

This is the **DO IT SCARED PODCAST** with Ruth Soukup, **EPISODE NUMBER 42**. On today's episode, we are going to talk with Pinterest marketing expert Kate Ahl about daring to start a business from scratch and what happens when you've got nothing left to lose.

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 Elite Blog Academy 4.0. EBA is the comprehensive online course designed to help you create a successful, profitable, and, most importantly, sustainable online business. Since 2014, we have helped nearly 10,000 students create some pretty incredible results, and if this is the year that you're finally ready to start an online business of your own, then we would love to have you join us. Door is only open to the public once a year, but you can get more info and join our waiting list at eliteblogacademy.com.

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 six books.

In today's episode, we are going to be talking to Pinterest expert, brilliant business owner, and my very dear friend Kate Ahl about finding the courage to start a business even when you are completely starting with nothing, as well as what it takes to continue when life hands you some pretty hard circumstances.

Kate is the founder of Simple Pin Media where she helps her clients grow their businesses and traffic using Pinterest. Over the past five years, she has grown her company from a team of just one person to now more than 40, and together they serve hundreds of clients. Kate is an absolutely amazing leader and an equally amazing mom. And while it was business that first brought us together, I am so glad to be able to call her my friend. Let me just tell you, guys, she has so much insight to share, so many gold nuggets, not just on building a business from scratch and on how to use Pinterest to completely rock your business, but on finding the courage to keep going when life hands you some pretty big challenges.

And ultimately, that is exactly what this podcast is all about. It's about facing our fears head on and overcoming adversity so that we can create a life we love, because in the end, courage doesn't mean 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 where the path is going to lead.

All right, so just a couple more quick things before we dive into today's episode. First, you can get all the show notes for this episode, including any links for anything that we are going to talk about today, by visiting doitscared.com/episode42. Once again, that's doitscared.com/episode42.

Also, if you have any questions, or if you just want to share some feedback on this episode, you can send me a message on Instagram, or better yet, tag me in your story,

and if I share your story on my story, we will send you a “Do It Scared” T-shirt.

And now, with all of those little details out of the way, I am so excited to introduce you to my amazing friend, the incredible Kate Ahl.

RUTH: Hey, Kate.

KATE: Hey, Ruth.

RUTH: Welcome to the podcast. Thanks so much for being on the show.

KATE: Yeah, I’m excited to be here.

RUTH: So, you and I have been friends for a while now, and I’m so excited to chat with you today because it’s, like, just an excuse to chat for an hour, which it seems like we can never make time for that, right, because we’re always so busy.

KATE: Yes. Busy traveling or busy crossing paths, yeah. So this is good. It’s like us finally sitting down. I feel like I should have a cup of coffee right now.

RUTH: Maybe we should just ... I have my sparkling water, my Bubly. I’m obsessed with these things.

KATE: I am, too.

RUTH: Have you tried these?

KATE: Yeah, I have. I like the Bubly. The one I don’t like is Dasani. If you have—

RUTH: Ooh, yeah, those ones are not very flavorful.

KATE: I know.

RUTH: I would consider myself a bit of a sparkling-water connoisseur at this point.

KATE: Yeah.

RUTH: I don’t know when—I think I got obsessed with it when I started to, like, really trying to lose weight. And now my husband is addicted to them, and we are constantly trying—they go BOGO at Publix, all the different brands a lot, so we’re constantly trying all the new sparkling waters, and we’ve—

KATE: Yeah.

RUTH: The Polar ones are, like, middle of the road for me—

KATE: Yeah.

RUTH: —and I don’t like the marketing for those ones.

KATE: No.

RUTH: But the Bublys are cute packaging, and they taste the best.

KATE: And, you know, I have actually—there’s flavored Pellegrino, the orange ones. They come in bottles, not cans.

RUTH: Oh.

KATE: Those are really good. We go to Costco, too, and get the big flat.

RUTH: And they’re at Costco?

KATE: No, the Pellegrino is at Costco, too, but also the La Croix different flavors are at Costco.

RUTH: Oh.

KATE: They’re super cheap. I don’t know how close Costco is to you.

RUTH: Not very close.

KATE: Okay.

RUTH: But Publix is very—

KATE: Right.

RUTH: And you don’t have Publix because you’re in Portland.

KATE: We don’t. But I do remember—

RUTH: And you are missing out because Publix is the best grocery store in the entire world, and they not only have sparkling water on sale, BOGO frequently, they also have wine, different wines BOGO almost every week as well as the spiked sparkling water.

KATE: Oh, yes, the Truly, or the other one, White Claw.

RUTH: There’s several flavors of that, too.

KATE: There are. There are several flavors. And I do remember when I was there you told me how much Chuck likes to go to Publix all the time.

RUTH: Yes, yes

KATE: And their BOGO, and I was like, “This sounds like I would go there every day, too.” Yeah, no Publix here.

RUTH: He does love Publix. He goes almost every day to Publix. It’s an obsession.

KATE: So awesome.

RUTH: If he doesn’t go to Publix, it’s, like, a big deal. Oh, my gosh. Who knows where this interview is going to go today—

KATE: I know. I know.

RUTH: —because we haven’t even started with question number one—

KATE: So perfect.

RUTH: —and we're already talking about all the sparkling water.

KATE: Yeah.

RUTH: But, seriously, on to more serious topics. You are just somebody that I, first of all, love talking to, but also somebody who I admire so much both as a business owner and just as a person. I think you have so much integrity, and you have such a huge heart, and I've just watched you from afar before we became friends, and then we became friends, and you are even better in person than I even imagined she would be. Since not everyone has been as blessed to know you as I am, why don't you just start by telling us a little bit of your story, sort of what you do now, first of all, and then how you got to where you are? Just a quick, brief overview of that.

KATE: A brief overview. Well, thanks for that. I appreciate that sweet compliment, and I would say the same back to you as well. So thank you for that.

RUTH: Aw.

KATE: So I run a Pinterest management company, and we're in year five, and what we do is basically manage people's Pinterest accounts for their business so that they don't have to think about Pinterest and they don't have to even focus on it, but they can focus back on their business. So, I started this five years ago, actually, when we were totally desperate to get money. My husband had been laid off. We are skilled at losing jobs around here, so we had been through four job losses. We were on food stamps. We were unemployment, WIC, you name it. It was horrible. And a friend suggested that I manage Pinterest accounts, and so I thought, "Well, let's do it. Let's try it." I just need to get some cash. And so we went into it, and then one client turned into two, turned into four, turned into 120 now.

RUTH: Amazing.

