

This is the **DO IT SCARED PODCAST** with Ruth Soukup, **EPISODE NUMBER 44**. On today's episode, we are going to talk to blogger, podcaster, and mental-health advocate Faith Mariah about finding the courage to just show up and keep going. Intro: 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.

Hey, there, and welcome back to the show. As always, my name is Ruth Soukup, and I am the founder of Living Well Spending Less and the Living Well Planner, as well as the founder of Elite Blog Academy, and the New York Times' bestselling author of five, soon-to-be six, books.

In today's episode, we are going to be talking to blogger, podcaster, and mental-health advocate Faith Mariah about getting unstuck, finding your path, and then daring to go all in, even when you're not totally sure you know what you're doing. Faith is the founder of the Radical Transformation Project, and she has so much insight to share not just on starting a business from scratch, but on daring to go all in on your life and deciding to view obstacles and challenges in your life as opportunities instead of stumbling blocks.

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.

Okay, guys. So just a couple more quick things before we dive into today's episode, and it is a good one, let me just tell you. First, you can get all of the show notes for this episode, including the links for everything we are going to talk about today, by visiting doitscared.com/episode44. Once again, that's **doitscared.com/episode44**.

Also, if you have any questions, or 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 post, we will send you a "Do It Scared" T-shirt.

So, now, with all those details out of the way, I am so honored to introduce you to the very lovely and very inspiring Faith Mariah.

Hey, Faith. Welcome to the Do It Scared podcast. Thank you so much for being on the show today. I am so excited to chat.

FAITH: Oh, my gosh. I'm so excited to be here. This is a very surreal moment. I definitely, on my blogging journey, had a lot of very surreal moments where I'm like, "Oh, my gosh." Like, me from a year ago would have never seen this. And this is definitely, definitely one of those moments. So thank you so much for inviting me. It's like—

RUTH: You're welcome. You're welcome. Well, I got to meet you this past summer at Activate, which is our live event for Elite Blog Academy. And then, over the past year, I have just loved watching you kind of step up in the EBA community and become more of a leader in the community. And I just think that you have such an amazing heart and such an amazing story. And so, I would love to start there, with your story. Can we just maybe start at the beginning, tell us a little bit about who you are, what you do, and then maybe that quick overview of how you got to where you are right now?

FAITH: Sure. My name is Faith Mariah. I run the blog radicaltransformationproject.com. I help women that are struggling with depression and anxiety, and my blogging story is long and wild, but I'll try to give you a short version of it. I don't even know where to start. I guess—I used to work as a wilderness counselor. I had this kind of wild life where I would go on wilderness trips with at-risk youth. I was a counselor. And then I would take the money I made from those trips and just travel. And that whole kind of chapter of my life was about freedom, it was about traveling, that was really what was most important to me at that time.

And then, I was traveling on a trip. I went to Montana. I was camping. I had this beautiful trip. And right when I came off of that trip, I had a really tragic accident that, well, wasn't an accident. I'll tell you what happened. I had a really tragic incident happen with one of my friends, where one of my friends had been in an abusive relationship, and she left the abusive relationship, and then she went missing. So it was, like, just the darkest time of my life. It was like someone threw a grenade into my life. It was like everything I cared about seemed really stupid. I was like, "I don't want to travel. I don't want to do counseling. I don't want to do anything."

So I came home, and I got a job at the university, and my plan was always to wait it out. I was like, "I don't know what to do, so I guess I'll get a 9:00 to 5:00 job," which had never been anything I had ever had any interest in doing before. But I was like, "I have to wait it out. I have to figure out what the next chapter is." And I just couldn't see my way out of that tragedy. So I worked my desk job for a few years. I just didn't really have any motivation to do anything. I was just getting up and going to work. It was like a really robotic, checked out, depressed, dark time of my life.

I ended up getting an opportunity to go to Europe, which had been a dream of mine. I was in Europe for a couple weeks, and the first part of the trip was great. I was like, "This is amazing. I'm in Europe. Life's so great." And I felt like I was starting to get part of my life back. And then the second part of the trip was awful because I didn't want to go back to my life, and I didn't want to go back to my job, and the relationship I was in was ending. And I was just like, "I don't know what to do."

I was up—this is so weird, but I have this really clear memory of laying on the floor of the Airbnb I was in with all my friends, and I couldn't sleep,

and I was really distraught about not knowing what to do and not knowing what the right steps were to do. And since I couldn't sleep, I was just messing on Pinterest, on my phone. I was just scrolling, and I saw, I think it was Rosemarie, it was someone's income report, like blogging income report. I was like, "What is this?" I just went down this like blogging rabbit hole. And now here we are.

RUTH: Like so many of us do.

FAITH: Yeah. And I was, like—

RUTH: And Rosemarie, for listeners who are not bloggers and who don't know who that is, Rosemarie Groner was on the podcast, I think episode seven or eight or something like that.

FAITH: Yeah.

RUTH: But she's another blogger in our community.

FAITH: She's amazing. She's like a big inspiration to me and is still a big inspiration to me and has been such a pivotal part of my journey. So I got back—I got back a couple days after New Year's. It was my New Year's resolution of 2017 to launch the blog. I launched the blog, I joined EBA when that launched. I think that was March. Is that right? Does that sound right? Then, I did EBA, and I was making my same income as my job by October, and I quit my job. And so it's been a very wild ride, yeah.

RUTH: Wow! So you started your blog—so let me back up a second. So you started your blog, you were traveling in Europe, and when was that? Like, November-ish or something like that? 2016.

