

This is the **DO IT SCARED PODCAST** with Ruth Soukup, **EPISODE NUMBER 32**. On today's episode, we are going to talk with author and entrepreneur Randi Zinn about having the courage to go beyond being just a mom in order to find your true purpose.

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.

Today's episode is brought to you by the eighth annual LWSL holiday planner. You guys, this is our most popular freebie of the entire year, and so you've got to grab it now. It's such a great tool for helping you to enjoy a holiday season filled with a whole lot more joy and a whole lot less stress. And the very best part of all: it is completely and totally free. Just our little way of saying "happy holidays." It's available now but only for a limited time, so grab yours at livingwellspendingless.com/holidayplanner. Once again, you can get it at livingwellspendingless.com/holidayplanner.

Hey, there, and welcome back to the show. As always, 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.

In today's episode, we are going to be talking to author, entrepreneur, yoga enthusiast, and mom of two, Randi Zinn. Randi is the founder of Beyond Mom, a movement and community created to help women activate their minds, body, and businesses, even as they navigate the challenges of motherhood. As a mom herself, she is acutely aware of how easy it is to lose your sense of self after becoming a mom, and she is super passionate about helping moms all over the place find the balance between passion, purpose, and parenting that works for them. It's a topic I am so excited to dive into because I think sometimes as moms we have this idea that we're supposed to give up our sense of selves after having kids or that we're supposed to put our own goals and dreams on the backburner, but in the end, we often feel stuck as a result. And ultimately, that is what this podcast is all about. It's about taking the steps that will help us get unstuck so that we can create a life that we love. And in the end, as I always say, 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 that path is going to lead us.

All right, guys, so just a couple quick things before we dive into the episode. First, as always, you can download our "Do It Scared" manifesto to remind yourself to start living your own life of courage right now. If you haven't gotten this yet, it's amazing, it's beautiful, it's absolutely free, and you can get it by texting *doitscared* to 44222, or if you want to get all the show notes for the episode, with all the links to the sites that we

talk about, you can get that by visiting doitscared.com/episode32. Once again, for the manifesto, you can text *doitscared*—all one word—to 44222, or you can get the show notes and all of our downloads at doitscared.com/episode32.

Also, if you haven't already, please take just a minute to rate and review the show on iTunes, and while you are there, be sure to subscribe to be notified of new episodes.

And now, without further ado, I am so thrilled to introduce you to the founder of Beyond Mom, Randi Zinn.

RUTH: Hey, Randi. Thank you so much for being on the show today. I am so excited to talk to you about motherhood, about going beyond mom, and all of those things.

RANDI: Thank you for having me. I'm so happy to be here with you.

RUTH: Yeah! So, let's just dive in. For those of our listeners who don't know you or haven't read your book or seen your community before, can you just kind of give us the rough overview, sort of how you started, where you're at now, and the major milestones along the way?

RANDI: So, do you have, like, three hours? No.

RUTH: This is the rough, quick, and dirty version.

RANDI: The rough version. Okay, okay, cool. Okay, so, I'm like many moms who start a business. Oftentimes, we're really inspired when we become moms ourselves. So prior to becoming a mom, I was always interested in health and wellness, women's issues, and definitely always somehow touched media. And my conversation with myself was always, you know, how can I bring these parts of my life together? And it hadn't yet happened that way. So when my son was born, I took the fact that I was a yoga teacher and I really loved to help people and speak to people and kind of views real-life wisdom to make little changes in people's lives. And I started applying it to, I guess, now I would call Beyond Mom 1.0, except at the time, it was my name. It was randizinn.com. And I just started writing about being a mom, living in New York City, about seeking what I called not-so-scary spirituality, like, little ways that I could find meaning.

And at the same time, I was doing the mom thing. I was attending playgroups and mommy classes, and I found myself not so interested in the classes and more interested in the moms I was meeting. And I started to see some repeat trends which was that women were leaving corporate jobs, not for the reasons that I thought, not because they just simply wanted to be with their children. It was not that simple. It was like, I want to own my gifts in the world in a certain kind of way. I want to make an impact in the world. I want to use my

talents. And you know, yeah, if I'm going to be away from my child, it's going to be because what I'm doing is something that I really care about.

