

This is the **DO IT SCARED PODCAST** with Ruth Soukup, **EPISODE #47**. In today's episode, we're going to talk about how to push past internal resistance, especially when it comes to doing the things you don't really want to do.

Hey there, and welcome back to the Do It Scared podcast! 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.

And whether you are new and just finding me through this podcast for the first time, or whether you've known me for a while from Living Well Spending Less or Elite Blog Academy—welcome! My hope is that this is a place where you will find new inspiration and motivation to move past the things that are holding you back so you can create a life you love.

In today's episode, we are going to talk about a topic that I get asked about all the time, and that is how do you find the motivation to do hard things, or things you don't really want to do, either because you are scared or because they are uncomfortable, or because they aren't all that much fun, even if you know the end result will be worth it.

How do you create that discipline in your life?

It's not always an easy question, but for those of us who are looking to accomplish big things in our lives, for those of us who want to achieve big goals or go after big dreams, it's a critical one.

Because the reality is that anytime we are stretching past our comfort zone and achieving big things in our life, there is bound to be resistance. And it doesn't matter what the goal is. It could be trying to get a business off the ground, or deciding to start a blog. It could be trying to lose weight, or to get in shape. It could be going back to school or making a career change. It might be trying to make changes in your life like becoming debt-free, or finally getting organized.

The point is that it doesn't really matter what we are going for, any time we start challenging the status quo, there is bound to be resistance.

Sometimes that resistance comes from outside forces, but more often than not, the bulk of our resistance comes from ourselves. It's internal resistance. We don't want it to hurt or be uncomfortable.

And so that is what we are going to talk about today—how to push past that resistance and create more discipline in your life to do the things that you might not always feel like doing, but that are going to get you closer to your big goals and dreams.

Because ultimately, that's what this podcast is all about. It's about having the courage to set big goals and then to keep going, even when it gets hard, in order to can create a life we love.

Because courage doesn't mean we are never afraid. Instead, courage is being scared but taking action anyway, despite our fear. It is putting one foot in front of the other, even when we're not quite sure where the path will lead us.

Okay, so one more quick thing before we dive into all the practical application today's episode—As always, I've got a great little download that you can grab that will outline all the practical strategies I'll be sharing with you today. You can get it, along with our shownotes, by visiting DoltScared.com/episode47. Once again, to get the shownotes and the corresponding download for this episode, simply visit DoltScared.com/episode47.

And while I'm handing out instructions, the other thing I want to make sure I do is invite you to follow me on Instagram. It's the place I share daily thoughts and inspiration, and the one social media account that I manage personally, which means it is also the best place to message me directly with your feedback, comments and questions! You can find me at [@RUTHSOUKUP](https://www.instagram.com/RUTHSOUKUP)—that's r-u-t-h-s-o-u-k-u-p.

Alright, with that out of the way, let's dive in!

Every person can create more discipline to do hard things (even when you don't feel like it) by using simple strategies.

There is nothing in the world I hate more than exercise. Truly, I hate it. I've always hated it.

As a kid, I hated PE. It was my least favorite subject, probably because I was so bad at it. I was tall and completely awkward and uncoordinated, always the last one picked for every team, which I found completely humiliating.

In junior high and high school, I played basketball, NOT because I wanted to, but because I was 6'2" tall by the time I was 14 years old, and because my sister had been a star athlete, and therefore I was expected to play too. Looking back, I don't actually know if that was just my perception or reality, but at the time, it felt like I was being forced to play.

And I hated every second of it. Also, I was really, really bad.

Basketball practice was brutal, and not just because I sucked at basketball and all other sports that require hand-eye coordination, but because it was HARD! We had to run an endless amount of lines and do any number of other drills designed to torture—wall sits and fire feet and defensive shuffles....2 hours a day, 5 days a week, from November through February.

I start to get a little panicky just thinking about it!

But whether it was because of that bad experience with playing basketball, or just because I was somehow born missing the athletic gene that the rest of my family was blessed with, I have always always hated exercise.

And for a large part of my adult life—as soon as I was able to make my own choices, really—I chose NOT to exercise. Why would I want to do that? Life is SO much better snuggled up on the couch watching Netflix with a cozy faux fur blanket and a bag of Doritos to keep me company!

But a little more than a year ago, I set a goal to lose 25 pounds and get into the best

shape of my life. It's a goal that I've talked about a couple of times on this podcast already, first in Episode 11 when I talked about body image, and then again in Episode X when I talked specifically about the Keto diet and what a game changer it has been for both my husband and I.