FAITH: It was January, or it was December.

RUTH: Oh, January.

FAITH: I was there for Christmas and New Year's. So I was flying back. Because I worked at the university, so they had Christmas off. So I stacked all this vacation time on top of the university being closed.

RUTH: Oh. Smart.

FAITH: Yeah. So I went for a couple weeks, which was awesome. But I cried on the plane back, all the way, which if you've ever—that's a long flight.

RUTH: That is a long flight, yeah.

FAITH: I was so distraught about coming home and going back to that job, and I just reached a point where I couldn't do it anymore. I was like, "This is not my right path." It was so clear to me I was on the wrong path, and I was not supposed to be at that job anymore, and I had to do something. And I had known that for a long time, but I didn't know what it was. I didn't know where to go or what I would do. I knew I didn't want to go back to traveling and camping, because I felt like I had just grown out of that. I was now in my 30s. It's like I can't live in a tent anymore and travel full time. It's just exhausting after a certain amount of years of living out of a backpack. I was like, "I don't want to do that." And so, I couldn't see the way forward.

And honestly, when I saw that stuff about becoming a blogger, it felt like someone threw me a lifeline. I was like—

RUTH: Oh, wow.

FAITH: —“Oh, thank God.” I could see my way out of it for the first time, which if you’ve ever been in a place like that in your life where all you can see is darkness, it was, I mean, just an incredible gift. It was like everything lit up in front of me, and I held onto that. People ask me all the time, they’re like, “How did you do that so fast?” I was like, “I had to.” I had to. I had to find my way out. And it was like one of those moments of just putting a flag in the ground and claiming what I wanted for my life. Sorry, I’m getting so emotional. I’ve never told this whole story all at once.

RUTH: It’s okay. It’s okay. It’s amazing, actually. I mean, I think so many people who are listening to that, listening right now, can probably relate to that, of just feeling like I am not in the right place, I’m not doing what I’m supposed to be doing, I am not where I want to be in my life, and I don’t know what I’m going to do. And that weight of that lays on you, or weighs on you, and just hangs there until you can figure out what else you’re going to do. So for you, it was reading this income report from Rosemarie Groner and realizing that blogging was an option.

FAITH: Yeah.

RUTH: Did know, like, at that point what you wanted to blog about? Or were you just like, “I don’t even care what I blog about. I’m just going to figure something out.” How did that—

FAITH: I had, like, the idea right away. I was talking to someone about this the other day. My blogging journey, I feel like, has just been so divine in just that I always know the thing to do, and I always know the way. It’s always come to me—even my ideas now, my ideas for podcasts, my ideas for blog posts, they come to me complete, and it’s like they’re already done. And so when I had the idea to become a blogger, it was clear. The parts that weren’t clear became clear as I started going on this journey. It just all became clear quickly.

And so I remember leaving Europe. Like, I had notes. In the notes app in my phone, I had, like, hundreds of post ideas and things I wanted to write, and the whole time I was walking around Europe I was like, the details were just coming to me. It wasn’t even like I was sitting down and figuring it out; it was literally like downloading into my brain from, I don’t even know from where. Just from an inspired place.

RUTH: So what gave you the courage, then, at that point, because a lot of people have that feeling, right? A lot of people are stuck where you are. They’re feeling depressed, they’re feeling sad, they’re feeling stuck in a job that they hate, that they know they’re not doing the right thing. They’re just like, “I don’t know what I’m supposed to be doing.” Or maybe even they have an idea of, “I feel like I’m supposed to be doing this.” But you, the difference between so many people and what you did is that you actually, then, took the next step. Not only had those ideas and were writing notes, and taking—I mean, I know so many people who think about starting a blog for five years, for 10 years, who never actually take the next step to go, “Okay, now I’m going to do it.” And you not only said,

“Now I’m going to do it,” but you poured yourself into it to the point where you, within less than a year, were earning enough that you could leave your job at the university.

FAITH:

Yeah. I really feel like it was a bottom moment for me. Like, I had been so unhappy at that point. I mean, that’s three years after my friend’s death of just darkness and not—I mean, you know me, I’m a pretty lit up, passionate person, and for me to be just dark and sad for three years is a pretty intense experience. I was desperate. I was like, “I will do anything to just find some kind of meaning in this life I’ve been given.” I was like, “I’ll take the steps.” And I had been praying for a long time like, “What is the next step for me? What am I supposed to be doing?” I knew I was on the wrong path, but I’d had no idea what it was.

And so I just had the idea, and I just went ... like I said, it felt like someone threw me a lifeline. I clung to it. I was like, “I need out of here. I need to just go.” But looking back, I had so much discomfort around being in that job, and I felt like I was wasting my life, and I felt like I’m on this wrong path and I’m in this wrong job and I’m doing this stuff that’s wrong for me, and this is so wrong, and this is so hard. But looking back, I’m so thankful for that job because if I hadn’t had that job, I might not ever had the courage to take the steps forward.

And a lot of times, if anyone’s listening to this and you’re in darkness and you’re in that place, you don’t know how it’s going to turn out, and you don’t know how things are ultimately working in your favor. And I couldn’t see at that time that things were so dark and things were so hard, but it was ultimately for my good. It was ultimately for my favor, and it was going to turn around. I was going to help so many more people because of it. But when you’re in the middle of it, you can’t always see it, right?

