

**Ep #22: Design a Life Worth Remembering:
The Big A## Calendar Method with Taylor Prokes**



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Jess McKinley Uyeno

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Taylor: I've unfortunately had a couple of friends lose people in the past two weeks, and they both sent me pictures of them sending the planner or the calendar to those loved ones as a way for them to put things on the calendar to look forward to in a time of grief. I think we underestimate how important it is to have things to look forward to. It really is the joy of life. And I was asked by someone yesterday, "Well, if you have so much to look forward to, how do you live in the moment?" I have so much to look forward to that I have no choice but to live in the moment, or my whole life will pA## me by.

If you've been following me for a minute, you know that I am a maximalista. Not a Maxxinista, not to be confused with the TJ Maxx people. Although I love TJ Maxx, let's be honest. But I'm a maximalista. I want it all. One of those big, juicy, stretchy, adventure-filled lives. And in fact, if you were watching this video, you can see I also have a maximalist print wallpaper everywhere in my life. I'm wearing a maximalist print sweater with a maximalist print shirt. We just want all the things, and I don't want to leave anything off the table. Give me the travel, the downtime, the business goals, the money milestones, the haves, the races, the concerts, all of it. Anyone else? Are we game for that? Yeah, of course you are, you saucy little minx. 'Tis the season, though. And so I don't want to lose this vibe throughout the year. It's almost New Year's vibes, and we have to admit that the change of the calendar year doesn't actually change anything unless we change how we show up.

The same way that setting a goal for saving money this year won't actually grow your net worth unless you change your habits around it. And unfortunately, I have, well, unfortunately for you, fortunately for me, I have really brilliant women who listen to my show. So you guys already know this, but common sense is not the same as common practice. And that's why today I have invited on the perfect guest to help us kick off our New

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Year in a way that I can guarantee is going to fundamentally change the way you think about time, and therefore how you show up in it.

We have with us today co-founder of The Big A## Calendar, co-founded with Jesse Itzler. She is an ultramarathon runner, a life adventurer, and a manager of lots of startup brands. You just wait until you hear from Taylor Prokes.

Jess McKinley Uyeno: Welcome to Fun Money, Taylor. Why do I have a feeling that this conversation is going to be so quoted in line with our money values here at Fun Money?

Taylor: We're going to have fun. Thanks for having me.

Jess McKinley Uyeno: Yes. It is so freaking timely. We're going to be kicking off the New Year soon here, and we've got all the energy and the dreams and all the ambitions. And it's like a tale as old as time though, right? So we want to make sure that we actually have some sort of structure, some sort of simple practice, because it can't be too complex, for applying it and for getting into the action. And you are co-founder of one of the simplest, most genius goal-setting tools that I've ever seen. And it is here to rescue us from the better luck next year pile. This is called The Big A## Calendar.

And before we dive into exactly how it helps us rock our worlds, can you tell a little us a little bit about how this business, this product, the Big A## Calendar, came to be? You created it with serial entrepreneur Jesse Itzler, a name that I personally became familiar with because he's in a power couple with one of my girl crushes, founder and CEO of Spanx, Sara Blakely. But then I soon came to realize that he was far from a trophy husband. It was pretty much as far as it gets unless you count, of course, his trophies from being an ultramarathoner like you.

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If you listeners don't know who Jesse Itzler is, just Google him, and then you're in for a trip. He's a rapper, he is a manager, he's a part owner of the Atlanta Hawks, he is a co-owner of Zico coconut water, and of course, the multi-billion-dollar Marquis Jet. And he founded All Day Running Co, and now the Big A## Calendar with you. How did this idea get off the ground?

Taylor: Jesse used to, and he still does, some coaching programs. He does a lot of stuff around mindset. And many years ago, like seven years ago now, I was in one of his coaching programs. And when you joined, you got this little box that unfolded this giant annual calendar. So that's how I got introduced to the annual calendar. So he had the annual calendar. He did not have the Big A## Calendar as a brand. And I used to really use it. And I, I have a lot going on in my head. I have a lot that I want to do in my life, and the phone's never worked for me. Planners have never worked for me, although we do have an amazing planner. But I'm super hyper visual. So when I could see my whole year at once, it was super freaky. But then when I started using it, it really worked for me.

