

This is the **DO IT SCARED PODCAST** with Ruth Soukup, **EPISODE NUMBER 52**. Today, on this very special one-year celebration episode, we are once again chatting with the amazing Susie Moore, who was the first-ever guest on this podcast, and we're chatting about why you're probably making it too hard and how to make going after your goals and dreams a whole lot easier.

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 sponsored by the Do It Scared Confidence Challenge, our five-day boot camp designed to jumpstart your self-confidence and overcome fear. I am not even kidding when I tell you that this incredible challenge will change you in ways you never thought possible and help you overcome some of your biggest limiting beliefs, in just five short days. Best of all, it's completely free to join. Simply go to doitscared.com/confidence to get signed up, and I will see you there.

Hey, guys, and welcome back to the show. Once again, 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, very, very soon-to-be six, books.

In today's episode, we are going to be talking to one of my very dear friends and member of my Truth Club, author, journalist, and side-hustler extraordinaire Susie Moore about all sorts of things, including how to build your confidence, how to take ownership of your choices, and why you might just be making things way too hard and what you can do about it. If you've been listening to this podcast for a while, you might remember Susie from episode number two, when she was my very first guest. That episode is still one of the most popular episodes we've ever done, and so I thought, who better to come help us celebrate one whole year of the *Do It Scared* podcast?

Seriously, though, this past year has flown by, and I have absolutely loved hosting this podcast so much more than I ever thought possible. I have been so incredibly inspired, not just by the guests that we've met, who, let's face it, have been amazing, but also by you, the listeners of this podcast.

I have been in the online space for a really long time, but I have never felt as deep a connection or seen more transformations than I have seen and felt in the past year. You guys are out there doing it scared, and that is so cool to see. In fact, there is nothing that gets me more pumped up. And so if you have a "do it scared" moment or story to share, please, please share it with me. Send me an email or message me

on Instagram, but do share it. I want to celebrate you as we celebrate this amazing milestone.

So, as we move into this episode, I just want to say thank you. Thank you for listening, thank you for letting me know that you are listening, and most of all, thank you for taking action and actually doing it scared, because that is what it's all about. It's like I always say: courage doesn't mean that we are 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 us.

Okay, so just a couple more quick things before we dive into today's episode. First, don't forget that you can get all the show notes to this episode, including links to everything we talk about, at doitscared.com/episode52. Once again, that's doitscared.com/episode52. Also, just a real quick reminder that my new book, *Do It Scared*, is now available to pre-order, and right now for a limited time, you can take advantage of our amazing book bonuses, which include premium access to our Fear Assessment, a trial membership to our Doing It Scared Community, and the Do It Scared Workbook, which will help you take action on everything you are learning in the book. Simply go to doitscared.com for all the details.

And now, without further ado, I couldn't be more excited to reintroduce you to my dear friend, the lovely and super-brilliant Susie Moore.

RUTH: Welcome to the *Do It Scared* podcast, Susie. Thank you so much for being here today. I am so excited to have you back for our one-year celebration of the *Do It Scared* podcast.

SUSIE: Ruth, I am so honored. Happy freakin' birthday. This is really, really cool, and I'm just delighted to be back, so thank you so much.

RUTH: Thank you, thank you. So, I know that you've been on before, but for anyone who didn't listen to that episode or who doesn't know you, let's just real quickly do the broad overview. The five-minute summary, who you are, where you came from, what makes you tick. Can you do it in five minutes? Go ahead and time you?

SUSIE: I can do it in less than that.

RUTH: Okay. Susie is the queen of timers.

SUSIE: Yeah. Nice and speedy. Essentially, I help people become confidently more visible in their business and life. I teach, basically, how to use the media in a very leveraged way to grow your business and have a lot of fun doing it. And the content I create over on my blog is largely confidence based. It's about infusing more confidence and joy and fun and ease into your life.

And that's what I like to preach, and it's, hopefully, what I live most of the time.

