

This is the **DO IT SCARED PODCAST** with Ruth Soukup, **EPISODE NUMBER TWO**. Today we are chatting with the fabulous Susie Moore about not ever letting the bad things that happen to you stand in your way.

Welcome to the Do It Scared podcast. I'm your host, **RUTH SOUKUP**, and each week on the show we will talk about how to face your fears, overcome obstacles, and, most importantly, how to take action and create a life you love.

Hey, guys, and welcome to the Do It Scared podcast. My name is Ruth Soukup, and I am the founder of Living Well Spending Less and the Living Well Planner, as well as the founder of Elite Blog Academy, and the New York Times bestselling author of five, soon-to-be six, books.

For those of you who already know me from either LWSL or from EBA or from my weekly newsletter, let me just say that I am so glad to have you join me on this new podcast. And for those of you who are new and just finding me for the first time, welcome. We are going to have a lot of fun together.

In today's episode, we are going to be talking to author, journalist, and side hustler extraordinaire Susie Moore about overcoming adversity, moving half way across the world twice, and daring to have the courage to walk away from a high-power Fortune 500 job to pursue her own dreams. We'll also talk about how to start a side hustle and why no matter what happens to you, you have always got a choice.

Susie pretty much embodies courage, and she will definitely inspire you to take action in your own life, hopefully starting today, because, ultimately, that's what this podcast is all about. It's about taking the steps that will help us move past our fear and create a life we love, because courage doesn't mean that we are never afraid; instead, courage is being scared but taking action anyway, despite our fear. It's putting one foot in front of the other even when we're not quite sure where the path will lead us.

And that's why each week we will dive into focus topics that give you a road map for where to go, and we're also going to talk to people who are conquering fear in their own lives to find out exactly how it's done. It's going to be motivating and inspiring and encouraging and, most importantly, it will hopefully spur you to take a lot of action in your own life. And all of that is pretty awesome.

Okay, so just a couple more quick things before we dive into today's episode. First, you can download our "Do It Scared" manifesto to remind yourself to start living your

own life of courage right now. You can get it by texting **DOITSCARED** to **44222**, or by visiting doitscared.com/episode2. Once again, either text **DOITSCARED** to **44222**, or visit doitscared.com/episode2.

Also, if you haven't already, please be sure to rate and review this show on iTunes, especially because I will be choosing reviewers at random to receive "Do It Scared" mugs and t-shirts, and you guys, they are super-duper cute, so you really want one. And then, while you are there, be sure to subscribe to be notified of new episodes.

And now, without further ado, I couldn't be more excited to introduce you to our very first podcast guest, one of the most genuinely kind and authentically wonderful people that I know. She's the author of the book *What If It Does Work Out?* and also the girl who showed me how to ride the New York subway, the lovely and brilliant Susie Moore.

RUTH: So, welcome to the Do It Scared podcast, Susie. I am so excited to have you as my very, very first guest, and I can't wait to dive in.

SUSIE: My gosh, Ruth, I feel so privileged and blessed to be your very first guest. So, thank you so much for having me.

RUTH: You're welcome. You're welcome. So, okay, let's just start, for those of our listeners who don't know you, let's just start with kind of a brief overview of your story, how you got to wherever you're at right now, and then where you're at right now.

SUSIE: Yes. So, I grew up in the UK. I grew up in a family that was a little bit crazy. I'm the youngest of five. We moved around a whole lot, and when I was 18 I moved to Australia, solo. Got married there, got divorced there, met my now-husband there, and now live in New York. My background professionally has always been corporate and sales, working for different tech startups, until I started my side hustle, like three, four years ago, which is now my full-time business. So, that's it in a nutshell.

RUTH: Oh, that's definitely a nutshell. So, okay, I want to dig a little deeper on some of these things.

SUSIE: Mm-hmm.

RUTH: So, first of all you grew up in the UK.

SUSIE: Yes.

RUTH: You said you were the youngest of five kids?

SUSIE: Yes.

RUTH: You moved to Australia, you got married.

SUSIE: Mm-hmm.

RUTH: And then—

SUSIE: Got divorced.

RUTH: —that was a crazy story, right?

SUSIE: Yes. You know, it's funny, like marriage and getting divorced, it happens to so many of us statistically more than not now, I actually heard recently. And I think it's important to not have any shame around divorce.

RUTH: Mm-hmm.

SUSIE: Getting divorced is a very courageous thing to do. And I'm sure if you even look around the couples that you know, or just married people, some of them might be better off not being married. Right?

RUTH: Mm-hmm.

SUSIE: But, they, again, stick to the rule of what they're supposed to do. And I think it's important to give yourself freedom and to pat your back on the decisions that you make that are difficult but that ultimately lead to freedom and that just feel aligned with who you are.

RUTH: So, how did you, I mean, that's never an easy decision. How did you know that it was the right step for you to take, and how did you dare to make that step?

SUSIE: Mm-hmm. So, I was married young—great idea, guys. Great idea getting married really young—and what I didn't know, because I was naïve, I certainly thought I knew a whole lot back then, and then, I always feel like every year I get older I realize I know less than I ever thought. But back then, I certainly felt very mature and confident, and I married somebody who had an addiction. And because there's addiction in my family, I felt like it was foolish of me but I couldn't see it. Love can make you blind, or just being immersed in a relationship that feels exciting can make you blind. So, to be in a relationship with an addiction, knowing that my father had an addiction and how it's very, very difficult to live with, it just became a decision that I ... There was no other way. It couldn't be my life again.

So, with love, the best way I could, I just figured out the best thing that I could do, which was just to move on. But, it's never easy. It's never easy.

RUTH: No.

SUSIE: And the thing that—

RUTH: But you—oh, go ahead. Go ahead.

SUSIE: Looking back at that time, being so, like 22, so being so young ... Again, in every situation, I think that we do our best and we navigate through it. But, looking back I'm proud of how I handled it because it was a hard decision, and I made it, and I refused to feel ashamed.

RUTH: Wow. So, I mean 22, that is so young. And then, you left. When you left, is that when you left and came to the States?

SUSIE: No, I stayed in Australia, and I met my now-husband there.

RUTH: Ah.

SUSIE: And then we went and lived together and then we moved to the U.S., yeah, together.

RUTH: Together.

SUSIE: Mm-hmm.

RUTH: Like, big adventure? You just up and decided to do it? You got jobs? How did you decide? I mean, that's a big thing. I mean, you've done so many things in your life that most people would go, oh my gosh, I could never do that.