KATE: Yeah. That's kind of the—

RUTH: And a whole big company, too—

KATE: Yes.

RUTH: —with how many people do you have helping you with all this?

KATE: Almost 40.

RUTH: Almost 40 employees—

KATE: Yes, yes.

RUTH: —who are your account managers for all these different Pinterest accounts.

KATE: Yeah. I have account specialists—

RUTH: Incredible.

KATE: —a leadership team; an executive team, which I got that idea from you, which was so brilliant, and they're amazing. I don't have high turnover, which is great, and so I've also hired all local people here to the Northwest. So we're in Portland, and we have Vancouver across the river, so all Portland, Vancouver metro area, which has been great to meet in person, and I feel like that's built really great loyalty for our company.

RUTH: So they don't work in person with you. You're still a virtual company—

KATE: Yep.

RUTH: —but everybody is local enough that you can meet on a regular basis.

KATE: Yes, yes.

RUTH: That's amazing.

KATE: We do meet four times a year, and then they, as sub-teams, meet every couple months. Yeah.

RUTH: Oh, cool. So, five years to grow from food stamps all the way to this crazy ... When you look back on it, I mean, I'm sure, at the time, when you were sitting there on food stamps thinking, "How am I going to pay our bills," feeling completely desperate, you could have never imagined where you would be just five years later.

KATE: No.

RUTH: So, when you look back on it, like, what do you wish you could go back and say to that person who was sitting there, desperate?

KATE: Oh, man. That's a good question. I think one of the things that I would probably look back and say would be, like, really just ... I don't know. That, actually, that's a tripping point for me. I can't really think of something because ... Well, and this is why. I think my personality is always to like ... I'm not the Pollyanna, but I guess I kind of am. I always am in this place of like, what's the good, what's the good, what can I give thanks for? And I would say, when I look back at those times and I say they taught me in such an intense and a deep way to give thanks for things even on such a granular level. We had food stamps. I could go to Trader Joe's and use food stamps. Even though that was totally humiliating, and you would hide the card and everything, it was like, we could buy Christmas gifts. Everybody loves Trader Joe's chocolate, right, and all their seasonal stuff.

RUTH: Yeah.

KATE: So, I think when I look back at that, I have grief about it sometimes, but I have more fondness in the ways in which suffering taught me to give thanks in a way that I don't think anything else could have, so yeah.

RUTH: So do you think that you would have dared to start your business and just put it all out there if you hadn't been in such a place of desperation?

KATE: No. No way, because my biggest fear is failure, and so if I'm going to step into something, one of the things that I'm always afraid of is, what if it

doesn't work? What if this doesn't pan out? So I'm going to stay in this safe place and I'm going to protect myself from that failure because I want to be successful at whatever I do, at whatever level. So for me, it really was a friend of mine sitting across from me and saying, "Why don't you try this?" I was like, "Well, it sounds like it's going to fail, but I'll do it. I have no other option. We can't go down any further. We're not making any money."

RUTH: So you literally had nothing to lose, and that's when you're like, "I guess I'll start a business."

KATE: Nothing to lose. In fact, I went into it with the idea of that, this is totally going to bomb. And I actually told the two beta clients that I had, I said, "I want you to give me all the feedback that I need to make this successful, but if this fails, we'll just pretend it never existed. We just won't talk about it again."

RUTH: Were they people that you knew?

KATE: They were, yeah.

RUTH: Okay.

KATE: I was doing online work for a deal blog. So I was in the frugal-deal blogging, extreme-couponsing space. I love that whole thing. And so they were two people in that same niche, and it was when Facebook had changed their algorithm, and so everybody was really losing all of that and Facebook—or Pinterest—was the next place to go. So they were hungry and eager, especially because it was in the holiday season when all of this started to happen, about this time of year. And so they were like, "Sure, I'll try anything," like, "This is great," but I really did think there's no way that ... I never would've thought it would've gotten as big as it is now—ever, ever, ever, ever.

RUTH: It's amazing. It's amazing.

KATE: Yeah.

RUTH: So, what is your favorite part of doing what you do in being an online-business owner?

KATE: I would say a lot of different ... Well, I'm a networker and I love to connect and I love to get deep with people, and so I think one of the greatest advantages has been connecting with people like you and learning that there's this thing we see that's forward facing, but there's so much depth behind people and why they do what they do that it's just surface, some of that other stuff, but there's a reason and there's a purpose. And so I love to go deep with people, I love to go deep with my team, and I love to have a business that releases us to do other things in life. It's not something that ... My business doesn't own me; I own my business, and so we get to take this and do other great things as a result of having this business. So that's what I love about it.

RUTH: Which is pretty cool.

KATE: Yeah.

RUTH: So, if somebody was listening to your story right now and thinking, first of all, like, “I’m not that desperate. I do have something to lose. Sure, she was on food stamps. What did she care if it was a failure at that point? I could fail, too, I guess, if I had gone that far, but what if I do this? I’m not on food stamps right now. What if I do this, I fail, and then I am on food stamps?” So, what—

KATE: That’s such a good point.

RUTH: That’s the worst-case scenario for most people.

KATE: Yeah.

RUTH: So what would you say to somebody going, “I just don’t know how to get past that fear that it might not work”?

KATE: Oh, man. Okay, so as a person who is a fear of failure, it is really hard for me to say “go for it” when you are in a safe place, but I would say in those moments of taking risk, you do see the rewards on the other side that are much greater than you would’ve ever experienced had you not taken the risk. I even have to challenge myself with that now, to be challenged to even think bigger and think—you know, now that I have 40 people working for me, it’s like, “What if it does go down? What if I make the wrong move?” But if I’m constantly paralyzed by that, I never get the opportunity to see people or see this company grow in ways I could’ve never imagined. And when I let go of that and trust, I feel like most of the time we do see an element of good. I can’t always guarantee, right, that something’s not going to go south, because I’ve been on the receiving end of things going south many, many times in our marriage, but I can say that, again, in those moments is when you get creative. I’m not a good “do it scared” person. I’m a good, like—

RUTH: That’s not true.

KATE: _____(15:24)

RUTH: I know you, and I think that you’re better than you realize or that you give yourself credit for.

KATE: Yeah.

RUTH: But, I mean, it sounds like to me almost that putting yourself out there and taking a small risk, and that builds it up for the next thing. Do you feel like it’s harder, it’s scarier now that you do have a lot more to lose than it was in the beginning?

KATE: Yes, differently.

RUTH: Yes.