RUTH:

That’s so true. That’s so true. In fact, I was just actually doing some writing this morning and looking back on parts of my journey where at the time, same type of thing, at the time it felt so dark, and I was so mad, and I was so bitter about the way somebody had treated me, or how something had turned out in my life. Yet, when I look back, and now that I have the benefit of hindsight, I can look back and go, “Oh, my gosh. That taught me so much. That brought me to this point that I am. Or that gave me the opportunity that then led to the place where I am right now.” Everything that’s in your life right now is leading you to the next thing. But you’re still responsible for taking the action and taking that next step and getting yourself to the next place that you want to be. It’s almost like there’s no point in being bitter about it or angry about it, but be grateful for the opportunities that you’ve had up to this point that are going to lead you to the next thing.

FAITH:

Yeah. That’s one of the biggest takeaways, I think, from this whole journey that I’ve had was just that the hard times are ultimately working in my favor. And still like now, even, I’ve been walking through some tough things personally. But then I’m turning around and processing it and talking to my audience about it, and my audience is responding back to me saying like, “Thank you for sharing.” Like, “Oh my gosh.” It’s amazing. It’s such an amazing journey to be on.

It’s just made it so clear to me that, yeah, the darkest times of our lives, the struggles ultimately are for our good. It doesn’t mean it’s fair. It

doesn't mean it's right or people deserve what's happened to them or anything like that. But it ultimately, you just never know how things are going to work out and how things are always working in your favor. I mean, I would've never imagined this.

RUTH: It's very true. No, I know. And I also think that sometimes it is because of the hardships that we get to experience joy, because we need both sides of the coin. Like, without the bitterness, you can't taste the sweetness of life. Those two are always going hand in hand. If you think back on your life, too, and the moments that you're most proud of and most excited about and that you really relish and want to hold onto, those are usually moments that are associated with times of a lot of struggle or having to triumph over a struggle or adversity or something like that. It's always tied together. The good and the bad always come together. So, how do you bring that, then, to your business? Talk a little bit about your blog, because you talk a lot about depression and anxiety and provide a place for people to talk about that, which there's not a lot out there in that space, especially in the way that you're presenting it. So can you talk a little bit about that?

FAITH: I just see my job is to show up for my audience and tell the truth because it's such a taboo topic that a lot of people don't talk about. I was really I've never respected you more and I respect you immensely, but I've never respected you more than when I listened to your episode where you told your story, because a lot of people don't tell those stories. Especially once they reach a certain level of success, I think people feel even more taboo and cut-off from talking about those things. But I just see my role in it as showing up and telling the truth, right?

I kind of will give myself these little pep talks where I'm like, "I know that there's women in that dark place." And I still remember, I mean, that's why I'm crying on your podcast, because I remember so vividly what it feels like to feel hopeless and stuck and dark and to spend so many years of my life blocked in depression and locked in that place. And I know there's other women that feel like that. And I want to tell the truth about what it's like to live with depression and what it's like to find your way out of it. There's not a lot of people, I feel like, speaking about it frankly and honestly and openly. And I feel like that's my gift because I just feel called to do it. It doesn't feel hard to me. It doesn't feel like a struggle. It just feels like that's my calling, right?

So I'll give myself these little pep talks like, "People need me. People need me to show up. People need to hear from me. People need to hear my story. People need to hear what the truth is, what it's like to live with mental illness and what it's like to manage mental health." I don't really present myself as a—my background is in social work, but I don't present myself as a social worker. I just present myself as myself.

RUTH: I'm just a person going through this crap.

FAITH: Just a person. Yeah, that's exactly—that's my brand. I'm just a person going through this crap. Yeah, that's exactly my brand.

RUTH: But I think it's so true that people do need to hear that, and they relate to that. People relate—I mean, yes, they want to hear positive stories and uplifting stories, too, but people just want realness, I think. And I think in even today's society so much more where there's so much that divides

us as humans. It feels like when we can just be vulnerable with each other and be real, that is the thing that brings us together. We're all people. We're all struggling through life. We're all going through things. We all have hearts and feelings and hard things that happen to us. And the more that we can see those things in each other and have compassion for each other, I think the more common ground we can find, too.

FAITH: Yeah, I love it. That's my favorite thing about the Internet. People that aren't in the Internet space always ask me about trolls and haters, and I'm like, "That's not my experience on the Internet at all." My experience is, like, I get really nice emails, for the most part. I get a lot of really positive—and I think it's like what you're talking about, it's community building. I have this beautiful community of women now around me, which is so special, and I just never—I never thought about being a blogger, being online. I used to live in the woods, you know what I mean? I literally lived in a tent. So I never thought about what it would be like to be an influencer person in that space, you know what I mean? Like, with people looking at what you're doing and paying attention to you.

But it's amazing. It's so fun. I think there's so much more space for people to step up and share their stories, too. If you're listening to this and you're feeling that in your heart where you have a desire to share online openly, there's so much space for you. People think that there's not space for you, and that could not be further from the truth. There's so much room for you.

RUTH: I agree with that.

FAITH: There's so much room for you, especially if you're willing to get online and be yourself, and get online and tell the truth, and get online and speak passionately and share. This is your time, this is such a magical time that we're in, and there's so much opportunity and space for you.

RUTH: It's very, very true. So, what, aside from building a community and being able to just get paid for being yourself, is basically what you're talking about, what is your favorite part of having an online business?

