

This is The **DO IT SCARED PODCAST** with Ruth Soukup, **EPISODE NUMBER 33**. On today's episode, we are going to be talking about core values. About what that even means, and how living by a set of core values can change your life.

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.

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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 best-selling author of five, soon to be six, books. In today's episode, we are going to be talking about core values. Not only what they are, but what it means to adopt a set of core values in your life and your business. And what kind of difference that can make in your life.

And so as part of this discussion, I'm going to bring on two of my very own team members here at Ruth Soukup Omnimedia. Jessica Bowman, who is our Director of Social Growth, and Maggie Murphy, who helps me manage things over at Elite Blog Academy. And I wanted to bring them on today because for both of them, working for this company has been a pretty life-changing experience. And as their boss, it has been really fun for me to watch that transformation in both of them over the past couple of years as they've each overcome some pretty major fears in their lives.

And I really think that you'll find their stories incredibly inspiring and encouraging. I know that I do. 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 we love. Because, in the end, courage doesn't mean that we're 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 that path is going to lead.

Okay. So just a couple more quick things before we dive into today's episode. First, as always, we have created a course learning download to go along with this episode.

You can get it along with all the show notes for this episode by visiting doitscared.com/episode33. Once again, get the show notes along with the specific download for this episode at doitscared.com/episode33.

Also, if you haven't already, please take a few minutes to rate and review the show on iTunes and while you're there, subscribe to be notified of new episodes. And if you're really feeling motivated, you can share this episode in your Insta Story. And if we repost your story, we will send you a mug or a t-shirt just as a little thank you.

Okay, and then before I bring in Maggie and Jessica to share their stories, I just want to talk a little bit about core values in general. What it actually means to have a set of core values, either for your business or your family or just for your life. And what that can look like. You see, in a nutshell, your core values are a clearly identified set of beliefs or values that you not only hold to be true, but that you use as a benchmark or as a moral compass for your decisions and actions. They are the guiding principles that help dictate your behavior and understand the difference between right and wrong. Core values can also help you know that you are on the right path or that your business is on the right path.

And I think that sometimes core values can get kind of a bad rap, especially in business. Because they often become this cliché, right? People look at them as like this set of buzzwords that doesn't actually mean anything. But real core values don't work that way. First of all, real core values are based on the core beliefs that you already hold to be true. You're not inventing something out of thin air or aspiring to be something completely different than who you already are. You are identifying the values that mean the most to you and understanding why they mean the most to you. Secondly, your core values, once they're established and once you've identified them, they don't really change. They are solid. Those fundamental core beliefs that go to the heart of who you really are and who you want to be.

So in our company, Ruth Soukup Omnimedia, we have seven fundamental core values. These core values include, first of all, do it scared. So I'm sure that one comes as a huge shock, right? But that's actually where the name of this podcast came from and the name of my new book came from those core values which actually came from my own personal motto that I had before I even had my company. And what that really means is that in our company we believe in courage and we believe in always daring to step outside our comfort zone. Because, as I remind you every single week in this podcast, courage doesn't mean we're never scared. Courage is being willing to take action despite our fear.

And then the second core value in our company is kindness always. And for this one, we say, "We give grace, both to ourselves and others, knowing that our character isn't built by how we treat those who have everything to offer us, but how we treat those from who we have nothing to gain." Our third core value is we live what we teach. And by this, we understand that we cannot overwhelm for our audience if we are feeling overwhelmed and stressed ourselves. We need to actually use and live by the tools that we sell. Our fourth core value is that we are problem solvers. We take the

time to connect the dots, figure things out, and if a problem arises that can be solved quickly and easily, then we solve it right then and there.

Fifth, we believe in excellence in everything we do. Simply put, we pay attention to the little things. And we will always strive to be the best in the things that we undertake, big or small. But, we will not be afraid to let go of the things that we cannot do well. Our sixth core value is that we provide real value. In other words, we don't peddle fluff. Every blog post, every podcast episode, every email, and every product that we sell must legitimately benefit our audience.

And finally, our seventh and final core value in our company is family first. We believe that a strong company and a strong family can and should coexist. We will not pursue success at the expense of our families. And the thing that I think is really important to know that when I first started working on these core values in our company, I didn't have a big team like I do now. It was pretty much just me. And so it felt weird to even be thinking about something like core values. It felt like I was playing business instead of actually really being a business owner. It was like I was playing dress up, pretending to be a real company when I totally did not feel like I was.

But I guess on some level, maybe because I'm futuristic, I did feel like it was important to understand, even if it was just for myself, what my company or the company that I hoped to have someday was all about. And so I started writing them down and fleshing them out. These core beliefs that I held that I had never really taken the time to fully identify. And over the years, having the set of core values in our company has been a game changer. Because the longer that I sat with them, the more that I looked at them and repeated them to myself, the more they became a part of me. And as our company grew, the core values also grew in importance. They became the guiding force for how we grew and for the people that we hired and for the decisions that we made. And continue to make till this day.

But I think it's gonna be even easier to understand the significance of these core values when you hear actual members of my team talk about the impact that these values have had on their lives. Which is why today that we're going to chat with Jessica and Maggie for just a bit.

RUTH: Hey, ladies. Thanks for taking a break from all the craziness to join me on the podcast today.

JESSICA: Thank you so much for having us. I'm so excited.

MAGGIE: It's super fun to be here.

RUTH: It is super fun. This fills like one of our morning daily huddles, except with a few less people. So just to start, why don't we just start with introducing you both. If you could just introduce yourself, share a little about how you came to be working for our company as well as what you were doing before that. Kind of a how you got to where

you are now story. Maggie, why don't you go first?