RUTH: I love that. I love that. Which you do. I can vouch for that. You absolutely live it, 100%. I've never actually seen you have a full-on bad day. You've had like a moment or two of, like, "I don't know if I should do this," but it's never, "Everything's made, and I think I'll be fine."

SUSIE: Well, recently, I've been listening to a lot of Eckhart Tolle, and what he said, and I really like it. He said, "Whatever the world is giving you, the best thing you can do is accept the present moment as if you had chosen it." And so I think—

RUTH: I love that.

SUSIE: Yeah, I mean, if you could apply this in bad situations, I mean, when you just look back in your life in any moment, and you've realized you've had thousands of them and you're still here, you're fine; good things always follow. So I accept the temporary nature of things, I think which allows me to bounce back quickly.

RUTH: I love that. I love that. And the thing I want people to know about you, if they did not listen to that first episode that you were on—which was episode two, by the way, if you want to go back and listen to it—but Susie shared a lot more about her story and her background, exactly where you came from and a lot of hard stuff. Do you want to give a summary of that just so people have some context?

SUSIE: Yes. So, I grew up in the UK, and my family was, like, you know, it was a madhouse. There's mental illness in my family. My dad died of addiction when I was 19. We moved around constantly. We were on social security—you call it welfare in this country. And there was a lot of change, a lot of uncertainty, a lot of fear I guess most of the time.

And so now that I'm an adult and I get to really create my life consciously, choose who I live with, choose my day to day, choose what I really kind of get to do, I appreciate what I've been through, and I think that it's made me compassionate, it's made me grateful for things, and it's given me a lot of perspective because I simply can't be ruffled the way some people are just ruffled by very small things, because I think when you've been in some dark places, then you have a lens that allows you to see things a bit more clearly.

RUTH: Mm, yeah. I totally agree with that. And I think I find that so inspiring about you because I think on the surface, people might

not see how much depth there is to your experience, but there really is. And so all of your lessons and all of the wisdom that you share is so hard fought and hard won and genuine. You're the most genuinely, sunshiney person I know.

SUSIE: Thank you. That's really nice to hear. I mean, what could be a better compliment than that than to be a bit of a ray of something for someone.

RUTH: A ray of sunshine. Yes, you are. So, let's talk about that because this is something I get asked about all the time. People hear me talking about our little Truth Club, which is our little mastermind that we created last year, and I've talked about it on this podcast a number of different times. Everyone always wants to know all about it, all the details. Where it came from, how we found the right people, how we keep it going, what sort of things we talk about. So do you want to just dish on that for a little while?

SUSIE: Yes! Yeah, yeah, that sounds great. So, I love our Truth Club. Of course, it's just four people. We kept it nice and small, which I think is good for a couple of reasons. Practically speaking, it's easier. But also, I think the intimacy that you build, I mean—I've always wanted to have deeper, fewer friendships. I mean, you have 30 friends, but how much do you really get to see them, and how deep can you go? So we hang out a few times a year. We see each other whenever we can. We're honest. We're open about what we're working on, what struggles we're having. We share the best things that we're learning. So I feel like it really is a mastermind in that sense because we kind of _____ (09:51) in different businesses and different strengths. We help each other, support each other, we have a good time, right?

RUTH: We do. Sometimes, sometimes.

SUSIE: Sometimes. We have these moments, too, where we're just honest, and if it's about _____ (10:07—conflict), it's still good to say it because it's said in a loving way, whatever it may be. And I think it's important. I think it's important for us, as people, to take time out, to put friendships as a priority. I think they often come last, especially if you're busy, especially if you have a family. So, yeah, we do it. We stick to it. We keep it real. We keep it light. We just tell the truth as we see it. And it's just fun, and I treasure it.

RUTH: It is fun. And I think there's a few things that I think have really made it work for us. I think one of the things, because we meet in person a few times a year and then we try do a call once a month, the first Monday of the month, and I would say we're pretty good about it, like, 90% of the time. There have been times where it

doesn't work for someone, and that happens. You can't control that 100%. But I would say that we're pretty committed to it. And that's, I think, one of the good things about a group. We've stayed very intentional with our time. We're super intentional on that call once a month about sticking to our time limit. That's why we joke, because Susie's always got her timer out, and everybody has to stick to their time limit.

