

# The Forbes Factor; Seeing Excellence In Yourself with Forbes Riley

## **SPEAKERS**

Forbes Riley, Lara Schmoisman

### **Lara Schmoisman**

This is Coffee N° 5. I'm your host, Laura Schwartzman. Welcome back to Coffee N° 5. There is always a point in our life that when we look back and stare at all what accomplish, whether we like it or not, each and every moment of our life has shaped us into the person that we are today. And it's important to see excellence in yourself. Today, in Coffee N° 5, we're joined by Forbes Riley, award winning TV host, author, motivational speaker and entrepreneur, Forbes was voted the top 20 most inspiring people on television, her role as a thought after spokesperson, broadcast journalist and success result coach to celebrities, sales teams, and CEOs. Hi, Forbes, how are you?

### **Forbes Riley**

I am wonderful. I just got back from two weeks in Costa Rica first vacation of the year. And for somebody who travels like 200 days and have been stuck inside. This has been amazing.

### **Lara Schmoisman**

Amazing. And you know what, I'm so happy you're here because you embrace something that I'm a true believer that life needs to be sexy, and you need to feel sexy, and thinking is sexy. And you're all that. And you look and you think and you'll make it happen in a sexy way.

### **Forbes Riley**

You know, it's very funny that you pick on that word, many years ago, I think it was in my 30s. And they were talking about having it all. And back then all was two and a half kids, a husband who had a nice job and a steady, whatever. And I'm thinking I don't have that. So I don't have it all. And I got very upset. And then one day I had this moment and I thought Ooh, what if I turned all on its side with A L L and called it a loving life. I have that. And so now I can say I have it all. And I started redefining words. One of the words was sexy, because they used to say all the time, my daughter was she was little said, Mommy, that's so weird and sexy with you. And I said no, no, let me explain S E X Y is seeing excellence in yourself? And to me that is what sexy is is finding your personal sense of what you want. You know, it's also returned. Let me tell you, I went down to South America. And I did a couple of infomercials in Colombia. Funny thing about you Latina women, let me tell you something, they threw my head back, put makeup on and I'm like, Oh my god, I'm like the sexiest like, wow. And I think one of the things they reminded me and I don't know what it is about cultural. But I have never felt so like. I was like, American makeup artists never make me look like this. And now all of a sudden I am enjoying this Raquel Welch kind of Sophie. You know, Raquel Welch and Sophia Renner in their late 70s.

**Lara Schmoisman**

Oh, my God, you are talking about divas? I mean, they are goddess, those woman's and they never were afraid to be who they are. We live in a society right now that they want us in a box. And they refuse to be in that box.

**Forbes Riley**

Do you have great parents? Is that how you ended up not being in a box?

**Lara Schmoisman**

If I have great parents? No, I have myself.

**Forbes Riley**

Really? That's interesting. So did you end up on your own?

**Lara Schmoisman**

Well, not me. They have my parents and I love them and have the greatest family ever. But

**Forbes Riley**

hang on a second. Okay. So some of the work that I do now I do a lot of coaching and one of the things I teach is a breakthrough training. Your parents married still married? Yeah. Okay. So that was the question. We are who we are, we got to step up. When your parents show love in the household. It creates a different sense of stability. And I have a feeling your mom and dad probably looked at you and told you that you were special. Yes.

**Lara Schmoisman**

Sometimes.

**Forbes Riley**

Okay. So minded to know not that I don't have all kinds of issues. But a lot of the people who I end up talking to never ever had that at all in their life. And so it allows us to just see a glimmer of hope my parents were married for 40 years, they died within a year of each other, they loved each other very much. They had their own issues that it's not that nothing is perfect, but I didn't understand until I was in my 40s that dads could drink and hit kids and that sexual molestation was a thing. And we're dealing with a lot of people who were hurt so long ago, and they've covered it up and they don't actually know how to deal with it either. And that's a lot of the work that I have been focusing on.