KATE: I would say that when you are in a place ... You know, there’s a lot of things you go through, too, especially when you go from deep poverty to, not extreme wealth, but you have more to work with, and then you have also more responsibility, right? Before, it was just me, and that was it. Now, it’s these 40 people. I would say that, even this morning, I have to challenge myself to be pushed in like conversations or putting people into new positions or making decisions that could change the

trajectory of our company, or actually, sometimes, it's saying no, because when you do get to this place, there's so many different things. There's people giving you input, there's information everywhere, and the scary thing is sometimes to say, "I'm not going to choose this. I'm going to choose this. And what if me not choosing this means I'm missing out?" There's a lot of FOMO in our industry, right?

RUTH: Oh, so much.

KATE: So much.

RUTH: I think that's probably one of the biggest fears that anybody, at least in the online-business world, and I'm sure in lots of other places, but it's not a lack of opportunity. It's not a lack of ideas. It's not a lack of being able to focus in any different direction. It's that there's so much out there that it's, how do you choose and how do you focus on something without feeling like you're missing another huge opportunity somewhere else?

KATE: Yes.

RUTH: Oh, totally.

KATE: I would say that is the risk.

RUTH: Yeah.

KATE: That feels more risky. But then I realized one day, I thought there is ... I can Google something in four minutes and find an answer, or I can ask you, or I can ask somebody else in my industry when I'm ready to take in that information, but if I take in everything, I am actually preventing myself from doing anything. And so—

RUTH: So true.

KATE: Niching down is hard, but it's worth it, way worth it.

RUTH: And you've niched down totally.

KATE: Yeah.

RUTH: You live and breathe Pinterest and specifically helping business owners use Pinterest to grow their businesses, right?

KATE: Yeah, yep. Exactly.

RUTH: Would you say that's pretty accurate?

KATE: Yeah, just Pinterest. People ask me, "Will you do my Instagram account?" I'm like, "Nope, sorry."

RUTH: I don't do that.

KATE: I don't do that.

RUTH: I don't do that. So, for people who are listening right now who are trying to get traction for their online business or maybe even their brick-

and-mortar business, whether it's more traffic, more sales, more eyes on their page, just more attention, how can they use Pinterest to grow their business?

KATE: Well, number one, it's just seen as a different thing than Facebook and Instagram. People often hop over from Facebook or they have this idea of what social media is and they try it to apply to Pinterest, and Pinterest is very much a search-and-discovery platform. So, number one, it's mindset. It's very much like Google. People go there to kill time, dream, build ideas, and read articles. It's growing really fast. So that would be, one, is that it's a slow burn. You're going to be investing for the long haul. And then number two is that it's the same keyword searches. It's very much like Google. So what are your people putting in the search bar to find your product, to find your brick and mortar, to find your content? Those are the types of keywords that you need to be using on your Pin descriptions and your boards. And then images are huge. It is billboard advertising. People are driving by really quick, and images are the only thing that are going to hook them in, and so investing in images that really communicate your brand, communicate your vision is going to be, number one, and oftentimes, people put that dead last. They're like, "Oh, I don't know. I don't have anybody to hire," or "I can't take pictures." You can have somebody off Craigslist come take your product pictures—that's not that hard—instead of just taking tiny, little, crappy square pictures. It runs on a vertical aspect ratio, so it has to be a tall image. But I would say those are really the foundational things: are mindsets, knowing it's going to take a long time, keyword searches like Google, and then images as your main vehicle to get eyes on ... Getting them to click through and even getting to know who you are.

RUTH: That was a very quick overview of all of Pinterest I feel like.

KATE: Yes. I've gotten good at that over the years, like boom, boom, boom.

RUTH: Like, just putting it out there.

KATE: Yeah.

RUTH: Okay, so, well, we'll see if anybody has ever asked you this question.

KATE: Okay.

RUTH: What is the one thing that no one ever asks you about Pinterest that they totally should?

KATE: Oh, that's a good one. That is a tough one because being in this industry for five years, I feel like I've been asked everything. Well, I would say it is probably been the aspect of how do I ... Brick and mortar is a big one. I don't get asked about that hardly at all. People don't ask me if it's good for brick and mortar, and I do think it is. I think there's an element of awareness that Pinterest can serve you well if you're a brick and mortar, and people can just ... But people don't think about using it. That's the big thing is they're just Facebook and Instagram, and they think, "Well, my business can't be on there." But there's lots of big ones that are on there. So, yeah, I probably never get asked if you can use it for brick and mortar hardly at all.

RUTH: Interesting.

KATE: Yeah.

RUTH: Okay. All right, switching gears—

KATE: Okay.

RUTH: —just a little bit. Since this is the Do It Scared podcast, I'm really curious, and we've talked actually a little bit about this already, but I'm really curious about the role that fear has played in your life and in your business. So what's something that has really scared you in your life besides maybe the fear of being penniless, but what is something that's really scared you, and how did you move past that fear?

KATE: I would say that it really ... I have to daily choose to not be afraid of failure and afraid of loss. And what I mean by that is ... because I think loss and failure are definitely connected because when you fail, you lose something, and I have always felt like I can do pretty much anything to get something to work, and so when it doesn't work, I feel like I take that so internally like, "Why didn't this work? What couldn't I do?" And that is business and in life. I find myself catching myself in a lot of different areas, like my thoughts of how I parent. I have two girls and a boy. Like, you know how you parent your—you have two girls—like, how you parent your daughters. I feel like there's constantly these questions with the mother-daughter relationship that I don't have with my son. There's not that tension, but there's that thing of, like, "What if I fail in this, or what if I fail in this?" So I honestly think, for me, moving past that failure piece and moving past that fear of loss has to go to that place of where can I find the good pieces in here to see the places where I can give thanks, because if I focus back on what I'm going to lose, I will just fall into a heap. Right? I'll just kind of get so inward, and I don't want to be an inward person. I want to be giving, I want to be loving, I want to be serving, and I want to invest in people. So that fear-of-failure thing has been kind of a theme for my life, and my husband has told me many times, like, failure is just like ... Sometimes, success is built on a mountain of failure. That is how it's built. It's so hard for me to accept that because I want to ... I'm not super competitive—

RUTH: Because you take it so personally. You're not competitive?

KATE: No, I would say I'm competitive against myself, not so much other people. I mean, of course, I like to win. That's great, but sometimes, I'll quantify a situation and like, "Well, I'm not going to win that, so I'm not even going to try. But with this, I could."

RUTH: That is not competitive, let me—speaking as a competitive person, no.

KATE: No, it's not.

RUTH: The drive to win is so strong.

KATE: Yes, yes.

