

[00:00](#) [inaudible] how was your holiday? I know you had lots of time in Africa as cool, so it was good. It was very good. So good to be back. But it was, it was great. We had three weeks over there. Did Safari, did cultural stuff, did all sorts of things. So that's awesome.

[00:20](#) How have you been? Have you, have you done an Africa trip?

[00:22](#) Not yet. I've ha I have a friend that's over there right now and I have a few people, I was just talking to my husband, we've, uh, we've finished all 50 States, um, this last year. And so, uh, countries are now kind of next in the bucket list swirled. So yeah, it's hard to get to all 50 States. Right. And it was all 50 that we had to go together. So like I was born in Alaska, but that didn't count until he went with me like a year ago. So we didn't get to like scratch it off on our, our list. And so I've been to South America, he's been to Asia, but neither of them are scratched off on our country's map.

[00:59](#) Very good. Very good. That's, that's pretty, that's pretty cool. I, uh, I hadn't thought about that. My, my wife and I are pretty well traveled, but we've, we've not done a tally of just the places that we've been together. So I think we're going to have to do that. I think that that's kind of a must right now.

[01:16](#) Yeah. They have those like scratch maps, you know, so we have a, a map of the U S and then I just got him one for Christmas. That's, uh, the, the whole world and it's got all the different, so like countries or States, and you can scratch them off. It's like lottery material so that you can really easily see where you've been and where you haven't. And we were able to use that for some of like clustering where it's like, okay, if we fly in here and then do this dry, we can get what counts for being in a state for us. Um, we, we allow it to count as long as we're, we're there and have like, sometimes it's the high five as we drive over the state line. Some places we go a little bit longer. Um, but knowing that it's not like you have to stay the night or but being in like the airport doesn't count and some of that, so the airport. Okay. Yup. Yup. So actually, yeah, feed on the, uh, the ground or sometimes like I said, the high five in the car as we go and turn around for some of the States that men, you know, weren't as necessary. Yeah. But we'll get back to some of those potentially. But, um, yeah,

[02:26](#) that's so interesting. I, I, I, you, you had to be intentional about that,

[02:30](#) right. We were very intentional and it really started, my husband is a really big, um, baseball fan and he had been doing all of the baseball stadiums, which he finished, um, last year or the year before, I forget, but, Oh, I think it was the year before. And so I think that, yeah, 2018, we, I went with him to 11 stadiums, uh, over a series of trips. And one of them, which I called hell trip, was flying into Detroit on a red eye and then driving to Cincinnati and going to a game and then driving through a couple of States to go to Cleveland to go to a game and then driving through a couple of States to go to Pittsburgh and go to a game and then up to Toronto to go to a game. And then five days, and I don't like baseball, but so we did all of that, um, to be able. So he's really good at kind of

finding those clusters. And then, you know, there were some, we're going to a conference and it was like, we fly into Tennessee and drive over to Atlanta. Oh, we went to a Seahawks game, which I actually like, you know, so we go through some States go the long way, so yeah.

[03:42](#)

Yeah. You, you, you live, you live out West, right? Walk in.

[03:46](#)

Yeah. Yeah. We're definitely not equidistant to anything. So it is a trip. If we're going anywhere.

[03:55](#)

Okay. Well good. Um, so Molina, we talked before, we kind of talked a little bit about the various different things. So, uh, you've listened to the podcast, so you understand how we, how we operate. We'll go down whatever rabbit hole you want. Yup. Various different pieces. You know, we just kind of go with a fly by the seat of our pants sometimes. Um, but is there anything that you want to specifically talk about and is there, or is there anything that you definitely want to stay away?

[04:23](#)

So, um, I'm so intrigued by the, definitely stay away from, I don't think I have anything. I'm worried about what that might mean, but no, I don't think there's anything to stay away from. Um, and you know, I guess for me is I where, whether it's my podcast and the, um, you know, what I do there in the behavioral economics space is a really big piece of helping businesses and people to understand their brains and how it works. And I think, um, I'm launching a membership site, but it's not ready yet. So,

[04:54](#)

yeah, we were, I mean we were gonna we were chatting about kind of some of the questions where as we were kind of talking about like what, what interested you, what got you interested in behavioral science, behavioral economics, where, what was the impetus for the podcast? What, when you know, what sets it apart from your perspective, what are your listeners telling you that they're interested in? You know, what are some of the insights you've gained from doing this now for, you know, a while and various different pieces. And so kind of going down those and then whatever you can just answer those questions, then we'll be done.

[05:24](#)

Those are easy enough. Happy to answer those.