And I used to go viral on TikTok with it so many years ago, and there was no way for people to buy it. I would just explain, this is what I do. This is how I work towards my goals. This is how this has changed my life. And I knew that it would work for other people since nothing had worked for me before. And because TikTok was telling me that. Everyone would be going crazy. All the Virgos would show up. Anyone who was working, anyone who had a chaotic life or working towards a goal was like, "Yeah, I want that."

So when me and Jesse got connected years later, we have another co-founder named Alex Sutton, and I were like, "Oh, we know that we could build something here." And Jesse's like, "Really, off of just the calendar?" Because he was used to it being part of this whole package. We're like, "Just trust us." We're just going to try it. That's as deep as it got as we were going to make this calendar and put it out into the world because we both were users of it. And renamed it The Big A## Calendar, simplified it down

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super simple, and it took off like a rocket ship. So we're three years in now, and it's the best because anyone who uses it gifts it now because they've seen how it's changed their life and they're like, "Oh, this..." everyone wants to introduce more people to it. So that just feels really good.

Jess McKinley Uyeno: Yeah, that makes so much sense to me because it really isn't just a calendar. I mentioned to you before we started recording that I have used an annual calendar for years.

Taylor: It's so interesting. I never meet you.

Jess McKinley Uyeno: It is freaky. Well, I teach time management in my courses. It's a big part of what I teach, and I'm always looking for a way to simplify it, to help people who think a little bit differently, who are - I work with entrepreneurs. So they're mostly visual people and people who need to see things further out than a month. I mean, if you're a business owner and you have launches and you have, also, one of the things that I am a huge proponent of is when you're scheduling your life, which sounds like such a boring word for the way I view it. I think of it as helping myself be more intentional and just make sure that there is room on my calendar for more than just the urgent things, right? More than just the business stuff. And it really feels like with The Big A## Calendar, it's more like a movement. So tell us why it's not just a calendar and what's different about it.

Taylor: Yeah, I think kind of like what you were saying too, it's part of our calendar is you get color-coded sticky notes with it, and a lot of people use them. And we encourage people to put purple as birthdays, red as trips, yellow as holidays, orange as big goals in your life. So when you're looking at your calendar, you can really see how you're spending your time. So you can't really hide from that, right? If you're like, "Oh yeah, I make a lot of time for myself throughout the year," or, "I have some personal goals that I do," and you look at your calendar, if they're not there, if you haven't

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actually made time for them, it's so clear. And I think it changes people's behavior. So we don't see ourselves as a calendar company either. We are trying to help people live better lives and more aligned lives with themselves. So we do it through a couple of different ways because the three of us who started it, we're all very crazy-brained and...

Jess McKinley Uyeno: You're freaks. You're freaky freaks. You're like that top 1% that's just always going, energizer bunnies. I love it.

Taylor: Always going. We get what it's hard to be organized. So this is how we break it down. We try to help people create a structure with how they plan the year and put themselves first. Because we really think that if you don't put yourself on the calendar, and I think we've all had years like this where you don't prioritize yourself. You're like, "Oh, I'm going to plan the vacation later," or, "Maybe I'll sign up for that race I've wanted to do later," or, "that dance class later," or, "I've always wanted to take a pottery class, but this is not the right time." And at the end of the year, you're like, "What did I do this year?" Like, yeah, you were busy, but what did you do? If you can't name something, you weren't focused enough on things that mattered enough to you. So we encourage everyone to put those things on the calendar first. And if you've never done it before, this can feel really overwhelming and be like, "What do I even want to do?"

What we encourage you to do is break it down into three things. The first thing is a Misogi, and that is a year-defining event. So when you get to the end of 2026 and you look back on your year, you go, what do I want to remember my year as? What is that bucket list trip or that really hard physical feat that you've been dreaming about doing? Or have you always wanted to write a book? Is this the year we're doing it? And putting that on your calendar as the flagship event. So everything else revolves around it because if you're doing something big, if you've ever done something big, everything else has to revolve around it. You have to say no to other things.

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That could mean saying no to happy hours. That could be saying no to birthday parties. That's a hard thing for people to understand. You will have to say no, but if you put this on your calendar and commit to it and realize, "Oh, I'm actually putting myself first and my dreams first and something that's really important to me first," it's amazing how that trickles into the rest of your life. I am the most confident person. I think I can do anything in the world because I've done like seven Misogis in a row and it's been like seven...

Jess McKinley Uyeno: Oh, wait, list them. We need to hear them. First of all, also, Misogi, what does it literally translate to?