RUTH: Like, I won't let my kids win at games. I've never let them win at a game ever, even when they were, like, three. I would revel in kicking their butts.

KATE: Oh, that's so awesome. Okay, so, no, I'm not that. I'm just competitive against me internally. So then, obviously, I look and I go, "Oh, I'm not going to win; I'm not going to try." But I think that there's an element of failure, and I have to be in a situation, you betcha. I'm going to go for it. I'm like, "I'm not letting this ship go down at all," but no, I'd totally let my kids win because I'm like, "I don't want to listen to you whine, so we're just going to slide this in."

RUTH: Oh, man.

KATE: I know. I'm sure it's like totally detrimental to them growing up.

RUTH: Oh, I think that you could probably play it both ways on that one, but who knows how many ways I've scared my children by now?

KATE: Yeah, well, there are sometimes—

RUTH: They're very competitive, too.

KATE: Oh, okay.

RUTH: We've done the StrengthsFinder. Competition is my number two strength after focus. Have you done StrengthsFinder?

KATE: I have. My number one's communication.

RUTH: Oh, I can see that.

KATE: Yeah.

RUTH: I can see that.

KATE: I cannot remember the other, like. top four. I think responsibility and positivity and achiever, achievement, something like that, ish.

RUTH: Achiever, yeah.

KATE: Yes.

RUTH: Achievers are amazing. I have achievers in my, I think my top 10, but it's not in my top five.

KATE: Okay.

RUTH: But I have a couple people on my team who are achievers, and they ... Achievers—do you find this about yourself?—achievers love to check things off the list.

KATE: Yes.

RUTH: You just want ... Your day is not complete unless you have checked things off your list, and you feel like you've accomplished something.

KATE: Yes, definitely. I have an element of that. I love lists. I love them. The cheap little 10-cent notebook, college-ruled notebook is like the best thing in my life because I can make these lists. And I wouldn't say I'm super tied to

checking them off, but I do have that phrase I use like close the loop. I need to close the loop mentally to be able to move on to the next thing, and if I feel like something's open, I just can't move on.

RUTH: So you're probably high follow through, too.

KATE: I am. Yes. Kolbe, which you told me about that—

RUTH: Yes.

KATE: —has, like—

RUTH: Oh, yeah. Did you do it?

KATE: I did.

RUTH: What's your Kolbe score?

KATE: Seven, seven, three, three. So, you know, I'm not a quick start.

RUTH: Oh, yeah. Not a quick start.

KATE: No, not a quick start.

RUTH: Not a quick start. Seven, but you're high fact finder and high follow through—

KATE: Yes.

RUTH: —and then low quick start, and low—everybody's low implementer. I know one person that's high implementer. I don't even think that one matters.

KATE: No, I don't think so either. Yeah, those first three. Well, the fact finder is really ... I would say that's the biggest challenge over the last year is that I've realized when I get caught up in a fact-finder cycle, because I want to find as many facts as I can because then I avoid failure—

RUTH: Yes.

KATE: —but sometimes I have to just push that aside and go, "I'm going to muster up some quick start-ness, and I'm just going to jump." And that's where it gets kind of risky for me because I'm like, "Let's do this," and I—

RUTH: Because you feel like you haven't done enough research then yet.

KATE: Yes.

RUTH: Yes.

KATE: Yes, exactly.

RUTH: Yes. So, I am almost like the complete opposite of you, except for implementer.

KATE: Yes.

RUTH: I am super-low fact finder—I'm only a three fact finder—and then I'm four

follow through. So, if you're listening right now and you don't have any idea what we're talking about, we're talking about a test, a personality test, called the Kolbe, K-O-L-B-E, and it's amazing. And it measures your natural instincts, whereas StrengthsFinder measures your aptitudes. Kolbe measures just, left to your own devices, the way your natural instincts sort of work. So they don't change. StrengthsFinder, sometimes your strengths can change. Your Kolbe score pretty much doesn't change, I think, your entire life.

KATE: Mm-hmm.

RUTH: I don't even know if they let you take it more than once. But, yeah, so I'm low fact finder, which my husband says I'm like an oil slick. I know a lot—or I know very little about a whole bunch of things, random things, but give me the bullet points. If you start to talk to me about facts and lots of detail, I will completely glaze over.

KATE: Yes.

RUTH: And then follow through, I'm a four, which is not like a two, but it's still pretty low. And what I know about me is like how you said you can't stand an open loop. I am total opposite than that. If something is not a priority to me right now, I can leave that loop hanging open for, basically, indefinitely, and it will not bother me one bit.

KATE: I need a little bit of that.

RUTH: Oh, I don't know if it's a great thing. And it makes the high follow-through people on my team totally insane, absolutely insane, and you've met all of my team multiple times.

KATE: Mm-hmm.

RUTH: So, you know, Heather is an eight follow through—

KATE: Yes.

RUTH: —and I drive her insane on a regular basis because I never finish anything.

KATE: Yes.

RUTH: I've always got all these projects hanging out there because I'm focused on whatever quick-start thing that I decided to start working on, and then—

KATE: What's your quick-start number?

RUTH: Nine. I'm a nine quick start—

KATE: Oh!

RUTH: —which is off the charts.

KATE: Yes.

RUTH: Yes. So I pretty much have already jumped by the time anybody else is

thinking about it. That's all I know.

KATE: Well, and I think it's super helpful in, like, I realized my son is a fact finder. This test, I think, has been super helpful in identifying their things because we joke that he asks questions nonstop, more than any of my other kids.

RUTH: Oh, yes.

KATE: If you say, "It's going to be in this location," he's like, "Well, where is that location? What are they going to be doing there?" We're like, "We can't answer anymore. We're done." But I looked at him one day; I'm like, "You're a fact finder like me. I get it. I get your need to know information, but at this point, I don't have it for you."

RUTH: It's so helpful. Isn't it so helpful to understand that kind of stuff? I feel like that with the Kolbe. Once you've done it and you've looked at it and you understand the different measurements, you can kind of see where every ... You can start to pick that out in people that you know well even without them taking the test. You could just see it. It's important to know that a low scorer or high scorer ... They're both strengths. Low fact finder is not a weakness; it just means that it's a different type of strength, or that's what I prefer to tell myself.

KATE: No, I like that.

RUTH: But it is, yeah.

KATE: I like the way that you put it. It's just how we're made up and how we think. The person in college who wrote their paper, which might've been you, 10 hours before it was due but you knew about it all semester; I write it 10 weeks before and then make adjustments. But I have friends who are like, "That just stops my creativity," and they're like, "I need the final push to really bust out the most creative stuff."