So I started to interact with women that would be saying those kinds of things. And I was like, "Okay, wow. Why do these women not know each other?" And it was such a simple drive on my part to start planning gatherings and planning events and bringing women together in places that they could meet each other, network, and be inspired. So I've always kind of kept cool, interesting people in my midst, and I would bring inspiring speakers and wellness gurus and whoever I thought would be enlightening. And I would just hold events over and over again. At the same time, my blog started shifting. It was not randizinn.com so much anymore—

RUTH: Can I ask a quick question, a clarifying question?

RANDI: Sure, yeah.

RUTH: So, you were bringing these events together for moms that were not play-date events, right? They were just—

RANDI: Oh, no. Just the moms.

RUTH: All right, so, let's just start at t

RUTH: Just the moms. And it wasn't—

RANDI: I was not into children being there.

RUTH: Which I understand. So, like, mom's-night-out-type things, but with a little bit more—

RANDI: Content.

RUTH: Yes. Content. Okay, gotcha.

RANDI: More umph to it.

RUTH: Was it just a passion project at this point. This was just fun. This wasn't intended to be a business; you weren't trying to make money off it. You were just trying to bring cool people together.

RANDI: It was kind of something in the middle because I definitely was seeking what my next career path would be. And I was charging for events, and I was seeking to create some kind of model. But I was very much in an experimental mode. And I actually talk about that a lot because I think a lot of people that have an idea and they want to start a business of some kind, they don't always give themselves that room to be experimental and to sort of test out how things feel

and get that intel, bringing people together and seeing what sticks. I think people need more of that than they might assume.

RUTH: Just kind of vetting the idea.

RANDI: Yeah. For sure.

RUTH: Okay, so then that happened? I'm sorry for interrupting.

RANDI: Oh, that's okay. Please ask questions. So, my content also evolved at that point, and I started interviewing on my website women who I call "beyond moms," women who are cultivating self, who are often building businesses or ventures that are of meaning to them, and being moms. And this definitely continues to be one of my more popular pieces of content because stories are everything, and people are so inspired and love to share it, and it just it tells the whole story through each individual story. Then, I launched my podcasts. Then, I wrote a book. And all of it has been, quite honestly, a journey of exploring what it means for women, for moms, to give themselves permission to step into their real selves in this world we live in.

It sounds so simple when you say it, but it's so complicated on a deep level for women to own it and to own their right to have it and to feel it. A lot of it has to do with how we're raised, and a lot of it has to do with the culture that we live in. And so we do need each other, and we do need community, and we need to be encouraged every single day through one another's stories, through putting ourselves in the midst of moments and experiences that remind us that if we don't have a clear connection to who we are, then it's very hard to be the mom that we would like ourselves to be, to be the business woman we'd like ourselves to be, and to make the impact in the world that we hope we can make.

RUTH: Mm-hmm. I love that. So, I read your book—

RANDI: Yay.

RUTH: —and one of the things I really loved about it was that it started out so differently than I was expecting, because you start by guiding moms, new moms especially, it's sort of targeted a little bit towards new moms, but I think it could be even for moms that are almost having a rebirth, where their kids have gone back to school or something like that. I find that in my community a lot of times, moms who are—they've been caring for their young kids and then they go back to school, they're like, "Wait. Now what am I going to do with my life?" But what you did that was so interesting is that you focused first on the body and the mind before even starting to think about what beyond mom even means, like, going into a business or starting your own

business or anything that you might want to create for yourself. So why do you start there, and why is that such an essential part of the journey?

RANDI:

Great question. Not the first time I've gotten the question, because I think the thing—back to my original statement, which is that intel, that understanding of who women are and what they're experiencing is just huge. And it's why I'm so glad that I spent a lot of time in those early forming years of this brand of understanding what were the problems that women were having. And the really interesting thing that I discovered was that even the women that on the outside you would think were killing it, like, had a business rolling and had multiple kids and whatever, whatever, most of the time, when you slow down over a coffee with those women, they would admit that they were struggling to find time for themselves and struggling to take care of their bodies, and they were feeling really kind of more anxious or emotional than they feel that they should.