SUSIE: I think moving, for me, is a really fun thing to do. I know people can find that scary, and it is always a bit scary. My—he was then my boyfriend, now husband, he was offered a job here for two years, and that was eight years ago.

RUTH: Okay.

SUSIE: I think life is such an adventure, and the world is here to be experienced, and always kind of pursuing change, I think, can be good for you.

RUTH: Wow. Speaking of New York just makes me think of my first subway ride, which was with you, of all people.

SUSIE: Oh, that's right! I remember that!

RUTH: That was my "Do It Scared" moment.

SUSIE: That was a "Do It Scared," right, and you did great on the subway.

RUTH: I know, you made me do it. I rode, what did we ride, two stops.

SUSIE: We could've walked, but we didn't.

RUTH: That was my big moment on the subway, so good.

So, okay, so tell me now, you had a pretty big, fancy career in sales, right, before you went off to do what you're doing now—and I want to talk about that too—

SUSIE: Yes.

RUTH: —but, tell us about that.

SUSIE: I mean, I love people. So, sales to me was just a very natural career. And, being a rebel-personality type, I think selling can really work for you because you kind of set your own deadlines, you set your own kind of schedule, and you can really be as successful as you decide. But, around the age of 30 I just started not wanting to work for anybody. I just felt like the work was fine, but it wasn't my life's work. I'd sometimes feel guilty that I wouldn't be satisfied, like, why can't I be satisfied with this nice job?

But, when you're in tune with your intuition, I think that you really can, you listen. You just pay attention, and it gets very, very loud. So, I started side hustling, working as a coach and a writer. Then, after 18 months of doing that, I just decided, which is very scary, to leave my job. And the way that I rationalized it was, you know, I'm already making some great money on the side; if I give it full-time attention, it would certainly grow. I also considered the worst-case scenario would be that I would end up back where I was. So, I was already living my worst-case scenario. Sometimes I think we do that in life.

RUTH: Ah, yeah, no, that's super important is to consider what is the worst thing that could happen. So, for you that was enough to convince you to take the leap.

SUSIE: Yeah.

RUTH: Like, looking at and going, oh, the worst case isn't that bad.

SUSIE: Yeah, the worst case isn't that bad, and sometimes I think that we don't analyze risks properly.

RUTH: Mm-hmm.

SUSIE: Most people choose misery over uncertainty.

RUTH: Yes. That is so true. That is so true. It's amazing to me, because, and this is something, because you know I'm working on—my next book

is called Do It Scared, and we're doing this research study.

SUSIE: Mm-hmm.

RUTH: And we've surveyed over 4,000 people just about fear and about what makes them take the leap and not take the leap, and we're just finding out so many interesting things about it that I can't wait to share in the book. But, that is something that is over and over again, so many people, the uncertainty, it's what keeps them from going.

SUSIE: Yes, I know. And, uncertainty is almost like, sorry, that's life. I mean, every single day we think we know what's going to happen, we have our expectations, but there are no guarantees. The future belongs to no one. We don't know what's going to happen, even this afternoon.

RUTH: So true.

SUSIE: Like, we never know. So sometimes I think when we analyze risk properly and we don't just freak out and shut down and clam up when we think about making a change, then just a whole world can open up. A whole world can truly open up. And I think Ruth, for you and I, we're naturally a bit more into risks, right?

RUTH: Mm-hmm.

SUSIE: I mean, do you find that the more you take them, the more you're willing to take?

RUTH: Yes. Yeah, it's totally like a muscle, like that courage muscle of, like, you do one small step, and you're like, oh, I can do this, and so, you take a bigger step the next time, and a bigger step the next time, and your tolerance gets higher and higher and higher. Maybe it's like drug use or something.

SUSIE: It's the best type of tolerance.

RUTH: Yeah. Natural high, natural high.

SUSIE: Yeah. But, actually, any coaching we talk about the confidence-competence loop. Like, the more you feel confident, the more you take action. The more you take action, the more confident you feel.

RUTH: Yes.

SUSIE: It's actually a wonderful cycle.

RUTH: Mm-hmm.

SUSIE: Horribly underused, horribly underused.

RUTH: Yes.

SUSIE: Horribly.

RUTH: You just have to take that first step to start building it up. Like, just do something really, really small, and then the next time you can do something just a little bit bigger. And, it doesn't feel so crazy huge every single time.

SUSIE: Yes. And this is kind of why I love your mantra about doing it scared, and I quote you often for that—

RUTH: Aw.

SUSIE: —because I think that, aren't we always scared all the time, all of us?

RUTH: Yes. Yes, every day.

SUSIE: Every day.

RUTH: Every day.

SUSIE: And I think it's important to talk about that because I feel often behind. I feel like I don't know what I'm doing. Actually, one of my favorite quotes—I've printed it in so many of my columns—is from the comedian Ricky Gervais. Do you know him, that English—

RUTH: I know who it is, but I don't know the quote.

SUSIE: He said the best advice he ever received, which is now the best advice I think I've ever received is, no one knows what they're doing either.

RUTH: So true. That is so true. And I say that all the time. Maybe that's just part of being an entrepreneur, but I think it's maybe part of being human, because as a mom I felt the exact same way and still feel that same way.

SUSIE: Yep.

RUTH: Every day is something brand new that I've never dealt with before, and I don't know what I'm doing. I am making it up as I go along.

SUSIE: Yes, we are.

RUTH: Every single day. But then, we are, and yet we look at everyone else, and it's almost like everybody's faking it all the time.

SUSIE: Yes.

RUTH: And so we look and we assume that everybody else, because they're faking it, they know what they're doing. And they don't know what they're doing either.

SUSIE: We're all imitating each other and making mistakes, hiding the mistakes, showing the successes, you know like showing ourselves off all the time.

RUTH: All the time.

SUSIE: And I think that that's why it's important to have some good relationships in your life where you can talk about your fears and to consume a lot of self-help—I don't know where I'd be without self-help—and to just know that we're all human, we're all in it together, and we're just doing the best we can with what we know at the time, and that is good enough.

RUTH: So, so true. I know. It almost makes you wish that people were willing to go there a little bit more and have that vulnerability and have that transparency of just saying, I don't know what the hell I'm doing.

SUSIE: Mm-hmm. Yes, exactly. Also, when we think about people who know what they're doing, or people like the rules makers, who's to say that they know better than you what the rules are?

