you're willing to put in because the content is a hundred percent there.

Elyse: Yeah. It's that. But it's also being able to sort through this massive content and [00:22:00] everything that's out there and really focus your efforts on the aspects of it that you really want to learn, or the certain expertise that you really want to develop. Because I think also it can be very easy to get overwhelmed with just like the sheer amount of information that's out there.

Raechel: Yep.

And then also I see a lot of people being a little too smart to start. I kind of take a very poll method, like Kanban method where it's like, okay, I have said I'm going to do something, but I don't know how to do it, let me figure it out, rather than kind of trying to build this foundational base knowledge that I may or may not use down the road.

And then just feeling like not giving myself permission to start until I quote know everything. So I think I've saved a lot of time because I do see a lot of people spending a lot of time doing like generic marketing courses or kind of these foundational things. And then you may not use it later on.

I ended up going a different direction. I'm very much like the pull versus push kind of learning style.

Elyse: And I [00:23:00] think that's a really important point and a very good mindset to have, especially when you're looking to make something like a big career change or any sort of big life change obviously you've done a couple of times as well. It's just having this idea that you're going to start and dive in. And see where it takes you and learn along the way rather than being intimidated by it before you even start. And I'm curious to know, like, I'm sure when you were moving out to San Francisco, And you didn't have a job and you didn't know what this new place like, that's really intimidating.

I mean, that would intimidate anybody. How do you get started in a totally new environment and similarly with getting into marketing, and then similarly, I imagine with getting into owning your own business how do you deal with that, I don't know, fear, intimidation?

Raechel: Yeah, [00:24:00] I don't have a great answer.

I do think growing up, we moved around a lot. We probably moved every year or two into a new apartment. And changed schools a couple of times, nothing too drastic. But I dunno, I feel like I've just always been maybe a little bit more agile, like have a little bit more agility than other people and just like a little less attached to the outcome.

And I was really, the story ended well, but I was really miserable. I thought so little of myself, because I was bad at my job, that it was kind of like, well, I don't really know how much worse it can get. Like I don't know where I'm going, but I cannot say here is kind of where I was feeling at the time.

And then, it gets changed once you accomplish something that you set out to do that was new. You're like, okay, well I figured it out so next time I'll figure it out and next time I'll figure

it out. So yeah, I think I just kind of try not to get crippled by the super longterm and just stay a little bit focused [00:25:00] on what's immediately in front of me.

And it's like, can I be an amazing marketer? I don't know, but I can get this website live.

Elyse: I love that. One of my favorite books that I read in the last few months is Range by David Epstein. He says that The short term planners sometimes are more successful than the long-term planners because you focused on the here and now, you're focused on doing what you need to do, learning the skills that you want to have for this moment in time, versus trying to imagine where you're going to be in 10 or 20 years.

And I think that, you bringing it up now is a great example of being focused on accomplishing your immediate goals and having that repetition of trying something new which kind of just helps you get used to that idea. And it just helps you, build confidence and it empowers you to keep on doing more of it.

Raechel: Yeah. And I don't know where I heard this, but I definitely feel like my career is more of a [00:26:00] playground than a ladder. And I'm less concerned with moving up and I think some people, their, their title means something to them. But I don't really care about that. I'm more interested in the other types of success and freedom that I want. And so, if you were definitely concerned with moving up and having director VP and your title, then you are going to be paralyzed because there's not a lot of places you can go on a ladder.

It's just like, stay the same, go up or down. But I've definitely, always envisioned my life and my career more like a playground. And I'm like, Okay, I'm going to go do this for awhile and I'm going to do this and just see what happens.

Elyse: I've heard that expression too. I hear it with is a jungle gym rather than a ladder.

And I always imagined myself like crawling around on the little jungle gym. Just cause it's a fun mental image, you know?

So what other obstacles did you encounter or like what was difficult for you as you have gone through your career?

Raechel: Yeah, I think recognizing my [00:27:00] skills and that kind of realization that like, I'm a fish trying to climb a tree. And kind of doing that introspective work and I didn't early on have a mentor who could say, Hey, I noticed you're good at this, but you really hate doing this. Maybe you should think about that. So I think being more introspective has been important.

So self esteem, kind of just not knowing enough or having enough creativity of thinking of what other things I could be doing with my life. That was definitely a challenge. Another one was this kind of sunk cost fallacy.

You learn this in economics and finance, that when people have committed a lot of time or money to something, they're more likely to kind of stick and continue doing it. Cause they're like, Oh, I gotta get my money's worth. Or I've already gone down this path for so long. I can't turn around.

And you know, I still think I made the pivot probably sooner than a lot of other people would, but. I very much carried that around. Like, Oh, you know, if I [00:28:00] changed then this has all been for nothing. Or this has been a waste of time or my degree was a waste of money that I worked really hard to pay off.

But I really now believe there's no such thing as wasted skills. You know, if you are creative and kind of resourceful, you can find a way to apply them. When I was at Intercom, we did some pricing and packaging analysis, which was pretty data, money heavy. And so my finance background came in handy there.

Now I run my own business and I need to be very aware of, you know, SAS metrics, churn, LTV, CAC cash you know, momentum, this company I'm advising for they, they raised money and I was able to help a little bit with that process. So, the challenge was like, Letting go of the branch that I had been climbing up for a long time.

And just trying to realize and accept that it wasn't a waste of time and that I shouldn't just keep punishing myself just because I've already gone this far.

Elyse: That's such a great point. Is there [00:29:00] anything that you wish that, and this may be a similar question, but is there anything you wish you'd done differently as you were going through this? And it could be really in any part of your career.