And when I would probe women over and over again, it was clear that even though they felt driven and prepared enough to kind of dive into the intensity of doing stuff in their life, that they actually had never developed a strong foundation again since becoming mothers. And a lot of these women would almost be nostalgic for a time when they were runners or yogis or whatever the things were that made them feel connected to their body and thus connected to their mind. It was clear that there was so much missing in that foundation, so I really saw that.

The other thing that I noticed is that—another one of my keys to success, my personal success, is that when there's women that I see or doing something I really respect, I want to keep them close to me, and I talk to them a lot. I ask them a lot of questions. And there's a couple of women in my life who are just really astoundingly accomplished, business owners, starting nonprofits, multiple children, happy marriages, somehow manage to find the time to take trips with their best girlfriends, things where you're like, how in the world do they do it all? And without a doubt, any of these women that I talked to that fit that category and who can look at you and say, "You know what? Some days are hard, but I'm pretty cool with myself." Trust me, all those women spend time with their body and their mind, without a question.

RUTH:

Hm. That's the common denominator.

RANDI:

Totally. 100 percent.

RUTH:

And we don't always think about that. So, spending time with your mind, you mean reading, doing things to fill up, and kind of keep your

mind active and going. And then the body is more the physical self-care, exercise, diet, that kind of thing, right?

RANDI: Yeah, yeah, definitely. I would add a little bit on the mind thing that most of the women I find that are successful and happy are often people that are not ashamed of going to a therapist when they need to work through their stuff; who have had coaches in and out of their life; who have masterminds, other women that they spend time with to hold them accountable to make sure that their confidence is there. It's very easy when you think you're too busy and everyone else needs you to skip over that stuff.

RUTH: So true.

RANDI: Yeah. And it's not good. So, I discovered very early on that there were some secret not-so-secret facts that we do need to rebuild ourselves. The other thing that I didn't mention is that I personally discovered this myself. I mean, this isn't just because I talk to other women; it's because I went through it twice, and I can honestly say that if I didn't make time for those parts of my life, I would not be able to do the things I do. And people ask how many hours in a day do you have? Actually, if I really were to compute it, not that many, but the hours that I have for my work, they are more efficient because I'm willing to give to my workouts a few days a week; to my therapist when I need her; to my coach once in a while, when I have a call; and I have a partner that fully supports my ability to step away and do those things.

It is so imperative that our physical and mental foundation is not skipped over, because so many women struggle to go back and refine those habits to build that foundation kind of after it sort of sped ahead.

RUTH: Mm-hmm.

RANDI: It's harder to do it that way.

RUTH: Yeah. I would agree with that. And, I mean, you bring up a bigger issue, and I want to talk about this because it's kind of a pet peeve for me almost of this issue for women of balancing motherhood, with self-care, with business or trying to start a business or trying to have a career, it feels like it's such a thing that women, way more than men, have to justify. And maybe this is just my perception and maybe you have a different viewpoint of it, but I don't feel like men struggle with this issue of trying to balance, "do I take care of myself or do I work or do I take care of my family" in the same way that women feel so much guilt if we're not doing everything for our families, or if we're taking time for ourselves, or if we're going to work—like, no matter what we're doing, we're always feeling guilty for it in a totally

different way than I think men struggle. I look at that and I think, dads don't feel guilty if they feed their kids cereal and go play basketball on Saturday mornings, or do what they need to do to take care of themselves. They don't feel guilty about it. Very, very few of them at least. It's not really the same thing, and nobody questions whether they're going to go to work, or nobody questions whether they're going to travel for their business, or anything like that. And yet women have to fight this constant feeling of, am I doing enough? And it never feels like it's enough. So, why is this, and how do we—I feel like you're helping to fight back with that by providing a place for women, but it's this larger, systemic thing. How do we combat it?

RANDI: Good question.

RUTH: Such a _____(18:20).

RANDI: I know. But it's something that I think about all the time. And I think if you were to ask me my reason why, it would be a lot of what you just said. It's that, why are we so convinced that we're somehow less worthy?

RUTH: Mm-hmm.

RANDI: And I think that our culture does a really poor, poor job of instilling worthiness in women, which is something that, I mean, now that I have a daughter who's 2, I think about it all the time. Not walking on eggshells per say, but being aware. What is the information that she's being fed, and what language am I using with her that cultivates a sense of worthiness versus don't express what you feel. So I think it starts from a very, very young age.

