

This is the **DO IT SCARED PODCAST** with Ruth Soukup, **EPISODE NUMBER 46**. On today's episode, we are going to be talking to DIY blogger extraordinaire Jennifer Marx about turning your passions into profit and about daring to go above and beyond to protect the people that you love.

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. Doors only open to the public once a year, but you can get more info and join our waiting list at [eliteblogacademy.com](http://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 Jennifer Marx, who is a DIY blogger at [jennifermaker.com](http://jennifermaker.com). Over there, she shares all sorts of amazing craft tutorials that have garnered her a huge tribe of raving fans. I have been blessed to get to know Jennifer over the past couple of years through my blogging course, Elite Blog Academy. And let me tell you, it has been so fun to watch her grow her blog from almost nothing, a tiny, little baby blog, to this amazing and vibrant community that is now earning her close to seven figures after only two years. Crazy, right? Her story is pretty incredible, and she also just has so much wisdom to share about facing your fears and taking things one step at a time that I really, really love.

So, I'm very excited about this episode because, 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 that we're never afraid; instead, courage is being scared but taking action anyway, despite our fear. It's putting one foot in front of the other, even when we're not quite sure where that path is going to lead.

Okay, guys. So just a couple more quick things before we dive into all of the goodness of today's episode. First, and this is important because there are going to be a lot of links today, but first, you can get all of the show notes for this episode, including all the links for everything we are going to talk about, by visiting [doitscared.com/episode46](http://doitscared.com/episode46). Once again, that is **[doitscared.com/episode46](http://doitscared.com/episode46)**.

Also, if you have any questions, or just want to share some feedback on this episode, you can message me 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.

And now, without further ado, I cannot wait to introduce you to my friend and student, Jennifer Marx.

**RUTH:** Hey, Jennifer. Welcome to the Do It Scared podcast. Thank you so much for being on the show today.

**JENNIFER:** Hi, Ruth. Thank you for inviting me. I'm so excited to be here.

**RUTH:** You're welcome. So, I have just loved getting to know you a little bit better the past year or two through Elite Blog Academy, and I'm even more excited to get to know you better this year through the VIP Mastermind, which you just joined this year for the first time. So exciting.

**JENNIFER:** I know. It is so exciting.

**RUTH:** What I really love about you is that you just have such a huge heart and such an inspiring story. So, can we just maybe start at the very beginning? Give us the quick and dirty overview of who you are, what you do, and then the overview of how you got to where you are right now.

**JENNIFER:** So, the very beginning, like I was born on October 9, 1960, and I'm 50 years old.

**RUTH:** Well, maybe not that—you can choose whatever you feel is relevant—

**JENNIFER:** Okay.

**RUTH:** —to the conversation, but sort of where you were at and where you are now, and however much of that you want to talk about.

**JENNIFER:** Well, so really, my story begins a while back. So, I've been working online for a really long time. I was a beta tester for the World Wide Web, if you can believe that, so back in the early '90s.

**RUTH:** They had beta testers—

**JENNIFER:** Oh, yeah.

**RUTH:** —for the World Wide Web?

**JENNIFER:** They did. They did. Because I was an employee of America Online. So of course they had the employees test it.

**RUTH:** No.

**JENNIFER:** Yes. I know. That's how—

**RUTH:** I feel like we could have a whole episode just on this topic.

**JENNIFER:** We probably could. So, I have been working online a long time and always doing what I love to do, which is share what I know. This is my calling in life is just sharing everything I know. So, it wasn't long before a book publisher noticed that I was just sharing all this stuff and asked if I'd write a book, and of course I said yes, and one book led to another then another, and then eventually—

**RUTH:** Was this just that there were not very many people on the Internet at that point? You were working for AOL—

**JENNIFER:** Oh, yeah. Yes.

**RUTH:** —and sharing things. Like, what kind of things were you sharing?

**JENNIFER:** I was sharing mostly information about America Online. So, back then that was kind of the game that was in town.

**RUTH:** Oh, I remember.

**JENNIFER:** Right? Yeah, so—

**RUTH:** Yeah, dial up, where you'd have to wait for it.

**JENNIFER:** That's right. And do you remember the sound? Yes. That was a long time ago.

**RUTH:** You've got mail.

**JENNIFER:** Yeah. Correct.

**RUTH:** This is dating—for anybody, any millennial who's listening right now, they're like, we have no idea what you're talking about.

**JENNIFER:** I know, right?

**RUTH:** We have completely dated ourselves. We are officially old.

**JENNIFER:** That's right. That's right. Yeah, so my first book was called AOL Keyword. So, it was basically a list of all the things, the places ... So, keywords were how you moved around on America Online, like URLs now.

**RUTH:** Because this is pre-Google.

**JENNIFER:** Yes.

**RUTH:** This is pre-Google.

**JENNIFER:** It is pre-Google. Right. It's even pre—

**RUTH:** It's a whole other world.

**JENNIFER:** Yahoo, or the other weird search engines that we had back then.

**RUTH:** It's like my kids asking me the other day, "What's a landline?"

**JENNIFER:** Oh, really? Oh, my gosh.

**RUTH:** Yes!

**JENNIFER:** Yeah.

**RUTH:** It's amazing to feel so old. Hey, keep going, though. I'm totally interrupting you. I'm so sorry.

**JENNIFER:** Okay. Okay. It's totally fine. So, eventually, I wrote all these cool books, they were at major publishers, and I'm like, "This is really cool. I love writing books. I love reaching lots of people, so I'm going to do my own books," and so I did that, and I did that for 20 years, and it was awesome. I built an amazing community, and, by all accounts, I was really successful. I was a bestseller, award-winning author, right? But, just as we were talking about, things change.

So, the Internet came along, and print books just didn't have the same importance in our lives the way they used to because we could just go online to get the answers to our questions. You can Google anything.

**RUTH:** And what kind of books were these?

**JENNIFER:** They were travel guides, mostly.

**RUTH:** Travel guides.

**JENNIFER:** Like, Disney World and Disney Cruise Line, and Disneyland.

**RUTH:** Okay.

**JENNIFER:** Yeah. So, things just started kind of going downhill for the last 10 years, really, of doing that. Every year, I'd earn a little less and a little less and a little less until I got to the point where there was not enough to pay my bills, and it was so very scary. I can't even express it because this is really what I'd done my entire adult life. This is what I knew. It was this whole thing I'd built, right? But—

**RUTH:** Right. And if you're doing that for 20 years, then you kind of get to the point where, "I don't actually have any other marketable skills anymore."