[05:27](#)

Yeah. So that's where we were, that's where we're going. Um, uh, on the stay away from, we've had some guests who just, you know, want to stay away from toddler today or, or other people who are saying, you know what, I, you know, everybody's asked me this question done. You know, a lot of authors that we've had where they've been, they do the, they do the circuit and the, you know, their publishing company sends out the list of, here are the 10 questions to ask. Well, yeah,

[05:54](#)

he's not no one else. Yeah, no, I think

[05:58](#)

that's a great one. I'm doing more interviews, like I said on my podcast now, so I will ask, I will ask that one. So yeah, know vast majority of people are, Oh, you know, everything's fine, but you know, there's, there's occasional that you get, you get those. So yeah, we'll start with a speed round. And then Tim always asked about music. So are you prepped for that, for that? Come on, come on. Wow. Are you a player or listener or vocalist? Vocalist. Terrific. Okay. Yep. I've done some mostly national anthems these days. Oh, okay. Well that's, that's pretty significant.

[06:42](#)

Mariners and, and you don't even like baseball. I know about that. Okay. And then, um, as, uh, we'll do the, we'll do the intro and then our grouping session afterwards is production kind of stuff. So we usually just get right into it. So, yeah. And any time that you're, if you feel like you're saying something is like, eh, that's not exactly how I want to say it, we can edit it. You know, we're not into heavy editing, but if we could absolutely do any kind of light editing that you want to do. Perfect. So no worries there. Okay. Go for it. Okay. Um, I do this all the time and that was like

Melina Palmer, welcome to the Behavioral Grooves podcast.

Thank you for having me.

It's our pleasure. We want to get started with a quick speed round here. So let's just start by getting your opinion on bicycle or unicycle.

I would say spin bike bike.

Oh, that's not even one of the two choices. It's the first time we've had a spin bike.

It's a pseudo bicycle.

Right.

[07:59](#)

I wouldn't trust myself outside on the side beside the spin bike. I can do that. There you go.

All right. All right. Coffee or tea?

Coffee. Right.

Who puts behavioral economics to better use Starbucks or Costco?

Ah, I've done episodes on both. I would say Starbucks. Okay.

Oh, okay, good. That might be something to talk about. All right. So would you rather listen to a podcast about business or a podcast about business through a behavioral lens?

Ooh. Um, in general. Um, cause I make one about the other. Oh, well, yeah.

So let's, let's, uh, let's delve into that. So you have a podcast, the Brainy Business podcast. Tell us a little, how did, how did, how did that get started? What was the impetus for you to start this podcast? Which is very cool. Yeah,

[09:05](#)

thank you. I would say, you know, taking a couple of steps back into the world. When I got my undergraduate degree, which is in marketing business administration, uh, I had, you know, one section of one class toward the end of everything that had just the tiniest little tidbit about this, um, you know, psychology of buying behavior. And I was just amazed and excited and I knew that that was what I would want to go back and get a master's in. And that was the thing. And I spent the better half of 10 years calling schools that didn't have programs. Nothing really existed yet. So I was doing my work in marketing and business and innovation training, things like that. And then some people from Duke, the center for advanced hindsight came out at an innovation team that I was at a presenting at and I knew it was the thing.

[09:56](#)

I, you know, I found it, found a program to get a master's in behavioral economics and started my business. And I knew I was early. I knew I was going to be early into the field, but I didn't realize just how early until I started, um, in school and was learning that there wasn't a ton in that behavioral science and business coming together. It was very academic still. Um, and so realizing that a podcast was a great way to get that information out. I had someone encouraged me to do that and I jumped in with both feet and it's been amazingly well received.

[10:33](#)

When was that? Yeah, you're talking about it being early about what timeframe was this?

[10:38](#)

So I started the podcast in July of 2018. So, um, but just even as I was talking with businesses and even today I do a lot of public speaking and people just in the general world don't know what it is. And even people that are really well adept in their own businesses of all sizes, from entrepreneurs to people running multimillion dollar companies, they just don't understand how it works and how prevalent this brain sciences and every single decision that somebody is making from um, the way that you prime a message of if they're deciding they're going to buy. You know the, as I talk about all the time, **the price is never about price**. Everything that happens before the price matters more than, than the price itself. So helping people to understand what those things are and how you can properly communicate it doesn't really exist anywhere else that I've seen.

[11:33](#)

Yeah, it's, it's interesting cause we are so embedded in behavioral science, behavioral economics, brain science, all of that. And we have been for years that we forget that the vast majority of people out there may have never heard of behavioral economics or least if they have, it might just be in passing in that really understand and, and we make this assumption again, it's that availability heuristic, right? We talk about, uh, with people who are engrossed in this all the time. And so we go, well, everybody has as this big knowledge of it. And you go, you talk to them and you go, yeah, it's just loss of version. Then they go and they look at you with this blank stare going, how are you talking about?