Taylor: So it literally is, it's a Japanese word, and it is like a cleansing ritual but it's kind of modernized into the definition that we've said, which is a one big year-defining event.

Jess McKinley Uyeno: My family just got back from Japan and my kids are so obsessed with Japanese culture. It was a Misogi in our family life for sure, just even going to Japan. And now we have this advent calendar that I have like shit from Japan where it's like all little things. And I have two kids so they each want to open one every day, so we're about done with the calendar and it's the 12th of December. So, yeah, I think that this is really a good idea. First of all, I would buy a like 365-day advent calendar. And also, okay, seven Misogis in a row. Blow our minds. What did you do with this calendar?

Taylor: The first thing that I ever did, and I can't stress this enough, I was, all of mine are pretty physical. Yours don't need to be physical, but for me, I also think it's beneficial for everyone to try a physical Misogi because I think it just teaches you things about yourself and makes you feel capable, especially when you sign up for something you never thought you could do. So I learned what a triathlon was and I signed up for a half Ironman. That was my first one. Then...

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Jess McKinley Uyeno: Wow.

Taylor: It was amazing. I didn't know how to swim. I did not know how to swim in open water. I had never been on a road bike before, and I had never run more than 3 miles. So I can't stress enough...

Jess McKinley Uyeno: Wow.

Taylor: there are training plans out there, you guys. You can buy them and then you just follow the script. They start from couch to half Ironman. I really believe anyone can do it. Ironman...

Jess McKinley Uyeno: Taylor, you're very inspiring me. I did my first half marathon last year and I did two. This year, I did one in April and one just in September. And my mom is an Ironman triathlete, like full. And my whole family are big racers and I just kind of was like, "I'm the artist. I'm the singer. I'm the entrepreneur over here." And finally this year I was like, "You know what? Fuck it. Let's go." And it really, you know, it's a half marathon and I knew in my family that's kind of like, okay, cute. You did a half marathon. But no, they were very supportive and it really did it. I was like, huh, I can do this too. I can hang.

Taylor: Right. And then it's like a confidence builder for you, and you probably learned a ton about training for it, and you probably had fun. Like races are really fun. You do not need to be a runner to think races are fun. It's a bunch of people who've worked really hard to get somewhere, like putting that work, like celebrating that work.

Jess McKinley Uyeno: And the time, right? Because that is the thing. It's like when you when you sign up for a race, you're thinking about the finish line and you're thinking about like the glory and the medal. And it's like, well, you got to train and training takes time. And most people will say, "Oh, I can't do that because I have so many other things going on in my life." So the training just goes right on your Big A## Calendar.

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Taylor: Yep. The training goes on your calendar and some things will have to come off. We don't have unlimited time. If you're super busy and you're like, where would that ever fit? You will have to take other things off, but I think that's good. I think it's good to kind of reassess how you're spending your time. And I think it's good to do things outside of your comfort zone. Like you running is way outside of your comfort zone. And, you know, I have a lot of friends who are artists, so I've heard that tale over and over again where they're just like, I'm not a runner. I don't do that. Listen, I don't like running. It's just taught me a lot about, it's just built my confidence a lot. It's allowed me to do a lot of really crazy things when I'm trained up to do it.

Jess McKinley Uyeno: Yeah. The first one was a half Ironman. Holy shit. You went big first.

Taylor: It was crazy. And then when I was training for that and telling everybody about it, they're like, "Have you ever heard of rim to rim to rim?" It's where you run back and forth across the Grand Canyon. I was like, "What are you talking about? I've never heard of that in my life." So then I did that with my friends. We almost died. Don't recommend doing it the way I did it, but there's some cool adventures out there. Then I did Mount Whitney with my mom and my two sisters. So that's the highest point in America. We hiked to the top. We made a whole backpacking trip out of it. It was amazing. We all made it. Then I did a 100k race. And then I did a 100-mile race.

Jess McKinley Uyeno: Wait, that was the one to, San Diego to LA?

Taylor: No, so that was training for the next thing, which was the New York City Marathon with my sister and my best friend. We were raising money for MS, and part of our fundraiser, we were like, "Instead of asking people for money, let's do the craziest things you can think of, and we'll do dares." So we did like 10-minute ice baths and we ate 15 hot dogs and we bear crawled them up. Just crazy stuff to raise money. And then our big flagship

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event was to run from San Diego to LA as a fundraiser for the New York Marathon.

