

**Ep #33: Is Being OPTIMISTIC With Money  
Naive or Useful?**



**Full Episode Transcript**

**With Your Host**

**Jess McKinley Uyeno**

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## Ep #33: Is Being OPTIMISTIC With Money Naive or Useful?

Is being optimistic when it comes to your money naive? Or, as we're about to talk about on the show, is it statistically just correct?

If you're a glass-half-full gal, you're going to love this episode. And if you're not, if your wealth-building strategy, or really your strategy for life, is built on caution and fear and strategies to prepare for the worst, this episode is actually more for you. Whichever camp you were in before you tuned in, buckle up, because I'm confident about where you're going to land by the end of this episode.

This show isn't called "10x Your Revenue", although I have helped countless women do that. Or "How to Create Winning Long-Term Investment Strategies," even though I also have one of those that I teach my clients. No, this show is called *Fun Money*. And I'm not paid to run this. I do this because it's fun and because I'm allergic to people who take money too seriously. And one of the reasons people take money so seriously is because they're confused about it. They think that if they are not pessimistic, they are being naive.

This is said as a former paycheck-to-paycheck mom who found herself desperate for transparency from other women that she could relate to about what was possible when it came to money. Wasn't it naive and reckless for me to be optimistic when it came to money? Especially in those moments when all of the logic and the people who were advising me, if I'm being honest, were saying, quit your dreams, not in so many words, but essentially, or get a salaried job for right now, play it safe. Thank goodness I didn't listen, huh?

In this episode, we're going to talk about why I agree with expert and author of *Psychology of Money*, Morgan Housel, when he says about money, how you behave is more important than what you know. And why behavior that's taken from optimism versus pessimism doesn't just make your journey to wealth more fun, but actually, it makes you statistically wealthier.

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You're listening to *Fun Money* with your host, the wealthiest woman you know with pigtailed, mentor to the most interesting woman in the world, Jess McKinley Uyeno. And this is episode number 33.

I'm back from Argentina. Did you miss me? Probably not even, right? Because the show just keeps going on. This is the nature. I love technology. I just love technology. It's like pre-batch this stuff, give it to my team. I'm over there at wineries and vineyards with my family, swimming in pools in warm weather, while it was freezing cold and dumping buckets of snow on my house back in New York, and just having all sorts of fun expressions of money.

I love this show because it always gives me an opportunity to reflect about those experiences I had not that long ago in similar settings where I would go on a vacation with my family or maybe, especially, it was most triggering to me when I would go somewhere with my brother and his wife before I had money and actually my brother was more financially successful before I was. And he's younger than me, and it was difficult. We would go on these trips, and everyone would be like, okay, cool, let's order stuff, and then maybe we would split the bill afterwards. And even just that little thing felt so intimidating and scary to me. And just there was so much fear and scarcity for me.

So this episode is really not to say that your feelings aren't real and that they're not valid. You're allowed to feel whatever you feel in this process, and I sure as hell have felt whatever I've had to feel in my money journey to wealth. But you're here and you're listening to this, whether you are already at a place that you feel very comfortable and powerful with money and you're always coming here for just more inspiration and more edges and more high-quality questions for you to expand, or whether you're at more of a beginner level in some of the money games, the earning, spending, saving, investing, having, giving.

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Some of you guys come to the show, and you are expert level at maybe earning or expert level in investing, but not when it comes to saving or not when it comes to having. You're like, net worth what? How do I do that? And I just want to remind you, especially if you're listening to this and you don't know me personally, take what resonates and discard the rest. If you're listening to me talk about a certain experience I'm having and it's triggering to you, just remember, I'm not doing anything to you. You don't actually know me. And if you do know me and it's triggering to you, it's like, what is there? What do you desire that you are having some sort of thought error and some sort of block and a pessimistic view of what's possible for your future?

Because this concept of allowing yourself to open up to being optimistic, both in the short term, in the day of what's possible for you to earn and create, and how your financial position can shift, really in any moment, versus also the long-term game. Do you believe it's all going to work out for you? Do you really believe that you have what it takes to have your most interesting life?

So, I was in Argentina, and I was having this incredible experience, and I was just reminded of like my past self. I'm just always so grateful to her because she is the one that did the hard work that cried all the tears, that was willing to get nerdy and put all of her focus and her willpower towards playing a game that felt confusing and overwhelming to her at first. So if you're there, like, all good. You don't know what you don't know. So don't beat yourself up about it.