But as part of this goal, if I wanted to get into shape—the best shape of my life—I was going to have to not just change the way I ate, but start exercising as well.

And so I did. I started going to the gym 3 days a week, and running at least twice a week.

And let me tell you, it wasn't easy.

In fact, it's still not easy. I still have to force myself to do it every single time. Even so, as much as I HATE exercising, 15 months later I'm still working out consistently at the gym 3 times a week, and I still try to run at least 2 times a week.

I'm pretty sure there will never be a time where I like it. I'm not even sure there will ever be a time where I don't mind it that much. It still feels like torture, every single time.

But I force myself to do it, because it's part of a bigger goal. It's a means to an end.

And the thing is, it doesn't really matter WHAT your big goal is, there is always going to be some resistance there.

You might love exercising and have no problem breaking into a sweat on a moment's notice. But maybe your big goal is to get out of debt, and what you are struggling most with is saying no to the temptations that have got you in that place in the first place—your daily Starbucks and Target habit, or your desire to “keep up” with a certain lifestyle, even if it's one you can't afford.

Or maybe it is trying to get your fledgling blog off the ground. You know that right now the most important thing you have to do is sit down and write and create that content on which your business will be built, but you just can't seem to force yourself to do it. There's so many other things to pay attention to, so many bright shiny objects getting in your way.

The truth is that SETTING a goal is pretty painless. FOLLOWING THROUGH on that goal and having the discipline to do hard things, even when you don't always feel like it, can be painful.

So how do you get there?

How do you push through the pain, whether it is physical discomfort like exercise, or mental discomfort, like buckling down and writing, even when you don't feel like it? How do you push past the resistance and get the discipline to do things that you don't really want to do?

Well my guess is that this process probably looks a little bit different for everyone, because what we are resistant to and afraid of looks a little bit different for everyone.

That said, in my own life I've definitely learned that there are a few simple strategies that really help me be more disciplined and do the things that I don't always feel like doing, but that I know will get me closer to my goals.

And those practical strategies are what I want to talk about today.

STRATEGY #1: CREATE SUCCESS TRIGGERS

The first strategy is to create success triggers. And while that might sound weird or complicated, what I really just mean by that is to take actions that will help minimize your resistance and make doing those things that you don't want to do a whole lot easier. It's sort of like clearing the path and eliminating excuses ahead of time, so that doing the right thing, that thing you wouldn't normally want to do, isn't quite so hard.

And obviously this will vary a lot, depending on what your goal is, and depending on what your particular resistance might be.

For instance, one of the things I've done to make working out or running early in the morning easier is to set out my exercise clothes and my socks and shoes and headphones so everything is all ready for me. This was especially helpful when I was living in the Pacific Northwest and it would be super cold in the morning—I'd have everything right there, ready to go when I woke up, so there was really no reason not to.

Another success trigger that I've implemented in my life since I've been doing Keto is to take a few minutes on Sundays to plan our meals for the rest of the week, and then make a shopping list for my husband. That way there's no temptation to cheat or to go out for dinner or to eat junk, because we've already made a plan and gotten all the stuff we need.

One other success trigger that I've talked about a lot on this podcast, and one that helps me to stay focused and get stuff done, even when it's not stuff I really feel like doing, is taking the time to plan my week, and then making sure that I have plan for the day. For whatever reason, it seems to make ALL the difference. When I take the time to plan my day, figure out my priorities, and then block out my time accordingly, I am far more likely to stay focused and far less likely to let all those squirrels get me off track.

Success triggers don't have to be complicated. They can be as simple as NOT keeping credit cards in your wallet so you're not tempted to use them, or turning off the Internet when you really need to focus and get something done.

Chances are, if you really start to think about it, you can probably think of at least one simple way to clear the path of whatever resistance is standing in the way of your goals. So do that. Stop giving yourself an out. Create success triggers—that's strategy number one.

STRATEGY #2: SET THE TIMER

Strategy number two is even simpler—so simple, in fact, that it's almost embarrassing to include it here, but I'm going to anyway because it has been such a game changer for me.

So what is it? Setting the timer.

See! I told you it was simple!

But this works for SO many things that I don't want to do!

Every Monday, Wednesday, and Friday I wake up thinking, "I really, really, really, REALLY don't want to go workout this morning!!!"

And then I mentally run through my list of excuses.