Jess McKinley Uyeno: That is so incredible. Yeah, I don't know if you've heard of the Ragnar races.

Taylor: Of course, we do Ragnar races.

Jess McKinley Uyeno: Yes, the CEO is a dear friend of mine who I go camping with like every year and we go skiing with them and their family. And my family does the Ragnar from Miami to Key West.

Taylor: Cool.

Jess McKinley Uyeno: And I've driven, I've driven that one behind them and met them with the beer at the end. But yeah, like I think that's going to be, that's going to be my physical Misogi. I'm like a crazy person and so I think I want like a physical one, a mental one, a business one, maybe. We'll see.

Taylor: Listen, I end up doing like multiple a year depending on the year as well, like where one will be like the first half of the year, then one will be the second. But for anyone who hasn't done it yet, just focus on one thing that feels really challenging to you. And that's your Misogi, your whole year. You're going to put that on the calendar and the rest of the things will fill in around it, I promise.

Jess McKinley Uyeno: I agree. The simplicity is what's so key. And why do I feel like this would also be such a great tool for building a money habit? The show, as you know, is called Fun Money, and no surprise, I knew before we actually chatted ever that you were all about the game. Just making everything a game, everything's got to have some fun element to it. And that's how I feel and that has been the secret to building wealth for me and how I help my clients kind of break through some of these things that feel like they're hard. So have you used the calendar to gamify saving or

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investing or earning before? Or have you heard of someone who has? What would you recommend there?

Taylor: Well, one of the things that we do that I think it's even more general, but I know people have definitely used this for that exact reason is, and I don't know how you teach it, but the habit tracking, it's an average of 66 days to form a habit. So we have talked about that for a while as instead of coming into the new year and being like, I'm going to save this much and I'm going to change this spending habit and I'm going to do this and I'm going to do this, pick one to focus on for first quarter.

Really change your life by not becoming a brand-new person overnight. What is going to be the thing that moves the needle for you the most? And take that money habit and focus on it for an entire quarter. Because then at the end of the year, you'll have four money habits versus one or a half a one or maybe we didn't do any of them because every time we're like, no, I'm changing everything, it kind of the wheels fall off. But one per quarter at the end of the year, you'll have four amazing new money habits and that is like a completely different life financially if you actually did that. And this can apply to anything. So if it is like, "I want to drink 100 ounces of water," instead of doing this as a New Year's resolution, just pick one on January 1st and then see that through for an entire quarter. So do it for 3 months and then let's do the next one and the next one and the next one.

Jess McKinley Uyeno: I love that so much. And I'm realizing I interrupted you with the three main things that we do with this calendar. So the first one is the Misogi. That's this plan one-year defining event, the big thinking. Number two, well, number three actually, is what we just talked about, those winning habits, those quarterly habits, which I love. It's such a different way of thinking of, okay, there's this event, there's this big goal, and then there's a habit, something that we can do daily, and we're just being reminded of it.

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And I agree, I think that it would change your year if you're listening and you've heard me talk about the six money games all the time. Okay, pick four for the next year out of earning, spending, saving, investing, having, and giving. What is it? Do you want to grow your net worth? Okay, it's the having money game. What is the endpoint, or if it's not the endpoint, it's like how much money do you want to put into your accounts and have stay there each time? And then what is the third way that we use this calendar?

Taylor: And then the third thing that we do is say to put six Kevin's rule trips on your calendar. And a Kevin's rule trip is a mini-adventure. It's called Kevin's rule because it's named after our friend Kevin, and he's done this forever. It is just to do something that you wouldn't normally do. An adventure does not mean you need to go to the woods. An adventure could mean you do a pottery class or your local polar plunge or you go see that movie in the park that happens once whatever. But it's something that you put on your calendar that you can look forward to. It's not like a day of thing. It's like, "Okay, let's put six of these on our calendar with our significant other, with our kids, by yourself, with your friends."

And so throughout the year, you have six times to kind of break you out of your routine that are a fun memory. Because we go out to dinners all the time and you know, go to the movies. And at the end of the year, if you said, "Okay, what did you do in 2025?" you're probably not going to be like, "Oh, I went to this restaurant or whatever," because it's just kind of part of the routine of life. But if you did the polar plunge or you guys did like a drive-in movie that was kind of special or you went camping for a night as a family or you took a one-on-one trip, even if it's a staycation, you're going to remember those things that broke you out of your routine.