**JENNIFER:** Right. Like, what else am I going to do?

**RUTH:** Right?

**JENNIFER:** Like, this is what I do.

**RUTH:** What am I going to do?

**JENNIFER:** I write books, right? But I am a mom of an amazing daughter, and she was going through issues at the time, and there was no way I was going to attempt to downsize and say, "Hey, we just can't afford a house anymore, so we need to move out." This is a really ... She's, like, 14. This is a difficult time, and I'm not going to do that to her. So, I had to buckle down and figure out what I was going to do to either revive my business, which I had tried to do and didn't work, or start something new, and I chose to start something new.

So, just a little over two years ago now, I decided to try blogging. I had been hearing people talk about it just a little bit, like whispers, right? But the whispers I was hearing were that it was, or could potentially be, something really quite amazing. Blogging is really just an extension of what I do. Instead of writing in a print book and publishing and printing it, I'm writing online and publishing it there. It's not really that much different, I thought, right?

**RUTH:** Mm-hmm.

**JENNIFER:** So, I decided I would—I had a hobby blog called JenuineMom.com, and it was genuine with a J because my name is Jennifer, and all we did was just ... It was all mom stuff. We put recipes up and our little crafts. It was not monetized or anything like that. It was just for fun, very inconsistent.

**RUTH:** Just a hobby.

**JENNIFER:** Just a hobby, yes. Maybe 10 posts. Maybe.

**RUTH:** Oh, wow.

**JENNIFER:** Yeah, so totally nothing, right? So, I dusted it off, and I decided I was going to make a go at this, and I worked diligently on it for three months and didn't get very far, and I realized that I needed some help. I started looking around, and that is when I found you. You were everywhere.

**RUTH:** Surprise!

**JENNIFER:** I know. Elite Blog Academy, everywhere.

**RUTH:** I was everywhere?

**JENNIFER:** Everywhere. Like, all these amazing bloggers were talking about how Elite Blog Academy had helped them, and I'm like, "Whoa. This must be amazing." But I'm a really practical, down-to-earth person, so naturally, I did lots of research because this is what you do, right? There's a lot of stuff online. You can't believe everything you read online.

**RUTH:** I've heard that some people do research. I'm a low—

**JENNIFER:** You don't do that.

**RUTH:** —fact finder, so I'm more of a bullet-point person. Is that bad to admit that?

**JENNIFER:** Well, I read everything that I could and all of the reviews and looked into the blogs of the people that were writing the reviews and were they really genuinely successful. And I came to the conclusion that Elite Blog Academy was it, and I wanted to join, and I couldn't join because it didn't open for, like, two months.

**RUTH:** Oh, that's so sad.

**JENNIFER:** Yes.

**RUTH:** I know, because we only open once a year.

**JENNIFER:** Once a year, that's right.

**RUTH:** So, when was this? This was January?

**JENNIFER:** Late November.

**RUTH:** Oh.

**JENNIFER:** It was, like, November, December—

**RUTH:** Oh, yeah.

**JENNIFER:** —in that time period that I was discovering you and was so excited to join, and had to wait. The nice thing is that you have an awesome blog, and there's resources online. So I went and got every single thing that I could, and I read everything, and I stalked the blogs of every other person that was a part of this because the thing is is that by this point in my life, I really had been doing everything on my own. Having started on the Internet in the very dark ages when there were no guides or books or tutorials on anything, I had to figure everything out on my own, and I realized that really wasn't the answer. And going to somebody who already knew how to do this was the thing I hadn't tried yet. That was the only thing I hadn't tried, mostly because I didn't have the opportunity.

**RUTH:** Well, you couldn't try that because there was nobody.

**JENNIFER:** Exactly, exactly. But here, there was this person saying, "I have figured it out, and I will tell you what to do. Come join me," and I'm like, "Okay, sign me up. Let's do this."

**RUTH:** So you signed up?

**JENNIFER:** So, I did. I did. I signed up in February—no, March—2017.

**RUTH:** '17?

**JENNIFER:** Yes, '17. So it hasn't been two years yet, when we're recording this—

**RUTH:** Wow.

**JENNIFER:** —but coming up on it, right?

**RUTH:** Coming up on—and now, like, this is the really cool part. Talk about year one, because it was crazy.

**JENNIFER:** So, yeah. So, year one I started, and I am a Type A, good-student type, and so I did all the work, of course. This is what we do, right?

**RUTH:** You're a rule follower, right?

**JENNIFER:** Yes. I am a rule follower, yes.

**RUTH:** Yes.

**JENNIFER:** We can talk about it if you'd like.

**RUTH:** We should talk about that.

**JENNIFER:** And I'm a rule follower with an asterisk. There's a caveat to that.

**RUTH:** Okay.

**JENNIFER:** So, I did all of the work, and of course, you know, in the—you don't see immediate results, because this isn't quite the way that it works. Blogging is a long game. You need to put a lot of work into it—

**RUTH:** Yes.

**JENNIFER:** —and the payoffs come later.

**RUTH:** Yes.

**JENNIFER:** But I did all the work, and listened to what you said because you were successful and I was not. It's really that simple, right? And now it sounds funny, but it really is true. You're really awesome, and you know what you're doing, so why wouldn't I listen to you?

**RUTH:** Well, thank you for saying that. I feel like my head is going to explode right now. It's getting so big, can hardly fit in the room.

**JENNIFER:** So, I did everything, and I got to unit five, which is the unit on email, and you make a very big deal about how important it is to, basically, grow your tribe, which really, really comes down to growing your email list. So, I put my heart into growing my email list. Seriously, that was, like, my priority. Everything centered around building my mailing list. So, by the time we get to, like, six months in from when I started EBA, I got to the unit on product creation. I was very afraid to do this. It was very scary. But I did it because we do it scared, so I did it, and oh, my goodness, Ruth, I made \$15,000 that month. So, this is going from maybe making, like, \$20 a month when I joined EBA from—

**RUTH:** Yes.

**JENNIFER:** —to \$15,000 in one month, because I listened to you.

**RUTH:** So, six months later—

**JENNIFER:** Six months later.

**RUTH:** —you made \$15,000 in one month—

**JENNIFER:** Yes. Isn't that amazing?

**RUTH:** —because you listened to me. That actually is pretty amazing.

**JENNIFER:** It is. I would've been afraid to try it.

**RUTH:** —because I probably shouldn't tell anybody this, but a lot of times, I'm just making stuff up.

**JENNIFER:** Aren't we all? We are. We are. We totally are.

**RUTH:** We are.

**JENNIFER:** I make up stuff all the time.

**RUTH:** We're all just making it up as we go along. It's true.

**JENNIFER:** That's right. We're figuring it out as we go, right?

**RUTH:** Figuring it out as we go.

**JENNIFER:** And that's totally okay. I do that all the time.

**RUTH:** So, that's amazing. But that was not, like, a fluke. Did you think it was a fluke at that time?

**JENNIFER:** Well, yeah. It was a product launch for my course, for my design course for my blog. So, yeah. I wasn't planning to do this launch every month, so how was I going to move forward with this, right?