RUTH: That's why my mantra is, rules are for suckers.

SUSIE: Yes. This is why you have to listen to yourself because your intuition is your best advisor.

RUTH: Mm-hmm. It's very, very true. It's that, like, just kind of using your common sense, I think, is what it comes down to. It's saying, wait a minute. Why is this role better than anything that makes sense in my own brain? Because that happens all the time.

SUSIE: Mm-hmm. And especially even consider general group think. My mum, because she had five kids, she said one year it was sleep the babies on their back, then sleep them on their side, then ... and then she's like, one was bad, the other one was bad, you know?

RUTH: So true.

SUSIE: So, I mean, these rules are always changing. How about you just tune in and then create some of your own.

RUTH: Yeah.

SUSIE: That's like the beauty of alignment, really.

RUTH: That's so true.

SUSIE: And that's when the good stuff happens.

RUTH: Whatever works.

SUSIE: Mm-hmm.

RUTH: So, let's talk a little bit more about your mom. I want to hear a little bit about your background with your family growing up, and how that has shaped you, because you've had some ... Like, we've talked about this before. You and I have been friends for a little while now, which is wonderful.

SUSIE: Yes.

RUTH: And, we've had some really deep conversations because you and I have had a lot of similarities in just dealing with moms that struggled.

SUSIE: Yes.

RUTH: And let's talk about that.

SUSIE: Yes. So, as the youngest of five, I grew up in the UK. We grew up in, here you call it—it was government housing, So in the UK they call it council housing.

RUTH: The projects.

SUSIE: The projects, yeah.

RUTH: That's what we call it here.

SUSIE: Yeah. In the U.S. you call it welfare; in the UK we call it social security. It's all the same thing. So, I grew up in council housing, on social security, and my mom would always move us around a lot.

RUTH: Mm-hmm.

SUSIE: She had a really troubled relationship with my dad, and she would just make decisions on what we should be doing and where we should be living. So, of my sisters, the eldest three, I never really lived with them. We now have a relationship, but we didn't grow up together. And then, my dad with his addiction was just in and out, in and out, in and out. And it was kind of unpredictable and a little bit frightening, especially for my sister. She was frightened because the behavior was just completely irrational, from both parents, and unpredictable. And as a kid I realized how important some

predictable surroundings are. They didn't have to be perfect, but just you kind of know what to expect generally.

So, we didn't have any of that. We were moving around a lot. We lived in different, various shelters for women. It's great because looking back, I never thought that it was bad or wrong. And certainly when I started to make friends and see how their lives were kind of just very consistent and how they had kind of normal things, quite typical relationships, or traditional relationships, with their family that I noticed that ours was a little bit strange. The childhood that I had was certainly unconventional, but overall, the way that I think about it now is, I think I always heal.

Sometimes we'll have a moment, and we'll think, I've dealt with that, I'm good. I think we heal all the time, over and over again, in different ways. There was a talk that I was listening to where a woman said that in any new situation, it can be in a new group, in a new hotel, if you have to find somebody to talk to, in any type of new setting, everything that you have within you that isn't healed rushes to the surface.

RUTH: Mm. Yeah.

SUSIE: So, whatever it is, whatever your insecurities are, whatever your feelings of...

RUTH: That's very true.

SUSIE: So, just so you enter a new group of people, you're like, all those things that haven't healed, that's what comes up.

RUTH: Yes, always.

SUSIE: And just because I'm always doing new things because I'm doing it scared, I'm always aware of how wounded I am. Everywhere I go, I'm like—

RUTH: And yet, it doesn't—I mean, you have not let that stop you in life. You have not let that hold you back, and I look at you, and yes, everybody has insecurities and that probably goes back to the faking-it thing.

SUSIE: Mm-hmm.

RUTH: But, you also have the courage and the confidence to try new things, to move first to Australia, then to move to the United States, then to pick up your life and change careers and do all of this stuff.

SUSIE: Mm-hmm.

RUTH: So when I see you and I see that there's so many people out there who have something hard happen will use that as their crutch, and their excuse in life. "My childhood sucked." "My parents sucked." "I was raised by an alcoholic." "My parents never told me they loved me." Even in our survey, we've been getting a lot for those kind of responses. Well, the reason I can't do anything in life is because my parents never told me I was capable.

This has not held you back. What you grew up in, and the situation that you had, which was hard, you talk about living in shelters, you were homeless a lot of the time. That's not a small thing for people to overcome, and yet you did. And, look at you; you're amazing.

SUSIE: Aw, thanks.

RUTH: So, was there a time where you consciously said, "I am not going to let this define me."?

SUSIE: You're right, and I experience it, too. A lot as a coach, people will have their victim loop. Like, whatever it is, like you said, you gave some great examples there. And I actually don't have much tolerance of victim loops.

RUTH: No.

SUSIE: No. I mean, lots of love, but it's our sole responsibility to be accountable for our lives. Really, that's all we have to do. And when you think about it, whatever's happened, has happened, that's true. Every day is different. Every day is a new beginning. I believe, too, that sometimes the bigger your obstacles, the bigger your destiny, because you don't just get everything easy, right?

RUTH: I love that! That is so true!

SUSIE: I think it's true. It's like we're toughened up in life, right?

RUTH: Yes.

SUSIE: For the big things, we have to be ready. We have to be ready. So, we prepare, we groom for the next thing, the next thing. I don't like to look back and say, oh, it was all fine and I'm okay; it makes you strong. But, in life the bad things do make us strong. They make us compassionate.

RUTH: Mm-hmm.

SUSIE: Like, when I see somebody who is ashamed of being in a poor family, or ashamed of her parents, or ashamed, I just want to hug them. I give so much love to people who are ... I have a friend of

mine who was badly bullied. When she experiences bullying, not personally, but she sees it, she's so, these things make us kind—

RUTH: Compassionate. Mm-hmm.

SUSIE: —they make us better. Also, around the age of, like, 14 or 15, I really discovered self-help, and that was transformative for me. I read the book *The Magic Of Thinking Big*.

RUTH: Mm. I love that book.

SUSIE: I love that book. There's a chapter called "No Excuses." He says, cure yourself of excusitis, the failure disease.

RUTH: Yes.

SUSIE: And so, I was like, no excuses. Then, I was like if someone was sick they're like, aw. But I was like, no; no excuses.