[12:19](#)

Right? I feel like the hyperbolic time discounting is one of those where people would never know what that means. I call it the, I'll start Monday effect, right? So it's finding the way to communicate this to every person and where I can go and read those journals and listen to people talk about science, behavioral science, and work on research projects and take the couple lines out of this big paper to say, this is what matters and this is why. And here's 10 different ways you could use it in your business. That's basically what I do through my work in my podcast.

[12:49](#)

Well, INC magazine identified you as one of the top 10 business podcasts, you know, and which is really cool. It's a great accolade. Congratulations. But what do you think, why do you think you made the list? What is it that, um, that Brainy Business is doing that might differentiate you from, you know, the, I mean, guy, there's tens of thousands of podcasts out there, hundreds of dollars,

[13:12](#)

right?

Yes. I, um, have not actually spoken with the author of that article, so I don't know for sure, but I would say it's what I've heard from listeners and what **people really appreciate is that it's a conversational, fun tone. It doesn't sound like a lecture.** It's not that boring space and making it really applicable to any type of business. And I know that there are, um, those budding entrepreneurs. I have some people who their kids love to listen to the podcasts in the car all the way up to, you know, at the Texas A&M University's human behavior lab. They basically all their doctoral students, they tell it sort of like crash course sort of assigned to listening to go listen to the brainy business podcast to help them understand all of the concepts. So it's got enough information for the people who already know something and are in the field, but it's not so heavy that you can't understand it in a normal application.

[14:10](#)

So you, your typical podcast is you talking about a concept right now, you have expanded and you've been, you've interviewed Roger Dooley and uh, NIR Eyal and uh, I think a couple of others, but so, so how do you determine what the content is and then how do you go about help us understand that? What's the process you go through, uh, in, in prepping, cause I know we've talked a little bit about this. That's a big job.

[14:38](#)

It absolutely is. And the, because my, while they don't come across as really weighty, they're very weighty for me on the back end, coming up with the citations and finding the right research papers and to be citing and thinking about how that all goes together. Um, so often because I'm really good at going down rabbit holes to have that sort of squirrel mentality. I can pretty quickly, if I'm reading a paper can say, okay, I'm going to turn this into an episode and this would be a good episode so I can go about it. That way. As I start digging in and reading about something, I'm grasping other areas that are going to be useful. I also just kind of do that fly on the wall world. I'm in a lot of different groups on social media for small businesses and um, just seeing the questions that people are asking in business and, or when people reach out to me to do consulting work, the types of things they're asking about that I can then cater into an episode.

[15:36](#)

So there's an episode that's called the top five wording mistakes businesses make. So it's not one individual concept, like an episode on scarcity or framing or priming, but it's then this is how you would apply all of these in this way. And I have some about, you know, setting good goals and being motivated and keeping your motivation, um, without having to talk about only one specific topic. So it kind of jumps around to make it interesting with what I care about right in the moment. And everybody can just sort of come along with me. I guess

[16:08](#)

you do a great, and you mentioned the citations and the, and the amount of background work that you're doing. And I'm really glad you brought that up because I'm a huge fan. Both Kurt and I are a big fan of citations and resources and links and sort of verifiability. And what if we're using a term that someone isn't familiar with, don't make it difficult, you know, as Roger Dilley would say, reduce the friction, right? So have links in the show notes and, and fabulous job. Tim was getting a little jealous. Oh my God. Oh, go ahead.

[16:45](#)

Say that the show notes do get a bit, uh, lengthy, but I know people tend to appreciate where you can go back and see it. 15 minutes and 27 seconds, I started talking about such and such. And then here's the article you can reference to go find it.

[16:58](#)

Yeah. What did you think is the most important topic that you've covered for business people when it comes to specific, uh, specific principles of behavioral science?

[17:07](#)

Hm. I have found that pricing strategy is the biggest area that people need help with and one that is actually fairly easy to implement when you understand how some of the concepts work together. So I have a framework, I guess that I call, it's not about the cookie that goes into using priming, framing, loss aversion, anchoring relativity. And now it's turned into a course and all that. But that confidence in your own pricing is the biggest point of failure for a lot of businesses where you don't realize that you might be saying something, you know, 10 minutes ago that is totally putting the kibosh on the whole sale.

Whereas if you would tweak something a little bit and the way something is presented impacts that buying behavior way more than anything else.

[18:00](#)

So is that pricing that, so it's not just product pricing, you're talking about pricing, uh, any type of service or anything. So a consulting gig, a speech, a, uh, learning course. Anything along that line.