I have so much work to do.
I'm tired.
My back hurts.
I'm not feeling great.
It's too cold outside.
My kid is sick.
We have a super busy morning.
I have to be to work early.
I don't want to mess up my hair.
My favorite workout pants are in the dryer.
I have to help my daughter with her science fair project.
I need to go to the grocery store.
My car's almost out of gas.

You get the picture.

But then I tell myself the only thing that can actually get me moving.

It's only 30 minutes.
You can do ANYTHING for 30 minutes.
Just 30 minutes and then you're done.

You see, I don't need to be a hero when it comes to working out. I'm not interested in running a marathon or becoming a fitness competitor. I don't even care that much if I have super toned arms or beautifully defined abs (though to be fair, who wouldn't want that?)

I just need to do something physical for a half-hour. 30 minutes. 1800 seconds.

It's not a lot of time.

You can do anything for 30 minutes.

For me this technique also works when it comes to writing, especially writing when I don't feel particularly inspired.

Because, you see, being a writer is a lot like being a perpetual college student, and there is always another term paper due. It's not always very fun to buckle down and wrestle with words and ideas and put them all together in a way that makes sense.

There's a lot of other things I do at work that are a lot more fun and a lot less taxing on my brain, things like chit-chatting on slack and getting caught up on Instagram and meeting with my co-workers and hanging out on Facebook or keeping up on the latest happenings in the world on DailyMail.com

But those aren't the activities that will move the needle for my business.

As a content-based business, my primary job is to write and create new content.

And so, when I really need to buckle down and get to work, I set the timer. In fact I use an app on all my devices called Freedom, which will lock me out of all distractions for a set amount of time. No Facebook or Instagram or Slack or, sadly, Daily Mail.

Just setting the timer and getting it done. And that's strategy #2.

STRATEGY #3: FIND ACCOUNTABILITY

The third strategy for pushing past resistance and finding more discipline is to find accountability. And I know accountability is something I talk about a LOT on this podcast, but I think it is important to include in this list, because the reality is that nothing will push you past resistance like having people hold you accountable.

Just a few weeks ago I was in New York City meeting with my Truth Club, the small mastermind group I meet with a few times a year. I first talked about this group before, in my episode on forming your own Truth Club, and two of the members—Susie Moore and Laura Belgray—have already been guests on this podcast, so you might remember them from previous episodes.

But anyway, during this last meeting, we talked a lot about pitching and publicity and making important connections in business. And a lot of times, making those connections means putting yourself out there, asking people for things, and risking rejection.

And let me just tell you, there is nothing that I fear more than rejection.

I haven't talked much about the Fear Archetypes just yet, because it is a part of my upcoming book *Do It Scared*, which doesn't come out until May.

But suffice to say for now, that my own Fear Archetype is the Outcast archetype, and what the outcast fears most is—you guessed it—rejection.

But this is something that my Truth Club gals know about me, and so, naturally, as soon as they saw me resisting this idea of reaching out to people I don't know, they called me on it. BIG TIME.

Oh my goodness guys, let's just say that the discussion got a little heated because I was SO resistant, and they were NOT going to let me get away with it. They pushed me hard—even yelled at me a little bit—but also challenged me to push past that fear and actually take some action.

In fact, the challenge they gave me was to reach out to 20 people that I knew would most likely reject me, just to realize that being rejected wasn't the end of the world. And they gave me 36 hours to do it.

And you know what? I did it. And you know what else? IT WASN'T THAT BAD. I did get rejected, but I also got a few unexpected yesses, which was a huge bonus.

And in the end, that tough love from my friends helped me overcome a huge block I was facing in my life and in my business.

Of course accountability comes in many forms, and certainly doesn't have to JUST be in the form of a mastermind group like this!

It could be asking a friend or your spouse to hold you accountable for a particular goal, or to help push you past whatever resistance you might be facing. It could be joining some sort of formal accountability group—something like Weight Watchers or a Financial Peace University Class. It might be reaching out to a teacher or a counselor or a pastor—someone who can help you uncover your underlying fears and call you out when they see resistance standing in your way. So find accountability—strategy #3.

STRATEGY #4: INVEST IN YOURSELF

Of course sometimes that accountability is something that you'll need to pay for, and that actually brings me to strategy #4, which is to be willing to invest in yourself.

The reality in life is that we value what we pay for, which means you will be far more likely to push through resistance and to actually do those hard things when you are invested enough to take it seriously.

It's why kids whose parents are paying for their college education tend to take it far less seriously—and party a whole lot more--than those kids who are working full time to pay for it themselves.

We value what we pay for.