RUTH: That was your moment then, at 14 where you said, I am not going to be defined by my circumstances.

SUSIE: Yes. No excuses.

RUTH: I love that.

SUSIE: Like, truly, when you have a no-excuses mentality, Ruth, there is nothing to hold you back. It's like, okay, I can do that. I can. I will. It gives you this amazing power, actually. Being in a victim loop, the way that I think about it is would you rather have respect or sympathy?

RUTH: Mm-hmm.

SUSIE: They can feel like the same thing. They can both feel like love well.

RUTH: Mm-hmm. Yep.

SUSIE: But I don't want love from sympathy.

RUTH: No.

SUSIE: I want love from respect.

RUTH: Respect.

SUSIE: Making my contribution Mm-hmm.

RUTH: Exactly. Going back to the obstacle thing that you were just talking about, too, it's so many people fear the obstacles, or look at the

obstacle as that thing that is their excuse. And a lot of times, it would be a legitimate excuse. I mean, bad things happen to people all the time. You get sick, somebody dies, you have horrible luck, I mean whatever it is, you file for bankruptcy, all of these different things that they might be circumstances completely out of your control. And anybody who will look at you, if you decide to quit and give up, or whatever, will look at you and go, that's totally understandable. Like, it's legitimate. You can say, here's my get-out-of-jail-free card, here's my pass, I have a legitimate excuse and a legitimate reason not to try.

SUSIE:

Mm-hmm.

RUTH:

But, a good excuse is still just an excuse. That is what it comes down to. You have to, every single day, choose no excuses. That's the choice, every day.

SUSIE:

Every day. Every day.

RUTH:

Every day.

SUSIE:

You can have excuses or results, one or the other. You can't have both.

RUTH:

You can't have both. That's so true.

SUSIE:

And the thing I think about, too, Ruth, is I think—so I'm 34, and if I'm lucky, I've lived a third of my life. It's not that long, these precious years that we have. And, I don't want to live mine in anything but the highest version that I could fulfill with what I know—imperfectly, you know. It's not like there's a do-over; there's not another chance.

RUTH:

Nope.

SUSIE:

It's like this is it. And so even just thinking about my own imminent death one day gives me a lot of courage.

RUTH:

Wow, that's amazing. I mean, because the alternative is regret.

SUSIE:

Oh, yes.

RUTH:

That's what comes when you don't try it. When you let the excuses be your excuses, it's never satisfying at the end of the day. Yes, you get a reason to say, this is why I gave up, but when you look back you go, hmm.

SUSIE:

Hmm. And no one cares for your excuses—especially you, especially you.

RUTH: Yep, yep.

SUSIE: They're not something that you can guard. They don't feel good to you, especially. I mean, I'd like to ask you, Ruth, if I can—

RUTH: Yeah.

SUSIE: —what is it that makes you so courageous? I mean, you do so many things. I look at you, Ruth, you're doing all the things, and you have a family. I mean, you're doing so much. How does this no-excuses mentality work for you? How do you implement it all the time?

RUTH: Well, I mean, "Do It Scared" is the motto that I live with every single day, and I think a lot of the stuff that we already talked about. I feel like courage is a muscle, and so every time I do something that scares me a little bit, it gives me courage to do something that scares me a little bit more. And that gives me the courage to do something a little bit bigger, and a little bit more. And it just continues to build on itself.

But all of the fear and anxiety that I have about so many things in my life, I still have that. I still feel that. I mean, video, for instance, used to terrify me, terrify me to the point where when my kids were babies I don't have any videos of me with them, or holding them, because I would not appear on camera, at all. And then, I did it for my blog one time, and it was awful. And then I did it again, and then I did it again, and then I got invited to be on TV. And, I would've never dared to do TV had I not done these silly YouTube videos for a while. And, I did that, and then they invited me to come back, and they invited me to do a regular segment. It just starts to build on itself.

So, you keep doing these little tiny things and they add up. Even when you don't know at the time what the next step is going to be, or what it could lead to, when you're exercising that, it just builds on itself. So, I don't necessarily feel courageous a lot of times.

SUSIE: Mm-hmm, I know. Courage is, it's not something that you just walk around like totally like with swagger. What you just said is a perfect example of how it always works. It's not even one grand decision that you make. Sometimes they can be big decisions, but it's just this kind of small, quiet, consistent—

RUTH: Quiet, every day, saying there's no excuses. I mean, that's really, truly what it comes down to. And I think one thing that's really important to me, too, is accountability. I really seek out people in my life who will push me to be better. And I think you're that kind of person, too.

SUSIE: Mm-hmm.

RUTH: I think that's probably why we were attracted to each other as friends.

SUSIE: Yes.

RUTH: There's just some people who you meet and you connect with and you go right away, like, you're my people; I can be real with you, and I can say hard things to you and you'll accept them, and you will say hard things to me in return. And I want people who will speak truth to me, and I think you're the same way.

SUSIE: Yes.

RUTH: Do not sugar coat it, and just say it like it is. Like, our friend, Bree, who is a mutual friend of ours—

SUSIE: Yes.

RUTH: —is that way. I love her because she will just tell me I am being an idiot.

SUSIE: Yeah, right.

RUTH: I want somebody in my life to tell me that.

SUSIE: Yes.

RUTH: Yeah, I think that that's really important, too.

SUSIE: And I think that's another piece of it, too, just being very selective about what you allow, what you allow into your life and to insulate yourself from distractions. It was easy to get sucked in to some not-great stuff.

RUTH: Very easy.

SUSIE: Like, on the news, we view different people and gossip and all sorts of things. Sometimes it feels like fun to dive into those parts of life, but they keep you off track.

RUTH: Facebook groups.

SUSIE: Facebook groups, oh gosh. Oh gosh.

RUTH: The drama.

SUSIE: The drama, I know. But, I think if you stay focused, if you're around the right people ... I'd actually love some rituals you have, but when

you have the same rituals that keep you on track, too, it gets easier.

RUTH: Yes. Yeah, but it's that kind of daily decisions that you have to make every day, every moment, and know, and be purposeful about them. When you start actually thinking about this stuff and not just going through the motions, it's not that hard. It's simple stuff, it really is, but you have to be conscious about it. And I think that's the thing that most people don't really get. You kind of just get into the mode, or you start the group-think thing happens, and there's all these people, and you start worrying about what everybody else is doing, and you're worrying about what other people are thinking, instead of just going, well, who am I, what do I want, and how am I going to make the right choices to get to where I want to go?