You know, it's an interesting thing because I think as a mom, I think certain things are biological, meaning that pull that we feel to be present with our children, to nurture them, to care for them, it's okay. I mean, the thing is that I don't want the message to put us in a place where we feel guilty for feeling what we feel, because then we're just in this really ugly cycle of berating ourselves for what we feel. I think that is normal, as a mother, to feel inclined to be present even more regularly than, not all dads, but some dads. You know, my husband is a super-involved dad, loves to be hands-on with the kids, but he does travel quite a bit and has traveled for work for chunks of time, and I am fully aware that I'm really not willing to do it that way. I'm mom.

RUTH: Yeah.

RANDI: There's something I feel that kind of like pulls me in and anchors me down. Now, I think the differentiation point, to kind of get into answering your question, I don't think that it's about feeling badly for wanting to be there with your kids, most of the time. What I do think

it's about, and I talk a lot about this in the book, is starting to really pay attention to what your inner knowing is about your own needs, about what makes you feel fuelled, about what makes you feel happy and inspired.

The problem is when we don't even give ourselves permission to be in that inquiry, and if we can be in that inquiry and say, "You know what? I actually really love to be home with my kids most evenings. That fuels me. But I do feel that I need to have more inspiring discussions with women on a professional level and I feel like I probably need more time for meditation and writing,"—I'm just taking examples, but I think if we're able to give ourselves permission to just be more self-reflective and value the answers that come up as super valuable, I think that that's step one.

RUTH: That's a great point. So it's not about finding—like, there's not one answer that fits every mom.

RANDI: No, no, no. It's your answer.

RUTH: Right.

RANDI: And owning that answer. And then I think what step two is is that once you own that answer and once you can feel it as your truth, then there is—this is a little bit into the cultural stuff, about how we communicate as women, and I talk about this in the book, too—how do you not ask permission in a kind of submissive way, like, "If you're not too busy could you hang out with the kids for a few hours so I can maybe go—" No, no, no. It's like letting your partner or whomever is in your life to give you support know I want to be the best version of myself, and that means that I need to carve out more time for this, and I'd really love your support. And it's a very empowered way of owning what you need.

So it doesn't mean that you have to disregard your mom inclinations. It doesn't mean that they're bad. It also doesn't mean that we're better than our husbands, or our male counterparts. But it's really about spending time with yourself and getting clear on what matters to you, in the first place, and expressing it with honesty.

RUTH: I think that's such a good point, and I think that women are often—and I don't know if you found this, too—but I've found that women are often surprised at how much their spouses actually want them to do things to care for themselves. I know for me personally, I was working so hard to build my business for so many years and to bring my husband home, which I did, which is amazing, but then got into this mode of feeling like I just had to be the provider and I just had to work all the time until, finally, my husband was like, you need to

go take some time for yourself. I would have never in a million years even thought to do this. He said, "Why don't you go to a hotel by yourself for five days and just chill? Go to the spa. Just relax, read some books." And that was my first-ever personal retreat. And now I try to do it a couple times a year, because it's just so incredible. But it started from him. If he would have never suggested it, I would have never have ever dared to do something. It would have felt so selfish on my part. And yet—

RANDI: Yeah.

RUTH: —it gave me the ability to be a better wife, a better mom, a better boss, and do everything else better because I was taking care of myself.

RANDI: That's so great. I mean, you're so lucky that he saw that and was able to give you that, give you the permission in so many ways. But, yeah. We need to fuel ourselves. And we're just not always given the permission and the dialog as women to be able to do it, but I'm a big, big believer in this world of the one-light-at-a-time philosophy. It can feel so overwhelming to think of all the world's problems and the ways that women are held down and all these things. Like, how in the world can I, sitting in my six-year-old's room in the middle of New York City, make a difference? Well, if I can inspire one woman at a time to own what she needs and to find the words to say it and then accept the support to take it, then the ripple effects of that are huge, because then you're affecting a family positively, a family is affecting their neighborhood positively. It's like that ripple effect.

RUTH: I love it.

RANDI: And so if we own that, our own individual happiness and for-all-the-right-reason type of happiness, really means something, then we do the work.

RUTH: So good. So, what is the biggest piece of advice that you would give to a mom who is sort of struggling with her sense of purpose? She's had a child, had two children. Not really sure, like, what do I do, who am I? What's the first step in the process?