SUSIE: I'm a time cop.

RUTH: I mean, we're all so—she is. She's a time cop. But we're also very intentional with our time together when we're in person, where we make sure that we're prepared. Sometimes, we make an agenda. We definitely make sure that we're all sharing the things that we're learning. And then there's just that trust and honesty factor that I think makes it work. We're all willing to be vulnerable, and I think that's huge. When you're with other people and you let your real self show, and then they let their real self show, there's something just really incredible that happens with that. So good.

SUSIE: Yes! And I think it's important to let yourself be seen and to allow—I mean, there's a quote that I love. I think it was, it's _____ (12:03) say, be careful of the magic—this won't be exact—but be careful of the magic that happens when you give someone just enough space to be themselves, or let them be just comfortable enough to be themselves. And I think that that's true. I think it's really important to nurture it and to make sure it's a big part of your life.

RUTH: Very, very true. And to answer the question, how we picked each other, I guess?

SUSIE: Oh, yeah!

RUTH: It sort of came about—

SUSIE: Divine.

RUTH: —in a—yes, a very divine way. I met you at a dinner. And I had met Gree, who's also in there, like, many years before or several years before. Gree and I had hit it off, and you and I hit it off. And then you two were each, individually, friends with another person, Laura, who I did not know. Laura kept telling you guys that you needed to meet each other, and I kept telling you that you needed to meet each other. And then, they kept telling Laura and I that we needed to meet each other. And somehow, we finally made it work, and it took us a long time. I think it took six months to actually get the first meeting on the books, but then we finally did.

And, of course, it was love at first sight.

Laura and I—I love her so much. She’s been on the podcast, Laura Belgray. I forget what episode number it is, but we will include it in the show notes, the link to that one. It really sort of was that divine thing where it just came together, of people with the right mindset and the right attitude. And it’s been such a good group.

So, the last time—

SUSIE: The one thing I’ll—

RUTH: Oh, you can add to it, yes.

SUSIE: The one thing I’ll say about that, too, is a lot of people say to me, “How do you find these inspirational friends? How do you create a joke? I have a really good ____ (13:47—PowerPoint) you might like.” Well, pay attention. Look what happened to us. It wasn’t like this totally easy-to-unwrap thing. It was people who kind of new people and then, like, the mutuality kind of going on. But, really, pay attention, you listen, you kind of follow, you take some initiative, and it can happen to anybody. I say it’s really up to you. You’re responsible for making it happen.

RUTH: True, yes. And I think showing up is really important to in-person things. I have found that, too. People say that to me, “How do you find different people? And how do you create these friends in this world?” And, I mean, this is true whether or not you’re talking about in real life. You don’t have an online business; you’re just looking for better friends in your own community. Show up to places, go to events, find places where people are growing and learning and wanting to have that mindset. Expand your circle a little bit. Sometimes you have to step out of your box, where you’re in, and go to different places.

For me, meeting you, I flew to New York for a dinner. Literally, to attend this dinner. And it was worth it because I met you, and it was so great. And then that was, I think, Gree, too. I met her at a mastermind that I took part in in Toronto, and we just hit it off. So, taking the chances to meet people. I would say every single one of my closest friends in the online world is somebody that I met because I attended an event or went someplace and then hit it off. I think that it’s really, really important to go to those things and to meet people and to put yourself out there and take chances and take risks. Because that’s not my... I mean, you know this about me, and we’re going to talk about this in a minute. My comfort zone is not putting myself out there and meeting new people. That’s not what I do.