Jess McKinley Uyeno: 100%. The way that I teach time and scheduling for people is that you're building your calendar for your day off of different subcategories, and one of those categories for me is like bucket list items because I realized very quickly for myself, "Yeah, I want to swim with

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dolphins," but you're never going to be like, "It's Tuesday. I think today I'm going to swim with dolphins." That's not going to happen. And obviously, some of these things are like, "Oh, I'm going, you can couple it with a with a trip or a travel experience." But there's, like you said, those things of going to the movie in the park. It's like, I live in New York. Do you know how much shit there is to do here? There's so much. You live in New York, too.

Taylor: Or that's been pinned and you never actually go. You gotta pick a couple of those things, put it on the calendar.

Jess McKinley Uyeno: Good. I love it. I'm getting so excited. I'm getting so excited. We have the perfect amount if you're listening to this. I actually moved around a bunch of episodes so that we can have this sooner so that you can order your Big A## Calendar today and have it in time for a very special thing that Taylor has agreed to come and do with us. We have a tradition every year I've been doing for 11 years called Sincerely, Future You. And it is a free class, virtual class that I teach where I had this habit that changed my life of writing a letter to my future self. It was kind of like a spin on a New Year's resolution, and I sealed the envelope and I opened it the next year, and it was wild how much of these things had come true. But over years of doing it, I've grown my own other practices, including putting a lot of these things on an annual calendar, never in the way that The Big A## Calendar has done it. And I can't wait to do it this year. So Taylor said that she's going to come on and she's going to talk us through some of our things and how we can put these goals together live with us.

So you better sign up. So here's what you're going to do as you're listening. You're going to go to the link in the show notes and you're going to purchase your Big A## Calendar. It will come in time for this event and then you're going to sign up for this free webinar, which is on January 2nd, and you're going to come live and we're going to make sure that you have the craziest year of your freaking life.

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Taylor: I love it. We can do a special discount code for your community. So it could be at, we'll put it in the show notes, but it'll also be www.TheBigAssCalendar.com/funmoney and you guys will get 15% off. So...

Jess McKinley Uyeno: Amazing. Thank you so much. I just know this is going to shift people. And when I think about my instant vibes with you, like I need to tell the audience how this came to be. I think Taylor was in her story's like, "I don't think I'm trying to start a podcast, but I'm ready to go on some podcasts to talk about this. It's so life-changing. We need to talk about this movement with the calendar." And one of my clients was like, "You need to go on Fun Money." And she messaged me and I was like, "Oh my gosh, this girl is Fun Money embodied. She's such good times. She's about what we're about. She's going to be such a great guest." And I go to DM you and you had already messaged me. And I'm so glad that you're here.

And one of the other things that you kind of mentioned in passing, which I would love to talk about is that one of my favorite quotes about giving, which is one of the six money games, is one by Dean Graziosi who says, "Anyone who says money can't buy happiness hasn't given enough away." And can you tell me about how you've used the Big A## Calendar or this process to check off not just big dreams, but also to incorporate the giving game?

Taylor: Yeah, one of my Misogis was to run the New York City Marathon. And we planned out, and we used, so me and my best friend and Nicole, my sister, all use this Big A## Calendar. We only had to raise like \$10,000 total between all of us. And we're like, "We want to raise as much money as we possibly can." We mapped out challenges. We asked the internet to give us dares to do, and we live in California, Utah, and I was living in Atlanta at the time, and we scheduled to get together to film these dares and what we thought would move the needle the most. And then we also

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planned an event for us to run from San Diego to LA and do a huge charity event at the end.

And I think like that took my whole year up. Doing something like that, we ended up raising \$38,000, which we were like, so excited about. But those big swings don't happen just because you have this idea in your head and you... It was so much work. It was like planning three weddings, it felt like, because we're traveling together for all these events to film all these things. We're seeing what we can do remote, and then we're also planning this huge event to get everybody to watch. And so much of this goes together because we put it on the calendar really far in advance. Coordinating all the people, getting people to rally behind you, being like, "Okay, this is when we're going to start putting it out on the internet. This is when we want to hit this milestone by." And we tracked all of that on the calendar. And we could see like, I mean, we really jam-packed our schedule that year. My calendar last year was so insane because of that.