SUSIE: Mm-hmm.

RUTH: And if you do that every single day, and you think about that stuff every single day, it's amazing what can happen. And it doesn't happen all at once.

SUSIE: It doesn't happen all at once. I heard somebody say once—I think it was Caroline May. She said that in every decision you make, big and small, you either choose yourself or you betray yourself.

RUTH: Oh, I love it.

SUSIE: She's like, even in the supermarket, if you choose those Oreos, you're betraying yourself, you know?

RUTH: So true, so true.

SUSIE: Yes. Or something scary is presented to you; choosing it is really choosing yourself versus saying no, you know?

RUTH: Yeah, Because we always have a choice. In fact, that's something I say to my kids every day. I have two daughters, and they're right now in this phase where they fight all the time, and they're always bugging each other. And I'm constantly having to remind them, you have a choice of how you respond. You might now be able to choose what your sister does, but you have a choice of how you respond to it. It is always your choice of how you react to whatever life throws your way. It's always your choice.

SUSIE: And what a wonderful place to live. It's a very powerful place to be living from, right? A place of choice.

RUTH: Mm-hmm, yep. I know. Because it gives you all the power. Instead of having other people be responsible, it gives you—it's so freeing, it's

so freeing to live that way and to take responsibility.

SUSIE: It so freeing, but I think a lot of people don't think that way.

RUTH: I know, I know.

SUSIE: It's something you can learn, but, yeah, the choices are ours, and for me, I think that's wonderful.

RUTH: But that's what this podcast is all about.

SUSIE: Mm-hmm.

RUTH: Yeah, people making the choice.

SUSIE: Yes, choices.

RUTH: Okay. Speaking of choices and my motto, rules are for suckers—

SUSIE: Mm-hmm.

RUTH: —are there any rules that you feel like are for suckers?

SUSIE: Oh, I love that expression of yours, Ruth. It is so good. It is so good, because you know like we were saying, who creates the rules, and who defines what right and wrong is? I think that any rule that betrays your own emotional intelligence is a bad one. You can look throughout history about what rules did and how they don't work and how they can be horribly detrimental. If you're leading with kindness and if you're leading from a place that feels like you're choosing yourself, not betraying yourself, then almost any rule becomes inconsequential. I mean, hey, stick to the speeding limit and wear a seatbelt, they're good rules. I mean, safety you understand. But, everything else you can transcend. I think a strong spirit, too, just transcends rules. You can't help but do it.

RUTH: It's true. It's true.

SUSIE: It's really like rule breakers who create history, when you think about it.

RUTH: All the time, all the time. Yeah, my rule is basically, do the things that make common sense. You know, be nice to people, and treat people with integrity, and operate your own life with integrity, and don't do anything that will not let you look at yourself in the mirror and feel good about yourself. Those are good rules.

SUSIE: Those are good rules.

RUTH: I mean, there's so many.

SUSIE: I think sometimes it's hard, because there is this mantra of rule—abiding everything that you should. I remember when I was a kid, because we were moving around a lot, on one of my school applications, you had to put your mom's name and dad's name, and my mom didn't want my dad to know we're at this school, or where we were living. And when it said my dad's name, I just left it, and the teacher was like, why won't you put your dad's name? I said it was basically none of her business. I was like, well, it's a private matter; it's a family matter, because I heard my mom say that.

RUTH: Yeah.

SUSIE: And, I got in trouble.

RUTH: Really?

SUSIE: But I was afraid to put my dad's information. I didn't want them to contact—

RUTH: Yeah.

SUSIE: —him; I didn't want them to know anything about him—

RUTH: Yeah.

SUSIE: —because at one point in our childhood, too, we were what's called a ward of court, which means that the government—

RUTH: Ward of the state, yeah.

SUSIE: Yes. So, the judge has to make a call if you can leave the country.

RUTH: Oh, wow.

SUSIE: And so my mom didn't want my dad to know we were at this school. But I broke this rule because I was scared, and I got in trouble, and that's ridiculous.

RUTH: Wow. Yeah, it is.

SUSIE: Yeah.

RUTH: And so that was your first lesson of, rules are stupid.

SUSIE: Well, yeah.

RUTH: Rules. (laughing)

SUSIE: I was like, woman, if you knew what I'm going through...

RUTH: You wouldn't be asking.

SUSIE: Yes, yes!

RUTH: You wouldn't be asking.

SUSIE: It's a family matter.

RUTH: Oh my gosh, wow. Oh, wow.

SUSIE: So, kids need to be encouraged to just use their own guidance.

RUTH: Yes. People think that's a little crazy that I talk to my kids about and use that rules-are-for-suckers mantra a lot around my kids. But, we also talk about it a lot, where I explain it doesn't mean all rules are bad. My rules are not bad, but it does mean I want you to question authority. Don't be afraid to ask questions and to say, wait a minute, why are we doing this? And that doesn't make you a bad kid; that makes you, like, you turning your brain on, and I want you to turn your brain on. Never just accept something at face value just because somebody told you it's a rule, because who knows what situation they're going to find themselves in.

SUSIE: Exactly. And what if Rosa Parks followed the rules?

RUTH: Exactly, exactly.

SUSIE: There are so many examples like that. So, yeah, no, I love that rule of yours, Ruth. I love it.

RUTH: Okay. So, tell me what are you working on right now that's getting you super-fired up?

SUSIE: A couple of different things. So, lately I'm working on my next book. Mine's actually about confidence and manifesting—

RUTH: Ooh!

SUSIE: —because I think they're directly related, and I think that these are things that you can harness with some very specific steps, which I think's awesome. And also, because I work with side hustlers, a lot of people, women especially, are afraid to be visible. Like, we're afraid to be visible. We're constantly afraid, right?

RUTH: Mm-hmm.

SUSIE: And we're not doing it scared; often we're just not doing it, right?

RUTH: Yeah.

SUSIE: Or, we're plateauing.

RUTH: Hiding.

SUSIE: Yes, hiding. We reach a point where maybe this is enough, but the next level requires more visibility. So, this is why I'm offering training in the publicity, media spaces, forcing you to become visible, because that's really—I mean, it's how you reach people, and we all deserve to be seen.

RUTH: Mm-hmm.

SUSIE: If you have a message, then it deserves to be seen and heard. I'm also working with that so people can confidently become more visible.