FAITH: Oh, my gosh. I love everything about it. I'm obsessed with my business. I love it. Running this business has changed my life and just made me such a better person than I would've been without it, because I'm constantly having to step up and become a leader. I'm constantly stepping outside of my box and getting out of my comfort zone and challenging myself to get my message out in new ways, to develop new, more powerful messages, share them bigger, share them more. That's always my goal and my calling.

It's made me—I went on this really, really intense personal development journey, especially the last year or so, because I grew the audience and then I was kind of like, "Oh, there's a bunch of people looking at me now. I need to say something to them. I better get my message right." Right? Like, all of a sudden I was like, oh, there's all these people coming to me, and they're not following me on Instagram for cute outfits. There's people following me that need help, and I have to step up. And so I went on this really intense personal-development journey of hiring coaches, hiring business coaches, hiring therapists, reading all the books, listening to all the podcasts, and it's just been amazing. Personally for me, it just changed me in ways I never could've even imagined.

I was thinking about this about Activate earlier, because I didn't go to the first Activate, because your girl was broke, and she wasn't making any money. So I didn't start making money on my blog until October, and I think Activate was in September.

RUTH: Mm-hmm.

FAITH: And I was so close to quitting. I almost quit, like—

RUTH: Oh, wow.

FAITH: So here's a story for all of the newbie bloggers out here. I literally almost quit—what's that saying when they're like, you quit like right before the finish line or something?

RUTH: Mm-hmm.

FAITH: I was weeks away from making it as a blogger, making full-time income. And I hadn't made any money, and so I couldn't see it. So I was just like, "This is stupid. I'm not making any money from this. I've wasted hundreds of dollars and hours of my life I'm never going to get back." I had a ticket to Activate and I sold it. So I didn't go. I was like, "I can't go to Portland. This blog is just—I'm just flushing money down the toilet at this point." I'm like about to quit, about to quit. And three weeks after that is when I started making my income, and I've been making full-time income ever since. So you never know—

RUTH: That's amazing.

FAITH: —you never know when it's going to happen.

RUTH: It's true. You never know when that moment, that spark. You have to lay the groundwork, and it takes a while. And when you're in that, when you're in it, and you don't know how it's going to end, and I bet now you look back, and you did, I mean, you told the story of looking back and you're like, "Yeah, it happened so fast. It happened in nine months." Yet, in month eight, it felt like it could be endless.

FAITH: Yeah.

RUTH: And you did not know.

FAITH: And I had so much turmoil over that, right? It was like, "Was I ever going to do this? I'm in this job and I hate it. I don't know if I'm ever going to get out of it. I don't know if this is going to work. I don't know if I'll ever do it." There was so much turmoil over that uncertainty. That's the lesson I take now is just be certain. I've decided. I'm like, "My success is inevitable. It's inevitable that this message will get big. That I will go big. Everything that's going to happen is going to happen in its own time, in perfect timing. And it's just my job to stay the course."

And I don't let myself walk in that uncertainty, because it's so hard once you let your brain go in that place of, "I don't know if this is going to work. I don't know if you're good enough. I don't know." All this uncertainty. Once I let that in, it cripples my message, and it cripples my momentum,

and so I just have gotten really good at just blocking that out. I just decide. I decided to be certain. My massive success is inevitable in my mind.

RUTH: I love that.

FAITH: Inevitable. Yeah.

RUTH: I love it. And it's so true because—and I say this all the time—the only difference between people who fail and people who are successful is that the successful ones just don't quit. They don't quit. How many people quit right before something big is going to happen? And they'll never know.

I have said that about my own journey, too, is when I tell my story, my blogging story, which I've told 1 million times, about how I was working, and my husband quit his job, and all this stuff, when I look back, it seems like it happens so fast. And I look back on my business and I go, "Oh, my gosh. I can't believe I built this business in just a few years."

But, at the time, you have no idea what's going to happen. When you're in it, you don't know what the ending looks like. You don't know how its going to look. And it feels very different when you're in it, and it feels scary, and that's where you just have to go, "I'm just going to keep going. I am just going to keep going. I'm not going to quit." That doesn't go for just blogging. That is for any endeavor in life. So if you're listening to this right now thinking, "I want to do something big and scary, but I don't know how it's going to end. And I don't know how it's going to turn out," all you can do is just keep moving forward and keep moving forward and keep moving forward.

FAITH: There's something energetically, too, about, like I said earlier, you have to claim that flag in the ground. There's something energetically about being, "I'm going to make it. My success is inevitable." Like, I decided. I decided to be certain. That was a pivotal moment for me. Once I sold that ticket to Activate, and I was like, "Am I a failure? Am I failing? Am I quitting? What is this?" I decided to keep going, and I just decided I'm not going to quit. I was like, "I don't care if this takes me three years and I have to work without making a freaking penny." I decided to just stay all in. I had been all in, but I decided like, "No. I'm not quitting. I'm going to make it. And I don't care how long it takes me. I don't care if no one reads this stupid blog for three years, if I don't make any money. I'm going to show up."

And there's something about deciding and being certain and putting your flag in the ground and standing up for your life and deciding to show up. I really believe that. I think you can feel people's energy online. People feel that from me when I show up online and I'm like, "I'm here. I'm here to spread a message. I have things to say."

RUTH: Yes. I love it.