**RUTH:** Mm-hmm.

**JENNIFER:** So, yeah, the next months were less, but what happened is sort of a snowball effect. So, as I kept progressing and growing and moving forward and doing all these things, my income kept going up and up and up, like, amazingly. In October, I made over \$65,000 in one month. That is unheard of.

**RUTH:** Wow.

**JENNIFER:** I never had any sort of financial success like that with my old successful business. And it's only better now, honestly.

**RUTH:** That's incredible.

**JENNIFER:** It is.

**RUTH:** That's incredible.

**JENNIFER:** It is.

**RUTH:** That's amazing.

**JENNIFER:** And I wouldn't—

**RUTH:** Jennifer, you should be so proud of yourself.

**JENNIFER:** I am proud of myself. It's awesome.

**RUTH:** Are you?

**JENNIFER:** I am. Yeah, thank you.

**RUTH:** Good. And the best part of this whole story is that your daughter was having issues, and she had some medical issues, and you needed the money to help her with the medical issues and were able—

**JENNIFER:** Right, right. It's not just about trying to keep the standard of living. There's more to it than that. So, my daughter has a condition that has a 45% survival rate, and the medication that was recommended to treat it by the awesome doctors at University of Michigan was going to cost me \$50,000. \$50,000 when I was broke. That's crazy. That's a really big part of why I'm like, "Okay, I got to figure this out. No more messing around."

So, when I was able to pay that bill, and I guess it was in October, it was just the best feeling ever because I was taking care of her and being able to provide what she needed without having to uproot our family or go through craziness. We're not out of the woods yet, but I feel a lot better about it, right?

**RUTH:** It's amazing.

**JENNIFER:** Yeah.

**RUTH:** It's amazing. It is an incredible story. It just goes to show the power of trying something. I just finished interviewing Faith Hawks—

**JENNIFER:** Awesome.

**RUTH:** —who you know.

**JENNIFER:** I do know, yes, yes.

**RUTH:** She was in your class from EBA. Yes. And we were talking about this, too, about just taking some action and just really going after it even if you don't always know exactly what you're doing. And I think that's actually what is so cool about EBA is that it gives you a path to follow and then you can just do the step, do the next step, and do the next step after that.

**JENNIFER:** It's a framework, right? So, if don't know what you're doing, you can follow the framework, and if you do that, I believe that it gives you an amazing foundation to grow upon. That's what it's done for me.

**RUTH:** Yes.

**JENNIFER:** Yeah.

**RUTH:** Yes. I don't actually do the work for you.

**JENNIFER:** No, you do not.

**RUTH:** You had to do that.

**JENNIFER:** Yeah. And it's hard work, too. It's hard work.

**RUTH:** It's hard work. Yeah.

**JENNIFER:** I think a lot of people might think that they'll just pay some money and boom, they have a blog, and it's—

**RUTH:** Magic.

**JENNIFER:** Yeah, it's not magic; it's you doing the work.

**RUTH:** It's not magic.

**JENNIFER:** Yeah.

**RUTH:** It does work, though. It's magical if you do ... magical things ... I think that was Tasha's quote, Tasha Agruso, who was also a guest on this podcast, but she one time said, "It's not magic, but magical things will happen if you do that work," and that's sort of how I feel about it, too, but there's another piece of that, I think, that you touched upon that I just want to reiterate, that is it's the trust factor of even when you're scared, is trusting that somebody else, trusting that there is a way and that whatever somebody else is telling you about that way, or in this case, what I was telling you, was true.

**JENNIFER:** Right.

**RUTH:** Because, I mean, there was, I'm sure, a huge part of you that you're like, "I don't want to work on my email list. Well, that probably doesn't even matter."

**JENNIFER:** Oh, I know. I totally didn't want to make, I didn't. I had a mailing list for my other business. Email seemed, like, so '90s. I am not kidding you.

**RUTH:** Mm-hmm. Like AOL.

**JENNIFER:** Like, who wants mail? Yeah. Who wants mail? We're just all about social media these days. We don't want mail.

**RUTH:** Right.

**JENNIFER:** And I wasn't even going to start a mailing list until you told to. Seriously. Until I saw how big of a deal you felt it was, then I'm like, "Okay, well, I was probably wrong." Oops, that was Siri. Sorry.

**RUTH:** That's okay. Okay, so tell me, what is your—you've built this amazing online business. Let's talk a little bit about your actual blog. It's jennifermaker.com.

**JENNIFER:** Yes, it is.

**RUTH:** And what do you teach people there—

**JENNIFER:** I teach people—

**RUTH:** —because it's not like a—you don't blog about blogging. You don't teach people to blog.

**JENNIFER:** Do not blog about blogging. I do share what I know, but mostly, I ... So, at jennifermaker.com, I teach people how to have a beautiful life by making things. So, they make the things that make them feel good, they make their house look beautiful, all that sort of thing. So, it's a lot of crafts and DIY projects, and I go into lots of detail, so lots of step-by-step photos. I cover everything. And I start at the very beginning so that people who are brand new to something can do the whole project, and it looks as good as my pictures.

**RUTH:** Right. But I love that because it's what you love, right? You love doing crafts—

**JENNIFER:** Yes.

**RUTH:** —and now you get to share that every single day.

**JENNIFER:** It is. My passion is making things. I love making things. Crafting is therapy. It really is. It makes me happy, and it makes me feel productive and good, and it brings beauty into my life, so I am blogging about what I love to do. Yeah.

**RUTH:** I love that, because I think sometimes we have this idea that we have to come up with the perfect topic to blog about or there's good, good blogs or good blogs that can be monetized and blogs that can't be monetized or whatever, or even if you're not thinking about a blog and just thinking about starting some sort of business, I think we have to have this amazing idea that's not even something that we're comfortable with. But a lot of times, it just starts with where your interests are and where your passions are—

**JENNIFER:** It does. It does start with where your passion is—

**RUTH:** —and if you can take that—

**JENNIFER:** —because if you're passionate about something, it will show. I constantly get comments about, from people, from my readers and my viewers that say, "I can tell how much you love to do this, and it shows through." It really, really does.

**RUTH:** It shines through.

**JENNIFER:** Yeah.

**RUTH:** It's amazing how, I think, the authenticity of what you're doing is probably the most important part of this—

**JENNIFER:** I think so, too.

**RUTH:** —of doing this online space. The whole world and the whole business world and, especially, in the world of online business has changed the game. It used to be that companies were very stiff and it wasn't personal and everything had to be very professional and very polished and all of that.