But that's the only way I can, even, this is another way I use it too, is when you look at the calendar and you see how you're spending your time, you can also see where there's big gaps. "Okay, I haven't done something in this category in a while," or, "I have a lot of time here that I didn't realize that." Because when you're not looking month to month, you can see more holistically how you're spending your time. So you might see a gap in June or you might see that, "Okay, July's pretty dead, but August, September, and June are crazy. Maybe I keep July a bit dead because I want to focus on X, Y, and Z." So I think just visualizing what you're working towards and what's important to you is helpful in every way, at least for me, it really has been.

Jess McKinley Uyeno: Yeah, especially with the color-coordinated Post-It notes. That's what I'm so excited about for this time because I do it with different markers, but I have children and they come in and they take my caps off my markers and then they dry up and then I have to use black

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when it's really supposed to be green and then everything gets messed up. So I'm very excited about these stickers because like you said too, if you're looking month to month, you might have a month that's super balanced, rare. But maybe it's like, "Okay, there was something big that was personal. There was a lot of physical stuff going on, a lot of work stuff, and it feels really balanced." But if you zoom out more and you're looking at your year and you're saying, "Oh, in the whole year, wow, I really front-loaded all of my fun personal stuff in the first quarter, and I've neglected myself in the end of the year. What do I need to make sure goes on?" or vice versa with business or with health or with one of your money goals.

Taylor: So as someone who has used you an annual calendar for many years, you've probably gotten better at it. You learn from actually implementing this practice. I'm also 5, 6 years into this and it's a muscle. My brain for the past 3 weeks has been firing at what I want to accomplish next year, what's important to me next year, because it knows when it goes on my calendar, it's going to happen. So it's exciting. It's like, what are all these different things, all the goals, all the things that I do want to change next year, are firing and fighting for a place on my calendar right now because I like let myself kind of dream about it for the first, it starts in November, but like hardcore, like for the first 2, 3 weeks in December and then I put everything down. I write down if you're doing money goals, physical goals, business goals, I write it all down and then I don't do all of them. I pick the ones that are going to - are most important.

Jess McKinley Uyeno: Yes. And we'll definitely do some of that stuff on the call in January, which, you know, January, a little behind the ball, but it's okay, right? We ease into the year with...

Taylor: So much going on in December. I get it. I am such the person that's like, "Plan your life right now," and I am because I've made room for it over the years, but I get how it's just sometimes between the holidays and the end of the year, it's so crazy for people.

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Jess McKinley Uyeno: Yeah, and it's nice, right? I think something that I have learned about myself after doing this for so many years is that I actually like an easy first week of January. It's just like, I know... Yes. And also like, I have learned. I think the people who are like, "January 1st, got to go hard," are not zoomed out enough. They're underestimating what they can do in a year because they're really focusing on that first 30 days. And it's like, yeah, we want to be potent, but potency comes with sustainable practices and finding the right balance for all of your priorities.

Taylor: Yep. So I love that.

Jess McKinley Uyeno: I saw that you said that you have, 2026, your calendar is like almost locked and loaded already. Is that true?

Taylor: Right now, my notes app is going crazy. That's where I put everything that I want to do. And like I said, there's things from like trying out for a TV show to going to dinner with a specific friend to a specific restaurant. Everything in between. So I'm going to have to not do all of it, but I'm going to map it all out because there's certain events I want to go to. And what I like to do is put everything down on the calendar. This is how I'll do it. It's like very, I put everything on my notes app down on the calendar before I choose what I'm going to do. And I see how everything overlaps because the Coldplay concert might overlap with this race I want to do. Okay, can't do both. See how it all flows together? "Okay, that's way too much stuff in July." "Oh, that's..." you know, I see what it looks like and then I pick and choose on how I want to design my year.

Jess McKinley Uyeno: Yes.

Taylor: And I'll tell you, sometimes I get feedback like, "Well, I want to be spontaneous." I have more spontaneous things happen in my life because I am so purposeful about how I spend my time.

Jess McKinley Uyeno: Preach.

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Taylor: Yeah, and I don't think you realize it until you do it. I meet more people that are into the same things as me and are adventurous and are building things because I am intentional, and then I get invited to more things with more people that are interesting to me or make sense for my life. It's like you're not sacrificing spontaneity, and you're just sacrificing like more opportunities to be aligned with how you want to live your life.