SUSIE: You're so good at it. Just by doing it, right? It's the only way. Just overthinking it. Yeah, showing up, going to events. I mean, even if it feels uncomfortable, everyone's nervous. Everyone's like—

RUTH: So true. And all you really have to do for that, like I find that just start asking people questions. Don't worry. I think you get so caught up in how you're being perceived when you go to things like that. But, really, because everybody's worried about that, the best thing that you can do is just start asking people questions about themselves, and they'll open up, and then, before you know it, you've made a friend. And, hopefully, they'll start asking you questions, too. Sometimes that doesn't always happen, but then, you know, maybe you haven't made a friend. So have a little bit of discernment there.

SUSIE: I absolutely agree with you ___(16:32) all of that. All good things happen when we just shove off a little bit, right?

RUTH: So true, so true. Okay, so, let's talk about pushing because the last time we were together—and I feel like this is really important to talk about. We need to process this—last time we were together, you guys kind of kicked my butt, like, really hard. Do you remember? You remember this, right?

SUSIE: Yeah!

RUTH: I mean, maybe it wasn't as impactful for you as it was for me. But, it got pretty heated. I feel like there was even yelling that went on. It might have been me yelling, definitely a little bit you yelling.

SUSIE: Yeah, yeah. But it was out of passion.

RUTH: Out of passion, yes. And I was standing up with my arms crossed, halfway to the door, ready to go, ready to fight somebody. But we were talking about publicity and outreach, which is something that you're amazing at and something I have historically struggled with a lot because I don't like putting myself out there. And so everybody was asking your advice on the topic because you had just had that workshop that I attended in New York, which was amazing. I pretty much did not want to hear your advice on the topic. I didn't like what you were saying because it was going to require me to do things that I did not want to do. And so my inner outcast was just screaming at the top my lungs, "No, no, no, Susie. Get away from me. I'm not going to do this." And finally, you said something that was so powerful that it literally stopped me in my tracks and changed everything. Do you remember what it was that you said?

SUSIE: Not specifically.

RUTH: So, like, on the spot. No. To you it was, like, so natural for you that it was so inconsequential for you, but it was so impactful for me. And you said, "You're making this too hard. It can be easy. You don't need to make it this hard." And that was like [sound]. Like that moment, you know, where your head explodes, and you're like, I am making this too hard. I am making this way too hard. Why am I doing this? Why do I have this resistance to doing this? So, then, do you remember? Do you remember any of this?

You guys were like, "Okay, you are going to go pitch yourself to 20 people in the next 24 hours. You're going to do it to people that you know are going to reject you, just to get used to being rejected. You're going to do it." And I, at first, like, "No, I'm not going to do that." And then, finally, I said, "Okay, I will." And I did.

SUSIE: Of course you did it. You did it.

RUTH: And it was amazing. It completely cured me, Susie. It cured me. I started having dreams. This is so funny. I started actually having dreams about meeting famous people and then pitching them. Like, running into Reese Witherspoon, and I'm like, "Oh, Reese, by the way, let me tell you about my book. I think it'd be really good for your book club." I started having dreams about doing this thing that I've been so scared of for so long. And it doesn't scare me anymore, isn't that crazy?

SUSIE: That's incredible. And that was overnight.

RUTH: Overnight.

SUSIE: So again, the change doesn't have to take five years in therapy. Some things take longer, right? But maybe just our belief can be changed a little bit, and then, like you said, you have those moments of just, like, freedom and clarity.

You know, whenever somebody says something to you, and _____ (19:59—it just lands) deeply, it's not going to tell you anything new. They're just reminding you of what you already know, you'd just forgotten, right?

RUTH: Yes. And in this case, when you said that, "You are making this too hard; it can be easy," it's like, it can be. Why am I making this so hard? It was such a revelation for me, and it really, truly has been—

SUSIE: Oh, I'm so happy!

RUTH: —life-changing. So, thank you.

SUSIE: Oh, my gosh. Really? Thank you for this great news. You know, I talk about this a lot because I create so much content and walk around the publicity and teaching and so forth, but this can be applied to anything. I really believe it. And, I also think, because this is specifically what you're applying your energy to and one area you're applying it, you'll see really good things happen and unfold because once that fear is gone, then a whole different world opens up. Maybe you didn't think—you have this invisible kind of line when it just hasn't been there.