**Lara Schmoisman**

And that's incredible. And I have a very similar situation. Yeah. And I still have a very healthy relationship with my family. And it's amazing but also I know that at some point you need to become yourself. You can not be part of that family forever and let people to protect you. And isn't I don't believe in telling my kids teenagers, everything they do is perfect.

**Forbes Riley**

No Okay, no. Okay, let's let's not misconstrue this at all.

**Lara Schmoisman**

No, no, no, no or everything that they do. I hate the parents that they say horrible. everything that they do is perfect. No, it's okay to say it's just right. Because we don't fall in love with the perfect person, we fall in love with imperfections. And that's what makes us unique.

**Forbes Riley**

Very, very interesting. When did you move to this country? I'm going to keep asking you questions because I'm intrigued.

**Lara Schmoisman**

Yeah, that's fine. 23 years ago, all right.

**Forbes Riley**

And why did you come here?

**Lara Schmoisman**

To learn English? I didn't speak a word.

**Forbes Riley**

Yo hablo español porque yo viví en México por 10 años. Yo trabajé con Club Med. ¿Tu conoces Club Med?

**Lara Schmoisman**

por su puesto

**Forbes Riley**

There you go, alright, so I that's what I did in my 20s I traveled all around the world, doing a stand up comedy and performing at club med.

**Lara Schmoisman**

I love the world. And I was in between jobs. So I want to learn English, I thought it will be useful for me. And then I came and as soon as I was here, start getting calls, and I started getting work. So I was there. I was there working on learning English at the same time. So I ended up being self taught.

**Forbes Riley**

I'm speaking English most of my life and I'm still learning.

**Lara Schmoisman**

Absolutely, absolutely. But the accent is not going away.

**Forbes Riley**

Well, you know what? Actually, my original accent comes from New York. So I grew up talking like this. This is genius. You want to talk about having coffee? Oh my god. That's all we did when I was growing

up. Yeah, we played cards, we get coffee. And then I learned that that particular accent wasn't very nice, very ladylike. And so became an expert when it came to accents.

**Lara Schmoisman**

Well, that serve you well meaning television so much.

**Forbes Riley**

Yes, it made it made good for being an actress.

**Lara Schmoisman**

So yeah, so you've been an actress, you've been a host, on a personal trainer, a coach, you'll be like, I always say I've been there. I have done that. And I believe that everything I did, and all those opportunities that in a resume makes me look like I did a little bit of everything that accumulating all that knowledge. It took me someplace else. Do you feel that that happened to you?

**Forbes Riley**

Let me tell you something. I think it's everything my son turned to me. I think he was about nine years old and had a really sad face on. I guess his, his cousin had gotten to the Junior Olympics for swimming. And he's like, Mommy, I'm not good at anything. I'm just not good at anything. And isn't that interesting? I said, that's the way I raised you. I don't want you to be great at anything. I want you to be good at a lot of things. He's like, What are you talking about? I said, I've already lived this good portion of my life. And here's what I know, is that the kids just spent all the time in pool at 5am in the morning and became great swimmers. How does that help you when you're 30 years old. Here's what I want you to know my son. At that point, even by that age, you can snow ski and water ski and you know how to roller skate. We go roller skating every Sunday, you can play a couple of songs on the piano, you're not great. That's okay. You know how to cook some food, you know how to play baseball, a little bit of golf, a little bit of fun. Maybe you're the most well rounded kid because that was by design, you can bowl you can I mean, I can go down the list of things that he actually knows how to you can fire a gun, you can fire a bow and arrow,

**Lara Schmoisman**

I'm the same way. This way you can live life. It's all about and we talked about this with a lot of my guests and with my team. It's about leadership. It's about knowing how to be a leader. But it's a big responsibility. Being a leader is also being a mentor. Because it's your responsibility to give back.