[18:13](#)

Yeah, absolutely. And, and it can be anything from the way you present things on a menu down to, you only have two service options that you provide to people. And I would say one of the, you know, that combination of anchoring and adjustment and relativity and just the way that you, you know, you start with the high one first and whatever the best thing is that you're trying to sell, that needs to not be the most expensive thing that you're offering. So you want to have one thing above that that may, you know, I tell my clients, come up with like the biggest, most ridiculous thing that'd be cool to do, but you can't imagine anyone would possibly do, right? Like they fly you out to meet with them in Italy and do a thing or whatever it is, right? You can come up with your big crazy \$20,000 experience and then if you say, and I can just do it for you for 5,000, you know, 5,000 sounds a lot better when 20,000 is your high anchor that you started with regardless of what it is. And someone might buy that and then that's awesome. And you get to go work with them in Italy, but if not, it makes it easier to sell that the, a bunch of those \$5,000 fashion.

[19:14](#)

Do you have any favorite researchers or research papers where there were, were there any, was there anything along the way that just really caught you, especially around pricing? You know, I mean you're talking about decoy pricing and this is, you know, there's a lot of great work on that.

[19:28](#)

Yeah, there are so many, there are so many, but I really love a lot of the work and the research from um, you know, Dan Arielli and the team there at Duke. They do really great things. Um, I've been reading a lot more of, um, Katherine milkman stuff. I loved the episode she did with you, with you all. So I think that she's got some good stuff, not necessarily in pricing as much as in some of that behavioral change. Um, and you know, I think Conaman is, is always great. I always do cite a source on anchoring that. Um, and I can't think of the researcher so much as I know it's a Snicker's. Uh, I call it the Snickers study, which is where they had the two different end cap displays in a grocery store. And in one case they said Snickers, buy them for your freezer and the other one says Snickers by 18 for your freezer, which is a ridiculous amount of Snickers bars that most people would never buy. And as a business you would very unlikely that you would actually create that advertisement. But the difference was a 38% increase in sales when it had the number 18 instead of the word them. And it's just that power of a number and a high anchor and how you adjust down versus moving your way back up from where, zero, you know them is just a fancy word for none. You what am I going to get?

[20:48](#)

Was that Chris? She did Christopher Sheedy do that. Um, I can't remember. I could get it super quick. My show notes, we'll put it in our show notes,



anchoring and adjustments. Episode 11 of my podcast. I know all those details, but the specific researcher, I forget you have that Kiki Brian for that. Well, you mentioned an area, Ellie, right. And he did the classic, you know, the, the economist study with the, with the, I talked to, I use that as a source, which is again one of my favorite ones where you're looking at, wow, if you just priced the economists, uh, you know, print versus the economist online versus how they, they pair together. Uh, it's classic and I've actually replicated that in, in some workshops that I've done. So it's really interesting to, to see how that, that does and the anchoring components are all there. So with all of that, when, so how many episodes? You have eight over 80 episodes out right now, right?

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Yes. 82 I think just came out today as we're going.

[21:54](#)

Okay. So, so from those 82, uh, episodes and then talking and hearing from your listeners, what, what have they found, um, or what have you learned from that? Like what, what are some of the insights that you've gotten from making 82 episodes and then what are you hearing from, from your listeners? Yeah, you're a lifelong learner, right? So what's your hope? What are you coming over?

[22:23](#)

I just love, I, you know, I actually got an email earlier this week from somebody who was reaching out. I get, um, you know, people that say things like, you know, how they want to talk about working on their business, but they just love that, you know, the episode about counterfactual thinking came in at just the right time, that they had a semi or jarring experience in their family, a diagnosis of something and being able to learn about how their brain worked and the counterfactuals helped her to get past that issue. So then she could focus on everything else. So I think the balance of what I try to do in approach with all the episodes and anytime I'm speaking is understanding who you are. We, um, my screen froze. I don't know if you can still hear me.

[23:10](#)

Yeah, fine. So far it looks like everything's good. Yeah. Okay. Just before I go on and on on a rant, I'll, I'll take a pause and then I'll answer there again.

[23:20](#)

So you can find this. I like to help people to really understand how their brain ho, how all these concepts apply to them personally. And when you see how you can hear a concept and say, Oh yeah, I do that. Then you can learn how other people do that too and apply it to the way that you communicate with people. And I know that that's something that people really appreciate, resonate with. Just making the concepts really tangible and applicable instead of, um, you know, lofty or weighty.

[23:55](#)

Yeah. That, that's very cool. Uh, do you mind if I talk about music cause you go into music, I'm just excited. I mean, we got the thumbs up before we started recording. I'm like, yeah, I wanna go to music. I'll come back and wrap anything up. Okay. So, so prerecording Molina, we, I, we just brought up this idea of music and you just gave this big smile and a big thumbs up. And so I just want to, you know, uh, I just want to talk about anything. Let's, let's start with what's on your playlist. Let's just start there.