But Argentina was amazing. I was telling another mom about it at ninja. My son does ninja warrior training. And she was like, isn't Argentina like, is that a safe country? Is it third world? And it just reminded me again of how much people just don't know about what they don't know. And I was like, oh god, it was just one of the most beautiful places my family had ever been. We had all talked about like how it reminded us of Italy and France and the

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countryside and the mountains. It was just a beautiful place. We were like, do we get a house here? Should we, like...?

So, just a reminder to keep stepping outside of your comfort zone with your money. Sometimes we get so locked in, especially those of you girlies who are already advanced in your investment strategy or your saving strategy. It always blows my mind, some women who are really, really beginner when it comes to their ability to spend and feel like empowered and abundant, and they're not good, and they're not practiced at strategic outflows, at saying, oh yeah, money is supposed to go out. They're not optimistic if they take some of their cash and they don't have it liquid anymore, they feel, oh my gosh. This is so common. And I'm always like, oh yeah, remember that you have to keep getting outside of your comfort zone and hop from game to game to game. So this concept is going to apply to all six games.

But as I alluded to in the intro, optimism when it comes to money gets a bad rap. The pessimist listening are all like, you sound so naive. And it's because they think that financial optimism means that we assume everything is going to go right. Like when I go, and I make a decision, I'm assuming that it's going to work out.

Now, I do practice thinking that because it has useful psychological ripple effect on my speed, my willingness to shoot my shot, etc. But no, optimists believe that even if you collect many painful failures along the way, the long-term odds are in your favor. Inevitably, you're going to be able to course correct, to overcome, and to be in a better position to take the next shot.

Morgan Housel, that author, I read *The Psychology of Money* this past year, and it's one of my favorite money books I've read in a while. It just has such a unique perspective, especially because Morgan has been a writer and a researcher writing very, very specific research-based pieces for so long that he's compiled both interesting, interesting examples and stories, but really

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the whole book is written from a psychological perspective instead of necessarily a money how-to.

And I love books like *Bogleheads' Guide to Investing* and books that are more strategic, but this one really reminds you again that it's less about what you know and more about how you behave when things are working and when things are not working. When you feel nervous versus when you feel in flow, right?

Like we all know that unless you are someone who is very seasoned in the spending game, people are way more likely to spend a larger amount on the same type of things right after they get a large lump sum payment in full than they are when they haven't. Even if they have the money in the bank to spend on these things. It's so interesting, right? And this is a psychological principle.

So being optimistic is actually not at all about assuming it's all always going to work in the short term. Sensible optimism, Morgan says, means you can be optimistic that the long-term growth trajectory is up and to the right, but equally sure that the road between now and then is filled with landmines and always will be. Those two things are not mutually exclusive.

And he said this so eloquently and perfectly. I was like, yes, that's it. That's what I've been trying to say when people say that I'm so risk-tolerant. I don't necessarily see it as this big gamble because I'm willing to be a long-term player. And if you're a long-term player, as in you're an entrepreneur and you're playing this infinite game, not a finite game, you're playing a game where you are playing to keep playing.

You're not ever going to stop your business. You're never going to stop being an entrepreneur, being someone who has ideas, someone who's creating things, then, yeah, this is you. You're just someone who's willing to keep going, keep problem-solving, keep figuring it out. And you know that failure is a part of the process, and you don't make failure a problem.

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So how does this play out when it comes to the investing game? This is why the strategy I teach my clients in the stock market is to invest in total market index funds. And why my goal, it's to create a set it and forget it type of model where automating so you have a habit, and you're continuing to raise the amount that you were investing, and to continue to ask without responding or reacting more like to what is happening in the world.

So, for example, when the president of the United States says something about anything, like about a war, or says something that is controversial, which is like every other day, it affects the stock market, right? And people get really worked up and panicked, and they're trying to predict what he's going to say and what's going to happen. And when you have this long-term, sensible optimism, you can kind of chill out, right? When it comes to the investing game because you're like, ah, yeah, like this is a part of it. It's going to go down. It's going to react, but it doesn't matter who's in office. Inevitably, it will eventually go up and to the right.

This is why you can't really credit any president. It's too multi-layered to credit any one person or one company with the highs or lows of a market at a certain point in time. Because inevitably, yes, if the market is the highest it's ever been, people who are not that familiar with how the market works are like, whoa, that's really impressive. But it's like, yeah, well, it's always going to get to the highest it's ever been because it always goes up and to the right eventually. So you can kind of relax a little bit around this when you have one of these optimistic long-term strategies.