**Forbes Riley**

This is a little different. This is about you, not having just one job in your entire life. But understanding what life is. So I said to him, life is all of these things life is when you get together with your friends, they want to go skiing for a weekend, I didn't learn to ski until I was 30 years old. My parents couldn't afford it. And I just decided one day that I was gonna, I actually said, I'm a big manifester, and I think you are too. I said to the Universe, I said I want to go to I want to ski. And I've been a Broadway dancer before that. And dancers are not supposed to ski because you could break a leg. And with that, I opened the newspaper and there was an ad for thing called ski view. This company was putting up billboards on lift towers. And I went into the audition, the meeting. And he said you had a skin on? I've been skiing all

my life. Next, I totally lied. I had no, I call this fake it till you make it or build the illusion to achieve the dream. And then he said, Well, I want somebody who can do comedy and this and that. They hired me on the spot. And then I was like, oh, shoot, then I booked a trip to Colorado and for two weeks, put myself into a ski school and next thing you know, I could ski Blue Hills just fine. And I did that job for 10 years.

**Lara Schmoisman**

You know, you make me laugh because you say the same phrases that I say like I'm a big believer about fake it until you make it big believer. If you don't take those risks, they're never gonna happen to you. But the reason I was talking about leadership before, and I think you have this quality too, because you all have an amazing group of people around you that you're leading them with strength and with conviction, but also with vulnerability. And that's so important. But what I always try to talk to my team is that you were brought to this company because you have another value to the company. But that doesn't mean that you cannot grow here or you cannot learn another skill. .

**Forbes Riley**

That's true. That's very good point. It's just interesting. If you live long enough, you get to give back. It's kind of Fascinating that anybody who wants to listen, I can, you know, I maybe you're the same way, but I certainly struggled. I'm a loner by nature. So I don't mind being alone, I traveled to Europe for six months on my own with a backpack,

**Lara Schmoisman**

oh my god that I found my tween.

**Forbes Riley**

And I think if you're good with that, then you don't go searching every Friday and Saturday night to find the bar or hanging out parties. Okay, but I'm very happy doing my thing. And I always have been. And so I love the way I live my life. I think it's great. And I'm lucky enough to find a partner who's also so we kind of hang out alone, but it's nice. You don't have to always try and prove yourself to people.

**Lara Schmoisman**

Yeah, I mean, I tried to do that in high school, and I hated High School. And it's just I don't do the clicky. I don't need anything. I mean, I love my friends. But I need my space. I'm not of those that I always need to be on the phone. I just can't.

**Forbes Riley**

I could you know, you're probably a lot like me. There's a TED talk called the extroverted introvert.

**Lara Schmoisman**

Mm hmm.

**Forbes Riley**

Well, that's interesting. Because I get onstage in front of 10,000 people and talking in a party, I like being the center of attention, but then just leave me alone. And that's one of the traits of this particular kind of introvert is that you don't like small talk?

**Lara Schmoisman**

Like, I hate small talk.

**Forbes Riley**

There you go. We are the same. That's exactly what we are.

**Lara Schmoisman**

But at the same time, I can go into the line, and I will always come back with a friend.

**Forbes Riley**

Okay, we are the same. There you go.

**Lara Schmoisman**

And yes, and they asked me, but why? What did you know about them? And it's like, like to listen to people. People love to talk about themselves, and they love to listen to their stories. So I don't mind.

**Forbes Riley**

That's very funny. Well, I grew up was a magician, I have some very odd things in my head that make me definitely different from most people I've ever met. Because I know at parties, I can do magic tricks for days and be like, how do you know all that? Like, because my dad was a magician, and that's what I would do. And then I realized, I like to be told that I'm amazing. It's weird that I created my fitness product. And you know what I do? Especially in a sauna. Can you imagine we're all sitting in a sauna? Pretty much naked women, right?

**Lara Schmoisman**

Yeah.

**Forbes Riley**

And I've got this, and it sells for \$40. I've sold a couple million of these, but I would look at you and I would go Hey, Laurie, do you want to see something cool? What do you say?

**Lara Schmoisman**

Absolutely.