RUTH: That is so funny because we just had this conversation at our team meeting on Monday, and we were talking about ... Heather is in charge of all projects and managing all projects, and she does an amazing job. I don't know how she keeps everything straight, and she knows what everybody is doing. But because we have lots of high follow-through people on my team, who like to be very prepared and very ahead on everything, they want to do everything months in advance, and they're organized enough to do everything months in advance. And we use Asana for project management, and it's amazing, the systems that we have in place. But the bottleneck for our entire company is me because what happens is that because I want to focus on the thing that's important to me right at that moment, and I don't mind having open loops, and I don't mind when other people are waiting on me—none of that really bothers me that much—so I make everybody else crazy. Everybody is waiting on me all the time, and then I will get my task for that week, and I'll be like, "Well, I'm working on this right now. When is this due," because my assistant LaTrisha will come to me and she's like, "Well, this is what people need from you this week." I'll be like, "Well, when is it due?" She's like, "Well, this is for something that's happening in December." I'm like, "December? I don't need to do that right now. I'm going to do that next week. Put it in my schedule for next week." And then the next will come, and I'm like, "Yeah, yeah, yeah. I don't need to do that right now."

KATE: Yes.

RUTH: And then it throws everything else off because other people can't move forward because I haven't done my thing yet. Or with the other problem that happens is that I will approve something, but because it's so far out, I don't give it my full creative energy. It's like my brain doesn't work that far out in advance. And so, then, the week before a launch or a project is happening, I'll look at all the stuff, I'll be like, "Oh, my gosh, this is complete crap. We can't use any of this. It all has to change," and then I throw everybody into a complete panic tizzy. And so we had this conversation on Monday. I'm like, "I am sorry, you guys. I realize that I am absolutely the problem, but we need to figure out a way to get over this because how much time are we losing in just redoing stuff because we were totally ahead of it, and then I decided it all had to be redone?"

KATE: Yes.

RUTH: So we're trying to now document that, just to find out how much of a problem this really is, but clearly, we have work to do.

KATE: Well, and to give you the flip side, my fact finder-ness makes me the bottleneck in our business because—

RUTH: Oh.

KATE: —everybody is like, "Okay, we want to move forward with this," and I'm like, "I don't know if I feel good about it. I feel like we need more information," like launching our Promoted Pins management was like ... I mean, it was just like pulling teeth for me because I felt like, "I don't know if I know it well enough. I don't know if I know this." And it was this really amazing ... I was loading the dishwasher, and this epiphany all of a sudden was like, "I don't need to be doing this. I need to step out of the way, and I've gathered enough information, and I need to equip the people on my team to run with it." And so I said, "I am going to let you run with it," to Erin and my team, and it was like when I did, she just shined. It was like she needed the release of me to go, "Okay, I'm done fact-finding. Go for it."

RUTH: I'm ready. Yeah.

KATE: So now, I'm trying to catch myself quicker. Like, "Okay, do we have enough facts? Do I even need to know the facts? Probably, not."

RUTH: Oh.

KATE: "Let's let them run with it." So, what I like about how both of our experiences are the same—being the bottleneck—just a different type of thing.

RUTH: In a different way.

KATE: Yes.

RUTH: That's interesting, though. I didn't think that a high follow-through person and a high ... I guess, the fact finder, that is definitely not what trips me up.

KATE: Yeah.

RUTH: What trips me up is that my ... It's like I am so low follow through that I can only really focus on what is priority in my brain, and usually, what's priority in my brain is, like, the new idea or the cool new thing or the thing that I'm super excited about right in that moment.

KATE: And you get creative in that final moments.

RUTH: Yeah.

KATE: I'm sure it's just like a burst for you—

RUTH: Yep.

KATE: —and that is when it just squashes. I can't even ... I just abdicate at that point. Like, "Just do it. I don't care," which ... you know.

RUTH: That's so funny when you said that about the Promoted Pins because we saw each other this summer, and we were talking ... I'm like, "Kate, why aren't you doing this? Why aren't doing Promoted Pins? Why don't you just use me? That's the kind of stuff that I do."

KATE: Yes.

RUTH: And I was like, "Decision. I don't need the facts. I trust you. You can do it. You can use my account as your testing ground."

KATE: Yes. And now you know why. It's like, now it's all come clear. It's the "I want to do so good, and I don't want to mess up, and I don't want to fail."

RUTH: Oh, that's so funny.

KATE: And it all comes together. And it's so good to know these things about yourself because then you can, more quickly, I like to joke, call your crazy.

RUTH: Yes.

KATE: We all have an element of crazy.

RUTH: That is absolutely true. Oh, I love that phrase, "call your crazy"—

KATE: Yep.

RUTH: —because we all have it, whether you're high follow through, low follow through, high fact finder, low fact finder, high quick start, low quick start. One of those, it's all strengths, and it's all weaknesses.

KATE: Yep.

RUTH: And you have to learn how to work with your own personality along the way and know where you shine and where you don't shine. I find, and I don't know if you find this to be true too, but I find that the thing that helps me the most with that and with my crazy is surrounding myself with truth tellers.

KATE: Yeah.

RUTH: And that's something that I try to be very vigilant about is making sure that I have, not only people on my team—we've talked about this with our executive teams—but friendships also of people who will just give it to you straight, who don't beat around the bush, who don't just smile and nod and tell you everything is wonderful, and then go talk behind your back.

KATE: Yes.

RUTH: Like, I have no patience for those kind of people. Tell me to my face I'm being stupid. Tell me to my face I'm making a huge mistake. Tell me whatever you want to tell me, and I will not hold it against you. But if you go behind my back, then we're not friends anymore—

KATE: Yeah.

RUTH: —because that's what I ... I need people who will always speak truth into me.

KATE: Yeah. Oh, definitely. There's the loyalty piece, and there's the, yeah, the truth-telling piece. And that is my phrase all the time, to call my crazy.

RUTH: Mm-hmm.

KATE: I need somebody to go, "You keep fixating on this. Why do you keep doing this?" Or, especially, again, in our online world with the FOMO and with all these other things, there's this thing of you keep getting squirrely, right?

RUTH: Mm-hmm.

KATE: And you can go for this and you can go for that, and to have somebody go, "You can't do this," and it's not because you're not capable but it's because you need to look back at what you have here, and what you have here is so awesome, and you're chasing somebody else's success. If you keep chasing their success—

RUTH: I feel like we had that conversation.

KATE: We did. Yeah, we did have that. And that was so good to have you speak into that a little bit more because I think there is that fear of missing out on, what if this is my ticket? What if this is here?

RUTH: Yes.