And this is why my goal, even as a risk-tolerant, money-optimist, entrepreneur, one of those crazies, isn't to just be the smartest, best stock-picking gal out there. It's to create good habits. It's to keep playing the game. It's to build up enough of a margin and enough diversified income streams, enough limitless skill sets and future-rooted, not past-rooted identities in myself so that I can account for anything that comes my way. And ultimately, the unshakable, unfuckwithable.

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Being optimistic is that two-pronged approach. It's doing the hard things of building up your skill sets when no one is paying you for them. It's betting on yourself before there's evidence. And it's also automating your spending, saving, and investing habits while betting on the fact that like the world just generally goes in an upward trend.

While we're still on the topic of the investing game, I want to tell you a story about my dad, who you heard in an earlier episode. My dad was one of the many people who lost his job in the financial crisis of 2008. And unfortunately for him and for us, our family, that was the year that my brother was going into college, and I was in college. It was his first year paying for two children in college. It was arguably the most expensive year of his life, and of course, the economy crashed, and he lost his job.

And he did something that is against the optimist's investing creed. The strategy that I talked about that is something that my grandfather, his dad, taught him and teaches and is a big proponent of, from working on Wall Street for a very long time, from also being a Bogleheads investor, investing strategist himself and one of the people that has taught me and what I teach.

And my dad is an optimist, but even he did something that cost him in the long run because it's easy to be an optimist when things are going right, right? But what happened was, because he lost his job, and at the same time, the economy crashed, and basically all of the money that he had earmarked for my brother to go to school was wiped away all at once. And I was about to go on study abroad. We had a lot of responsibilities. And so we took on some loans. My brother and I became immediately responsible for anything extra that he was paying for. But beyond that, the biggest thing with the investment game was like he stopped investing.

Now, he had financial advisors at the time, and they were reacting to him. He's reacting to them. Human beings, the psychology of money is that we want to protect ourselves. We are scared when things are going down. We

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want to contract. But the math of it statistically is that the people who stopped doing what they were doing the entire time, which is even though he technically did have a savings to be able to continue to invest, even if it was investing less, but to invest some, he feared that he wasn't going to be able to get a job, so he stopped temporarily, was planning on starting back up investing, but wanted to put all his ducks in a row.

Then he got a job, that part was sorted, didn't continue to invest, kept holding things in cash out of fear. Like everyone else, a lot of other people were doing. Then figured out some of our college stuff, but then still was kind of scared to start investing again. And then time just goes by, right? It ticks by.

And so for all of the time that he was out of the market, not investing in the way that he could have, he would have been able to, you know, hindsight's 2020. But because he did get a job, he was out of work for a couple of months. I don't know exactly how long. But it really became very apparent that, oh, this was exactly the test. This is the test.

This is why they say that in these times when the economy is low, this is when millionaires are made, because it's when the people who are able to continue to make investments when the market is low, then when the market goes back up, the cost of what they missed out on by holding their cash for fear of loss is always so much greater in the long run statistically than if you are able to continue to invest. Even if when you're investing, it drops again, and then you're invest, and it drops again. It's about the habit of continuing over time. And I wish I had the exact dollar amount of what he missed out on by doing that. But again, right?

Like when we are cautiously protecting ourselves, being pessimistic, well, what if it goes down more? What if it keeps dropping? What if, what if, what if? What if I lose my job again? It is very easy to start doing things that statistically end up harming your long-term financial possession. And, you

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know, his dad was right there to be like, yep, told you so. This is how much you could have had if you continued on.

But he didn't have to live in his body. He didn't have to live in his life at that moment when it was very real. The feelings are very real. This is why the psychology of money is so interesting, right? Because there might be a right thing to do, but how often have you experienced where the exact thing you know you have to do is actually just so painful. It's so hard. It's so scary.

And so, this is why fortune favors the brave. Fortune favors the brave, the ones who are willing to feel whatever it takes and do the thing that on paper they're told to do, even when it feels scary. This is, if we had to boil it down, called being financially optimistic. And I just want to remind you that the stats back it up.

And I also want to just give you some client examples, because creating wealth, using wealth, investing wealth, and keeping wealth are different skills. They're different games. Let's talk about my client Danielle. Danielle understands stats. Like Danielle is a numbers girl. She was an engineer when I met her, and she was working for a company, and she just told me, you know, I have this vision. I have this vision for this product. Many of you guys who have been in my world for a while may know of the company and who I'm talking about.