RANDI: Yeah, I mean, so a lot of it is kind of the arc of the book, so I would encourage any of the listeners to pick up a copy because it's very—I hope you'll agree, Ruth—it's very tangible and it's very conversational. It's very, like, kind of sitting on the couch with your buddy. There is a lot of very practical, inexpensive ways to kind of step in to being just more curious about your own life, which is really a mindset shift. It's not so much of, like, "I'm uninspired. I don't know what to do. I'm frustrated," which is just a mindset in and of itself, but

instead to open our minds to how can I start engaging with the world, and how can I be inspired?

It does start, I would say, if you're feeling stuck, figure out how to move. I'm a physical person, but I feel like most people will tell you, I had great ideas when I was in the middle of a workout class, or even if you think about, when you're doing a walking meditation or whatever it is, you're just moving, it kind of puts you in that mental meditation zone, and that's where great ideas come from. So, it's get your body moving, if you're feeling, mentally, a little stuck.

RUTH:

I love that.

RANDI:

That's the first thing. The second thing I would say is that so often we think that if we want to find that thing, that next step, that it means something professional and therefore whatever we do has to be an obvious professional move. And I actually sort of think that my message is to slow everything down a little bit, and say, "You know what? If you're feeling a little stuck and a little unclear about what the next steps are, then think instead about how can I see the world in Technicolor? How can I open myself up to what's incredibly beautiful, and how can I make sure that I'm seeing something that reminds me of the talent in the world once a week?"

I often tell women who are in that phase after a baby is born and maybe you're not back to work yet but you're able to grab a few hours a week with a babysitter or if a grandmother is in or something, and women feel—there it is again—guilty for taking time. And I say, "Okay, go work out and then if you like art, go to an art show. Go to a museum. If you like music, go on a date night with your husband and hear jazz or music. Stimulate yourself to feel inspired. Definitely read stuff that keeps your brain awake."

So the big picture is that sometimes it's these inspired, creative spaces that actually lead you to the idea spaces and to the places where you have more direction. And again, the theme being we can't skip over things and expect to have everything perfectly laid out. You know, I had two kids, and I took some time, and I'm looking for that next thing. Well, do you think that it's just going to pop up on the street and you're going to stumble on it?

RUTH:

Exactly.

RANDI:

You know, no. It's not really how it works. How it works—

RUTH:

But that's never how it works for entrepreneurs.

RANDI:

No.

RUTH: It's always just a matter of kind of having an idea, testing it out, seeing how it sticks, what doesn't stick, trying something else. And, yeah, I think that happens a lot.

RANDI: Yeah. And having great conversation with women who you respect, and it doesn't always have to be in your immediate industry. You could know someone who's in a totally other industry, but there's just something about her that you find interesting. Ask her for lunch. Pick her brain. It doesn't always have to be so obvious and linear. Let yourself play in a creative mode, and that's what starts those creative juices.

RUTH: I love that. So switching gears, more to your own journey a little bit, what is one of the hardest lessons that you've had to learn, either in business or in life, either just a mistake or something tragic happening, what happened, and what did it teach you?

RANDI: Well, another one. Do you have a few hours? I think that the message and the lessons that I've been learning about owning my own voice and trusting my inner wisdom has come up again and again and again and again. And sometimes it's through very painful experiences, and sometimes it's through super-happy surprises, where I took a chance on something and *boom*, super-cool results. So it's not always a super sad thing, but sometimes it's been extremely painful. I think like most women, I feel very connected to these messages of owning your worth and owning your voice, because I'm on a very personal journey of doing that.

So, you know, I'm only recently really talking about it very openly, so it's perfect timing to ask this question. But I inherited, I would call it, kind of, like, remnants of my dad's businesses when he passed away in an accident almost 13 years ago. And I, for many years, really put my head in the sand. I did what I had to do, and I made decisions I had to make, but I very much relied upon the expertise and the knowledge of, frankly, older men who were older than me and had what I considered the knowledge I didn't have. And I kind of let it be that. And I can honestly say that I have compassion for myself because I was very young when everything did happen, and I was not experienced in business or in my father's businesses in particular, but in the past few years, it's been a very difficult, painful journey and a peeling of the onion in so many ways of, how do I trust my own knowledge, my own intelligence; my own ability to ask great questions, even if I don't know the answers; to bring in knowledge of others when I know people in my network have something to share with me, and how willing am I to make a mistake and be okay with it? So, a lot of things—I've been pushed to some extremes for me personally, and it's been really major, and in the past year probably

more so than ever.