**JENNIFER:** Mm-hmm.

**RUTH:** And that's not our world anymore—

**JENNIFER:** It isn't.

**RUTH:** —and it's almost better to just bring your real self, show up 100% and bring your real self and let the chips fall where they may, because that's what people get connected to.

**JENNIFER:** I think so, too. You want to know something funny? So, when I first joined EBA, there weren't really a lot of craft bloggers who were in EBA and who were big, like successful or present, whatever, whatever the right word is. And

so these days, I'll hear people say, "Can you actually have a successful blog if it's not a craft blog?" and I'm like, "Guys, when I started, people kind of snickered when I said I had a craft blog. I'm not even kidding you. But this is what I love to do, and I put all of my everything into it, and I give that to all of my readers and viewers, and they see that, so it's really about loving what you do."

**RUTH:** So true. It really is. The funny thing is within EBA, we have so many different niches and so many different niches that have been wildly successful that you would never even think about. We have a blog that's dedicated to hair loss. There's a blogger that talks only about Monarch butterflies, that makes a full-time income.

**JENNIFER:** Awesome.

**RUTH:** We have a blogger who talks only about succulents, that makes a full-time income.

**JENNIFER:** That's awesome.

**RUTH:** You talk about crafts. We have a Wiccan blogger who talks about Wiccan stuff. And I don't even know what that is. We have everything under the sun, and I think that's probably the number one ... Well, maybe the number two question after how much does it cost. But the number one question that people ask is, "Well, I have ... " such and such, " ... type of blog. Is this really going to work for me?" I think what people don't actually understand about it is that it's a framework. It's created to give you a process that you apply to any niche, any genre, and it works no matter what.

**JENNIFER:** I agree.

**RUTH:** It's giving you the big-picture strategy to follow and then the steps. It's not always so much about what you do, but it's about making sure that you're doing things in the right order in order to get the momentum and the results that you want.

**JENNIFER:** That's right. Absolutely.

**RUTH:** Sorry. That was a little tangent, I guess. Very passionate about this, speaking of passion. So, what is your personal favorite part of being an online business owner?

**JENNIFER:** That I get to share my passion with so many people. That gets me exciting. It gets me out of bed in the morning knowing that I am going to get up and I'm going to get an idea to make something, and I'm going to put it on my blog, and a couple hours later, someone on the other side of the country will have made it and posted a photo of it. I can't even tell you how amazing that is. I just love sharing and reaching people—

**RUTH:** So cool.

**JENNIFER:** —and in my own little way, touching their lives. It's my thing.

**RUTH:** Isn't that amazing? I think that is so cool, too, is to know that you're touching people's lives in a way that's maybe not a doctor would save their lives or something like that—

**JENNIFER:** Right.

**RUTH:** —but in a different way, you are—

**JENNIFER:** Right.

**RUTH:** —because there's people who need color, who need passion, who need a new purpose, and you're out there providing that for them, and that's really, really cool.

**JENNIFER:** Yes. I've heard it from a number of people who have had something traumatic happen in their lives or a life change and they're having issues, like connecting with themselves again. And they find my blog and they see all these things I'm sharing and doing, and they try one or two, and they realize that they could do it, and suddenly, they have this spark again. And that is amazing.

**RUTH:** I love that. I love that. So, what's your least favorite part, or what's the hardest part?

**JENNIFER:** The hardest part right now is making videos. Oh, my goodness, Ruth.

**RUTH:** Really? Funny.

**JENNIFER:** Yes. Making videos is really tough, but it's also been extremely rewarding. So, I started a project in December. Okay. So, Ruth, you told me that I needed to do more online workshops, okay? So, I listened to you.

**RUTH:** Did I?

**JENNIFER:** Yes, you did.

**RUTH:** Oh, no.

**JENNIFER:** Yes. And you're absolutely right. People need to see me and they need to see the real me—

**RUTH:** They do.

**JENNIFER:** —and when you're on video, they can see you, right?

**RUTH:** Yes.

**JENNIFER:** And they can hear you and all the inflections in your voice.

**RUTH:** Yes. And you're kind of amazing at it, so yes. So, I'm sure ... I don't remember giving you that advice, but it sounds like something I would say.

**JENNIFER:** Well, two years ago, before EBA—one of the assignments in EBA is take a video of yourself, and if you're able to, share it. I couldn't even share that video within a small group of people.

**RUTH:** Oh.

**JENNIFER:** That was two years ago. So, now, oh, my goodness. Everyone around the world is seeing me and my face. So, I have made huge strides in the last year, but I got to tell you about this project I did. So, you said, "Do more online workshops," and video's very hard, it's very challenging, so I decided I was going to do a trial by fire, and I signed myself up to do 25 videos in 25 days. So, I told all of my readers, everybody, my whole audience that, "Hey, we're going to do 25 projects, so designs, blog posts, and videos, one per day for the next 25 days." So, the 25 days of Christmas. Yes, I did this, and yes, I am insane.

**RUTH:** Oh, wow.

**JENNIFER:** And not just so-so projects or so-so videos, but really good ones with editing and everything.

**RUTH:** Big ones.

**JENNIFER:** Yes.

**RUTH:** Wait. Did you do—you did 25 projects in 25 days the year before, too, right? But no—

**JENNIFER:** I did. But no video. So, this year I added video.

**RUTH:** No videos.

**JENNIFER:** Yes.

**RUTH:** I remember that from—

**JENNIFER:** That's right.

**RUTH:** —because I thought it was insane.

**JENNIFER:** And it was amazing.

**RUTH:** I thought it was insane the year before. Yeah.

**JENNIFER:** Yeah.

**RUTH:** And I remember you saying that, that it was really amazing and you liked it.

**JENNIFER:** It really was. It was amazing.

**RUTH:** Yeah.

**JENNIFER:** So I did it again. And by the way, I'm maybe not much of a planner, I'll just say that right now. So, I decided to do this a week before, so that meant really no preparation for it. So, I didn't have the projects all lined up.

**RUTH:** I am 100% judging you right now.

**JENNIFER:** Okay. I'm sorry. It's just the way I am. I'm a creative spirit.

**RUTH:** We'll work on that in VIP this year.

**JENNIFER:** Yes. So, I had a week to really ... And mostly it was spent preparing a set, a video set, so that I could actually do a video per day. So, I did this, and I released my videos on YouTube and on Facebook, where my audience was. I didn't have a very big YouTube channel, but I should do it there, too. Oh, my goodness. I cannot even believe what has happened. So, I had 11,000 subscribers. I have now 30,000 subscribers.