KATE: Also, to speak to that true-friend space, I think that's also in this online world. There's a lot of ... It's not as big as it seems, right? Like, it can be very small, and there's all these people who are interconnected. And you can have these surfacey conversations at conferences or wherever, but I need people who are like, "Okay, yeah, this is what we do." Right? Like, I do Pinterest—

RUTH: Yeah.

KATE: —and you have your businesses, all of that. But there's so much more depth and experiences that we have that are behind that that feel who we are and how we respond to things that sometimes, I don't want to talk

about business.

RUTH: True.

KATE: I don't want to talk about what are the great joys that you find in these pieces, or what's been hard for you? And that, I have learned really powerfully, actually, over the last year in just all our experiences with fostering and all of that, that behind the business, this is happening, and this is where my heart is.

RUTH: Yeah.

KATE: And that's what I want to talk about sometimes. I don't want to talk about all this other stuff, but sometimes, people just want things from you.

RUTH: Mm-hmm.

KATE: And when you see that, and I'm sure you've experienced that too, you just feel—

RUTH: Oh, yeah.

KATE: —sapped and depleted. And it's like, in this world, I don't want to feel depleted; I want to feel poured into.

RUTH: Yeah. And I don't think it's just the online world, here.

KATE: True, true.

RUTH: I think it can happen in any environment—

KATE: Yeah.

RUTH: —and just any social circle that you happen to be in, whether it's other business owners, whether it's other moms, whether it's the people in the PTO. Whatever it is, there's different dynamics that happen. There's also— even in church circles—

KATE: Yes.

RUTH: —there's definitely different norms that happen, and you feel like you have to keep up with what everybody else is doing. If your whole circle is the moms that are all getting boob jobs, then you feel like you have to get a boob job—

KATE: Yes.

RUTH: —or whatever it is, because you don't—

KATE: Totally.

RUTH: —want to be that ... You don't want to be the only one that doesn't have the boob job.

KATE: I love that you just threw that out there, because it is, it's super practical. It's no joke. That happens to women in their circles.

RUTH: It does happen.

KATE: And especially, our day and age, and people wanting to have honest conversations and somebody experiencing judgment if they're like, "I want Botox," and someone's like, "That's crazy." Yeah, there's a lot of things that we want to feel safe with the people we're around to say things, even though your friends can come back to you and say, "I don't know if that's a good idea," because maybe you don't have the money to do it and you need somebody to be truth teller to say, "You're going to go into debt. Maybe that's not a good idea."

RUTH: Yeah. Like, "What are you thinking? That is dumb."

KATE: Yes.

RUTH: And I think that's actually a good reason to make sure that you have friends from different spheres of life.

KATE: Yes.

RUTH: Don't surround yourself with only one type of person. And if you feel like your world is completely homogenized, figure out how to get outside of that world into a few other spheres so that you're getting different voices, and it's not all one voice, because that's where truth doesn't always come into play.

KATE: Yeah. I have two good friends that I do this with, but even in our church-community circle, we have this thing called checking in, where you just check in using just, sometimes, just one word, like encourage, sad, angry, whatever you want to use to describe it. We check in, and they're not in the online world—one is a mom, one is a corporate executive at Nike—and so we just—I'll text them and say, "I'm checking in discouraged today. I just feel x, y, z. Could you just pray for me?" And they'll come back—

RUTH: Oh, I love that.

KATE: —and say—one's a new mom. She's like, "I'm so exhausted, and I'm checking in completely sleep deprived. Will you just pray that I get five hours of sleep?"

RUTH: Oh, that's so cool.

KATE: And it's just a text. It's really quick and easy, but you know that somebody there is receiving what you have to say and really taking it in.

RUTH: Yeah.

KATE: And I like that checking in because it doesn't take a ton of time. It's not a phone call, and sometimes we don't have time for a phone call, but even just checking in to go, "How are you today? Give me one word." That's it.

RUTH: Hm. It's amazing how little that happens these days.

KATE: Yes.

RUTH: It just feels like everybody is so busy all the time. That's the word, busy,

busy, busy, busy, busy.

KATE: Yep.

RUTH: And it's true, and I feel that way, too. And I'm just as guilty of it as anybody else, but at the same time, just those little, tiny things that we can do to be a friend and then to have a friend.

KATE: Yeah.

RUTH: It goes both ways. Okay, so I want to make sure we get to this—

KATE: Okay.

RUTH: —and I know we're going to be running out of time soon. So let's talk about the fostering because I know that that's one of the hardest things that's probably happened to you ever in your life.

KATE: Yes.

RUTH: So just give us that story, as much as you want to share, and we can go from there.

KATE: Yeah, that was a big one. So in the ... I think it was the spring of 2015, we had friends who were fostering a sibling group, two kids that were part of the sibling group of four. They were all in care, and we had heard in that moment that Mom was pregnant again, and this was Mom's eighth child. And so we thought, "Well, for sure the state is going to bring her into care." Yeah, who knows? I just heard the situation. I was driving away, and I heard this voice. For us in the faith, I believe that it was the Lord saying, "You should foster this baby." And I was like, "Nope." Like, I have a growing business. My daughter is type 1 diabetic; we had a bunch of other stuff going on with that. I'm a foster-parent cheerleader. I am not a foster parent. Just like nope, and I just drove away, right? So she was born in that July, so a couple months later, and we heard that she had been born, and the state let Mom keep her. And we were devastated, like, what? We knew the situation was so terrible. And it was in that moment I felt kind of washing over me this remorse, and like, "Oh, I missed this opportunity," and so I went to my husband, and I said, "I think we need to get certified." And I just think in this moment, I need to be obedient to that call to say, "We'll do it." And so we did rush certification. We talked with our kids, too. We said, "Do you want to do this?" And they said, "Yeah, we want to be the snuggle family. We want to have babies in our house," and all this kind of stuff. And my son is six, right, so going back to baby is like, shocker. Crazy.

RUTH: Yeah.

KATE: Not done with that. So we got certified, and then November 20th, actually right before Thanksgiving, we got a call. My husband called me at a friend's house, and he said, "They took her from Mom, and she'll come to our house tomorrow." And it's like, you just feel this spinning. Like, I don't have diapers. I don't have all this kind of stuff. And so she came to our house, and she was this sweet little smiley four-month-old, and my kids fell in love with her immediately. She was very dirty, and so we just bathed her and watched her and got to know her. When you get a child

in foster care, the system does not really help foster parents all that much by giving them a lot of information. So we didn't really know, is this going to be a week? Is this going to be months? Like, what is this going to be? The other thing is that Dad was in prison at the time, and so he wasn't around for this transition. So one month turned into a couple months, and then Dad got out of jail, and he had visits, so she would have visits twice a week. And we went through this ... In fostering, you go from court case to court case, and these are reviews. How is the case going? Are the parents doing what they're supposed to be doing? There were many—

RUTH: And where was the mom at this point?