RUTH: I love that. I love that. So, this is a new book that you're writing.

SUSIE: Yes.

RUTH: Ah, and when will that come out?

SUSIE: Next year.

RUTH: Next year.

SUSIE: Towards the end of next year.

RUTH: But, you have a book that came out not that long ago.

SUSIE: Yes.

RUTH: So, tell us about that.

SUSIE: Okay. It's called What If It Does Work Out?: How A Side Hustle Could Change Your Life. And the reason I like that question is because we normally ask the opposite, right?

RUTH: Yes, yeah.

SUSIE: We're always saying—

RUTH: What if it doesn't work out? What's the worst that will ever happen?

SUSIE: Yes. And what I love sometimes is just flipping questions. This is what a lot of coaches do, which I think is a wonderful technique. So, like, what if it does work out? If you just apply that to any opportunity, just to visualize for a minute, then maybe you'll just

allow it a little bit more.

RUTH: Yeah. And I love how you have used the side-hustle framework to encourage people and coach people because—

SUSIE: Yeah.

RUTH: —that's what you did in your own business. You didn't just say one day, I'm going to quit my six-figure job and go and start some random thing. You were smart about it. You did it for a long time on the side and knew that you could actually make a go of it, and that's a really smart way to go. And now you help people do the same thing.

SUSIE: Yes, thank you. I think it's horribly irresponsible sometimes what people preach. They're like, oh, take the leap. And I still financially support my mom, right, and me and my husband; I've always been the breadwinner, and so I would never make an irresponsible decision. I'm all about risks, and we still take risks all the time, but I think that you have to ... If you can feel as prepared as possible in whatever you do, then you're just setting yourself up for something better than just being crazy.

So, the side hustle, I think, is so wonderful because it's a win-win. It's really only upside. And I think that it's a wonderful, responsible approach to take.

RUTH: So, when you are working with all these different people who are doing different side hustles, and I know you did lots of research for your book, what are some examples? If somebody's listening right now and they're going, well, what is a side hustle? How would I do a side hustle? Or what does that even mean? Explain the concept, and explain some examples of things that people could do as a side hustle.

SUSIE: I love this question, and I love side hustles because there are so many. There are no limits. The only limits you have are the limits you believe to be your side hustle. Some include event planning. Some people are so good at this, Ruth.

RUTH: Mm.

SUSIE: I mean, it's not my strength or area of interest. But some people can whip up a party for lots of people, or 30 people, however many people, really well for anybody. You can do it for your family, for various clients. Event planning is very, very popular, and that's always a nice choice because there are no overheads.

Also, some people work as coaches, maybe as fitness coaches, health coaches, life coaches, also popular. A lady who's just had some recent success I was speaking to, she works as an interview trainer and resume writer.

RUTH:

Oh.

SUSIE:

So, think, if you have a background in human resources, do you know how valuable that is... looking for—

RUTH:

Oh my gosh, yes.

SUSIE:

It's tremendous.

RUTH:

And especially for kids who are just getting out of college. I, as a business owner, I am stunned at how poorly people interview.

SUSIE:

Oh, yes.

RUTH:

It is a very necessary thing, to just say, hey, you've got to present yourself really well. Don't use emojis in your resume or your application.

SUSIE:

Yes.

RUTH:

Don't use it, don't spell love l-u-v.

SUSIE:

No, no, oh my gosh.

RUTH:

It's appalling sometimes the—

SUSIE:

Oh my gosh.

RUTH:

—quality of applications that we get in. And I just think, oh, man, somebody could really benefit from that.

SUSIE:

Yes.

RUTH:

I love that idea. We need more people doing that kind of coaching.

SUSIE:

I know. Some people who apply for a job, they're very capable, but the applicant ... It's almost like a specific skill.

RUTH:

It is. It is very, very, very, very much. We have a crazy, intensive, interview process at our company. But, that is one of the things we're looking for, like how well spoken is somebody, how confident do they present themselves when they come. Oh my gosh, I can't even tell you how necessary that is. So, if you're listening right now and you're thinking, I want to go out and get a job, consider having

someone look over your resume and do some of this interview coaching. If you're good at that, then, ooh—

SUSIE: Oh, yes.

RUTH: That is a much-needed skill.

SUSIE: Oh, yes, it can take you far. And, also, another girl who I've worked with, she's a personal stylist.

RUTH: Ooh.

SUSIE: She just naturally has great style, and she helps—

RUTH: Yeah.

SUSIE: —people put together wardrobes on a specific budget.

RUTH: I love that.

SUSIE: Another person is a personal branding specialist, so she'll—

RUTH: Ooh.

SUSIE: —look at staff. I mean, it's really unlimited what you can do.

RUTH: Yeah. So, really, it's just a matter of taking something that you're either passionate about—

SUSIE: Yes.

RUTH: —or good at—

SUSIE: Yes.

RUTH: —and you could just kind of do it on the side, and either help people with, or provide something on the side. If you like to bake, I'm assuming—

SUSIE: Yeah.

RUTH: —or cook, you could do some catering or something on the side.

SUSIE: Oh, yes.

RUTH: There's so many different things that you could do.

SUSIE: One lady, too, it's enough to be an online business, she makes cheesecakes and sells them at her local church.

RUTH: Oh, wow.

SUSIE: I mean, truly, whatever you're good at.

RUTH: Yeah.

SUSIE: I actually always say that if you're thinking about starting a side hustle, you're probably already side hustling for free, in some capacity. Like, maybe you're the person your friends come to when they need dating advice, right?

RUTH: Mm-hmm.

SUSIE: Or, maybe you're the person someone comes to when they want you to read over something, or proofread a book. This is all stuff that you can also just package and charge for.

RUTH: Yeah. I love that.

SUSIE: And you've got to do it scared because it is very scary in the beginning.

RUTH: Yes.

SUSIE: And some people never begin, and that's very—

RUTH: No. And you know what else people struggle with is perfectionism.

SUSIE: Oh.

RUTH: So, is that something that you struggle with, perfectionism, or are you not a perfectionist?

SUSIE: I'm not a perfectionist, actually.

RUTH: You're not?

SUSIE: Are you?

RUTH: I'm not, no.

SUSIE: No.

RUTH: People think that I am. People think that I am because I do have high standards, and I always strive for excellence. But, I also, if something's good enough, I'm like, eh, good enough. Let's go.

SUSIE: Mm-hmm. Me, too.