FAITH: Yeah. When I first started, I was scared of everything and scared of what people would think of me; and if my neighbors saw my blog or my ex-boyfriend saw it, what would they think, and all this fear and stupid stuff that

I don't even entertain now. I've talked myself up to this other place in my life where I'm like, "My message is important. My work is important. I'm here to show up. And I don't care how hard it is. I don't care who laughs at me. I don't care who thinks I'm stupid. I'm here to show up for my life. My flag is in the ground. I'm going to make it. My success is inevitable. I'm here to help a lot of people." And there's something energetically about that, I think, of just deciding and being certain and then just going forward. That's really been helpful for me.

RUTH: Well, clearly, it's working for you. So, for people who are listening and trying to get more traction for their online business right now, what advice would you give them? Whether it's more traffic, more sales, more eyes on their page, whether they're just like, "I don't know if I'm actually going to make it." Besides put your flag in the ground, which is amazing advice, like, claim it and just go—

FAITH: Just decide to be certain and then make a lot of stuff. Just make a lot of stuff. You need that momentum. You need that creative momentum. I believe a lot in the creative energy of ideas. That's why I believe ideas come to me whole and completed, like whole downloads, like I was saying earlier. I can just sit down and be like, "What is the blog post?" And it just channels itself. It's done. I already know what it is because I'm a creative inspired person, because I have so much creative momentum. But you have to get going. People get stuck. They get stuck over the dumbest stuff. "What's my brand color? What's my logo? What's so and so doing? Facebook said this about Pinterest." It makes them stop. Do not stop; just create. Share your message.

When I started, my message, honestly, wasn't that powerful; it was kind of stupid. I didn't really have a lot to say, because I had never spoke to an audience before. But I had to show up and write and write and write. And I have the podcast, and talk and talk and talk. Go on live, like live video on my Facebook group and talk to my people, and go on Instagram and talk to my people. And over time, my message got better. But if I had just sat there, it doesn't move you forward. You need to be in a creative inspired space, I really think, to make it. And the way I did it was I just made a lot of content. There's been plenty of months where I was doing one blog post, two blog posts a day at some points of my time.

RUTH: Wow.

FAITH: Yeah.

RUTH: So, how did you continue to built that creative energy, because that's—like, I love that you're, it sounds like you're not at all a perfectionist—

FAITH: No.

RUTH: —where you're just like, "I'm just going to get it out there, going to get it out there," which is so important, but so many people are, and that is what holds them back thinking that everything has to be perfect before they can move forward. You were like, "My message wasn't even that good, but I have spent the last year and a half developing myself and developing my message and

developing all of these skills so that my message can get better and better and better.” And it is. It’s amazing. And your audience gets to grow right along with you.

FAITH: Yeah. I think perfectionism is just people hiding and being scared. I really think that. If you’re being a perfectionist, I think you’re hiding. You’re hiding behind this thing that what you’re creating isn’t good enough, this belief you have that what you have to say, your core message, isn’t good enough, or maybe people won’t like you, or maybe the quality is not there. It really comes from a place of fear. You need to find what drives you forward to get over your fear, whether it’s quitting your job.

When I first started, I was quitting my job. I was like, “I have to get out of this job if I’m going to make it in life.” That was my driving force, at first. Then I made it out of the job, and now it’s my message. I would do anything for my audience. I’ll share any story, do anything for them, because that’s my mission. You have to find something in your heart that will get you over that fear and get your stuff out there. Because perfectionism, you’re just hiding, you’re just hiding behind fear. It doesn’t matter. If you’re not getting your message out, if you’re not showing up for your people, if you’re not creating, it doesn’t matter why. It doesn’t matter if you’re a perfectionist or you’re lazy, at the end of the day you’re not showing up for your audience, and you’re not getting your stuff out. I don’t know. You’ve just got to kind of decide to do it. Right? Do it scared.

RUTH: Do it scared.

FAITH: Do it scared.

RUTH: So, let’s talk about fear. I mean, you’re already talking about the role of fear as perfectionism, but fear shows up for different people in different ways.

FAITH: Yeah.

RUTH: So, it maybe didn’t show up in that way for you. How did it show up in your life and your business? What’s something that’s really scared you, and how have you had to move past that?

FAITH: It shows up all the time. I feel like the reason this journey has been so transformative for me is that I constantly have to stand up and push myself to the next level. And I had been wanting to be on YouTube for a long time. I just launched a YouTube channel. One of the other girls in EBA group really inspired me. I had had it in my heart, but I was scared, because I don’t like being on camera. I was like, “It’s such a weird, uncomfortable, cringey kind of thing to do to me, to film myself in my house and talk to a camera.” I was like, “I don’t know if I can do that. It’s too uncomfortable.” And then I realized I was like, “I cannot be running literally all over the entire Internet telling people to stand up and show up in their lives and then not be willing to get on YouTube.” You know what I mean? It’s like I just have to. At this point, I’ve built so much accountability for myself, standing up for fear, because I literally have been running all over the Internet: Instagram, Facebook, podcasts, I mean, every corner I can get in, everyone that will listen to me, I’m just

talking at them trying to spread this message. And it's like I've built so much accountability for myself, I can't hide from my fear anymore. I have to have that level of accountability of rising up and stepping up and willing to be uncomfortable and do things that make me want crawl in a hole. I edited that video, and I was like, "Oh, my god." And I uploaded it, and I just emailed it to my list. My list is, like, 30,000 people. I was like, "All right."

RUTH: Here you go.

FAITH: That'll be the hardest one.

RUTH: So you did it.

FAITH: Yeah, yeah. I knew the first one—

RUTH: Oh, yeah.

FAITH: —would be the hardest one. And I was talking to Jennifer. She was like, "Just do it. Just take the camera you have, upload the video, and just do it."