**RUTH:** Wow!

**JENNIFER:** It took me two years to get to 11, right?

**RUTH:** Yes.

**JENNIFER:** So, in one month, I added 19—

**RUTH:** And then you more than doubled it.

**JENNIFER:** Yes.

**RUTH:** That's amazing.

**JENNIFER:** I have been able to reach people that I've never heard of before. They're just suddenly finding me and loving me and binge-watching my videos. And everything is exploding. Everything. My blog, my mailing list, and—

**RUTH:** Jennifer, that is amazing!

**JENNIFER:** You were right.

**RUTH:** Congratulations.

**JENNIFER:** Thank you. Thank you.

**RUTH:** Once again, listen to Ruth.

**JENNIFER:** That's right. Absolutely.

**RUTH:** I think that's the theme.

**JENNIFER:** Listen to Ruth, that's—

**RUTH:** That should be the theme of this podcast.

**JENNIFER:** That's the theme of this podcast.

**RUTH:** I'm pretty sure that I had very little to do with that. You're pretty amazing.

**JENNIFER:** I trust you, and so when you say to try something, I do it, right?

**RUTH:** Well, I like that.

**JENNIFER:** And it is, it does come back to trust. It does.

**RUTH:** It really does. It does. But that is absolutely amazing. I also think it's incredible that you came up with this 10 days ahead of time, but followed through on 25 days.

**JENNIFER:** Oh, I did.

**RUTH:** That would stress me out because I find that when I commit to something for that much time, then I get very burned out on ... It's too much commitment.

**JENNIFER:** I can handle 25 days, any more than that... There's no way I could do a video per day the way that I do them. My videos are edited, right? They're not just me sitting in front of a screen, talking, right? There's multiple camera angles and music and graphics and everything, so—

**RUTH:** Oh, my goodness.

**JENNIFER:** But I'm now going to do it once a week. So, I'm going to do my little YouTube show once a week, and I've committed to do it for all of this year. And I think it's going to do amazing things. I really do.

**RUTH:** That's awesome. I am so excited for that. So, what is the name of your YouTube channel?

**JENNIFER:** Well, it's called Jennifer Maker, and my show is called The Great Maker Show and Tell. And the idea is that they tell me what they want to learn how to make, and I show them how to make it. So, I invite everyone to send in their ideas for projects, and then I pick the ideas, and I make them. So, it's relevant things that they actually want to know how to make.

**RUTH:** So good.

**JENNIFER:** Right? It's awesome. I love it. I really do. But it's a lot of work.

**RUTH:** Yeah. That is a lot of work. You're not doing this all by yourself, are you?

**JENNIFER:** I am doing it all by myself.

**RUTH:** Oh, okay. We're going to talk about that in VIP, too.

**JENNIFER:** I do, however, have an assistant.

**RUTH:** We've got so many things to talk about.

**JENNIFER:** I do have an assistant now. Yes.

**RUTH:** Oh, that's good.

**JENNIFER:** Yeah, so she helped me with the backend of things while I was doing the videos and stuff. But yes, going forward, absolutely I need to figure out a way that I can get help producing videos and other things that I do because a part of EBA is learning how to grow your team, and I am just at the beginning stages of that, with one assistant and some little help here and there, but it's definitely time for me to have a bigger team. Yeah.

**RUTH:** So, a little bit bigger?

**JENNIFER:** Yeah.

**RUTH:** We'll definitely work on that, which is exciting for me. But I think it's such a good lesson, too, that you don't have to have a big team to do this kind of stuff.

**JENNIFER:** Nope. You don't.

**RUTH:** YouTube is free to everybody—

**JENNIFER:** That's right.

**RUTH:** ... so you can just ... Honestly, you don't have to have a big—you can just throw a video on there. It doesn't have to be some produced thing with multiple camera angles.

**JENNIFER:** That's right.

**RUTH:** You've been doing this—

**JENNIFER:** It doesn't.

**RUTH:** —for a little while now.

**JENNIFER:** Yes. I worked up to this.

**RUTH:** You work up to it. Exactly.

**JENNIFER:** Right.

**RUTH:** You work up to it. Nothing has to be perfect from the very start. Have it be imperfect and just do it, and then have it be a little bit better when people respond to it. It's amazing. And it goes back to the authenticity thing, too, because you could have the best production in the world, and if it doesn't feel authentic and if people don't connect to it, none of that matters.

**JENNIFER:** I agree.

**RUTH:** The most important thing is the connection piece.

**JENNIFER:** Right. Progress over perfection. You just need to be making progress—

**RUTH:** Yes.

**JENNIFER:** —and not being held back by whether it's perfect—because it's never going to be perfect. It's never, ever, going to be perfect.

**RUTH:** Never, ever. So, switching gears just a little bit. I'm a little bit curious about the role of fear in your life and in your business. So, was video something that you were scared of—

**JENNIFER:** Absolutely. It was terrified of video—

**RUTH:** —before you were doing—

**JENNIFER:** —like many people are. Terrified of video.

**RUTH:** Yeah, many people are.

**JENNIFER:** Yeah.

**RUTH:** Would you say that was the biggest thing, or was there something else?

**JENNIFER:** When it came to my blog and my business, I would say that, yes, video has been the scariest thing. However, now that I'm progressing along, there are new and bigger fears that are coming into play that I have constantly ... So, honestly, I'm the kind of person that does let fear make decisions for me.

**RUTH:** Really?

**JENNIFER:** I've always been that way since I've been young. But I saw this great movie back in the '90s called *Defending Your Life*, and in that movie—

**RUTH:** Oh, I thought you were going to say *You've Got Mail*.

**JENNIFER:** Oh, I saw that movie, too. No. That's funny.

**RUTH:** *Defending Your Life*.

**JENNIFER:** *Defending Your Life*. Okay, so it's really about how fear is holding us back from moving on, and I realized that I am absolutely ... Every decision I made was based on fear. I'm a really shy person. Shyness is fear of people, really, and it really is. I'm still shy, but at this point, I'm constantly chipping away at my big block of fear every day, all the time. I'll hear people say that they think I'm fearless, but what they don't realize is that I'm not fearless. I have plenty of fear. I'm just doing it anyways because the fear really does just hold you back.

**RUTH:** Yes.

**JENNIFER:** So, I just do it anyways as best I can—

**RUTH:** You're doing it scared.

**JENNIFER:** Yes, absolutely. I'm doing it scared. I make mistakes, and when I look back at my first videos from two years ago, I'm like, "Oh, my gosh." Right? But I don't hide them. I share them with people. It's okay because that's the real me.

**RUTH:** Because you have to.

**JENNIFER:** Right. And it's the real me, and then they can see I've gotten better, and, hopefully, that means if they stick with me, I'll be even better, right?

**RUTH:** Exactly. Exactly. Oh, I feel you on that one. I hated video so much. I don't know if I hate it anymore. I hate looking at myself and watching myself on video. I very rarely will watch a video after I've recorded it. Thankfully, I don't have to do my own editing anymore, either.