KATE: The mom was—

RUTH: Was she having visits, too?

KATE: She was having visits, too. So, she would be gone for this big chunk of time. And I mean, visits are crazy too, because Mom will feed a cracker to a four-month-old, and you're like, "I can't ..." And then there's also the weird thing of bumping up against meeting her. You don't really do transportation for visits, but you'll bump up against a time where maybe you have to go pick up the child, and seeing her brings up emotions. This mom is giving me her child, and I don't know what to do with this in this moment. And then match all of these crazy things that are happening with the business that's growing faster than I can keep up with it. My team was incredible, and they took a lot of things off my plate. But we got to April of 20 ... I think it was April of 2016, I think it was, or 2017. She had been with us about 18 months. And all of a sudden, I got a call, actually, at a conference. I was about to speak in about 10 minutes. It was actually a text from my husband that said, "She's moving to in-home visits with Dad." It was like that is the trigger that says she's moving home. It was like ... So many things that I can't really divulge publicly, but this was the last thing on our minds. This was, like, if you could take a blow and just go, "You got to be kidding me." The state's goal in any foster case is reunification, and so they work really hard at it, but in this case, we thought, "Are you absolutely nuts to give this child to her father?" And Mom had actually gone back to jail, and she, during this time, had not done anything to really work at getting the child back, so we were never really worried about Mom, but people were telling us, "What do you think about adoption? Are you ready to move forward with that?" And so we were all prepped and ready. And I will say, I guarded my heart, here. I kind of was like, I am holding back. I am not going to step into this until we know for sure, because I knew the process was long. So when I got that text, I was like ... I literally went into the bathroom at The Little America Hotel in Salt Lake City, and I just held my head in my hands, and I was like, "I don't know how I'm going to get through the next two hours of giving two back-to-back talks." I needed the Lord to transcend my body. I was physically losing it. And I don't even know what I said in that talk. I don't even know how I got through it. I know how I got through it—I just made it, and then that night, when I went to bed, I just lost it.

RUTH: Lost it.

KATE: And then I had to fly home, and then you have to prepare your kids. And we decided not to tell our kids, too. So we went to the next court case, and they basically said, "She's going to move home in 60 days."

We were just mortified, devastated, mortified. We had prayed so strongly that this would be blocked and all of these other things, and we just ... There's so many things that you ... You're sitting in a courtroom, and you're looking at this person, and you're thinking, "I don't know how. I don't know how this is going to work." We had to go into family-transition meetings. We were there in that moment. We just looked at him, and just through tears, just to say, "We support you. Our job now is to make this work for you." There is nothing more humbling to say that to somebody who had done what he had done. That just became our ... It became our second journey, and our second journey was, how do we move her home, and then how do we continue a relationship with her? And so we did that, and we transitioned. We actually went to a park. We said goodbye, and we got on a plane. That was literally ... I couldn't be around. My kids couldn't be around. We just needed to have a hard stop, and what proceeded was us having her every couple weekends, but watching her experience this grief as a two-year-old and watching her kind of—

RUTH: She couldn't understand it at all.

KATE: She couldn't get it. There were moments where she would come to our house, and I would just be sitting on the floor with her, and she would just be weeping. And you knew that she was just trying to figure out, like, "I'm not at my dad's, and now I'm here, and you're my mom." And we've had to transition her away from calling us Mom and Dad to calling us Kate and Dave. We've had to take our kids to counseling. We've had to go to counseling.

RUTH: Oh, my gosh.

KATE: I will say that in the last couple of months, our fog has lifted in a new way that gives us a new-found joy, and we're starting to think of, like, okay, well, let's start a college fund for her. I text Dad back and forth often, and Grandma is still in the picture, and I help her, and I see that our role is still now fostering a family instead of just her. You know, I can say, "Do you want me to take her for Thanksgiving like we took her last year? Do you want me to take her again?" He can go, "Yeah, I kind of need a break." And Mom is not in the picture anymore; it's just him. So that was tough for me to feel these deep, deep things, those three years, and then still run a business. And I struggled with these pieces of how much to share of that aspect of my life—

RUTH: Oh, yeah.

KATE: —with people who only cared—they didn't only care—

RUTH: About Pinterest.

KATE: Yeah, yeah. It's like, well, I want Pinterest information from you. I don't need any of this.

RUTH: Yeah. I don't need to hear your whole story. I don't need to know about this.

KATE: Yeah. Totally.

RUTH: Except it makes ... That's what I actually love, I think, about online businesses the most. And I don't know if you feel the same way, and maybe it's just a whole different realm of entrepreneurship, where it does matter. The personal side does matter. That's why we connect with people, and that's why we then want to buy their products or work with them or hire them to help us, because we connect with their personal story, and there's just so much more connection that happens.

KATE: Yeah. And you've been really great with that, I think, just to commend you as you've shared your story. I love that I asked you, how have people received this? And they've received it so well from you, and it's been so encouraging. It's been like, what you said, we have this big business piece, but we have this personal piece that people want that connection. They want to see that we're human.

RUTH: They want the heart.

KATE: Yes, yes.

RUTH: Yeah.

KATE: So not to be afraid of it.

RUTH: Right, exactly. I mean, that's a huge thing to go through, first of all. I mean, and you can just hear in you that it's still so raw and so painful—

KATE: Yeah.

RUTH: —and will probably, there will always be that grief and loss, and for somebody who fears loss and failing more than anything else, what has this ... What's been your greatest lesson out of this?

KATE: I think the greatest lesson is, what are the things that I do to return to joy and give thanks? And I think the giving-thanks piece reminds me that in every situation, there is goodness. There is goodness. And I have to in some moments, even get as granular like, "I'm so thankful for a roof today because it's raining outside and I'm not that person who's living outside, or I'm thankful for carpet." And these practices of going, I can't let this grief that is so big and has so many different facets, right, in our lives overtake me, or I will just curl up in the fetal position, right? I'll just stop. So the thing that it's taught me is to go back to that place of, how can I return to joy right now?

RUTH: Mm, I love that.