**Forbes Riley**

If you can get a yes from somebody as an entrepreneur, you win. Then I'm going to say girlfriend, give me your thumbs, put your thumbs up. Now isn't that funny? You're in California and you still put your thumbs up even I can't do anything with them. But that's an embedded command. And then I would put this on there. And you would start to do this. And I'll tell you what, after about 10 seconds, you get a little warm and like Oh man, this thing is succeeding. And I will make sales. Even online at a grocery

store. I will make sales sitting having lunch on an airplane. One of the things that I did with this, I've been in the health and fitness industry for a very, very long time. But I'm not in it. Like most people like my fiance, three time world champion bodybuilder, yay for him loves the gym. Me I grew up as a dancer with very big, chunky thighs always believed. And my mom was 260 pounds. My whole life. Fast Food came out when I was a little kid. And we had enough horrific things happen in our world. My dad was in a terrible accident. My mom was held up at gunpoint, that I think led to her psychological issues. And one day, I was in my 20s and I bought her a year long membership to a gym. I got her to the front door of the gym and I said let's go in and she's like, I can't like if she can mom, one go I you have a you have a membership. So I can't we mean you can't. And then she burst out crying. And she said, Look, I don't want to go in. I don't feel good about myself. I don't want to wear this kind of clothes. I don't want people to make me feel conscious about myself. And she left and I remembered that moment thinking What do I do? What do I What do I get to do here? And it was like the universe tapping me on the shoulder and said people like her who you love are stuck at home. They're afraid. How do you get to them. And that's what I discovered between infomercials and home shopping that portable products like this that they can do in their own house, and a psychological twisting and conversation about food. Because I created a journal, a journal for what you eat, and what's eating you and I would always eat out of psychological depression. I was on Broadway with Christopher Reeve from Superman. At 11:39. I come home and all I do is in front of refrigerator and eat because I was alone. So even though I was happy, I was still sad because I wanted to be in law. Who knows. And I will tell you a lot has ironed out for me. I love the fact that I just turned 16 which I can't even comprehend what that word means. I look at my mom, about 15 years younger than me and she looks about 15 years older than me.

### **Lara Schmoisman**

Same here. Absolutely. Same here. And also I mean, you just said something that reminds me. I had my first secret is in screenwriting, and I had one of my teachers. I think she made that telenovelas. Her name was Maria Andres Andres. And I had the honor to be taught by her. And she explained something to me that I will never forget. And it's when you read a story, and this happened in the story of the life of anyone. There's always a moment of change. But it's not the moment of change itself in a story that will change the story is the moment previous when the penny drops And you comprehend when things happen. And that's what makes you change.

### **Forbes Riley**

They say there's two amazing moments in your life moment you're born in the moment you figure out why you were born.

### **Lara Schmoisman**

Yeah. So it's about understanding why you need to change. And then the rest is an action.

### **Forbes Riley**

Interesting, interesting. So how did you come to all of this wisdom? My girl, what are you doing with all of this? Are you teaching your coaching, you're doing your podcast,

### **Lara Schmoisman**

I'm teaching, I'm coaching, I have my agency, I am busy, but and I love meeting a woman like you, I that's how I learn. I put myself out there. I truly believe that. If you want to get out there, right now, you have to make the opportunities for yourself.