RUTH: I, like, try to get it as good as we can, but then we just got to move

on. But, there's so many people that is, I think, one of the biggest, biggest hold ups for people is the fear that it won't be perfect or that they'll make some sort of mistake or it's not going to be right. And they will endlessly tweak and play or think it over and mull it over and never actually take that step.

SUSIE: So, Brené Brown feels that perfectionism is shame. Like, veiled under, it's—

RUTH: Yes.

SUSIE: It's shame veiled as perfectionism, which I really believe to be true, because if we're so vulnerable to attack, we do nothing, if we feel so vulnerable. But, don't you find, Ruth, that each step you take reveals the next step? You can't get to the perfect whatever until you do all the steps.

RUTH: You take the step, yeah.

SUSIE: Yeah.

RUTH: And you just have to realize that you're going to make a mistake, no matter what.

SUSIE: Mm-hmm.

RUTH: You will make many mistakes if you're doing it right, and that's okay. And that comes back to your original question is, what is the very worst thing that's going to happen? Well, if the very worst thing that's going to happen is that you make a mistake, you should be excited to make mistakes because that's what you learn from the most. I think about all the business lessons that I've learned in the last eight years that I've owned my company, and none of them have happened from the things that went right. All of the lessons have been learned from the wrong.

SUSIE: Mm-hmm. Yes.

RUTH: And that, then, allows me to have more success in the future. And, even when you lose, you win, I think, when it comes to mistakes.

SUSIE: And that's the growth mindset, right?

RUTH: Mm-hmm.

SUSIE: That just encapsulates growth mindset. And if you've read the book Grit—

RUTH: Yes.

SUSIE: Yeah. So it's just, like, that's grit, growth mindset.

RUTH: That's it.

SUSIE: It's like a bounce back. It's funny, too, because we were just talking, I spoke to Michael Hyatt recently, and he says that if you're not horribly embarrassed by last year's work, you're too slow to launch, or too slow to be creating, or doing it too slowly.

RUTH: Yes.

SUSIE: So, I look back and cringe at my original blog posts.

RUTH: Me too, me too.

SUSIE: Oh, I want to hide, like oh, god. Oh.

RUTH: Have you ever gotten on the—

SUSIE: Why didn't someone stop me?

RUTH: —on the way-back machine? Because, you can go back and change stuff, but then there's the way-back machine.

SUSIE: Oh.

RUTH: It's all there for posterity. And god, I feel the same way. I cringe, I cringe.

SUSIE: But, that's good because look at how far you've come. But, if you didn't write those initial posts, like if you did not write those initial posts, then you would never be a better writer. You wouldn't be sharpening your mind all the time and getting all these new skills. So, yeah, I really think that. If you look back and cringe, that's a good thing.

RUTH: Yeah.

SUSIE: That's the goal, that's the goal.

RUTH: Yeah, I like that quote. You have been just dropping those truth bombs left and right today. But, that's a good one. If you don't look back and cringe, you have waited too long.

SUSIE: You have waited too long.

RUTH: I'm going to put that up on my wall, I think, that one—

SUSIE: Good.

RUTH: —because that’s a good one. And I think for anybody who’s struggling with perfectionism, that is exactly true. If you keep waiting and don’t take that step, then you never give yourself the opportunity to improve, and you never give yourself the opportunity to build up your courage muscles and to get more confidence and to kind of dare to do the next bigger thing. You have to take that first step, no matter how imperfect it might be.

SUSIE: It’s absolutely true. When I first released my book, I self-published it. It was then picked up by a publisher and went the traditional route. But, I self-published it with errors, Ruth. Spelling mistakes, cringe, right? And I had an editor, but hey, you know. Spelling mistakes, grammatical mistakes, spacing mistakes, but that book was still in Forbes.

RUTH: Mm-hmm.

SUSIE: You know what I mean? Because, it’s still better that it was released. It’s like done is better than perfect. Sheryl Sandberg says that all the time, right?

RUTH: So true.

SUSIE: I believe it. I fixed it up, big deal, you know?

RUTH: Mm-hmm.

SUSIE: And, I’m owning it. I’m like, I released a book with mistakes. That is a terrible thing to do. Don’t let it stop you from releasing your book.

RUTH: Don’t let it stop you. And look, it hasn’t really, aside from maybe a few angry emails from people who were angry—

SUSIE: Oh, yeah. I got those, yeah.

RUTH: —with a spelling error. Oh yeah, I get those a lot, too.

SUSIE: All the time.

RUTH: Thank you for taking the time to let me know, because now I don’t have to hire an editor.

SUSIE: Yes. Oh, see that ... Look at that mindset you got right there, Ruth.

RUTH: Now I know where to fix the mistake, and I don’t even have to worry about it now. But, it is true. It’s true, but as long as what you’re putting out there, the content, is good and the idea is good—

SUSIE: Mm-hmm.

RUTH: —most people are going to overlook a spelling mistake. If they're getting the meat out of what you have to say, most people are going to give you a lot of grace on that one. And you can always fix it in the second edition.

SUSIE: Exactly. Don't you think, Ruth, that just having a sense of humor and not taking everything so dramat—I mean, to have a light-hearted way of—I mean, Deepak Chopra always talks about this. He's like, to be carefree is actually the goal.

RUTH: Yes.

SUSIE: It's not to be heavy and serious and always very just critical and analytical. I mean, there's a place for those things, but the purpose of life really is to enjoy it.

RUTH: To laugh.

SUSIE: To laugh.

RUTH: That's my word of the year: laugh.

SUSIE: Oh, I love that.

RUTH: Yeah.

SUSIE: Wow.

RUTH: Yeah.

SUSIE: I mean, like, laugh always.

RUTH: Decided I had become far too serious.

SUSIE: Oh, and serious, I mean, has a place, but not—

RUTH: Yeah. All the time. Not all the time.

SUSIE: But, not as often as we think, right?

RUTH: Yes.

SUSIE: In fact, when I was a teenager, when I was a waitress at a café, we had this policy. This lovely man who had the café, whenever we dropped a plate, if you hear a smash, everyone looks, it's like ...ah, dramatic, you know. He's like, you have to laugh. It was such a wonderful policy.

RUTH: Oh, I love that.

SUSIE: And when you laugh, the customers laugh. There's just—

RUTH: It's not a big deal. It's no big deal.

SUSIE: Yeah, it never is a big deal. No one went hungry.

RUTH: Right.