- [24:27](#) So I actually like to have some music in the background. I've been curating a John Mayer radio station on Pandora for 10 years or something now. So it's got a good mix of everything from the Beatles and just up. It's just a really great, uh, you know, Michael Bubl  and whatever all the way through to Dave Matthews band. So it's a really awesome station that I just love all basically everything that comes up on it.
- [24:55](#) Okay. Wow. I'm totally fascinated. You'll have to send us a link. Um, but you're also, you're also a vocalist. You're a singer. You actually get out and perform use thing in public.
- [25:11](#) I do, yes. Um, I, I was classically trained as an opera singer, um, through school and used to compete singing opera and did chamber music and things like that. And then, um, you know, made a big shift and used to sing with a country band in Seattle for a while and we did some shows. And as I had said, I mostly do national anthems these days. Uh, just not as much time for singing as I would like to be kind of out in the world performing just, just me or with a group. But I, I do love it. So
- [25:44](#) it's a heck of a song that national Anthem that, uh, that three octave thing trip up a lot of people who think they can sing and really can't. So
- [25:54](#) yes, it's a good one. If you have a salt, a large range, it can help showcase some of that. So I've been doing anthems since, um, just to show, I guess the ridiculousness of my own ambitions and the type of thing you need to be able to do a podcast and things like this. There's a lot of, you know, audacity, there's a reason I think the recording system has called audacity and we have to be going out and just saying, Hey, would you want to be on my podcast or you know, whatever it is. So when I was in junior high school, very modest and humble, they were doing this, um, an assembly that was this like showcase of the stars and it was going to be all the athletes that were the top at the school. And I being the very shy person that I am, went to the school and said, you know, if you're doing the best of the best, I should be the ones singing the national Anthem at this event. And we've never had a like Anthem singer star do something and they let me do it. So I think that was the first one. Yes.
- [26:54](#) All right. So I need to hear a little bit about the country band in Seattle. So, I mean, is this old times like an oxymoron, Brian? You know, Nirvana, Soundgarden, but no country country's huge around the country, around the world, but all right, so what old country, new country mix? What are you doing?
- [27:17](#) A real mix. And I know that for me, I have, while I do sing opera and can have that classically trained tone, if I'm left to my own devices, there's a lot of twang in my natural voice and I think it's a lot of fun. And so when I did my Anthem at the Seattle Mariners, I had a friend who was in a band that didn't really know that I sang and they were starting this country group and asked if I wanted to be a part of it. And so it was everything from, I did some Patsy Cline songs up to, um, you know, the lady antebellum, Miranda Lambert, and we did some real old

stuff, um, like back in the saddle and just some ridiculous old songs. That was a real big mix of very kitschy up to newer stuff. And I really love to do kind of the mashup where it's a normal style song or it's a current song. But then I sing it more with a country twang. I like some, uh, Tom petty and things like that. I love to do those.

[28:19](#)

Very cool. That's very cool. Are there ever any songs that you're listening to and you, and as you're listening to you go, Oh, that is a behavioral song, like that's gotta be behavioral hook to it?

[28:29](#)

I think I find a behavioral hook to everything. My husband is very patient in, you know, walking through any, you know, through the airport and like, Oh, stop, I need you to hold my purse so I can take a picture of this ad. Or this was an interesting, the way people are clustered around a different event outside and things like that. So I can't think of any really specifically behavioral songs right on the spot here in the moment. But I'm sure there are some of the associations in my brain aren't, aren't properly wired for that in this moment.

[29:03](#)

Buba brain Mona, as we like to say. All right. So do you have more musical questions? I will. I will indulge you if you do, you know, well, I, you know, I would, I would get back to this ohn Mayer list. Just go, go, go. Well, I'm just curious, you said that you're curating this ohn Mayer station on Pandora,

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which sounds a lot fancier. Perhaps I made it sound a lot cooler than it is so much as I'm saying in a, in a previous life I used to do grant writing and um, different, different type of work where it was really long hours of just sitting and working on stuff. And I had started just to, I found like the ohn Mayer station was interesting enough that if I needed a little break I could kind of have this mental spot and go, that's nice. I like that line and then can just keep going. Right. It kind of keeps me engaged and moving forward, but there's a lot of, the song sucks. I never want this to be on this station. And Oh yeah, that's awesome. And not saying I hate this on forever, but it's just not in the right flow. And then, you know, Pandora kind of adapts to your tastes. So when you give something a thumbs down, it won't play anything it thinks is like that and whatnot. So the station has just organically changed with me over time. And it brings in like, even like hristina Perry and just all these, uh, what would be a totally vast array of people and genres. But it fits for what I'm trying to accomplish and I can just have it playing quietly in the background now and not really have to even thumbs up or down anymore cause it's just good stuff.