**JENNIFER:** So, you don't have to worry about that.

**RUTH:** So, I don't have to look at it again. But I was terrified. Even when my kids were little, if my husband would get out the camcorder or something, I would not let him video me, and I was self-conscious about the way I looked. But it's true. When you overcome one thing, you look that fear in the eye and it seems like a small thing, but it feels so big to get over it, it gives you enough courage to do the next thing—

**JENNIFER:** That's right.

**RUTH:** —and then to do the next thing—

**JENNIFER:** That's right.

**RUTH:** —and then to do the next thing. I love that.

**JENNIFER:** Yeah. So, having to make those videos in EBA, I think there's three points at which we're encouraged to make them, was really, really helpful because I wasn't making any videos of myself at that point, like, ever. Ever. So, just that hurdle was actually a really big one to get over. And then more opportunities came along, and I just said, "Okay, let's just do it scared. Let's just do it." And every time I do the thing and the worst thing doesn't happen, because, really, the worst thing almost never happens—

**RUTH:** You don't die.

**JENNIFER:** ... then I ... Yeah ... I get just a little bit more confident, and then I can do the bigger things, and it just keeps going forward like that. Yeah.

**RUTH:** It builds on itself.

**JENNIFER:** That's right.

**RUTH:** Yeah. I think that lesson just keeps coming back to me again and again in life where I ... When you look back, especially, like you have this incredible story, and people are looking at you going, “Oh, my gosh. She’s making \$65,000 a month, and she’s only been doing this for two years. That is a crazy story. It went so fast. How do I have something that goes that fast?”

But then when you’re in it, it doesn’t look like that. It doesn’t look the same. When you’re in it and you don’t know what the ending is, it feels scary. You don’t know what you’re doing. You’re thinking, “Oh, my gosh. I just made \$20 again. This is never going to happen for me,” and, “I don’t know what I’m doing. I’m completely terrified. I don’t want to do video. My videos suck,” whatever you’re ... All of this self-doubt is in your head, and it’s only after you look back that it looks easy and that it looks like it went fast.

**JENNIFER:** That’s right. That’s right.

**RUTH:** At the time, it feels like it was endless and terrifying.

**JENNIFER:** That’s right. I agree completely. But if you just make all those little steps and keep moving forward all the time, you do get there. That’s what I found.

**RUTH:** You get there.

**JENNIFER:** You just have to keep going and not stall.

**RUTH:** Yes, which is why anybody who’s listening to his right now, that ... Wherever you’re at, and this applies to life in general, this is not just a blogging thing. I know this episode has been very focused on blogging. So, if you’re not a blogger and you’re like, “Oh, my gosh. Enough blogging already,” let’s just apply this to life, that whatever you’re struggling with right now, whatever you’re going for, whatever goal you’re trying to accomplish, whether it’s losing weight or paying off debt or getting your house in order, and you feel like you’re never going to get there, like, “This is never going to happen. I’ve been working on this forever. I keep going backwards. It’s just not happening for me,” just keep going. Just know that it always looks easy when you’re done. It always looks like it was obvious after the fact, but it never looks that way when you’re in the middle of it. It never does. So just keep going. Just take another step and take another step after that and take another step. Just don’t quit. Don’t quit.

**JENNIFER:** That’s right. Don’t quit. I have a sign up on my whiteboard. It says, “It always seems impossible until it is done”—

**RUTH:** Yes.

**JENNIFER:** —because it really does. It’s just this big mountain that you’re like, “How do I climb this?” but if you just start and keep going, you will. You will do it.

**RUTH:** Yes. Yes. Yes. Whew, I feel like we need to drop the mic right there. That was ... Okay, so let’s talk about lessons and failures and mistakes because I think that that is something that holds people back all the time, making a huge mistake or having just something bad or tragic or unfair happen to you,

somebody treats you badly or is mean. I know that I have some real just pivotal moments in my own journey of where somebody was super mean to me or something really bad happened or I made a huge mistake. So, do you have anything like that in your—whether it was just in the last two years or in your business life before that? What happened and what did it teach you?

**JENNIFER:** Oh, I have made so many mistakes.

**RUTH:** We all have.

**JENNIFER:** I'd like to think of all of my ... Failure is, in my opinion, is the fastest way to succeed because the more times I fail, the more times I figure out what not to do, and then I know what to do right.

**RUTH:** That's true.

**JENNIFER:** Yeah. So, a lot of my mistakes are related to just holding back on myself, right? So, I'm really shy and introverted, and I will not do things because I'm afraid to do them, and so not saying, "Hello," to somebody ... Right there, you just don't even know what happens, how your life can change when you make that connection, things like that. I'm trying to think of my mistakes. It's actually kind of a tough question, not because I don't want to reveal them, but I'm such a careful person that my mistakes are lots of little things, right? Other than almost losing my house because I was broke, I don't have a lot of big, giant mistakes. So, I don't know.

**RUTH:** Doesn't have to be a big, giant mistake, I think, but it sounds like you also don't let mistakes paralyze you or don't let those things paralyze you, so can you talk a little bit about that? When you do make a mistake or you do have something go wrong, how do you bounce back from that and not let that be the thing that crushes you or defeats you?

**JENNIFER:** That's a good question. So, in the past, I have let it paralyze me. So, when I couldn't revitalize my business and earn the income I needed to, again, I would just get so totally stuck, and my self-esteem dropped, and everything, and it was very difficult. So, what I do these days, a lot of times, these things I think are mistakes, which are really just the steps to my success, is because I'm comparing myself to other people and what I think I should be doing, right? So, I put blinders on to what other people are doing, and I just keep my head down, and when I do that, I am then able to push past whatever it is, my fear of failing again or whatever this bad thing that happened was that I'm afraid will happen again, and I can then do it, right?

So, I'm not out there looking at other craft blogs. So, my apologies to anyone else who has a craft blog. I don't go to it. I'm sorry. But it's because I need to just do my thing. You do your thing and I do my thing, and when I do that, I don't have that comparison thing going on, and I can just do my own thing then. If I fail, it's almost like I failed on my own.

**RUTH:** Yeah.

**JENNIFER:** No one was watching me because I'm not watching them. Does that make sense?

**RUTH:** Yes, yeah.

**JENNIFER:** Yeah. And my readers are forgiving. They're like, "We're fine," right?

**RUTH:** Right.

**JENNIFER:** So, that's how I handle the inability to ... my fear, my fear, is I keep my head down, and I do my work.

**RUTH:** I like that. I can relate to that a lot because I struggle with that. In fact, I just did a podcast episode on that also is comparison and just struggling where ... And I find that for myself, too, is that if I do start to look around and start paying attention to what other people are doing, there's something inside of me that just starts to feel a lot of anxiety and insecurity and just gets me down, and then I start thinking that everything I'm doing is wrong and second-guessing myself.