So I'm in a place now where I've taken some really bold moves, and I have stepped in to that part of my life more than ever, and I've even been writing more about it. I actually wrote an article—it's kind of like a very cool tap on the shoulder for this one—but I wrote an article—thanks to our friend Ashley. She really encouraged me to write it—for *Entrepreneur* magazine about this unique experience. And when it was published, it was, like, I got so much positive reinforcement for talking about it—

RUTH: That's amazing.

RANDI: Yeah. —that it kind of made me realize we all have these experiences and journeys in our life where we're so scared to use our voice, where we're so scared to step into the unknown, and sometimes we have to just do it.

RUTH: Mm-hmm.

RANDI: And especially if our spirit is nudging us over and over and over again. And if we're paying attention to that, we know what that feeling is, and we know that the longer we ignore it, the heavier the pounding on the door is.

RUTH: So true. So, along those same lines, this is the *Do It Scared* podcast, so we talk a lot about overcoming fear. Has there ever been something in your life or in your business that just really scared you to do? Maybe it was that: taking ownership of your dad's businesses and companies. If it was that, how did you move past that fear? Was it just a gradual thing? Was it something really big, like, one big moment? Or what did you do?

RANDI: I think it was gradual. And I'll stay on this subject of this because I think it was—it is—so poignant for me right now. I think it was gradual. I think the first thing was really owning that this was true, that it was time for this to happen. And then, with the admitting that it was time, to myself, I started to kind of bring trusted advisors around me, which is a big lesson. How do you bring in not too many advisors but just the right ones to really help you form your plan? I'm a pretty organized person, so I realized that I had to cross a lot of t's and dot a lot of i's.

In my case, I actually had to do some really, really hard things, which was actually the letting go of a key individual that had been in my personal life and business life. And nothing against that individual, but it was a relationship that was kind of, without wanting to be this way, it kind of blocked me from my ability to step in on every level. And I knew, even though I was scared to death of what it meant for that relationship not to be there and not to have the insights of

that person, I knew that I had to make the space for myself. And so, dealing with that was it's own preparation.

You know, if you're a woman out there in the world of business, you have to be prepared to have certain expertise around you: a good lawyer, a good accountant, the people that can kind of help talk you through changes and be organized. And you should not be ashamed of having a great team around you and people to call when you need them. So I think, for sure, it was an evolution, and to the point of the day that I spoke the words, it was a process. And then, the process after was getting myself into the mix of things and supporting my small team of people that weren't sure what they were to do. So then it becomes the management of the effects of those choices. So it's definitely been an evolution, and I just continually come back to the truth, and the truth is that this was something I needed to do for me. And when I stay clear about that, it's not about anyone being bad or hurting anyone; it's about stepping forward and into my life the way that I envision it and I know it's my purpose. And that's a scary place to be, but when you're actually doing it, it's kind of awesome.

RUTH: I love that. So, would you consider yourself a perfectionist, and have you struggled with perfectionism at all in your life or business?

RANDI: Yeah. I think it's actually the perfectionism is in my own mind. I'm neat and organized with my stuff, so on a physical level I can be a perfectionist, but it's not dominating. But, yeah. I think like most women, we're our own worst enemy, and I tend to judge myself more harshly than I think anyone else does.

RUTH: Yes.

RANDI: It's never quite good enough.

RUTH: So, how do you move past that in order to do these other things? Because if you want to go out there, if you want to move beyond mom, create your own thing, you cannot get stuck in perfectionism. So how do you do that?

RANDI: No. Well, I think I am just super real with myself. I recognize the things that I battle with. It's universal. We all battle with it. I'm not the only one. I do my best to surround myself with people that motivate me and remind me of what I'm good at and remind me of what I've accomplished.

It's funny because this summer—I tend to notice over periods of time you get the same messages over and over again. And this summer, for whatever reason, I kept getting the message over and over again,

you've come so far.

RUTH: Oh.