RUTH: Oh, gosh.

FAITH: And I was like ... and I love—

RUTH: You do have to just do it.

FAITH: Yeah.

RUTH: I felt the same way about video when I first started. I would not go on—and I made these couponing videos at Publix with my kids, and they were horrible. And then people on YouTube are not kind, either. They will tell you all the things that you do wrong, like, all the times you say, "Um," and whether you buckle your kid into the shopping cart. They will let you know. But it's great practice.

FAITH: But it's that same feeling over and over again. I had the same feeling when I emailed my list for the first time. I had the same feeling, like I didn't want to do email for so long, because I was scared to email. Looking back, it's so funny, I think I had 30 subscribers, and my heart would pound every time I would email my list. It was so silly. But now email is no big deal. Now I go live in my Facebook group all the time, that's no big deal. That used to be terrifying to me to go live in that group. But you just kind of keep evolving and pushing. There's never really, I don't think as a business owner and someone in the online space like we are, I don't think there's ever a point where it's comfortable and you're just like—

RUTH: True.

FAITH: —that I've seen coming anyway. Maybe I'll retire or something.

RUTH: No. I think that's true. I think every time you do something that pushes you past your comfort zone—and this is not just for business owners; this is anytime in life—

FAITH: Yeah.

RUTH: —but anytime you push yourself a little further to do something that you didn't dare do yesterday, that gives you the courage to do the next thing. Then, when you get a little further, you see, "Oh, there's that thing over there that I'd never even noticed before because I was down here hiding from all of this stuff." And you start to see more and more stuff, and you start to push yourself a little bit more and a little bit more. And you build up that courage muscle again and again and again, and do things that you never would've thought possible. And you'll look back on it a year from now or two years from now or five years from now and go, "Oh, my gosh. First of all, I can't believe I was scared of the stuff that I was scared of. But second of all, I can't believe how far I've come in all the things that I have dared to do."

It's pretty cool and pretty amazing. You just have to start by taking that first step. You don't have to do all the steps. And when you listen to something like this, I think it's easier to think, "Oh, my gosh. Well, I could never do all of that." But it never starts out, like, this waterfall. It starts out like a little trickle.

FAITH: Yeah. That was something that really motivated me in the beginning. I would tell myself all the time. I was like, "Everyone started from zero."

RUTH: Yes!

FAITH: Because I would look at people's numbers and stuff and be like, "Oh my god. How do they get this kind of traffic? How do they do that? How do they do this?" I would be like, "They all started from zero." Like, we all start at zero, for the most part. I'm sure there's some—

RUTH: Every single person starts at zero.

FAITH: —celebrity.

RUTH: Always.

FAITH: Yeah. That really was encouraging to me. I was like, "If she can do it, I can do it."

RUTH: I love that.

FAITH: "Please let this work."

RUTH: So, what is one of the hardest lessons that you've had to learn, either in business or in life? Either a huge mistake or a time somebody just treated you really badly. Just tell us what happened and what it taught you.

FAITH: Gosh. I made so many mistakes in my business, but nothing catastrophic. I've had things happen lately that would have before just totally blew my mind and made me really upset. But now I'm just like, you know, mistakes happen, and you just roll with the punches. My business is evolving. The Internet is so unpredictable. We're in such a new space, and my business is new, and I'm new. I didn't even have a smartphone when I launched my blog. I'm very

not tech savvy at all. Literally, if I can have a blog, you guys can do anything that you want, because I ... my friends now think it's hilarious that I'm on the Internet and I have this online business, because I was the one really that, you know, I didn't have a smartphone until I was, like, 30 years old, so a few years ago, because I was living in the woods. The Internet was such a foreign place to me.

As far as—I can't think of a single mistake. I feel like it's just a constant learning process. But I try to just give myself the space and have grace with myself because I can be very hard on myself. I'm a very goal-driven, motivated human being, which is a great trait, but it also means I can be a complete jerk to myself and beat myself up. I've just decided to give myself grace. I think that's one of the most important lessons this journey has taught me is just to be nice to myself and be kind.

It really comes from that place of I never want to slow down that momentum, that creative energy. When you're a jerk to yourself, I guarantee you, if you're not having ideas, and you're not inspired, it's because you're a jerk to yourself. You need to reevaluate because your brain is bringing you ideas, and then you're going, "That's stupid. That's a bad idea. That's stupid. No one is going to want to that."

RUTH: Very true.

FAITH: Do you think your brain is going to keep giving you ideas? You think you're going to be inspired if you're being a jerk to yourself. So I really had to learn ... I hold ideas and being inspired as sacred. I see that as my most important job in this world is to be a leader but to be inspired and to be coming up with new things. And to do that, I have to give myself grace and be kind to myself. Every time I get an idea, I'm just like, "Thank you. Thank you. Thank you. Thank you." And I'm so grateful for it, even it's the dumbest idea, because I want my brain to know it's safe to think differently, it's safe to bring me ideas, it's safe to come up with new things.

And I think going through the struggles I've had to go through in business of just screwing stuff up and having no idea what I'm doing and making mistakes over and over again and having to learn give myself grace and be kind, because I don't want to slow down that momentum. Does that make sense?

RUTH: Yes.

FAITH: Okay.

RUTH: So much sense. It's—

FAITH: Sometimes I'm talking about things—

RUTH: It's amazing.

FAITH: —and I'm like, this is an idea—

RUTH: No. It's so good.