[30:36](#)

Oh, it's mine. It's my Damien rice playlist. Is, it? Is, is that, it's been for years and I think there's red hot chili peppers and you know what I mean? It's wide, wide mix, but it works. It works. But that gets to a question that we often talk about and that is, do you listen to music while you're working?

[30:55](#)

Sometimes it depends on what I'm working on and it can't be loud with lots of words. So things that get me kind of pumped up and excited. Um, and I will listen to maybe right before I'm going to do a big call or you know, sales call, I'll

listen to some of those to get me amped up. And then, but sometimes if I'm writing for extensive periods of time or updating a bunch of, um, you know, my Trello board or whatever and I want just a little something in the background, it's just very, very, very quiet cause I get distracted way too easily.

[31:30](#)

Oh, okay. We have it. We have this conversation. I, I use it a similar, I put it in the background on some of those times, so, okay. There you go. Thank you. Yeah. Are we done now? Well we're never done with music, but that's enough for right now. Ever want to just call and talk music, you know where to go, Tim. We'll do that. And you just opened up a whole Pandora's box there and a Pandora's playlist. So when I was, I was wondering is, so you have ighty some episodes of your podcast going on and then you've, you've done this, you've been listed as a top en podcast. What, what do you hope is a brand new year, brand new decade. We're recording this at the beginning of January. Where do you want this to go? What do you want to do?

[32:22](#)

I have really made it my mission, like I kind of this wo fold. I want as many people as possible to understand behavioral science, how the brain actually works and why it's important to them and in again with those lofty ambitions of the world in my like naming and claiming is sort of what I've been saying. What Susie Orman did for personal finance. I want to do for behavioral economics just to make it that everybody knows and gets it as quickly as possible because it's so important. And so along those lines, you know, working on a book and things like that, but also you know like a membership site where people can come in and just ask me questions regularly and get those answers when they need them and not have to book a full strategy session or long engagement with me. Just to help, you know, small business is really important to me and I feel it's going to take a long time to trickle down to them if someone's not really specific and intentional and helping them. And I love doing work with corporate clients. It's a thing I want to do more of as well. But just helping more small businesses that really need this knowledge so they don't go away, uh, to understand how it works and to actually implement it properly. That's a real big focus for me.

[33:31](#)

Fantastic. Well, it, it aligns with us of building this community of, of people who are interested in, want to learn more about behavioral science. So, so we encourage all of our listeners out there to, to go out and search brainy business and give it a listen to. Absolutely. I appreciate it. Well, thank you for being on. We appreciate the appreciate your insights and your time.

[33:57](#)

Absolutely. Thanks for having me.

[34:00](#)

So we'll end the recording there. Uh, but this has been fun and thanks for indulging me. I'd help them.

[34:08](#)

Like I said, I could always, I could talk, I could talk music forever and I don't get to do it very much these days.

- [34:13](#) Yeah, yeah. Well, it's been, it's, it's been, ne of the fun things that we've done in, uh, with the podcast is it's the topic just always is, uh, kind of puts people into a different sphere. You know, they start talking about music with their kids or they started talking about music when they work out or music when they're working or music, you know, the things that they can't listen to when they're working or those kinds.
- [34:37](#) Yeah. I mean, it's inety eight percent of the, the people, it, it goes into a, uh, a discussion that is really positive, about wo percent that just sit there and go, ah, I don't know.
- [34:50](#) I remember ne of our very irst interviews, I asked what it was on his playlist and he said, I don't know. I don't really listen to music.
- [35:03](#) So yeah, it's been good. And for me it's been interesting because, uh, you know, it's not my forte, but I, you love, but you love the discussions. They're good. While they, they point into people's personalities. And so I think music actually is this really interesting window to look at how people view at least a portion of their world, which ones lets you in and understand them in a different level. Yeah,
- [35:31](#) yeah. I was interviewed on a podcast, um, last year that is actually in the credit union, which I have a lot of background with financial services and um, ne of the questions they asked on that is like, what's the best album of all time that you could just listen to from beginning to end knowing that these days people don't, the kids these days aren't listening to albums. Um, but I know that that was an interesting ne. So I would ask actually for both of you, do you have, uh, a favorite that you would say is like the album, the best album of all time? I have my best album of all time. Mind change. If you just listened to the whole, like you could go from like front to back. You know, if you're going old school records, you're doing the AA side and then the B side. But you would just, it's like a, a symphony of great songs all perfectly put together in the way they used to do albums
- [36:26](#) is going to be before ineteen seventy eight. Mine's going to be from the ineteen eighties
- [36:31](#) so Hey mine, mine too is from before. Before ineteen seventy eight
- [36:36](#) Bravo. Okay. So well, well I had several, I mean ne of them is, is definitely Depeche mode violator.
- [36:44](#) Um, you know, it's again,
- [36:47](#) just from the irst song and the way that it flows. It brings you up,
- [36:54](#) but then brings it back down and brings it back up again.