RANDI: It just kept coming at me, and it was very random people from my past showing up in very unexpected places and ways and almost being this mirror of them seeing me and having not seen me for a very long time, and their feedback reminding me of how hard I've worked and how far I've come—

RUTH: Awesome.

RANDI: —where sometimes we can really forget. So, you know, one, I stay honest about my feelings. I realize it's not only me. We all have these battles. And three, I pay attention to the messages. And I think if you're paying attention to the way the universe is supporting you and the messages that are coming to you, you'll realize that whatever emotions or doubts you have, they move like the tides. You know? You don't have to stay in one place.

RUTH: Yeah. How do you practice self-care in your own life? You talk a lot about self-care, but how do you actually practice it for yourself, and how do you—along those same lines. This is part of the same question—how do you work on protecting your confidence?

RANDI: Protecting my confidence. Good question. So, what do I do for self-care? I work out, and I do yoga for sure. I do the self-care types of things. I get massages periodically. I get my nails done. Just like the little things that affect your mindset and make you feel like you're a grounded human being. I do those things. I really care about healthy food, and I enjoy shopping and cooking and sharing that with my kids and my family, and I definitely feel like that's part of my self-care routine. I hang out with my girlfriends as much as I can.

RUTH: Love it.

RANDI: And that is 100 percent part of my self-care. The other night, I was—my kids, they were driving me nuts this weekend. It was an intense, intense weekend. My husband was travelling, and it was just like everyone gave me—like, every issue they had was up. And I was like, I've got to get out of here. And I was lucky enough to get a babysitter, and my best friend and I went out for sushi, and it was exactly what I needed, you know? So that's self-care.

RUTH: Yep.

RANDI: So those things are key. In terms of protecting my confidence, it comes back to the same wisdom of, when I'm noticing my feelings,

my emotions, my mind chatter, in a negative direction, I have a pretty nice Rolodex of places, people, spaces, tools, to bring myself back.

RUTH: Smart.

RANDI: And, yeah. I talk a lot about this when I do talks, especially in corporate situations and stuff. It's like, how do you create your toolkit, because you don't want a freak out to happen, and then you're trying to figure out your tools. No. That's why you actually have a toolkit in your closet because when something breaks, you go and get the screwdriver and the nails and the hammer or whatever. But the same thing is true for your life, you know? It's like you have your go-tos for the things that make a difference for you when you need to be tweaked.

RUTH: So true. So, what are you working on right now that has you super fired up?

RANDI: Ooh. I'm always working on so many things. So, yeah, I'm really fired up about my podcast. I've been really kind of, I think, diving even more deeply into the conversations and making sure that they're really honest and the kinds of subjects that are really up right now. And I'm really loving doing that. I'm also in the process of figuring out how to take a lot of the things that I've been doing in real time, like panels and discussions and events in person, and taking them into more of an online format, because there's only one of me, and there's lots of women around the country, in the world, and I want to be able to reach them and make an impact in their lives. So I'm in the process of developing that. And I'm really pumped for the retreats I do, which are in person, but there's just nothing better.

RUTH: That's awesome. So, tell me about the retreats.

RANDI: Yeah. So, I've been doing retreats for years, mostly for moms but I'm starting to do them for women in general. So we have a retreat coming up October 13 in the Hudson Valley in upstate New York. And they're just days of complete self-care, diving into amazing discussion with other women who are like you and wanting to explore who they are. It's in the middle of the country, right on the Hudson River. We have amazing food, free time—because who gets free time anymore?—and it's really a slice of heaven. And I love curating the experience, based on whatever the theme is for the day. I love bringing women together to share it.

RUTH: That sounds amazing. Is it just a one-day retreat or multi-day? Is it one day?

RANDI: Right now I've been doing one-day only—

RUTH: Wow.

RANDI: —because I feel like most people can figure out a day, and I've discovered that if done right, a day can feel really, really meaningful.

RUTH: And it's like a gateway drug. Once you get one day, then you're ready for the next thing, the bigger one.

RANDI: Exactly. Exactly.

RUTH: That's amazing.

RANDI: So, I'm pumped about those things.

RUTH: Yeah! That sounds amazing. So, last couple of questions. First of all, what is the best piece of advice that you have ever received, and why?