MAGGIE:

Sure. My name is Maggie. My role at the company is primarily to support our amazing Elite Blog Academy students. I am a firefighter wife and a military brat and a Mom to two wild but very sweet little girls. I was actually an EBA student before I joined the company. So that's a really fun connection that I have. And then prior to that I was a stay-at-home Mom. And then before that I actually worked for the Walt Disney Company at the Walt Disney World Resort. I actually worked in guest relations there, so I guess it's really no secret where my love for customer service came from.

RUTH:

And how about you, Jessica?

JESSICA:

Well, my name is Jessica. I am the Director of Social Growth. I manage all the social media channels. And that's not my background. I grew up in a small town in North Georgia and there just wasn't really a lot going on. But it's not a very like very rich area. So I didn't really know what my future was gonna be, but I watched a lot of Disney movies growing up, and I always resonated with Ariel and Belle, and just thinking like, "There must be more to this life." So I decided at an early age that I wanted to be a writer. And I got ... Grew up and got married and moved away and I wanted to be a writer always. So ... But I didn't know how to really do that, so I was just working normal jobs. And one day I just decided I wanted to just reach out to these magazines and newspapers and stuff in Chattanooga and Atlanta. And two out of the three places that I wrote to hired me on the spot.

RUTH:

Oh, wow.

JESSICA:

Which I wasn't asking to get paid for it, so that really helped a lot. I was just willing to work for free and learn everything into it for free. But that's kind of my background for the last 10, 15 years is I would just work and then do writing whenever I could just for fun. And it wasn't until I was in North Carolina that my co-worker Kelly, who now works for us, told me about EBA and about Ruth and was like, "Hey, you could make money doing this and do this for your job." And I was like, "Really? Seriously?" Because, I mean, I just was just so used to doing all these hustles of working, working, working and not ... And it's just, you know, my passion, my love. It's not something that I do for money.

JESSICA:

So I was taking EBA and meanwhile my sisters started having babies and I was missing all those little milestones of them growing up because we lived in North Carolina and we were far away. So my sister had her third baby and he was premature. And he had a lot of

issues and he ended up ... He only lived for 18 days. So we didn't get to meet him until the funeral because of work and everything and the travel. So I had just decided, you know, "I've got to figure out some way to move back home. I know there's not a lot going on in Georgia. Not a lot of opportunity there, but I want to do something." So I had a particularly ... A lot of prayer and a particularly bad day and I happened to see the job posting for social media manager and I was just like, "Huh, I could do that. And I could move back home a lot sooner." Even though I really liked taking EBA, I just needed to be back home.

JESSICA: So I applied for the job on a whim and for some reason I just kept making turnarounds and getting through rounds and got hired. And then it was like, "Oh crap. Now what?" So-

RUTH: You're very ... You are very ... I will give the other side of that story. You were very persistent and you wrote more thank you cards than any applicant we've ever had ever. I think [crosstalk 00:14:06]-

JESSICA: You'd think I was a stalker.

RUTH: I think you must have ... We do so many interviews and you would write a thank you card after every interview. And, I mean, I think you wrote some extras on top of that. It was a lot of thank you cards. And I was like, "Man, I think she really wants the job." So ...

JESSICA: I really did. And I'm really glad that ... But as soon as I got it, it was just like, "Okay, now" ... It was almost like, "Now my life can start." Because it was just like something totally different than anything I've ever done. So ...

RUTH: Yeah. So let's talk about that. So this episode is specifically ... Supposed to be talking about core values. And as you both know, the core values in our company are something we take super seriously. Like, we talk about them a lot. Sort of a stupid amount probably to some people. But we have seven fundamental core values and I have already shared them. But I would just love to have you ... Have each of you talk a little bit about which of our core values have had the biggest impact on you and in your life and why. So Maggie, wanna go first?

MAGGIE: Absolutely. Well, I feel like the first one is super obvious. Do it scared, but I also kind of feel like that's why we're here, so we're gonna run with it. So I hit a time in my life after my second daughter Clara was born. And I just felt really stuck and stuck really feels like an understatement to how I was feeling. But there's a bajillion words I would have to describe that. So we're not even gonna go

there. But, you know, I was lonely, bored, anxious. And I knew that I wanted to do something more, but I also loved being at home, so it was super complicated. But I also know that a lot of my mom friends were totally relating to that, too.

MAGGIE: So I'd been a stay-at-home Mom for two years. My husband's a firefighter and his schedule's all over the place. I have two toddlers, so their schedule's all over the place. So I really couldn't pick up a job or anything. And I remember starting to like read about blogging online and being like, "Oh, actually, I don't know that I want my own blog, but this is totally a world that I could get into." 'Cause I love doing what I'm doing right now. All things admin behind the scenes, I love it. So yeah, spoiler alert, I didn't join EBA to have my own blog. I actually joined it to be a virtual assistant which is ... I didn't even know that was a term at the time. But here I am. Who knew that I would be your virtual assistant?

RUTH: Oh, I didn't know that!

MAGGIE: So that kind of turned out [crosstalk 00:16:30]-

RUTH: So you started EBA, but you didn't really want to have your own blog, you just wanted to connect with bloggers who needed help?

MAGGIE: Correct. And I wanted to learn the world 'cause I think ... Yeah. I figured if I understood how it all worked, that would actually probably give me a leg up in the game. So that was what I did. And I had a blog. I didn't really ... I wasn't trying to push it forward, I just did it so that I understood how it worked. And then this job got posted and I applied for it and now here I am. So that was my...

RUTH: So how did that relate to the core values?

MAGGIE: It was the do it scared, 100%. I signed up-

RUTH: Is that where you [crosstalk 00:17:08]-

MAGGIE: Oh, yeah. And then [crosstalk 00:17:10]-

RUTH: On it.