### **Forbes Riley**

The Internet made a very level playing field if you've got your branding, and it's one of the things that I teach right now I teach a thing called OTP that I created, which you probably appreciate, but OTP is other people's platforms. I never paid for the Broadway show, or the movie or the infomercial, I was just the talent in all of those. And they were leveraging me and I was leveraging them. And so now I teach people to have a personal brand to communicate through a camera to own who they are. And I'm loving life doing this. I think it's been an interesting time. You know, I don't know if you know, but so 2020 for some people was a little unusual. I'm going to tell you, nobody did what I did. Unfortunately, January 2 of last year, my beautiful man whose name is Joshua, self, World Champion, bodybuilder, fashion model, Chippendale gorgeous, was in a horrific motorcycle accident, he got creamed by a car and ended up in the ICU in surgery and intensive care for a week, and in a wheelchair for six months. So January 2, began our quarantine, we were in bed for the first three months, I didn't even know the news was happening. Because we didn't leave, we would just kind of survive. And but by March, I'd already watched every show on Netflix, and I was a tiger King champion. And then all of a sudden, you know, I'm it's weird, because I'm on the phone, and I we didn't have a lot of outside contact. Now all of a sudden, the world is falling apart outside of us, it was very strange. But I'd already moved my business online and tried to figure out how I was going to survive, because my world was different. So it's been an interesting year, beyond the interesting year, but I'm a big fan of change. I was here. And it helps to have lived a little bit they say if you don't study history, you're doomed to repeat it. Well, in my world, because of a certain age, things are happening very fast. I was born and there was a telephone attached to the wall. Mm hmm. All of a sudden, they became this big, and they look like the flip phone that we used to have on Star Trek. And then this thing called the internet happened, I can only imagine my grandmother, imagine that she had a horse and buggy. The next you know, they're flying airplanes, like how do you comprehend that jump. But we are now moving so fast that the phone in your hand is more power than what they did in 1969. When I was nine years old to get a man to the moon. Wow. It's all like, interestingly changed. And I but I'm used to this cable television came in. I was there infomercials came in, I was there Home Shopping came in, I was there. So I've seen industries come and then die. And so COVID to me just seems like a shift in the universe, but not different from anything else.

### **Lara Schmoisman**

What it says is teaching us that we have to pivot sometimes,

### **Forbes Riley**

You have to pivot all the time. Where did this is like, it's like, that's news to people. I am okay to pivot. I said, I have what I've been doing all my life.

### **Lara Schmoisman**

Right. But there are people that they can't,

**Forbes Riley**

it's new to them.

**Lara Schmoisman**

Yeah. So but I think this force a lot of people to do new things, and to good for them.

**Forbes Riley**

I think a lot of people need to wake up.

**Lara Schmoisman**

Okay, yes. And 2020 give them a reason to do it. So first, thank you so much for being here. I really appreciate and I need to keep talking to you. I need that I need it for free, really in my life.

**Forbes Riley**

Well, I'll tell you two things. One, you can always go to forbesriley.com and find me. But two, I do something that I'd love to have you as a guest. I've been doing this since COVID. Started every Sunday at five o'clock. I do a two hour masterclass. And I just it's \$19 for some people, for other people, I give it away for free. It's a place to meet me, it's live. I love doing this and actually get people to figure out very quickly how to communicate better with themselves with an audience. And I would love to have you as a guest. I do it every Sunday to have your people come you I'll give you a couple you can give out to somebody who might want to as a as a scholarship, that'd be happy to do that. But I think the thing for me about 2020 is that every individual has the power to rule their own life, way more than they imagined. You don't have to wait for someone to give you a vacation if you're not working for anybody and to step up and into your own life and to take a little bit more responsibility. And then also through programs like yours and mine and a lot of others. This is the time To learn, you know, my kids are both high school seniors and I don't your kids are high school are teenagers, right?

**Lara Schmoisman**

Yes, a junior, and I have one going to high school next year.

**Forbes Riley**

Okay, so I've got two seniors who my parents didn't really go to college. We were so excited about college, and now they're looking at me going, Mom, do I need to go to college? Can I take that money and invest it? And can I open my own business? Can I be an entrepreneur and I'm like, we never had these conversations before. So for all of your listeners, this is a very unique time to lean in and learn as much as you can, from people like me, and a lot of other mentors are giving away some of their trainings. Just I would get educated about how to move forward into 2021.

**Lara Schmoisman**

And this is what I'm trying to teach and I do with my mentorship programs, and we do what we can, but again, thank you so much for being here. It was lovely to have you.

**Forbes Riley**

Well, you are spectacular. I also have a podcast called Forbes factor and I need to have you on my show.

**Lara Schmoisman**

I'll be there. Was so good to have you here today. See you next time. catch you on the flip side. Ciao ciao.