RANDI: So, one of my favorite yoga instructors and, honestly, spiritual leaders, her name is Dana Trixie Flynn. She's the founder of Laughing Lotus Yoga Center here in New York, and then they're in New Orleans and San Francisco. Years ago, she said something that I've repeated a million times, and she always said, "In life, of course you have to plan, you have to be organized, you work towards your goals, but always leave enough room to be surprised, because whatever happens could be way better than what you were planning."

RUTH: I love that.

RANDI: So, I always leave some room to be surprised.

RUTH: That's such good advice. I've got to share that one with my daughter, who wants to have—

RANDI: Go ahead.

RUTH: —everything always all planned out. She's very futuristic.

RANDI: Yeah. If you plan too tight—

RUTH: Yep.

RANDI: —then you limit the possibility of surprise.

RUTH: And you take that ability away from other people, then, to be able to surprise you and create joy in your life. Ooh, I like that.

RANDI: Yeah.

RUTH: All right. Final words of advice or wisdom, anything else you would like

people to know? And then let us know where we can find you.

RANDI:

You know, to kind of fast forward you to the end of my book, and in a lot of ways, I think my favorite part of the book is the end, which is, what makes this business or this thing you're creating a beyond-mom business or a beyond-mom idea? And what that really means is that it really and truly comes from your heart, because the thing that happens when you really open up to your motherhood self and to love on a great level is that you can be and create from such an authentic place. And then what you share in the world can just be so moving and make such an impact. What I really urge women to do is to own that and to not diminish their ideas or the things that they feel called to. Even if they're not sure of it's tangible form yet, be open to what's coming at you, and give yourself space to explore, because those nudges are really special, and they could turn into something really meaningful in your life and others' lives.

RUTH:

I love that. Awesome. So, Randi, where can we find you?

RANDI:

Lots of places. You can find me certainly at my website, which is beyondmom.com, and I urge everybody to head over there and drop your email in, and then you'll receive my newsletters, which will keep you in the loop on all things Beyond Mom in terms of events and online conversations, retreats, podcasts, you name it. I am on social media, like all of us. I'm probably most easily found on Instagram, which is @randizinn, and Facebook, Twitter. Yeah, those are all the places. So, yes. And my book is everywhere. My book is on amazon.com, barnesandnoble.com, and if you're curious more about it, there is a book tab on my website, where you can see some video and learn more about it.

RUTH:

Awesome. And we will definitely link to all of those places in our show notes for this episode.

RANDI:

Thank you.

RUTH:

Well, thank you so much, Randi, for joining me today. This was so good. And I love the book, I love what you're doing, I love your mission and just your heart, also, so thank you so much for sharing with me today.

RANDI:

Thank you for having me. I love what you're doing, too. And I'm super grateful we had this conversation.

Okay, so, don't forget that if you would like to grab our "Do It Scared" manifesto or get the show notes for this episode, you can find it all at doitscared.com/episode32, or by texting *doitscared* to **44222** right now. Once again, you can get all the show notes at doitscared.com/episode32, or you can get just the manifesto, sent straight to your

inbox, by texting **DOITSCARED** to **44222** on your phone right now.

And then, before we go, I want to say, as always, that I love hearing from you. So if you have any questions about anything that we talked about today, if you have any opinions about what we talked about today, any stories that you want to share, or any other topics that you would like to see addressed on the *Do It Scared* podcast, any other guests that you would like me to interview, please feel free to reach out via email by filling out our form at **doitscared.com**.

And that about does it for this episode of the *Do It Scared* podcast. Thank you, as always, for joining me today. And if you liked what you heard, please be sure to leave a review on iTunes, and then, if you're really feeling motivated, take a screenshot of that review and go post it at doitscared.com for a chance to win some of our amazing "Do It Scared" T shirts and mugs. Also, while you're there, be sure to subscribe via iTunes or on our website to be notified of new episodes.

And speaking of upcoming episodes, be sure to join me next week as we talk about core values and how identifying your core values can radically change both your life and your business. I'm going to share not only how it has affected my own life, but a couple of my team members are going to share how those core values that we have in our company have also impacted their personal lives in a very profound and meaningful way. It's a topic that I am super passionate about, not just because of the way it can transform a business, but what it can do for your home life as well. So I can't wait to talk about it. And I will catch you then.