Jess McKinley Uyeno: Oh, so good. This is the number one thing that I hear from people who are like brand new to my world. They're like, "But I'm creative, I'm spontaneous, I'm a free spirit. I can't be structured." And I'm like, "Listen, you're preaching to the choir." And if anyone knows me or Taylor, it's like we're pretty spontaneous, non-structured people. You can look at us and just know this from a mile away. And the structure is freedom, and it's really just a way for us to say, like you said, to be more aligned in our whole year. Like you say something's important to you, how many times are you going to say that something matters to you or you have this goal that you want to do and then the year escapes you? That's what we say.

Taylor: This is the perfect time of year to take inventory on that. So I think if you're listening right now and it's the end of the year, what were the five things that you remember most from this year, or what were the five things that meant a lot to you this year? Or did you do the things that you set out to do? It's very simple to look back and see how you spent your time. And if you're not 100% stoked on how things went, you can change this. And it starts with putting plans together. And it might sound so boring to do that, but it will just lead to a much more fulfilled life.

Jess McKinley Uyeno: Yeah, that's the name of the game. And when I created this show called Fun Money, I really wanted to just have more behind-the-scenes conversations with women like you who are making money and not just making money, but spending money and investing and saving, whatever, and doing all of these things with money in a way that

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feels super organic because they are just intentional people. They are just people that have their priorities of what matters to them in front of them. And they're just like focused on what really matters. And it's so easy.

Like we see people all the time. I just heard like the saddest story of this person who took their own life. And I was having my - this went dark for a second, but I think it's I think it's important to talk about. I was saying to my husband, how can someone who has so much, has so much resources, like everything they could ever need around them, lose sight of what really matters? And I just really think that while your calendar might seem like this, I don't know, just like an extra bonus thing that you can that you can get for the holidays. And by the way, everyone, this is such a good gift to get everyone for the holidays, and it's a great price point too, especially with 15% off with the Fun Money code. But it's like it is going to be the thing that forces you to look at what really matters. You say family matters to you, but that color is not showing up enough in your month, in your year, that can shift.

Taylor: We have so many people come to us and this is like what means so much to me. There's two things that like made me think of that. One is we'll talk about, "Okay, how many times do you see your family a year?" If it's one, you have to at least acknowledge that. Is that enough for you? It might be enough for you. But we also will talk about how many more years does the average person live. And if you're only seeing them one time a year, if your dad's 50 and he's going to live to 75, you actually have 15 more times with him, not 15 more years. So you have to like kind of think about time that way and be really honest about it. So if you want to see your family more, you need to make choices and you need to make time for that.

And another thing too is I've unfortunately had a couple of friends lose people in the past two weeks, and they both sent me pictures of them sending the planner or the calendar to those loved ones as a way for them to put things on the calendar to look forward to in a time of grief. I think we

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underestimate how important it is to have things to look forward to. It really is the joy of life. And I was asked by someone yesterday, "Well, if you have so much to look forward to, how do you live in the moment?" I have so much to look forward to that I have no choice but to live in the moment or my whole life will pass me by because since it's all the decisions are made, I know where I'm going. I don't worry about it, think about it. It's done. I go through an event, I live in it, and then I think about the next thing after. I'm not trying to juggle all these things in my head.

That means that my life is a little bit more chaotic when it comes to booking flights. They're not getting booked at months in advance. But I think it's just so important to happiness to have things to look forward to all the time. And I think people are like, "Well, I can't afford to go on a vacation this year." It doesn't need to be a vacation. We need to kind of like rethink on what that means. It could be a get-together with a friend from college you haven't seen in a while. You guys can go get coffee. I saw a friend that I hadn't seen in 10 years this week. We grabbed a drink together and it's like, I'm going to really remember that. That was important to me. It's just reaching out to people, making time, and being instead of just being like, "Yeah, let's do it sometimes." Put it on the calendar with them. Put it on the calendar with your mom. You've wanted her to come visit you, invite her and plan a little thing for you to do. It doesn't need to be like so crazy, fancy, specific, just make those things happen that you always are talking about.

Jess McKinley Uyeno: Yeah, and in terms of money to like really bring it home, I get that critique or like question all the time of, "Okay, well, what if I don't have the money to plan out and to do all of this yet, to have fun?" Well, okay, come on, guys. You know that money is not the thing that creates fun. If you can't have fun without money, it's the same thing of like if you can't have fun without alcohol, there's a bigger problem here. And so we need to kind of look inside and just say, "Okay, what can we do? What can we plan?"