MAGGIE: Well, and then the job. I had been a stay-at-home Mom for several years at that point. And I remember thinking when I was filling out the application, I was like, "This lady is online and I am hundred percent sure she already has connections to people who have way more experience in blogging than me. And also, she knows exactly when I signed up for EBA and how long I've been a part of

the blogging world.” So I was like, “Alright, we’re gonna go for it anyway.” So I did.

RUTH: And you’re here.

MAGGIE: I know, I know. And it worked out. The other core value that has been absolutely transformational is family first. So like I said, my two girls ... They were two and three when I joined. And my husband’s a first responder, so I needed something that I could stay at home doing, but not just something that I could stay at home, I needed something that was flexible. And a team that trusted that I could get done what needed to get done, even if it wasn’t nine to five. So, you know, you guys know, I’m up with Ruth’s up. I’m up at four in the morning doing all my stuff before my girls are up so that I can be there to take them to school and to their speech therapy appointments and everything. And it’s just huge. I can work almost full-time exactly what I love doing, but also not feel like I’m torn between, you know, being at my daughters’ class parties and all of those things or being at work events for my husband where all the families go. I can do it all. And it’s not only that I can do it all, I feel encouraged to do it all. And that’s amazing. And my husband’s still trying to wrap his head around how that works. He knows that a paycheck can come every two weeks and he knows that I have an office, but he’s not putting two ...

RUTH: Does he still wonder how we make money at our business?

MAGGIE: He’s getting it. I mean, he comes from a family of first responders and military who, you know, have always been like deployed and have to travel for work. So he’s like, “It blows my mind that you can sit at home but also do like all of the things.” And it’s just very cool and it’s been huge for our family. And our life does not look anything like it did this year compared to last year. So it’s amazing.

RUTH: That’s awesome. How about you, Jessica? What are the core values that have had the biggest impact in your life?

JESSICA: Well, like Maggie, I would say a hundred percent do it scared. Because like I said, going for the job was a huge do it scared moment for me. But then when I got the job, it was like, “Oh crap, what do I do now? Because here’s this job where I’ve never flown in a plane, I’ve never been on video. I’m afraid to talk on the phone to people. How am I gonna do that? Push through all that fear and do all of that every day?” And I actually went to the doctor right before I got the job and I told my doctor like, “I’m having panic attacks and I’m scared. I’m so scared and I’m just so nervous I’m gonna blow it. I don’t know what I was thinking. What was I thinking?” And she put me on this anti-anxiety medicine and I’ve never been...

RUTH: Before you started working for us?

JESSICA: Yes. Because I was like she's gonna make me...

RUTH: I'm learning all the secrets right now.

JESSICA: "She's gonna make me" ... Yes. "She's gonna make me fly in this plane. I'm gonna have to travel." And I told her, "I wanted-

RUTH: You did.

JESSICA: And that's always been one of dreams, is that I wanted to travel the world, you know? And I ... But I also, I'm so-

RUTH: Was your first flight coming down to Florida for our team retreat?

JESSICA: Yeah. Yeah, it was.

RUTH: It was. First time ever. Amazing.

JESSICA: First time ever. And yeah, so when I got hired I actually wrote out a do it scared list of just all the things that were terrifying me, you know? Like, I used to get panic attacks thinking about being in an airplane 'cause I'm like, "My feet aren't gonna be on the ground. And that terrifies me. And I just can't even imagine that." Or, you know, like talking on the phone. I mean, I guess I've kind of always been a do it scared person, because I used to be afraid of having my picture taken. So to battle that I was like, "Okay, well, I'm gonna model for stock photography." And I'm afraid of talking on the phone so, "Okay, I'm gonna become an office clerk and learn how to run a 10-line system." So taking this job, it was like, "Okay, well, I have all these fears and a big list of them. And I'm pretty sure I can learn how to knock all of them out just from this job." So ... And I was looking at my list today and I've actually been able to cross off almost everything. So-

RUTH: Really?

JESSICA: I'll have to make some new ... I'll have to add some new items to the list.

RUTH: Some new things that you're scared of to start overcoming?

JESSICA: Mm-hmm (affirmative).

RUTH: Well, I would say that I think that's something that we're pretty good at is pushing people outside of their comfort zone. We have

... There's kind of a running joke in our company that ... I think it was that first retreat that you flew to, or Natalie, who's also on our team, came up with this illustration that I'm sort of like the parent on the top of the hill who's teaching somebody ... Teaching their kid how to ride a bike. And I just basically let 'em go and start cheering from the top of the hill. "You can do it! You can do it! Pedal a little faster!" And that's just kind of the constant joke where I'm constantly telling people, "I think you can do that."

JESSICA: Yeah, you're taking us out of the plane like, "Your parachute works. It's fine. You're good."

MAGGIE: I think that's really awesome, though. 'Cause a lot of times that confidence booster's knowing that somebody else thinks you can. So even, you know, even in moments where you're like, "Oh, I think I could do that." But you're still a little bit hesitant, even if I don't think I can, but suddenly Ruth does, I'm like, "Oh, maybe I could."

JESSICA: Yeah, definitely.

RUTH: Alright. And if you can ... And if not, then there are no...

MAGGIE: It's a learning experience [crosstalk 00:22:56]-

RUTH: Mistakes, then we listen, right?

MAGGIE: Exactly, exactly. And I think it's cool, though, 'cause it totally goes over into personal life, too. Since joining-

RUTH: Very true..

MAGGIE: The company I've completed my second half marathon.

RUTH: That's amazing.

MAGGIE: And I'm probably gonna start training for a full.