**JENNIFER:** Right.

**RUTH:** So, the more you can keep your head down, just keep moving forward, just take the next step and then the next step, and know that those mistakes are the things that teach you the most, that's just taught you what doesn't work.

**JENNIFER:** That's right.

**RUTH:** Yeah, for sure.

**JENNIFER:** The more mistakes you make, the better off you are because then you know. You have all that knowledge now, and you won't get that knowledge—

**RUTH:** It is so true.

**JENNIFER:** —if you don't try in the first place.

**RUTH:** It is so true. I tell people that all the time. If you are not making mistakes in your business, then you are not trying, and you will not be successful if you're not making mistakes—

**JENNIFER:** That's right.

**RUTH:** —because it means you're not taking any risks, and if you don't take risks, you can't have the reward. It doesn't work that way. I have to tell my kids that, too. Yeah, I had that conversation with my daughter a couple weeks ago. She wanted a lemonade stand, and I was like, "Well, we don't have a lemon tree and lemons are expensive, so maybe you should buy a lemon tree. We live in Florida. We used to have a lemon tree. Plant a lemon tree." She's like, "Well, do I have to buy it?" I'm like, "Yes. If you want the lemon tree, you got to take the risk to have the lemon tree." But that's exactly it. I think sometimes we think that in business, too. "Well, I don't really want to buy a lemon tree and wait for

it to grow,” but that’s what you have to do. You have to take that risk.

**JENNIFER:** That’s right. Yep.

**RUTH:** So, how do you practice self-care in your life and in your business? We talked a little bit about what you do to protect your confidence, that’s keep your blinders on. How do you just make sure that you’re good and you’re okay?

**JENNIFER:** Well, first of all, I work a lot, so you need to know that. I love to work, right? So, I do work a lot.

**RUTH:** To work is self-care for you.

**JENNIFER:** It is. It absolutely is because when ... So, I was the kid that when I was young and didn’t have anything to do, life was horrible. I hate being bored.

**RUTH:** I am totally the same way.

**JENNIFER:** Okay.

**RUTH:** I go nuts on the weekends when I’m, like, supposed to not be working.

**JENNIFER:** Yeah. I enjoy doing these things. It is what I like to do. So, that is a big part of my self-care, and also taking on projects that will be satisfying makes me happy, to be perfectly honest, right?

**RUTH:** Mm-hmm.

**JENNIFER:** But there’s ... Life/work balance is really important, so I make sure that there’s always family time because I’m just a homebody. I don’t really ... I don’t do anything else. I’m at work, I work at home, so I’m at home all the time, and so it’s either working or it’s hanging out with my family. So, we always have dinner together every night. We play games when my daughter allows it, because she’s a teenager now and it’s not very cool to play games anymore with us, but we’ve ... I get them in somehow. And then after, in the evenings, I play video games, and I love to play video games.

**RUTH:** Because those are cool.

**JENNIFER:** It’s awesome. Yes, they are. It makes me happy. And I take lots and lots and lots of baths.

**RUTH:** Oh, that’s funny.

**JENNIFER:** I am a big—

**RUTH:** Are you?

**JENNIFER:** Yeah.

**RUTH:** I do not like baths.

**JENNIFER:** No.

**RUTH:** I find them very ... That's interesting to me because you like to be busy. I find baths almost, like, suffocatingly boring.

**JENNIFER:** Right. It's just too boring.

**RUTH:** Oh, yeah.

**JENNIFER:** Yeah.

**RUTH:** Yeah, I can't—

**JENNIFER:** They just feel so good. I live in Michigan, though, and you live in Florida.

**RUTH:** That's true.

**JENNIFER:** It's really cold here, so by the end of the day, I'm like, "Oh, my gosh. I need to warm up," and it feels good.

**RUTH:** Oh.

**JENNIFER:** Yeah, so—

**RUTH:** Okay. I'll give you that.

**JENNIFER:** Okay.

**RUTH:** So, what are you working on right now that has you really fired up?

**JENNIFER:** It's my videos. It's amazing.

**RUTH:** Oh.

**JENNIFER:** It's just I'm having so much fun—

**RUTH:** That's amazing.

**JENNIFER:** —with the feedback and the comments. They're all so excited, and so that is my project—

**RUTH:** I love it.

**JENNIFER:** —is my videos. And then, of course—

**RUTH:** I am excited to go check that out.

**JENNIFER:** —all of that stuff. You should check it out. Youtube.com/C/JenniferMaker is my channel.

**RUTH:** Okay. Going to go check it out. All right. Last question.

**JENNIFER:** Yes.

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

**JENNIFER:** Okay. So, I think you actually said this. I think. I'm not sure. I've already said it once in this episode, but it's "Progress over perfection." I think I heard you say it first, I think, and I think it was Activate in 2017.

**RUTH:** Can't claim it.

**JENNIFER:** Well—

**RUTH:** I can't.

**JENNIFER:** —you were the first person I heard say it, so you get credit from me.

**RUTH:** Okay. Awe.

**JENNIFER:** Because I am a recovering perfectionist, I will just obsess over every little detail, and it has really held me back in the past. So, these days, I try very hard to just push forward all the time, with all the mistakes and all the flaws and everything. I am the queen of shortcuts, and I just push through, and I don't, or I try at least, not to let my perfectionist take over, and just get things done. I think this in my head, "Progress over perfection," all the time. Just keep going. Just keep doing those things that you have to do.

**RUTH:** I love it.

**JENNIFER:** Yeah. So, especially with videos on YouTube, you cannot edit those videos, so if you say, "Modge Podge" instead of, "Mod Podge," oh, my goodness, will they let you know, and you cannot fix that. That is just the way it is, right? I'm not going to be perfect. I'm going to make mistakes. When I was young, I had a speech impediment.

**RUTH:** Wait! It's not called Modge Podge?

**JENNIFER:** Correct. It is Mod Podge.

**RUTH:** Mind-blowing.

**JENNIFER:** Everybody says Modge Podge because it rhymes. I don't even know why. But yeah. So, trust me, they all told me how wrong I was about that. Whatever. I can make mistakes. It's okay.