Raechel: Yeah. I think finding a mentor would have been a great start. And it's hard to find a mentor. It's easier to find one now because there's all these groups online, but yeah, I think finding mentor would have done me a lot of good, just kind of given me, help me see outside of myself or helped me see other careers that are available or open to me.

You don't know what you don't know. I didn't have anyone in my family or in my network that had ever worked in tech. If I had known about it sooner, maybe I would've moved sooner.

I also more recently, I don't know, a few years ago learned about ikigai, which is kind of Japanese framework. And I'm sure I'm butchering it, but I guess it translates to reason for being and they, the point is that your purpose and your life satisfaction lies at the intersection of what you can [00:30:00] do well, what you enjoy doing, what the world needs and what you can be paid for. And I think meditating, journaling on those things can be pretty eyeopening.

Elyse: change whenever we talk about career teams and obviously I've talked to a lot of people for this show as well, and it always ends up being sort of that intersection between what resonates with you, what you're good at and what the world will pay you for just as you said.

So as we finish here in our last few minutes what advice do you have for anybody looking to make their own career changes?

Raechel: I'd say definitely start small. I don't think you have to burn the shifts like I did, and like quit your job and move across the country with nothing lined up.

I think you can, start a small passion project, explore something. You can find a friend or a colleague who's kind of doing what you think you might want to be doing and see if you can help them or shadow them. Now more than ever, it's possible to make a [00:31:00] change. I think there's resources online, but I also think that hiring managers are so much more open-minded I spent a lot of time before trying to get that job at Intercom, trying to figure out what my story was going to be because I felt like I had to kind of like have a story as to why I was doing this, but now I think that people are a lot more people are like, yeah, What is up with picking a career when you're 18 and then just sticking with it forever?

Like what?

Elyse: That makes no sense. Literally makes no sense.

Raechel: Yeah. So I think people are open to it. And then I always caution people about going back to formal school. I see people, they feel like they have to have a master's degree or they go back and they get an MBA. And I just think that formal education, I'm not saying no one should do it, but I think that there's so many more reputable, quick online programs out there that you can learn. And you know, [00:32:00] traditional education is very expensive. It's not just the tuition, but it's the missed income, you know, while you're getting your MBA, you're giving up two years of income, which could be 150 to \$300,000, depending on how much you make.

And also I feel like the real world experience is just as valuable as that really expensive master's degree. I'm sure people with master's degrees would like to tell you differently, but I don't know. I think that you can be scrappy if you really put your mind to it and reach out and ask for help, you can make a change without a traditional education.

Elyse: Yeah, I do think it's a hundred percent possible. I mean, I have an MBA myself, but I do feel like no, no, it's totally fine because I do think that, and like, I always tell people too, that are considering getting their business degrees, just make sure that you really know what you want and why you want to get this MBA before you pay for it. I did mine part-time while I was still working full-time for that exact reason, I didn't want to give up the income, but [00:33:00] you really have to go into any sort of formal education knowing, or at least having an idea and that idea could change, but at least when you go in have an idea of what you want to try to get out of it.

I thought I was going to go into management consulting. I ended up going to work for the FBI. But what I did think was valuable about it was just, to learn a way of structured thinking that I'm sure I would have developed over time in the real world. But I was just able to learn it in two years as opposed to over 10 years.

And it also gives you access to certain opportunities and certain things that you may not get otherwise. But no, I have also 100% agree with you. I think that just the, the amount of content that's out there, like we were talking about before is unprecedented. And if you really want, if you have something specific in mind that you want to learn, there's podcasts, there's courses.

There's really reputable sources like Coursera

Raechel: MOC open OpenCourseWare like entire curriculum is online, like

[00:34:00] **Elyse:** Harvard X. I mean, it's the same thing, right? Yeah. There's just so many ways to learn all of that stuff now. And it's, it's also a really good thing to do if you're considering going back for formal education, it's a great way to even just test out if this is something that you like or something that you think you might be interested in, and as you start learning about it, you can be like, Oh, actually, that didn't quite go, right.

So before you pay for a degree, at least test it out. So anyway, I'm right there with you. But my last question for you is, and you kind of mentioned this a little bit earlier. And I, I wanted to dig into it then, but I saved it for last. What is your definition of success?

Raechel: Yeah, been spending a lot of time over the past several years, thinking about that.

I think for me, it's the freedom to choose how I spend my time and who I spend it with. I love kind of being an entrepreneur and running the founders marketing playbook and Olivine because. I get to work on the projects that excite me and I get to work with [00:35:00] people that I love to work with.

There's nothing forced on me. And so I kind of wake up excited about the day. I definitely don't dread the day anymore. I do get up and work at 7:00 AM, but it's usually because I'm really excited about what I'm building. Not because I feel inadequate and I'm dreading sucking at my job. So I would say that, and, financial independence is important to me, but I kind of manage that more on the expense side, but keeping my expenses low rather than trying to always earn more and more and more. And then I also think another definition of success for me is just the privilege to think beyond myself and my family's immediate short-term needs and kind of think more globally or more long-term thinking about others. There's a lot of people in the world who are just living paycheck to paycheck worried about what they're going to eat. They're worried about their kids, you know? And so I do think that to some degree, once you're past that success is what you make it.

Elyse: Well, [00:36:00] Rachel, thank you so much for taking the time to be on the show. This was a great conversation and I I'm really hoping people take it to heart and, and benefit from it. So thank you for sharing.

Raechel: Thanks for having me. I love this project. Can't wait to hear more of these episodes.