RUTH: And that's not a small thing, either. 'Cause talk a little bit, Maggie, about ... Like, you were not doing great personally before you started adopting do it scared as your mantra. Can you talk a little bit about that?

MAGGIE: Yeah, absolutely. So I mentioned after my second daughter was born that I kind of like felt a little bit lost. But I was going through a lot of postpartum depression. I felt like I was losing control of everything. So I kind of just stopped trying altogether. 'Cause I felt like no matter what I did, it just wasn't going anywhere. So I

just quit. And I guess I was expecting for something to happen or something to change. And then one day it clicked that that wasn't going to happen. So I started doing like little things that I could have control over, like signing up for EBA was one of the first things that I did.

MAGGIE: So I feel like, you know, sometimes you just need like that catalyst that can start the change. And then you're like, "Oh, if I did this, maybe I could do this. If I did this, maybe I could do this." And I remember signing up for my first half marathon. I was never a runner. I was a mermaid. I swam. I hated anything dry land. It was awful. But I remember thinking, "Oh, a Disney race would be really fun." No other races. I have zero doing any other race on the face of the planet other than ones that involve Mickey Mouse. So don't get me wrong. But ... AND you get to run through a castle, so you really can't lose.

MAGGIE: So I remember training for my first one. And here's the thing. I really didn't train for it, because I figured if I completely sucked, then I could just be like, "I really didn't train for it. I was just kind of doing it for fun." And I fell back on that. And then I completed the first one and was like, "Oh, this is actually something I would enjoy." So I trained a little harder for this one and I actually just finished it this past weekend and took 36 minutes off of my first race.

RUTH: That's amazing.

MAGGIE: And I actually love it now. I was-

RUTH: Really?

MAGGIE: I was telling ... Yeah.

JESSICA: Wow.

RUTH: So you're gonna start training for a full one?

MAGGIE: I think I might. Like, you know, unless there's like a true medical reason I could not do a full one. I'm thinking January 2020.

RUTH: Really?

MAGGIE: Nothing like telling your boss on her show to hold you accountable.

JESSICA: That's true. Just don't ask me to do it with you.

MAGGIE: I'll do the 10K that weekend. Yeah, okay.

RUTH: So Jessica, circling back to the question, are there any other core values that have really been impactful for you since you've started working for our company?

JESSICA: I think my next favorite one is always, always, always be kind because you never know what struggles someone else may be facing. And that's always just such a good reminder, you know? It's so easy to get frustrated with the people in McDonald's because they don't make your order right or they're rude to you or ... You know, like we recently had an issue with the rent-a-car people when we were going to Florida. And they were just so rude to us. And I was like, "Why would you do that when I'm your customer?"

JESSICA: But you have to just constantly be reminded of, you know, it's not about you. It's probably something going on in their life, you know? And you should not add to it. You should always be kind back to them. And that might be just what they need to turn their day around. So just having that mentality is super helpful I think in just like how I treat people, how I'm treated by other people. And just knowing it's not me, it's probably just something going on in their life. And just giving people that grace instead of being like offended or upset or hurt by it.

RUTH: I love that. So what is your favorite part about working for our company? And what's the least favorite parts?

JESSICA: My favorite part I would say...

RUTH: The answer of this actually.

JESSICA: Is working ... This was the question that made me nervous when I saw it. But my favorite part I think is just working with everyone that's so like ... Everyone that you've hired is just awesome. There's nobody that's just going through the motions or just coming into work because they're looking for a job. Everybody wants to be there. They want this company to succeed. They give it their all and it's just so inspiring to be around all these other people that are like that. That, you know, they say iron sharpens iron, and I think that we really do as far as trying to inspire each other to be our best. And I know that I don't ever phone it in because I'm like, "Here's all these other overachiever types and I've gotta give my A+ effort everyday."

RUTH: Gotta get your gold star. There's an ongoing competition.

JESSICA: Even worse when we had the rock stars of the week every week. 'Cause I was like, "I want to be the rock star every single week."

RUTH: I know. We should go back to that. I liked doing the rock star award. But it's true. I feel like we have a very strong culture in our company. It's something different and when you're surrounded by those kind of people every single day, like we have our daily ... Our morning meeting, we call it the Daily Huddle. And it's just 15 minutes. And yet those 15 minutes are always like my highlight of the day. Seeing everybody on zoom and just coming face to face, even though we're a virtual team. There's just this camaraderie that we have. And you feel the pressure of supporting everybody else. And it's really pretty cool.

RUTH: So what is your least favorite part?

JESSICA: Well, I don't really know. I was just thinking, you know, like we are so positive that that really carries over into my personal life, too, then. And I'll be really positive and encouraging there, too. Which can kind of be kind of annoying to my friends and my family. They're always like, "Work sucks. I'm tired." And I'm like, "Well, here's what I did. Guess what I did today?" "Yeah, we don't care. Yeah, you're job's so great. Whatever. Whatever." So-

RUTH: So the worst part is that...

JESSICA: I guess my least favorite- family's favorite part is like I'm no longer relatable to some of my friends and family. Because of misery loves company and you're not miserable, then ...

RUTH: That's like going to a job interview and saying, "Oh, my biggest weakness is that I'm just too productive." I mean, come on.

JESSICA: I work too hard, and I don't know when to quit. Okay. No, maybe my real least favorite part would be ... I don't know. Sometimes I feel like we have so much going on all the time that it's hard to slow down. Like, I used to read every single blog post and read every email. And I do still do that. Like, I listen to all the podcasts and I ... But we have so much content and so much going on with all these different facets of our business now, it's hard to always keep on top of that. And also, stay on top of what I do in social media, which is also always growing and changing. So taking the time to like step back and smell the roses and like make sure that what we're doing really resonates with everyone. That can be challenging. So ... But I think if we had more time in our day, we would probably just add more things. So ...