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And I had that realization. I'm also like an advanced bucket lister where I've learned to, "Oh, okay, I actually want to put a lot of things on my bucket list that don't cost any money," because certain things, if you're only trying to do bucket list items that cost like 5 grand or even like a couple hundred dollars, you're not going to be able to do a bucket list item that often. And so can you just make your life exciting in ways that are free? And this is such a good challenge for you to think about as you're planning your year with your Big A## Calendar. Maybe have a category, a subcategory of things that don't cost any money that you want to put on there as well for your calendar.

Taylor: I also think there's a lot of fun things that you can find from the internet, too. I think I see things go viral all the time where it's a bunch of girls getting together and wearing the dress they never get to wear to dinner. Like it is...

Jess McKinley Uyeno: I love that.

Taylor: It just made a regular dinner special because now all these people had to plan their outfits in advance. Everyone's showing up in something funny and it probably made the whole night really fun. And it's like, think about things you can do with your friends that just make a regular dinner more special, or like a regular walk more special. You can come up with these things. Game nights more special. Have it be a theme or have it be a murder mystery. You know, you can do this stuff at home and the biggest thing is when you are planning it in advance, people get excited about it.

Jess McKinley Uyeno: Yes, and that key, I never quite emphasized that before about how important it is to have something to look forward to. I love that. That's going to be like my takeaway today from this from this conversation is just like people will ask me all the time, like, "Oh, like how do you continue to feel like every day is so fun even when like there's not anything fun or when things are hard?" And you know, if you're going

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through something hard, like a season of grief, which isn't a season, by the way, it's like forever. And if you're grieving or if you're going through a financial time that's really challenging. I've had seasons like that. And even during the season when I was a single mom and broke and trying to figure out how I was going to have something to look forward to, you know, it was having something simple to look forward to that made me be like, "Today is a gift," even when the evidence was pointing to the other direction. It's like I had something in my brain that was like, "No, my life is a gift."

Taylor: And when people are going through a really hard time, everyone's deserving of having something to look forward to. I think sometimes when people are going through really hard times financially, I feel like it happens a lot in and when you're grieving, you're like, "Why should I have fun right now?" In those times especially, you have to force yourself to stick something there. It might even feel so horrible to put it on there, but just go and it's like a practice to take care of yourself. Like we have to be taking care of ourselves.

Jess McKinley Uyeno: Yeah, amen. This conversation got so much deeper than I expected and I'm so here for it. I'm so grateful. Thank you for being so open and thank you for creating this incredible calendar. I cannot wait to see you again in just a few short weeks. You guys, get on it. Do not forget, go to the link in your show notes or just go to the Big A## Calendar. Is it TheBigAssCalendar.com?

Taylor: Yeah, we'll do the BigAssCalendar.com. If you want the 15% just do /funmoney and it'll also be in the show notes.

Jess McKinley Uyeno: Amazing. And then make sure you are signed up to join us again for, Letter to Future You on January 2nd. Thank you so much, Taylor, for coming on. Any last words that you have for someone who is thinking about creating their next year and maybe they're intimidated or

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they're overwhelmed or they're really excited or what do you want to leave our audience with?

Taylor: Until the live webinar, just take time to think about every little thing that's important to you and write it down. Be inspired by the world. Walk down the street and be like, "Oh, I haven't seen that friend in a long time." Put it on the notes app. "Oh, I've always wanted to run this 5K." Put it on the notes app. And that way when we're doing this planning session, you have it in front of you. You're not starting from scratch. You're like, "Okay, these things keep coming up for me. These things seem important to me. I want to see my mom more, et cetera, et cetera." And then that will really help guide the whole thing. There's all things we want. I think we get so busy and bogged down that sometimes it's like noise, but focus on it. Just put low pressure intention on it for the next few weeks to write down everything that sounds good to you and I think it'll start to shape up.

Jess McKinley Uyeno: Hell yeah. Thank you so much, Taylor. I can't wait to see you soon. All right, you guys, go get your Big A## Calendar.

That's it for today's episode of *Fun Money*. But if your brain is buzzing and you want more, come hang out with me over on Instagram, @JessMcKinleyUyeno or visit us at FunMoneyPod.com because that's where the real magic happens. Until next time, stay bold, stay interesting, and for the love of God, go do something fun with your money!