Danielle, we'll have her on the show again soon. I had her on my old podcast, but Danielle had this vision, and what she had to do in terms of money was quit her job, not pay herself for four years while she was working on patents, securing patents, creating different CAD designs, hiring different team members, flying back and forth to China, navigating tariffs, coming up with different political changes all the time.

It is wild, wild, wild what she was willing to do because throughout all of this, she was harnessing the powers of positive psychology. I don't know

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too many people who would have been able to go through the circumstances and the emotions of what it takes to build out a product to the scale that Danielle is doing.

Entrepreneurs are just built different. And this year, for the first year, I remember her being in a mastermind at one round, spending the money, investing more money to come in because she was like, I know I need to get my mind right to keep taking this forward progress and forward momentum. She was like, it's so painful being in this room and being so proud of everyone else, and I just can't wait until you're celebrating me for more than action and grit. Like, I can't wait for me to be a financial celebration

And yesterday in the mastermind, we were celebrating Danielle who is living her best life and she's just getting dings on her notifications on her phone for Shopify payment notifications that she has not only sold out of all of her product currently, she is getting notifications for being pre-sold, pre-selling like \$20,000 in one day, having all of these now like high-profile accounts and things wanting to collab with her. Her social media is blowing up, and the money is starting to pour in. The clients are starting to come. She is selling out.

But I can't tell you how many times along the journey, along the path, there were opportunities for her to look at the math in front of her and say, I don't know how we're going to do this. Let's just talk about the tariffs alone. They went from 7% to up to 150%. And just recently, we celebrated them going back down temporarily to 10%. Who knows where they're going to land with this craziness of what's going on?

But the point is that she just kept solving for the problem in front of her while understanding that if she keeps putting one foot in front of the other, and while she keeps focusing not just on the finite game, but how she can not just win the battle but win the war by keeping going, just play to keep

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playing, that she's willing to do whatever it takes. And we were crying happy tears, celebrating her.

And I just know that there are so many stories, maybe you're one of them out there, of someone who believes in themselves when it's convenient to believe in themselves, who believes in their own wealthiest version of themselves and their own fun money stories, and then you're so easily shook. And I'm not saying this to put any shame on you. Like we all have been there and we've all felt the feels, but now you're called to rise.

Let's talk about Kristen. Kristen was someone that came to me already having a really successful year in business. And then the following year, three months in, crushing it, getting all sorts of results, just keeping on the trajectory, and then had a couple of unforeseen client attrition, a couple of things that were outside of her control happened, a couple of decisions that she was making as she was scaling her business and as she was really thinking about the future and the lifestyle she wanted to have with her business, does she want to open up another business? All sorts of things that went down that actually had her in a year where she was mostly maintaining and in some case had some attrition.

And we talked about how and why it's important to have these years sometimes, to remind yourself that it's not a problem to have problems. It's not a problem if you are weathering a storm right now. Storms aren't the problem. You are the cause and the solution to all of your problems. And if that isn't optimism, right? It's like you can use that one sentence. You are the cause and the solution to all of your problems. And you could take that as good news or bad news. Which are you?

And she chose to use this as good news. And you know what she did? She said, you know what? At the end of the day, I know how to earn, I know how to make money. I can tell what's not working. It doesn't feel good to have some attrition here, but it's forced me to re-evaluate some things and take a more 360 view.

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She created a whole new business, a whole new company, a side project. And as she was doing that, she started to approach her business in a whole new way. She started to really deepen her practices of staying optimistic, right? Deepening her health practices, her workout practices, her meditation, all of this, her coaching, leaning into coaching, leaning into communities, reminding herself why she comes to play the game of making money, of being an entrepreneur. And she realized actually this year wasn't that bad at all. Like it actually was fun in just a different way than she expected.

And this year, since we've kicked things off in 2026, it's like a whole new scenario, right? Like the compounding, it's reaping season, baby. She is getting contracts. She just had a contract that she landed, and in one day, this contract is going to pay for her entire down payment for a house. Are you kidding me? Yes. This is what I'm talking about. There was a point in which she didn't know what direction she was going to go. Should she back out? Should she drop out? I don't know. Can I afford to continue investing in myself? Can I afford to keep playing the game at the level that I want to play it at?