RUTH: That might be true. Although we are working on simplifying some of the things and working towards that. So that's coming. Be ... If you're listening right now, be prepared for some changes coming in

2019.

RUTH: How about you, Maggie?

MAGGIE: I think ... Well, first of all, I can't shut up about working for this company, so there's that. But also I think my favorite part is we kind of get to put our hands in anything we want. Like, you know, my main thing is taking care of EBA students. But I also am involved in EBA blog content, which is super fun. I also kind of get involved in marketing stuff, which is really cool. 'Cause that's not anything I've ever gotten to do.

MAGGIE: And probably not anything anybody else anywhere else would let me touch. But I kind of get to get involved and learn it and give my input, which is neat. I mean, there's just things that I get to do that I probably wouldn't get to do anywhere else. And I think that's really cool that we're given that opportunity. 'Cause I think that is super unique.

MAGGIE: 'Cause I know ... I was telling my parents one day about something I was doing. And my Dad was like, "Oh yeah? Remember those business classes you took in college?" And my professor was like, "This is not for you. Just go ahead and drop it. Get out of here." And on an unrelated note, I can't wait until my 10-year reunion to tell him what I do now. But I think it's really cool. And it's really unique and that's my favorite part.

RUTH: Okay. So flip side. What's your least favorite part?

MAGGIE: Hi, my name is Pollyanna, and I have no negativity. No, I think-

RUTH: You are very chirpy and perky.

JESSICA: Pretty much always.

RUTH: Always.

MAGGIE: It is now. I make it happen. No, I wish that we were all closer. Not necessarily all in the same office, but I do wish, for example, that Amanda wasn't all the way in Canada. Because I love her.

RUTH: That is ... And she's very far away.

MAGGIE: At least East Coast. That would be easier. No, we just all have a really good time when we are all in the same place. Which kind of also makes our time together more special than maybe we shouldn't go wishing for like-

RUTH: I do-

MAGGIE: All together togetherness all the time.

RUTH: That's a good point. I know there are times when I think, too, "Man, it would be so nice if we were closer." But it does make that time together special. So we do try to get together-

MAGGIE: Would change.

RUTH: Like several times a year we were all together at Activate in September, and then we'll all be together ... Actually, I think the week that this episode is airing we'll be all together. So in Florida at HQ.

RUTH: Alright, so moving on, what is one of the hardest lessons that you've had to learn since working for our company? Tell us what happened and also how our core values played into that lesson.

MAGGIE: So I think ... And actually I was just talking this with Jessica earlier, because I totally didn't know what I was gonna say for this one. But it came up in conversation, so it worked out great. So I am one of those people who cannot stand that little red number for notifications in your email. But I manage three inboxes and also Facebook groups. So I had to get over that real fast because otherwise I would never get to any of my other tasks. So I think the lesson that I had to learn was time blocking and all of my time management and setting my priorities.

MAGGIE: And sometimes it can get really easy to get caught up in one project and you spend your entire day doing that project even though that's not really the priority that day. And not to say that customer service is not the priority, but the one that came in two seconds ago is not gonna be my top priority over something due in an hour. It's just not. So kind of having to let that go and learn how to really look at my time and prioritize everything going on was one of my hardest. And I think that that kind of goes along with we live what we teach.

RUTH: Yes, so much.

MAGGIE: And learning ... So I watched the webinars and like when you did them and I'm paying attention because sometimes I need to remind myself ... It's true, but but it's good. It's a really good reminder.

RUTH: That's a good one to point out, though. Because we live what we teach. We take that seriously. And I think every single person, we

all use the planner, we all work on time blocking, all of our time management techniques. It's something that we talk about on a regular basis. Because we can't be teaching something that we don't believe in ourselves and that we're not using our selves and that we know doesn't work for ourselves. And that's kind of our testing ground, too, I think. Is sometimes I'll come up with an idea or somebody will come up with an idea and we'll say, "Oh, let's try this and see how it works." And then, lo and behold, it becomes a product.

MAGGIE: It's a whole system.

RUTH: It's a whole system. Time management system.

MAGGIE: Completely changes ... I mean, even looking at my schedule for the following ... Like, it completely changes the way I even think about it. It changes the way my husband thinks about it. He even knows he needs to add to my white board under must-do's of something should happen that week.

JESSICA: That's amazing.

MAGGIE: How about you, Jessica?

JESSICA: Well, now, my answer's gonna sound so lame, but in fact mine was time blocking. And one thing about me is I used to be such an overwhelmed person ... And I still can be when there's so many things going on and I just will feel so super frazzled ... So learning, "Okay, there's always gonna be a lot going on. Sometimes more than others. And there's always a million things to do. You just need to stop, take a breath, do a brain dump, and then prioritize what you need to do and just do it one at a time. Okay, this thing is waiting for you over here, but it can wait because you gotta get done this A Task first." And that's just made a huge difference in my overall peace of mind I guess.

JESSICA: I'm not really that much of a frazzle ... I can be sometimes every now and then, but it's usually a lot shorter. Like, I don't have panic attacks anymore and I don't like freak out as much because I'm just like, "Okay, it's gonna be fine. I just gotta do a brain dump and then A, B, and C, and time block. Give myself that block and then shut it off when the block's over." Which is still a lesson I'm learning over and over again. It's like, "Oh, but I'm not done yet. I want to finish." And it's like, "No, block's over. You gotta move on to the next thing or something else is gonna suffer." So it's been such a valuable lesson for me. Just in my work life and in my personal life.