- [36:57](#) Just nice. So you go after that. Okay. So from before ineteen seventy eight, uh, Aretha Franklin, uh, um, uh, Ella Fitzgerald in Berlin, that would be start to finish. It's ne of the most amazing performances ever in the history of humankind. So honestly,
- [37:16](#) I'll have to check. I haven't heard it, so I'll have to check it out in my jam.
- [37:21](#) Uh, what so amazes me about that Molina is that the, the audience is just on pins and needles. They are just waiting so quietly, so sensitively, just waiting for anything that she has to say or sing and I can just feel the tension in the room. It's just, it's just fabulous. Um, uh, but, and then in the, in the 70s. Okay. So I would move forward. That was ineteen sixty, but moving into the 70s, um, James Taylor's a sweet baby James. Um, Paul Simon's Graceland record. Um, that was eighties wasn't about bad way. That was actually in the 80s. Um, a pink Floyd's dark side of the moon. Uh,
- [38:01](#) Gaucho hall. No, not the wall. The wall. I know it's a story. It's this the whole all from beginning and it is, it's a, it's an then you go watch the movie and you get, you know, you get even more depressed.
- [38:15](#) [inaudible]
- [38:16](#) and then a Gaucho from Sealy, Dan. Uh, then I don't know, more recently. Um, yeah, I dunno. Hard to, hard to say something really recent cause
- [38:27](#) they just don't do it that way anymore, which is a, it's unfortunate. I think it's a real lost art in the art of the album. Mine's Abbey road.
- [38:36](#) Oh, there you go. That's great. That's a, that's a terrific ne.
- [38:39](#) Well, and I love it. The compilation of a bunch of like not quite songs, right? So it was like we have an idea for this song and this ne and this ne, and then they turned them into this like ive songs together at the end that are almost songs and then they've got kind of the like reprise at the end ne where it brings all of them together into this really great piece. You can't listen to ne without listening to the whole, it's like the last ight songs on the album. You just have to listen to them together. Even if they come up like on my Spotify, I can't, I'll turn shuffle off so I can hear them.
- [39:12](#) I would agree. I would. In fact it's Sergeant peppers is, is that way for me. Like I would actually just sit down and listen to those leven songs just as they are is really phenomenal. Right. That's a terrific experience. That's a dig that so much. We could do
- [39:29](#) good new. That could be a fun new question.

[39:32](#)

There you go. Yeah. Yeah. I actually, I think that is a good question. Okay. Yeah. So, uh, Malina, just on a, on a side note, uh, you're talking about starting a membership thing and then you're doing your courses, right? So how, how is, how are the courses going and what are you finding out? Cause it's again, Tim and I are just trying to figure out how do we, how do we monetize this and how do we, how do we make this so that we're not just putting money out and doing things, which we will do because we love to do it. Um, we'd like to be able to at least break even on some stuff.

[40:05](#)

Yeah. That's the dream. Right?

[40:09](#)

You know, so how, how, how is that going and what do you find, what have you learned from that? Um, in any, any pointers for us as we're thinking about that? And also then your membership kind of thing. What, what do you like, what are you offering? That's the thing that we kind of keep coming back to is like, well, what can we offer that people would pay a membership for?

[40:28](#)

Yeah. Um, so the courses I would say are going well, they have both. So I have a course on pricing and I have a course on mindset. They've both more than paid for themselves. So you know, live in the dream. Thank you. Um, maybe not in my time it took to create them, but I think they were really valuable for me to like w for pricing specifically. It helps me to go through and kind of force me to create a framework of if I was going to work with someone on pricing strategy, what would come first and what second, you know, stepping through all of that. So, um, that was really helpful. Um, the, the membership site and what I would say about it is, um, the reason I'm putting that together because I do a lot of work with smaller businesses that don't have even, so the courses are free ninety nine. Um, and that's not like the end of the world, even for a small business if it's the right thing for them to be buying into.

[41:30](#)

But it does require a lot more, um, like encouraging and they want to have their hands held in the buying process, which I'm trying to get away from, which is where the membership site and making it an easier opt in and just a slight reframe. Um, so essentially it's going to be the regular price will be \$100 a month, but it's when I start, when I launch it in a few weeks, it's going to be, you know, existing clients can come in a lot lower and then maybe for the first few months, you know, legacy pricing, you know, thirty nine or forty nine dollars or whatever it is just to get people in. And then actually all of the courses are going to be available as like evergreen content that you get access to if you're in the membership site. And so, um, if someone was to buy both courses and the, um, I do like half day virtual workshops and things like that, um, it would be, it, they'll, they'll be paying more to get that access, but then they're also going to have, uh, so in my mindset course it had this Facebook component to where it was like, you can, you have access to me, we're doing a live training, you're able to, I do once a week on zoom and then I'm coming in on Facebook and answering your questions as you have them.