KATE: And I think I'm also really self-aware of when I'm anxious and when I'm feeling off that I look for, what are the self-care things that I'm going to do to get to this place of feeling right again in my soul? And thankfulness, I think, is a big thing for me, just to write down in the moment, even if, like, it's carpet. Literally, I have, through tears, gone like, "I am so thankful for this carpet. It's so soft, and it's brown, and it's gray, and it matches my house, and the people who installed it ..." I mean, it sounds crazy, but sometimes, it's all you got is that.

RUTH: Sometimes.

KATE: Yeah.

RUTH: Oh, I do love that, though. Okay, we're going to do rapid fire, just to wrap up.

KATE: Okay.

RUTH: What are you working on right now that has you fired up?

KATE: Promoted Pins. There you go.

RUTH: And that could be a whole other podcast episode.

KATE: I know. And Traction. You got me excited about implementing the Traction method in my business.

RUTH: Oh! Isn't it so good?

KATE: I mean, all you guys talking about it, I was so pumped. So I am really excited about that.

RUTH: Oh, okay. If you are a business owner—and we'll include all the links to everything we talked about, including all the sparkling water, in the show notes for this episode, the best sparkling water—but the book that we're talking about right now is Traction, and if you are a business owner—by Gino Wickman—and if you're a business owner—yeah, I need to see if I can get him on the show.

KATE: Yeah, please do.

RUTH: That would be a good one. If you are a business owner, you need that book. It is life changing. Life changing. It's been amazing. Yeah, it's good, isn't it?

KATE: Yeah.

RUTH: You can kind of obsess over that.

KATE: Oh, yeah. I have my printouts on my couch here that I'm getting ready to fill it out.

RUTH: Oh, so good.

KATE: Like, I can't get through the book fast enough, but I know they're like, "Okay, do this in a two-hour meeting." I'm like, "I don't need two hours; I need 10 minutes. Come on. Let's do this." But I know there's a point to taking it slow, but I just am ready.

RUTH: I love that. That's so high quick start of you.

KATE: I know. It's like you're rubbing off on me. I'm trying to channel the quick start.

RUTH: I love it. Okay, how do you practice self-care?

KATE: I hired a trainer at the gym.

RUTH: Ooh.

KATE: That's one.

RUTH: Big, isn't it?

KATE: It's big. Two days a week, I do that—

RUTH: It's amazing.

KATE: —because I can only get to the gym two days a week. I'm not going to try for five.

RUTH: I won't go.

KATE: I'm going for two is my success metric, just two.

RUTH: That's amazing. I do a trainer, too. I do three times a week. Basically, that's all I can do a lot of the times. I feel like I'm forced to go that way because I have to prepay, and then I'm forced to show up.

KATE: It really is about the money, like, "Crap, I paid for this. I got to go." Okay, so the other thing is I practice what I call like hard stops in my life. So when—I work in a she shed, so my little tiny office—

RUTH: So cute.

KATE: —and when I close the door, that's my hard stop, like, "Now, this is done. This is beginning," and so I try to practice a lot of this is my hard stop.

RUTH: Oh, I like that. Hard stop. I think—

KATE: Yes.

RUTH: —I need to practice a little more of that.

KATE: It has been revolutionary, I will say. I mean, there's—

RUTH: Have you been doing it for a long time?

KATE: I have. I've been doing it, probably for about five or six years now.

RUTH: Oh.

KATE: And then I'm not all muddled, because nobody likes a messy, like, this funnels into this then this, and then you just get all confused and really just cranky and not fun to be around. So if I practice hard stops, I'm a nice person.

RUTH: Hard stop. I think I'm going to try that.

KATE: Yeah. It's good.

RUTH: I'll let you know how it goes.

KATE: Okay.

RUTH: I'll do an experiment—

KATE: You're quick start-ness.

RUTH: —a hard-stop experiment. I'm a quick start. I'm like, "Okay, I'm on it. Tomorrow, hard stop. It's on."

KATE: It's on. It's on. I love it.

RUTH: What is the best piece of advice you've ever received, and why?

KATE: I think it's the one ... I can't remember the exact quote that you gave me, but it's basically like, don't chase someone else's success, like really—

RUTH: Really? Your best advice is from me?

KATE: Yes! It was really—it was like a pivotal moment for me! So, thank you.

RUTH: Oh, wow! I feel so humbled and honored right now.

KATE: Yeah. Okay, I'm going to share the picture with you, because I posted it on Instagram. It was not exact quote, but it was something along those lines of, don't chase somebody else's success and their story; you have your own. And I don't remember if you said it when we were one-on-one or somewhere else, but it struck me.

RUTH: I think it's when you came last December for a strategy day.

KATE: Yep. It was, and it was really good, because, squirrely, I do have a little bit of squirrely in me. And so I realized, like—

RUTH: You got focused that day.

KATE: Yeah, me is me, and me is my success.

RUTH: So good.

KATE: Yep.

RUTH: I love it. All right. Final words of wisdom, and then let us know where we can find you online.

KATE: Final words of wisdom I think would be find the practice ... I would say find the practice of giving thanks in all things, and that will help you return to joy much, much, much quicker.

RUTH: I love it. So good.

KATE: You can find me by going to simplepinmedia.com. I'm Simple Pin Media on all social channels, too. So, yeah.

RUTH: Easy, easy.

KATE: Easy, easy.

RUTH: Thank you so much.

KATE: Thank you.

RUTH: Bye, Kate.

KATE: Bye.

Okay, guys. So don't forget that if you would like all the show notes for this episode along with all the links to everything that we just talked about, you can find it all at doitscared.com/episode42. Once again, get all the show notes and the links on our website at doitscared.com/episode42.

And then, before we go, I just want to say, as always, that I love hearing from you. So if you have any questions about what we talk about today, or any other topics that you would like to see addressed on the Do It Scared podcast, any guest that you would like to see interviewed, please feel free to reach out either via email or just by messaging me on Instagram.

And that about does it for this episode of the Do It Scared with Ruth Soukup podcst. Thank you so much for joining me today. And if you liked what you heard, please leave me a review on iTunes. I love seeing the reviews there. Or better yet, share this episode on your Insta Story and tag me just to let me know. If I repost your story, we will send you a "Do It Scared" T-shirt just for fun. Also, be sure to subscribe either on iTunes or Stitcher or Spotify or wherever you like to listen, to be notified of new episodes.

And speaking of upcoming episodes, be sure to join me next week as we chat about a topic that I know so many people struggle with, including me, and that is comparison and self-doubt. I'll be sharing some tips and strategies that have really helped me, especially when I feel like I am just spiraling downwards into a bad place. And let me just tell you, if comparison or insecurity is something that you've ever struggled with, this is definitely an episode you won't want to miss. And I will catch you then.