FAITH: — I'm processing now.

RUTH: It's so good I didn't want to stop you because I was just like, this is gold right here. So good. So, what are you working on right now that has you really fired up?

FAITH: I just launched a new podcast and a new, I guess, brand. I launched faithmariah.com, and that is going to be a podcast about blogging, about being inspired, and it's kind of like pep talks. I was going to call it Radical Pep Talks for Bloggers. But it's more about my spiritual beliefs. I'm going to talk about practical things, too. I feel like people always want to talk about practical things, because they're like, "Tell me what to do. Give me a little checklist to success,"—

RUTH: Yes.

FAITH: —which in my mind is not how it works at all. I attribute my success so much to being inspired and being vulnerable and all these abstract ideas. So I started the podcast—

RUTH: Yes.

FAITH: —to talk about that.

RUTH: But people don't want to know about that so much.

FAITH: People are like, "How do I get the traffic? Tell me those things."

RUTH: That's actually how I started Elite Blog Academy was because I wrote this book, *How to Blog for Profit: Without Selling Your Soul*. And I never really intended to talk about blogging or write about blogging or anything, but all these friends and readers had been asking me, "What are you doing? How did your husband quit his job?" So I wrote this book and I thought, "Okay, I'm just going to write it. I'm going to put it out there. It's going to be done."

Then, all these people wanted to know more stuff. They're like, "Can you do consulting?" I was like, "I guess I can." I was still in that "throwing spaghetti against the wall" phase where you're doing whatever you can. And so I'm like, "I guess I can do consulting." And I did it, and it was great. I would love coaching people. I love working with people one on one. But I found that it was really time consuming, and also, everybody asked me the exact same question, which was, "I just want to know step by step by step what I have to do to be successful. Can you just tell me step by step what I have to do?" I was like, "I need to create a course on this." And that was how Elite Blog Academy was born, and as you know, it does, teaches you step by step by step how to be successful.

FAITH: Yeah. I'm so excited for the new launch.

RUTH: So, you launched this podcast. So, did you—yeah, let's talk about that new launch in just a second. But you launched this podcast. When did it start? Is it going now?

FAITH: It was my New Year's resolution, but I started it before January. I tried to start

my New Year's resolutions a couple weeks before January, so I launched the YouTube channel.

RUTH: Oh.

FAITH: I wanted to have a couple videos up on the YouTube channel and a few podcast episodes up before January first just so I could—because I'm so big on momentum, I don't know if you're getting that thing from me.

RUTH: Yes.

FAITH: I want momentum going into the new year. I don't want to start from stopped; I want to be going.

RUTH: I kind of love that idea.

FAITH: Yeah.

RUTH: Starting your New Year's resolutions in December.

FAITH: Yeah. So I was, like—

RUTH: Genius.

FAITH: Yeah. I was, like, I didn't have all my goals written out, like I didn't have everything—I know you're really into goal setting, I am, too—so I didn't have everything mapped out exactly, but I knew YouTube channel was coming, I knew blogging podcasts was coming, so I was like, "Okay, I'm just going to get those out, and that way when I start in January, I already have that momentum going." So I think I have three episodes of that podcast up now, talking about blogging.

RUTH: Awesome.

FAITH: And I love talking about blogging. I'm obsessed with it. I don't have a lot of space to talk about it, because my friends don't know what a blog is. People still don't understand. They're like, what? My mom, the other day, literally, was like, "How do you make money on the Internet? What are you doing?"

RUTH: My parents still ask me that, too.

FAITH: She's like I don't understand—

RUTH: All the time.

FAITH: She's like, "I look at your—"

RUTH: I don't really understand what you do.

FAITH: Yeah. She's like, "I read your blog, but... You're making money from it? How?" She's so confused, so I was trying to tell her. But I love talking about blogging,

so I just wanted a new, fun, inspired project to do. So, that's at faithmariah.com. You can check that out. If you guys want to see me being cringey on YouTube, it's up there. It's up there.

RUTH: You have one YouTube video up so far?

FAITH: I have two. I have two.

RUTH: Two, okay. Two. And maybe by the time this episode airs, there'll even be a few more.

FAITH: I hope so.

RUTH: We're going to cheer you on. Oh, that's awesome.

FAITH: They are time consuming. I was like, "Jennifer, you didn't tell me when I started this YouTube channel that it takes 10 hours." It takes me, like, no time to edit my podcast, so I was like, "Oh, it'll be like a podcast but on video." No, it's like a whole different ... I was literally Googling, "How to edit video not on a Mac? What software?" Then I downloaded it. And then, I was Googling, "How the heck do I use this? How do I make this into a video?" It was such a mess. It took me a whole night. I thought it would take me an hour to learn how to edit video, which is like—

RUTH: I'm sure you'll get faster. I love that, actually, though. It's such a good example, though. Like, you don't actually have to know how to do something before you just do it.

FAITH: No.

RUTH: You're just like, "I'm just going to make a video, and then I'm going to Google how to edit it, and figure it out." Maybe it's not going to be Oscar caliber at this point, but it's good enough. I'm getting the message out there, and I'm figuring it out.

FAITH: Yeah. And it will get better, right?

RUTH: It will get better.

FAITH: That's part of giving myself grace, too.

RUTH: Yeah.

FAITH: I give myself grace to just suck at things sometimes, because I'm like, "I'll start here, and it will get better." It's tough to go through that learning process in front of an audience and have people watching, which is almost embarrassing, I think, at this point. This is another learning thing I did.