It's actually something I've noticed firsthand over the past six years, since first opening the doors to Elite Blog Academy. Each year, as we've poured more into the course and refined it and made it better, we've also raised the tuition rate accordingly. And each year, we have a higher and higher success rate. I don't think that is a coincidence.

Because the truth is that while Elite Blog Academy is designed to get results, and while it is a proven framework that works again and again, it is also a LOT of work. It requires buckling down and doing hard things, things that might be outside of your comfort zone or things that are confusing or difficult or tedious.

And that's why you need to be invested enough to take it seriously.

Because when you dare to make a significant monetary investment in yourself, you are also telling yourself—and your subconscious—that this is something you really want to do, that you really believe in. And that makes you more likely to follow through.

And that goes for all sorts of things, not just blogging and Elite Blog Academy!

One way that I've invested in accountability in a big way in my life is by paying for personal training three times a week. Every Monday, Wednesday, and Friday I wake up knowing there is someone at the gym waiting for me to show up, someone who is going to charge me a lot of money whether I am there or not.

And I'll be honest with you—I probably wouldn't go if there wasn't someone waiting for me, and if I hadn't prepaid for the session. I hate it too much, and my laziness would eventually win out.

But because I've paid, because I've made that investment, I keep showing up. In fact, a few weeks ago my trainer Nik told me that I whine and complain the most out of all his clients, but I am also the one who always shows up if I have an appointment.

Investing in yourself is the way to take it seriously, the way to push beyond having just an idea, to having something that you NEED to follow through on, because you've already paid for it.

Maybe you need to hire a coach or go back to school or throw away all the food in your pantry so you can start over with food that fits your new diet plan. Maybe it means investing in your wardrobe, or in a meal delivery service, or a housekeeper or babysitter or a laundry service to free up your time.

There are a million ways that you can invest in yourself and in your time, and while you

might think you can't afford it, sometimes a better question to ask yourself is this: Can you afford not to?

So invest in yourself—that's strategy #4.

STRATEGY #5: CELEBRATE YOUR WINS

And then, finally, strategy #5 is to celebrate your wins.

Because the truth is that too often we are so hard on ourselves about all the ways that we fall short or give into temptation, so unforgiving of the times when we DON'T push past that resistance, that we forget to give ourselves credit for the times that we DO manage to do the hard things.

But it is only when we begin to recognize even the smallest accomplishments—while at the same time giving ourselves grace for the ways we fall short—that we will work up the courage and confidence to do bigger and bigger things.

Remember—courage and confidence is like a muscle. The more we exercise it, the stronger that gets. And pushing past resistance and stepping out of our comfort zone works the exact same way. The more you do it—and the more you celebrate every time you do something difficult—the easier it gets to do it again.

It's muscle memory--your subconscious remembers that you are capable of doing hard things, and becomes less resistant for the next time.

So be sure to celebrate those wins. Even the small ones!

In the end, pushing past resistance and finding the discipline to do things you don't really want to do in order to actually accomplish big goals and dreams in your life might not ever be EASY. After all, if it were easy, everyone would be doing it!

That said, it can be a whole lot EASIER, especially when you start using the five simple strategies that we talked about today. First, create success triggers. Look for ways to smooth the path and minimize the resistance, so that overcoming it is much, much easier. Second, set the timer. Tell yourself that you can do ANYTHING for 30 minutes. And then do it. Third, find accountability. Seek out people who will push you past your fears and resistance, and challenge you to be better. Fourth, don't be afraid to invest in yourself. We value what we pay for, and sometimes the best way to make sure we'll follow through is to actually put our money where our mouth is. And finally, celebrate your wins! Don't beat yourself up when you succumb to resistance, but be willing to keep trying. After all, the only difference between the people who succeed and the people who fail is that the successful ones refuse to quit.

Okay, so don't forget that if you would like the worksheet that goes along with this podcast—that will walk you through the 5 strategies I shared and also include links to the resources I talked about, you can get it, along with our show notes, at doitscared.com/episode47. Once again, that's **doitscared.com/episode47**.

Before we go, I just want to say, as always, that I LOVE hearing from you! 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! 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'll 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 with one of the most inspiring leaders I've ever met—Kat Cole. Kat is the Hooter's Waitress turned CEO, who is now the President and COO of FOCUS foods, which is the billion-dollar parent brand of brands like Cinnabon, Jamba Juice, Moe's, and Auntie Anne's, just to name a few. Her rise to the top is nothing short of astounding, and she has some incredible wisdom to share about daring to seize every opportunity, even when you are starting at the bottom!

I'll catch you then!