SUSIE: Five minutes later, no one cares.

RUTH: Right.

SUSIE: So, it's just remember to be light, to be light, and to not take everything so—

RUTH: So, so, true. In our company, one of our core values, besides rules are for suckers and do it scared, is there are no mistakes, only lessons.

SUSIE: Mm.

RUTH: And that is something I think that has been freeing for me, and it has been freeing for my employees who work for me, because every day somebody will make a mistake, or something happens, but no one has to worry like, oh my gosh, am I going to get fired? Is my job on the line? Am I in trouble? Like, it's, okay, this happened. A.) How are we going to fix it? And B.) How are we going to prevent it from happening in the future? Because, that's all you want, is to learn what happened and how we can avoid it in the future, and then move on from it. What did we learn from this; how can we move on from this? And we turn our break downs into breakthroughs. That's another thing we say a lot. We've got a lot of sayings.

SUSIE: I love all these sayings. I want to take note. It's a wonderful—and when you provide an environment where people can make mistakes, you get the best out of them.

RUTH: You do.

SUSIE: You get really creative thinking and lots of innovation.

RUTH: It's exactly true. And you get people who are so completely all in and engaged and excited about what they're doing and willing to take risks and willing to come up with new ideas and willing to try new things, because there's not that fear of, is this going to be the last mistake I ever make for this company, because that's not the way we work.

SUSIE: Mm-hmm.

RUTH: And yeah, it's a great feeling. But if you can apply that in your own life, too, and just start to look at every mistake you make, and every time there's—I mean, obstacles, too ... Just like we were talking about, whether it's a mistake that you make yourself, or something that happens to you that you have no control over, every single time that happens, it's an opportunity to grow, and it's an opportunity to be a little bit better and a little bit stronger and a little bit more in tune with what happens next. And as soon as you can realize that, then there's nothing, really, that can stand in your way.

SUSIE: It's tremendous. I completely agree with you. And that feeling of just like release, that feeling of just being allowed, like having the space, that is where, I think, we can really be our best.

RUTH: So true.

SUSIE: If we can breathe, then we can be our best.

RUTH: Yes. So, I love that you're doing this new project. But, how do you practice, very intentionally practice, self-care in your business and in your life, and how do you protect your confidence as an entrepreneur?

SUSIE: A couple of things. I'm very intentional about having a lot of fun.

RUTH: Mm. I love that.

SUSIE: Fun just breeds a lot of good things.

RUTH: And you are a very fun person.

SUSIE: Thank you.

RUTH: I've had a lot of fun with you.

SUSIE: Thank you. If my life was about fun, then I think that's the most successful life, right?

RUTH: Yes.

SUSIE: So, I have a lot of fun. I like to do things spontaneously. I allow myself to just be weird and silly. I allow that. And I think that that just brings me joy, and joy is the ultimate creator. Like, joy gives me better ideas.

RUTH: So true.

SUSIE: It makes you confident. It makes you feel good. Specifically about rituals and things that I do daily, I've started doing tapping. I don't know if you do the emotional freedom technique, the EFT.

RUTH: Ooh, I have not heard of this.

SUSIE: So, tapping is using different meridian points on the body that you can tap with a script, or without a script. That's been working really nicely for me.

RUTH: Oh.

SUSIE: I could send you a couple of links. They're fantastic.

RUTH: Okay. We'll include them in the show notes.

SUSIE: Yes, EFT is the best. I, also, I'm always reading a self-help book every single day, plus I love to listen to Abraham Hicks.

RUTH: Ah!

SUSIE: I'm a junkie, see. I throw everything at it. Everything, like I'll throw everything—

RUTH: So, are you an audio-book person, or are you a physical copy?

SUSIE: Physical copy.

RUTH: Physical copy.

SUSIE: Yeah, but I love it all. I would do it all. I have affirmations everywhere. I have a poster on my door, saying everything's always working out for me. You have to be very, I think, deliberate about managing your mind.

RUTH: Yes. Purposeful.

SUSIE: If you master your mind, then everything just—

RUTH: Falls into place.

SUSIE: —everything's easy.

RUTH: Mm-hmm.

SUSIE: Yes.

RUTH: Ah, I love it. I love it. So, okay, parting words of advice?

SUSIE: Parting words of advice. I mean, apart from your tremendous mantras and your mission statement to your company, I think it's good to know in the spirit of doing it scared that everyone's scared, and no one knows what they're doing, either.

RUTH: I love that, so true. So true.

SUSIE: So, do you.

RUTH: Oh, I love it. And, finally, where can people find you?

SUSIE: So, you can check out my website, susie-moore.com, and if you're interested in more visibility, you can check out getrockstarpr.com.

RUTH: [getrockstarpr](http://getrockstarpr.com), ooh, I love it.

SUSIE: Yes.

RUTH: And we will include those links in our show notes at doitscared.com as well. So, thank you so much for joining me, Susie. This was so much fun. I'm so honored to have you as my very first podcast guest, and I hope you'll be back for many more episodes in the future.

SUSIE: Ruth, this is wonderful. Thank you so, so much. *muah*

RUTH: *muah*

Okay, guys, so, that about does it for today. Once again, don't forget to grab your own "Do It Scared" manifesto. You can download it at doitscared.com/episode6, or by texting **DOITSCARED** to **44222** right now. Once again, that's doitscared.com/episode6, or by texting **DOITSCARED** to **44222** on your phone right now.

Before we go, I just want to say that I would love to hear from you. If you have any questions about what we talked about today, or any other topics that you would like to see addressed on the Do It Scared podcast, or any other guest that you would like me to interview, please feel free to reach out via email at ruth@livingwellspendingless.com, or by filling out our form at doitscared.com.

And that does it for this episode of the Do It Scared, with Ruth Soukup, podcast. Thank you so much for joining me today. If you liked what you heard, be sure to leave a review on iTunes. I will be picking reviews at random to win "Do It Scared" T-shirts and mugs, which are really awesome and can also be found in the Living Well Shop at livingwellshop.co.

Also, be sure to subscribe via iTunes to be notified of new episodes. And speaking of upcoming episodes, be sure to join me next week as we talk about how to stop listening to that voice in your head that is telling you that you can't do something. It will be the perfect follow up to today's chat, and I will share three simple strategies that you can start using right away to turn off the negative self-talk, and instead, start believing that you can.

It's going to be really good, so don't miss it, and I will catch you then.