And this is exactly the difference between people who have their most interesting and wealthiest fun money experience, is the one who understands that the game is the point. And I'm never going to stop playing at the highest level of the game that I can manage. Why? Because the game is the point and because when I contract, when I pull back, when I focus on what I don't want, definition of pessimism, right? Trying to protect myself from what I don't want, I end up creating more of what I don't want. It's similar to what my dad did in the market. It's like, I didn't want to lose money, so he ended up losing out in terms of a return on investment.

I could keep going with client examples, but I really want to just leave this with reminding you that being optimistic stops you from doing so many things that make you a toxic person. Like toxic maximizing. You know this

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well where you're surrounded with abundance. You're just like desperate for the most. You just want to get the most out of it. Seems so innocent sounding. And yet, you're creating lack in the process. It's like when every single thing that you paid for, you have to squeeze the most out of it. It means using it to get the most out of it for you.

It doesn't mean, like for example, let's say you're investing in a gym membership. I have a gym membership. It's the fucking most expensive gym membership I've ever seen out there. I was like shook when I'm just going to tell you guys, right? Like, I think my membership is \$379 a month for just me, and then I added on my husband, and then it was like \$459, and then I added on my daughter, and there's another... I don't even know what we pay at this point. It's absurd. It's absurd. And I then right after adding him on, went on vacation for a while and then snowstorm and then my kids are sick and then I was sick.

And imagine the type of mental energy it would take me to think about this expense or this thing that I invested in thinking, oh my gosh, I'm not making the most out of this. And then undermining my decision to love the gym when I get to go. It's like, no maximizing this, being an optimist about how it's all going to work out, looks like saying, oh, once I spend my money, I'm always getting the best out of it, because if I'm not using it, it's because I'm doing something else that's the priority. When I'm on vacation, I want to be not at the gym. When my kids are sick, I'm going to be taking care of them. I'm not going to be dragging my germs to the gym.

Being optimistic about your money allows you to actually get the most out of it. It's why I have dreamy clients who pay me lots of money but aren't trying to squeeze me for their max. Like, I'm this dreamy client for my mentors. I once paid \$25,000 for a mastermind that had an in-person live experience, and I had been to the other in-person live experiences. It was my favorite part about the investment. But the third time I was considering investing, I knew the timeline was going to mean that I had to miss out of

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the in person, which was in Disney, because I was going to be weeks out from giving birth to my daughter.

But because I choose to approach all my investments with the belief that whatever I pay, I always come and get what I pay for. I didn't run myself ragged trying to make the decision. Should I, shouldn't I? Should I, shouldn't I? What's the cost? Let me do the math. It's like I didn't talk myself out of what ended up being a very useful virtual coaching access to the highest quality mentorship and community when I really needed it, when I was pregnant and hormonal and completely flipping my business model from one-on-one to group and all of this.

It's like, thank God, I didn't use a potential lack and trying to protect myself from getting the most out of my investment that I missed out on what I really wanted the investment for. And then I also didn't get worked up with FOMO or regret when I was watching everybody else have fun in Disney. I was like, oh my gosh, I'm snuggling my daughter, and I'm at a lake right now with my family, and I this is the life that I choose.

But because I choose to approach all of my investments with that belief, I end up not just enjoying the decision in advance, but before, during, and after the expense. It's not useful. It's not useful to be pessimistic, even though we feel like it is useful to worry about our money. It doesn't make you richer to assume the worst. It's statistically proven.

This episode is dedicated to my most interesting clients. You guys inspire me so much. I really, I had written down so many names. This episode is getting long. I have who I was going to shout out as an examples of people who have been strategic with their financial optimism, and that has exactly the reason why they are growing when their peers are... they're growing exponentially and having the most fun doing it, while their peers are inching forward and fearful the whole time. You guys inspire me. You are the people who show up and show yourselves who you are when things aren't

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working, who believe when there's no proof yet, and who never stop playing the games at the highest level.

We have just a few short weeks until our next mastermind kicks off, The Most Interesting Women in the World. This is where wealth is going to be compounded. It's going to be grounded. It's going to be played with. It's going to ripple out into their communities. They're going to have a network and a specific mentor and strategy of exactly which game they should be playing, earning, spending, saving, investing, having, giving, and what strategies to employ, where people are going to come in as leaders and then leave as leaders among leaders.

You can apply by going to [sincerelyfutureyou.com](https://sincerelyfutureyou.com) or you could just DM me on Instagram.

This isn't a dress rehearsal. Do you remember that? Like you get one life. You get one shot to put it all on black. Are you betting on you? I'm pretty optimistic it's going to work out. I've got oodles and oodles of testimonials to prove it. We'll see you next week.

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!