**RUTH:** Those YouTube people will let you know all the things that you do wrong.

**JENNIFER:** Oh, yes, they will.

**RUTH:** Yes.

**JENNIFER:** They totally will.

**RUTH:** If you say, “Um,” too many times.

**JENNIFER:** That’s right.

**RUTH:** Oh, my goodness.

**JENNIFER:** I say, “Right,” all the time. It’s one of my words, you know? Right? And oh, yeah, they let me know that I need to stop that. But, you know, whatever. This is me. This is who I am. If they can’t handle me, then they need to get off my channel—

**RUTH:** That’s very true.

**JENNIFER:** —or off my blog or out of my life.

**RUTH:** Such a good attitude. I will say that, and I don’t have a YouTube channel now, but now I’m kind of inspired to start one, I think, after talking to you. When I first starting blogging, I did these coupon videos, and I’ve talked about this before, and I had a YouTube channel. And I said all the time that was my first experience doing video. I was terrible at it, and then I would take my kids with me because I was a stay-at-home mom at the time, and my kids were little, one and three, and I would take them with me, and I would be trying to do these videos with all the coupons, my kids were screaming in the cart, especially my one-year-old, and I couldn’t strap her down because then she would really scream and then I couldn’t do the video, so I would not buckle her, and the hate that I would get—

**JENNIFER:** Oh, my gosh.

**RUTH:** —from not buckling her in the cart was out of control. But the greatest thing—I mean, so many good things came out of that—exactly what you were talking about, about how you get the courage to do the next thing, which that absolutely gave me the courage to then go on TV and do other videos and so many other things. But it also totally took away my fear of being criticized by people. It just ... Because I had to just get such a thick skin about it—

**JENNIFER:** Right.

**RUTH:** —because it was right when that show Extreme Couponing came out, and my channel, or my show, was called Extreme Couponing for Normal People, and so it was ... Some of those videos were getting, like, 500,000, a million hits, so it was a lot of people, and I just had to tune it out—

**JENNIFER:** I bet you got all the comments, yeah.

**RUTH:** —and it was the best practice. Oh, all the comments. Yes.

**JENNIFER:** Well, that's the thing I'm noticing is that as my reach grows, it's no longer just my people that I've warmed up and who know me, right? It's now all of these people who are just meeting me for the first time, and they're not as ... They don't know me. We haven't built that trust, and so they'll just say everything, and I'm like—

**RUTH:** They will.

**JENNIFER:** —and that is scary. That is scary. It really is, but am I going to let it stop me? No, I'm not. I'm just going to keep going and—

**RUTH:** You're just going to get a real thick skin real fast.

**JENNIFER:** Yeah, that's right. That's right.

**RUTH:** Because that's what you got to do. Although, I'll say, everything prepares you for the next thing, right? So, then I wrote that article about taking my kids' toys away, and that's when the real haters came out—

**JENNIFER:** I bet they did.

**RUTH:** I was already immune to it, baby, so it was great. Live and learn. All right. Is there any last, final words of wisdom that you'd like to share, and then let us know, one more time, where we can find you on YouTube and your website.

**JENNIFER:** Okay. So, my words of wisdom are for everybody out there who's thinking about doing a blog. Okay, so since we talked a lot about blogging, just start, guys. So, there's so many of you out there who are just thinking about starting a blog and not doing it, so many of you. I know so many of you personally. Please just start. Please just do it.

**RUTH:** Just do it.

**JENNIFER:** Take that step. Just put yourself out there. I promise, it's going to be okay.

**RUTH:** And this is—

**JENNIFER:** The worst thing you think won't happen.

**RUTH:** This is the week to do it. Should we just talk about that for a minute?

**JENNIFER:** Oh, yeah. Absolutely.

**RUTH:** This is the week.

**JENNIFER:** Because ... This is all exciting.

**RUTH:** This is the week.

**JENNIFER:** Yes. So, we're leading up to Elite Blog Academy's launch next week, right?

**RUTH:** Doors only open to the public once a year, and the official door open date is

March 4, which is one week from today, when this episode is coming out. But this week is prelaunch, which means that we are having the Build Your Blog Bootcamp, which we did last year for the first time ever, right before the doors opened, and it was so much fun. You remember that, right?

**JENNIFER:** It was awesome. I loved it. Because I remember going in there, answering questions, I did a video and everything. It was amazing.

**RUTH:** Yes. Which you're going to be doing again this time—

**JENNIFER:** Yay.

**RUTH:** —but you just don't know it yet. Yeah, so get signed up for Build Your Blog Bootcamp. We will include all of the links to all of this stuff in our show notes for this episode, which you'll find at [doitscared.com/Episode46](https://doitscared.com/Episode46), or you just go to [doitscared.com](https://doitscared.com), and you can find the show notes. But the Build Your Blog Bootcamp is designed for anybody who does not yet have a blog. So, if you are like, "I'm listening to this, I'm interested in this, I'm not sure if it's right for me. I don't even have a blog set up," this is for you, the Build Your Blog Bootcamp. It's five days, and we will walk you through, step-by-step, everything you need to do to set up your blog, and it's all free. So, you can find out whether or not you even think that this is the right step for you. It's a lot of fun. It's such a great community. We kind of go a little crazy for five days and have a blast. It's, like, a five-day party.

**JENNIFER:** It is. It is, and by the end, you will have a blog.

**RUTH:** Yes.

**JENNIFER:** That's the great thing about it. If you do what Ruth says, you will have a blog. You got to actually do the work, you got to do the work, but, yeah. Yes, just do it, guys. I know you're thinking about it.

**RUTH:** That's good. Just do it.

**JENNIFER:** I really know you're thinking, but just do it. Yeah.

**RUTH:** Just do it.

**JENNIFER:** I'm so glad that I did.

**RUTH:** I'm pretty sure the link, you'll find at [eliteblogacademy.com/BYB](https://eliteblogacademy.com/BYB).

**JENNIFER:** BYB for Build Your Bootcamp.

**RUTH:** Yes, to get signed up. So, [eliteblogacademy.com/BYB](https://eliteblogacademy.com/BYB), or if you can't remember that, just go to [doitscared.com](https://doitscared.com), and we'll link to it there as well.

**JENNIFER:** That's right.

**RUTH:** All right. Jennifer, thank you so much for coming on today.

Your story is incredible. You're so much fun. I love having you as part of our community, and I'm just so excited to see what amazing things you have in store this year.

**JENNIFER:** Thank you. This was awesome.

Whew. Okay, so, don't forget that if you would like to get all of the show notes for this episode, along with all of 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 and all sorts of other goodies, too, at [doitscared.com/episode46](https://doitscared.com/episode46). Once again, get all of those show notes and links on our website at [doitscared.com/episode46](https://doitscared.com/episode46).

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 talked about today, or any other topics that you would like to see addressed on the Do It Scared podcast, 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 me 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 how to say yes to your dreams when it feels like the whole world and all your circumstances are saying no. This is something I get asked about so much. What do you do when you're dealing with illness or chronic pain or financial hardships or a demanding job or a demanding family situation? How do you still make room for your goals and dreams? Is it even possible? That's what we're going to talk about next week. So, I will catch you then.