RUTH: That's cool. So what advice would you guys give somebody who wants to start implementing core values into either their life or their business? One or the other? I think ... Because I ... I mean, as you've both shown, having core values for our business and having such a strong company culture has completely spilled over into your personal lives in so many ways. And Jessica, we didn't even talk about you becoming a foster parent and all of that. I mean, it's been amazing to watch. And Maggie, we didn't talk about how you were basically agoraphobic for a couple of years and didn't even dare leave the house. Because you were in such a bad place.

RUTH: And yet these ... Coming to work for our company has ... And the culture that we have has really just impacted so many different parts of your life. And I love watching that. I mean, as a boss, like, there's nothing more gratifying than seeing the people that are working for you and helping to make your company successful are also seeing success in their personal lives. Like, who wouldn't want that? It's amazing. And that's I think where the family first part of our core values comes in.

RUTH: Because it's not just ... We don't just look at you as a cog in the machine when ... You know, a person should just keep doing all the work as fast as you can. Because we care ... We actually care that you have a good home life. And we actually care that things are going well for you. And if we see things that are red flags, we'll say something. And, I mean, that's not an out of the realm of possibilities to say, "You know what? I think you might want to think about this." Or, "How are you doing there?" Or like, "What's going on?" Or, "How can I pray for you?" Is the question that comes up to you.

RUTH: So all of that to say I really feel like core values can be something that you don't have to only implement if you have a business. I think that really thinking about like, "What are the things that I believe? What are my fundamental beliefs? What are the values I wish I want to live my life?" Whether it's my business or my home life? And my husband and I have actually created core values within our home, too. And we do this at home. And so if ... Like, if you were to give some advice to somebody who is starting to implement this into their life or business, what ... How would they start? What sort of core values should they choose? How many core values should they have? Do you have any words of wisdom on that from what you've observed?

JESSICA: So a couple of years ago I read this book called The Confidence Gap by Russ Harris I think. I don't know if you've read that one. But there's a section ... I think there's a website you can go to and it has

like 150 different values. And you kind of go through them all and you check off like ... I think you might give a rating one to 10 of how strongly you feel about them. And then at the end, you take all your 10's and you put them together and then it's like, "Okay, well, now you need to pick which of these ... Seven to 10 of these do you feel the most strongly about?" And so you pick your seven to 10 and you write them down or you put them on a piece of paper and you put 'em in your wallet. And those are your core values.

JESSICA:

So if you read those core values ... Like, I've done it, my husband's done it. And we have one for our house, too. And whenever someone's getting you down or like disagreeing with you or you're feeling bad about something, if you go back to those core values and you're like, "Okay, well, how important is this to me? Like, is this one of my fundamental beliefs?" As long as you're staying true to that, like, you ... It's just made a huge difference for me as far as, you know, what ... As a people pleaser, I want everyone to be right and I always think that someone else's opinion is more valid than my own. But having those values and knowing like, "This is what ... This is who I am. This is what I stand for." And being okay with that, it's super huge. So I think if you can do that, you should. Just to have peace of mind and know who you are. And know that like if somebody disagrees with you, that's okay.

RUTH:

I love that. So that was The Confidence Gap? Was the name of the book? We'll make sure that we link to that in the show notes for this episode.

JESSICA:

Yeah, it's really good.

RUTH:

Cool. Thanks, Jessica. How about you, Maggie?

JESSICA:

I would actually say when you're expanding your business, core values can come in really handy when you're bringing in new team members. So like for example when I came in and I got to review our core values, I knew exactly what you expected of all of our interactions with customers, for example. So when I'm dealing with, you know, any type of customer service issue, no matter what level, I know exactly how you would want it handled. Which works out really nice because that's exactly how I would do it. So ... But it's almost like a how-to guide for how you want your company to be represented. How you want your name to be represented. So I think that's awesome when you're expanding.

JESSICA:

And that's something you want to have set before you start bringing people in. Like, you don't want to have to be scrambling to figure that out later once you already have, you know, other people

involved and answering things and planning things. But I know me and Kelly have had those conversations before, too, where we're like, "It's so easy." Because we know exactly ... You know, where her head is at and you know where her heart is. So we don't have to take up your time asking back and forth. When we have any situation arise, we know exactly how to handle it and how to take care of it. So yeah, I think it's a great thing to set from the beginning.

RUTH:

Yeah, I think so, too. And I love that because it's ... You're right. You know exactly how to handle things and so can actually be kind of a time saver. And even if you're implementing it in your personal life, it can be a time saver. Because you don't have to weigh things anymore. You don't have to go back and forth, "Oh, should I or shouldn't I? Is this something I need to be worried? Or not something? Once you have established core values in your life, suddenly the path is clear and the way is clear and you know, like, "This is where I stand. This is my line in the sand. Anything on this side is where I'm gonna be, and anything on this side is not for me." And that's okay. And you can become okay with that. And it's actually really cool the way that it works.

MAGGIE:

I feel like that has to give you peace of mind, too. Especially when we have the conversation on our team all the time that our entire team understands exactly the core values that you put in place, too. And that we understand what's ... You know, what you expect also. So that you don't ... I feel like it has to be hard when you're starting to hand things away and be like, "Well, are they gonna handle it the way I would?" Or ...

RUTH:

Sometimes it's easier than others.

MAGGIE:

I bet it is.

RUTH:

But truly, I mean, we hire in our company ... And you guys know this. We have a crazy hiring process that's like a ridiculous number of interviews and steps and personality tests and more interviews and test projects and so many things that we require before you can come and work for us. But what we're really looking for in all of that is culture fit, and making sure that whoever we hire is going to be somebody who is 100% all in and 100% bought into our core values. Is ... Loves ... Like, loves those core values as much as we do and wants to be a part of a company that has a strong culture like that. And we often hire for potential, not necessarily for experience. And that is a conscious decision that comes from our core values. And we also evaluate people, you know? And if we do an employee review, we're reviewing based on how well are people living up to our core values. And so I think it's just ... It's sort of like this standard

for everything that we do and it makes all the difference.