RUTH: It's kind of true.

FAITH: I was scared of doing Facebook Live for so long; I was terrified. And I knew I wanted to do it, but I was always like, "Oh, I'll do it when my group is bigger."

Don't do that. If you're listening to this, don't do that, because I had to learn how to do Facebook Live. I had thousands of people in my group by the time I learned how to do Facebook Live, and I was like, "I wish I would've done this months ago when I had the idea."

RUTH: When it was way smaller.

FAITH: "When the group was small, and I knew everyone in the group. It would've been a lot easier." So that really taught me a lesson. It's, like, don't wait. My audience is only going to get bigger, hopefully. Please, God. It's like don't wait until, like, my audience is bigger to learn these lessons. Get on YouTube now.

RUTH: Love it.

FAITH: I might as well bite the bullet.

RUTH: Just do it and do it now.

FAITH: Yeah.

RUTH: So, on that note, last question: what is the best piece of advice that you've ever received, and why?

FAITH: There are so many, I feel like, that I love. But I'm really on a Tony Robbins kick lately, and I love—he always talks about life is happening for you; it's not happening to you. I've been walking through some pretty tough personal lessons at end of 2018 and just some personal struggles. I just keep telling myself that. I'm like, "This is for my good." That's one of my affirmations I use. If you're walking through a tough time, I tell myself 1,000 times a day, I'm like, "Everything is happening for my good and in my favor. There's no other way for it to go." And I had to add that second part, that certainty. "There's no other way for it to go."

RUTH: I love that.

FAITH: And it helps me. Sometimes when you're walking through a tough time, it can seem dark, and you can't see your way out, and you don't know that there's anything good that's ever going to come of it. You just have to ... it's not faith until it's tested, right? I love that quote, too. It's not faith until it's tested. You have to be able to say to yourself, "Everything is happening for my good and in my favor. There's no other way for it to go. Life is happening for you not to you." And we talked about that a little bit in the beginning. But that's really gotten me through some tough times in my life of just being like, "This is happening for me, not to me."

I get to decide what things mean in my life. I'm the boss. And that's really been a huge mindset shift for me, too, is I get to decide what this means to me. I get to decide how this impacts my life. I get to decide who I become because of this situation. I get to decide how I see this, and I can decide to see this differently. I'm the boss, I'm in control, I'm in the driver seat. I don't get to decide what happens to me, but I get to decide that it's for my good, and I get to decide that I'm going to show up in my life and use my struggle

for good. And I get to decide what struggle means to me. I'm in control.

There are so many people that feel stuck. I was like that, right? I just felt stuck and victimized by my life. I'm like, "My friend was murdered by her boyfriend. All this awful stuff has happened. Why is this my life? I don't deserve this." It's such a disempowering place to be in. And once I decided, "Yeah, that stuff is unfair and hard," you know, that's not what I'm saying, but I get to decide what I do with it. I get to decide what it means to me. I'm the boss, I'm in control, I'm in the driver's seat. This is my life. I decide. I don't know. That Tony Robbins quote, I always think about that. I don't know. I'm on a tangent.

RUTH: Boom.

FAITH: Boom. There we go.

RUTH: Drop the mic right there, girl. That was it. I don't think you can end any better than that. It was, seriously though, such good advice, and it brings it all full circle of everything we talked about in the beginning.

FAITH: Oh, good. What a miracle.

RUTH: Thank you so much, so much for coming on today. This was so good, and you have so much wisdom to share. Final words, we can find at where?

FAITH: I'm at www.radicaltransformationproject.com. You can find my mental-health podcast there. I have a mental-health support Facebook group I would love to have you come join. I'm on Instagram, @Radicaltransformationproject, if you want to see me. If you want a pep talk from me every day, follow me on Instagram, because I'm on Instagram every day.

RUTH: Awesome.

FAITH: You can see my dog.

RUTH: And we will link to all of this in the show notes as well. So you can find Faith everywhere and find her in the show notes there. So thank you—

FAITH: This was so fun. I can't believe this.

RUTH: Thank you, Faith.

FAITH: This is a very surreal moment for me, for sure. I would've never imagined, even a year ago.

RUTH: You just never know.

FAITH: You just never know.

RUTH: Never know where life is going to lead you.

FAITH: I know.

RUTH: Right?

FAITH: This is so true.

RUTH: Thanks, girl.

FAITH: Bye.

RUTH: Bye.

Okay, guys. So, don't forget that if you would like to get all the show notes for this episode, along with all the links to everything that we just talked about, or if you would like to grab our free "Do It Scared" manifesto, you can find it all at doitscared.com/episode44. Once again, get all the show notes and the links on our website at doitscared.com/episode44.

And then, before we go, I just want to say, as always, that I love, love, love, love hearing from you guys. So if you have any questions about what we talked about today, or any other topics that you would like to see addressed on the Do It Scared podcast, any guests 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 podcast. Thank you so much for joining me today. And if you liked what you heard, you can leave a review on iTunes or, better yet, share this episode on your Insta Story and tag me 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 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 get asked about all the time, and that is, how do you mentally prepare to start a business? I'm going to share some pretty big and pretty hard lessons that I've had to learn in my own professional life, as well as some essential tips that any aspiring business owner needs to know. Even if you're not thinking about starting a business right now, there are some great life lessons in there as well, so if you are thinking about starting a business, well, then, this one is a can't-miss episode, but I really think it's going to be good for everyone. So I will catch you then.