[42:46](#)

And there's just so much value in that for people. And it's like, I want to be able to ask you a question when I have a question and I'm thinking about it. And then a friend of mine has a site like that and then the community is answering kind of like on behalf of like, well I do this. And like, Oh, that's interesting. Have you thought about that? And I've seen some of these work really well. And just with the, you know, like fifteen people I had in that first group, it was definitely getting some of that and the other people sharing book recommendations or Ted talks that they watched and all of these. So, um, that access to me is more, you know, learning that that's more what people are gonna be paying for versus just the course. There's this, um, you know, would you pay more to be able to ask Oprah a question whenever you have one or to take a course that she or someone on her team made, even if she's the one in the video, you know, it's about knowing it's like the horse's mouth, sort of a base to get that information.

[43:43](#)

I know that for, for you guys, there's this question of who, what I would, I do this work with clients all the time too, right? So it's like, if you are my client and I'm talking to you about this, the first thing would be who is it that you're actually selling to? And I'm like, why are they wanting to buy it? And knowing that each of your businesses are in this different, uh, from what I saw and that you're working with larger companies who potentially don't want to do it themselves. They don't, they don't want to do it yourself option. And so a thing like a course, like it's not great, but are you training other people to do what you do? Are you training people in behavioral science and how it applies to things? Are you training people on how to start a podcast and do that?

[44:26](#)

You know, why, what is it that they're wanting to get? What level of effort are they willing to put in? How much access do they want to you? And then what does all that look like? I'm also looking into some um, like swag stuff. So I have a book, a notebook that's coming out too that's accompanying the um, the mindset course. Uh, my be thoughtful notebook is coming. Um, cause I end all my episodes with be thoughtful and my emails and stuff. And then also I have, so I had an artist create this be thoughtful thing for me that's going to be on the cover of the notebook. But then also it could be like a mouse pad or if people want it on a shirt or a thing that you hang in your office or background on your computer, you know that there are all these ways to be integrating me in and having like little things people can be buying that's below the price point of what a company would pay to work with me and helps us an introductory point. People ask for stuff when I'm doing speaking engagements, like what's the little thing I can buy now? Cause I want to give you something cause I love this so much and to say, well it's starts at five hundred dollars an hour to work with me. It's was like, well thanks, bye. So yeah,

[45:33](#)

way to go. Thank you. Thanks for sharing that. Yeah. All right, well we will um, actually, I mean this will probably come out in a few weeks, right? I mean shortly. Yeah. Yeah. So yeah, we ran through, as I was gone in Africa, we ran through all of our backlog. So we're all, we normally, normally where we're our or five weeks out, our or five weeks out be, it'll probably be next Sunday actually. Okay. Yeah. A week. A week from this coming Sunday.



- [46:00](#) Oh, cool. All right, so your, your episodes come out on Sundays.
- [46:04](#) Yup. Sundays and uh, yeah, usually big downloads, Sundays and Mondays, so, so yeah,
- [46:10](#) minor Friday. Yeah. So it switched. I don't know if I would keep that in the future, but it works out fine. So, um, cool. Well I believe I already sent you, you know, image and things like that, but if you need, if you don't have my headshot and stuff, do you not have it?
- [46:28](#) Uh, I don't know if I have it. Tim is the guy that puts all, he's the guy that does all the work. I just sit there and
- [46:36](#) I'm happy to send it. I can just, I can just send it to you now. If it would have gone through, you know, three weeks ago, who knows where the hell that is in technology land. It's lost in the cloud somewhere.
- [46:49](#) It'd be good if you could do a reset on that. Yeah.
- [46:53](#) And do you have my email address or just, I think I do because we did some correspondence in getting all the things.
- [47:03](#) Oh yeah, that's right. Okay. Then you know I'm no Molina. I'll, I'll find it. I'm sure that it's there.
- [47:10](#) That's fine. I'll, it'll take me less time to just send you, I have like a guest packet that has all my social links and a bio and then I've got my couple of images. It's pretty easy to send over so it'll take me two minutes to send it and I'll give you two headshots to choose from. ne, I'm holding my purple brain. If you've seen, if you've seen brain, he's a, he's my like cohort in action. Yeah. So I'll send, I'll send that over and if you need anything else, let me know. And definitely when you have links and stuff I will, I will share it everywhere. Perfect. Yeah. Thanks for having me. Have a good weekend. YouTube.