RUTH: So speaking of working on all the things that you're working on, what are you working on behind the scenes right now at Ruth Soukup Omnimedia that has you super fired up? What projects do we have coming down the pipeline that you want to give a little sneak peak of?

JESSICA: A few. We have a few things coming up.

RUTH: A few things.

JESSICA: What can say without spoiling anything?

RUTH: Well, we could-

MAGGIE: We already-

RUTH: Always edit it out if you say too much.

MAGGIE: Well, we already know that EBA 4.0 is coming.

RUTH: EBA 4.0 is coming. It's just gonna be amazing-

MAGGIE: That's gonna be my project until about April. And I'm super excited about it.

RUTH: Yeah, it's a beast.

MAGGIE: It is a beast, but like in the best possible way. I remember-

RUTH: Oh, it's gonna be so good.

MAGGIE: I joined EBA when it was 2.0. And I remember being super pumped when EBA 3.0 came out. Even though I had not completely finished 2.0. And it was still amazing seeing the updates. So it's really cool and I'm super honored to be a part of assembling all the content for EBA 4.0. And I know between the me, you and Amanda, we have some really fun surprises coming up for that that I'm super excited about.

RUTH: It's gonna be good. It is gonna be really, really good. So that, yes. March 2019 is when that's all coming out. How about you, Jessica?

JESSICA: What I'm really excited about is just everything switching our brand name ... Can I say that?

RUTH: Yeah.

JESSICA: We're spinning most of Ruth Soukup Omnimedia and everything coming together under this Ruth Soukup umbrella. And just getting a lot more focused with ... You know, we have all this amazing content already, and going back and digging back through it and saying, "Okay, here's these things that are still really popular years later. Let's instead of making more stuff all the time, let's go back and fix what we've got. Make sure everything's still working good. That people, when they come to us for the very first time, that what they see is super clear. It shares our vision. It's up-to-date and it's beautiful.

JESSICA: And it reflects on you and our company in a way that people are gonna know like a hundred percent what we're all about." So I'm so excited about that. I just ... Like, that's something I've wanted us to do. From being in social media, you know, I'm always running analytics and looking to see what our most popular blogs are and that kind of stuff. And it's like, "Oh, well, 80% of our traffic comes from 5% of these blogs. Then I want to get updated graphics or I want to get this tweaked or whatever." But it's like, "Oh, we don't have time right now." So just-

RUTH: That does come up a lot.

JESSICA: Yeah. I'm just like ... "Oh, that's cute, Jessica. But we got a ton of stuff to do. We can't make new graphics for this five-year-old post." But just like actually knowing that we're gonna make sure that everything that we put out has our stamp of approval on it, I think is ... I'm really excited about it. I think it's gonna be really great.

RUTH: Yeah. Yeah, we do have a lot of good stuff coming up. And this brand change has been huge and is ongoing currently. But we will be sort of making it all official at the first of the year, which will be really, really fun.

RUTH: So, last couple of questions. First of all, how do each of you practice self-care in your life and at work?

JESSICA: For me, I have ... I implemented a rule a while back that if I'm listening to a podcast or taking a course or anything like that, instead of sitting and watching it, I have to be moving. So I will ... If I can, I will go to the park and listen to your podcast. Or doing online courses or whatever, if I can pull them up on my phone, I will and make sure I'm moving around. Because we do so much sitting working on the computer, I feel like it's not always the best for your health. And I know we got Fitbits for Christmas, which was awesome. So I like to like make sure I'm getting the-

RUTH: We gotta get that competition going again, 'cause-

JESSICA: We do.

RUTH: For the first couple of months of the year, it was all on with the step competition. It was a little bit ... It got a little bit fierce.

JESSICA: Yeah. It's hard to compete with Ruth. If Ruth is in it to win it, she will mow you down in the final hour.

RUTH: Just a little bit. A little bit competitive.

JESSICA: I don't know what you're doing, if you're just like marching around your living room for a while.

RUTH: There were some moments where I was literally just walking around the table in the ... The conference table in the office. Around and around.

JESSICA: So I like to do that. Another thing I have done in the past couple of years is on Facebook or on social media is to hide and get rid of any kind of negative stuff. So people that are super political, people that just have never ... They always have a sob story or they always have something bad to say ... Because I'm really empathetic ... So, when I worked in an office, if somebody was having a bad day, then I would be having a bad day, too, because I would just like feel what they were feeling. And then I would just have to like ... I couldn't focus because I had to cheer them up or do something to make them feel better. And then my day would suffer. And thankfully, you know, we don't really have that issue working for a virtual company. 'Cause-

RUTH: That's the benefit of a virtual team.

JESSICA: Yeah. If anybody's having a bad day, I don't really know it because we're so darn positive all the time. But yeah, just hiding that stuff. I used to use an app called Facebook Purity, you know, with ... You can actually get rid of certain words on Facebook when they come up. So if you're like wanting to get rid of stuff about political debates, or you know, this and that, whatever the hot button issue is that everybody's all up at arms about, you can actually put those words in and you won't see them anymore.

JESSICA: And then just unfollowing a lot of ... Anything negative really. And just seeing ... Like, so if you're surrounding yourself with positive people all the time and positive things, you're gonna be positive and you're gonna think positive. And you're gonna have a good day. Whereas if you're around a bunch of negativity all day, you're gonna

feel bad. So I have a lot more good days than I used to just because I protect myself in that way.

RUTH: That's awesome. Yeah, unfollowing people on Facebook is huge. I'll give you that. I do that like to see all the political stuff either. Unfollowed all of it. It's like, "That's my happy. I like happy thoughts."

RUTH: How about you, Maggie? How do you practice self-care?

MAGGIE: Well, the past couple of years I learned that self-care to me is actually feeling challenged. Though between work and home, I really try and get myself outside of my little box and do something that challenges me. Whether it's exercise ... For work, sometimes it's talking on a new task that I'm not totally familiar with that I have to keep on my toes for. Which is kind of funny that that's self-care, but I don't do well when I'm doing the same and doing something that I'm comfortable with. I really need to keep changing and doing new things. Which kind of seems counterproductive 'cause I use to think self-care was like going to the dentist twice a year like you're supposed to.

RUTH: Well, yeah. Not quite that.

MAGGIE: I mean, I totally understand the purpose-

RUTH: That's more like healthcare I think. Yeah.

MAGGIE: No. So ... But [crosstalk 00:53:00]-

RUTH: I do believe it's really important to understand what feels you up and what actually nourishes your soul. I think that sometimes we think ... We hear about somebody else doing something for themselves and we think that that's what we're supposed to do. So one person loves bubble baths, but you're like, "I kind of hate bubble baths." Which I personally hate bubble baths. I think they are so boring. And I am like literally bored and hot within like two minutes of getting in the bath. I'm like, "How long do I have to stay in here to make the water worth it?"

MAGGIE: I was in Florida, and I hate tanning, so ... Exactly.

RUTH: Oh, I know, right? And so I think it's really a matter of knowing, what are the things that fill you up and make you feel whole or fill your tank or whatever it is? So knowing that, being challenged is a thing that actually fills you up more than just sitting around, that's amazing.

MAGGIE: Like, one of the things I do daily ... Y'all probably noticed, I

disappear for like an hour. So I made myself promise that I would walk to and from school every single day with my girls. Because A, it's good for all of us to get fresh air and be outside. It's about a 23-minute walk to their school. So I walk about two hours a day split up, which is great. But that's one of the things that unless there's weather or unless something really, really, really important for work comes up, I will not sacrifice those. 'Cause that's like my outside active time. And it's time that I'm with them. So that's important for me, but it's also, you know, it's the exercise and being away from the computer. So it kind of goes for work and personal. But that's one of like the everyday this is what I'm doing.

RUTH: Yeah. And making that time. Okay, final question. What is the best piece of advice that you've ever received and why?

MAGGIE: I can take it.

JESSICA: Okay.

RUTH: Okay.

MAGGIE: My Dad, I wish I had listened sooner. Pretty much always said something along the lines of, "If the only reason you're not doing something is 'cause you're afraid of it, then knock it off." Is pretty much what he always said. And, I mean, you're like, "Oh, I'm not afraid of it." And you come up with all the excuses in the world. But at the end of the day when it really comes down to it, a lot of times it is because you're afraid you're gonna fail or you're afraid you're not gonna do it right. Or it's not gonna work out or something. And I ... Of all the excuses I made, I always realized that's one of the things that I did. So now every time that I don't want to do something, all I hear is my Dad. And he was right, of course.

RUTH: How about you, Jessica?

JESSICA: This is so hard for me, 'cause I've heard so much good advice, I've just had so much good advice over the last couple of years. One thing that's sticking out for me right now is just thinking about it. In *The Magic of Thinking Big*, there's this quote in there that I'm just ... Like hit me like a ton of bricks about complaining. And it said something about ... Something like 80% of people don't care when you complain, and the other 10% or so wants you to actually have something wrong with you.

JESSICA: So you can never complain because you're just ... You know, you're just adding to someone else's bad day and ... Or you're actually like making someone happy from your misery. So just like keeping that

in mind all the time, I always ... You know, before I just like dump all on someone with my bad day or whatever. I just try to think like, “What do I get out of this? What do they get out of this?” So that could be contributing to relentless positivity, but sometimes it’s better to annoy people with your positivity than to just like add to their-

RUTH: Complain about your bad day. I like that. That’s awesome.

RUTH: Well, thank you guys for joining me today for this episode. It was a little bit of a departure from what we normally do on the standalone episodes, but I just appreciate your insights and your perspective. And also just appreciate having you as part of our team. So thank you.

MAGGIE: Thank you.

JESSICA: Thank you so much.

Okay. So don’t forget that if you would like the practical worksheet that goes along with this episode or you want to get the show notes with all the links to everything that we talked about, you can find it all at [DOITSCARED.COM/EPISODE33](https://doitscared.com/episode33). Once again, yeah, all the show notes at doitscared.com/episode33.

And then before we go, I just want to say as always that I love hearing from you. And I really think that the best place to connect with me on a regular basis is probably on Instagram these days. It’s where I share daily tips and inspiration and where you can message me directly. So if you have any questions about what we talked about today or any other topics that you would like to see on The Do It Scared Podcast, or even any other guests that you would like to see interviewed, just find me at [@RUTHSOUKUP](https://www.instagram.com/ruthsoukup).

And that about does it for this episode of The Do It Scared Podcast. Thank you so much for joining me today. And if you liked what you heard, share it to your Insta Stories and tag me in your comments. And if we repost your story, we will send you a Do It Scared mug or a t-shirt as a thank you. And then finally, be sure to join me next week as we chat with the ever-inspiring Michael Sandler about overcoming the odds and daring to let your light shine. Michael has an incredible story. It includes not one but two near-death experiences. And what he has to share, I promise it will change you. It is one of our most powerful interviews yet. And I promise that you will not want to miss it. And I will catch you then.