RUTH: It's so true. It's so funny to see the ways that we hold ourselves back. And that was my particular resistance. Because of the publicity thing, the outcast thing, whatever it was, that was my own resistance. I don't like asking other people for help.

But I see it—we just finished open enrollment for Elite Blog Academy a couple weeks ago. And you probably see this with your students or perspective students, too, in your course. But so many emails from people who would say things like, "I want to do it, but it's not the right time," or "I don't have the right stuff." Or, they would have all these excuses, all of these reasons for why they couldn't do it, even though "I've been thinking about it for years, but I don't know if this is the right time." And I think, oh my gosh, if you would have started three years ago when you first started thinking about it, think of where you would be right now.

And they put up these blocks for themselves. As their coach, I can see it so clearly. It's just a mental block that you've got going on right now. This literally is all in your head. Everything you're afraid of right now is all in your head. I'm sure you could see that about me in that moment. This is all in your head; this is not actually a problem that exists.

SUSIE: Yeah. It's just a ____ (22:18), right?

RUTH: But it's so hard to see that for yourself. What advice would you give someone to get past that?

SUSIE: You know, I think it can be easier. Really, everything can be easier. I'm obsessed with bees. And I think when—

RUTH: I will vouch for that.

SUSIE: Yeah. They're so much—

RUTH: Susie's the friend who's like, "Yeah. I'm kind of bored. I don't have that much to do. Maybe I should just go ____ (22:47) well. Do you guys ever feel like you don't have enough to do?"

SUSIE: I know! I'm always like, "Why is everybody running out so much? ____ (22:57) way?" I used to think there's easier ways to make

money, there's easier ways to get connected, there's always a shortcut. But sometimes we like to punish our _____ (23:06—goals, girls), right? And know that everything has to be hard won. I don't think the universe is like that. I think that it's, we're really set up, we're always supported, I do always feel supported.

I like what Rumi said, the 13th-century poet, he said, "Live life as if everything is rigged in your favor." Right? And so you approach things differently. Your positive expectation is just high, when that's what you're just riding out. And the world just responds in time. But when it comes to, you know, shifting beliefs—I mean, a belief is just a thought you think again, again, again, again. That's it. And the good news is, a thought can be changed. It can happen quickly, as we see with Ruth, right? You see right now.

RUTH: Instantly.

SUSIE: Overnight, right? This is strong resistance to this freedom, maybe even this acceptance, enjoyment, enthusiasm to it. You can go from someone very unhappy with something, to someone who then becomes accepting, maybe kind of likes it, maybe looks forward to it. These crazy things do happen.

But I just think it's important to question your thoughts. And this is kind of why I'm constantly consuming self-help, but Byron Katie has these great questions that she asks, but the first one for me is always the most important, and it is, whatever a thought is—it makes you uncomfortable, or something comes up and you feel bad, you have a sinking feeling—just think, question your thought. Say, is it true? Is it true? And then even just that question, it can stop you in your tracks. And you can even laugh.

Whatever it is—someone might be upset that they were left out of something; someone might be upset they had a bad comment; someone might be upset that they had a bad result to something, they put something out there and they didn't get the results that they wanted. And so the way they default sometimes can be like, "I'm a failure. I'm a loser. I'm not cool. People don't want me." And it's like, if you just—okay, I'm a loser. Just say _____ (25:00) something doesn't work out as well as you hope, just say your thought is "I am a loser." That's very harsh. We are mean to ourselves. I think to myself, is it true? Am I a loser? Actually, am I a loser? I don't think so. No, I'm not. I think I'm actually quite nice.

And so when you go to that default place of self-hatred or self-loathing, however momentarily, if you can just question it, it can even become quite funny. Like, you can end up laughing. I am such a loser. You realize the stuff that you're saying is—

RUTH: Kind of ridiculous.

SUSIE: It's kind of ridiculous. When you say it out loud, to say it out loud, say it to somebody who loves you, who knows you. You call, you say, "Hey, guess what. I feel like such a loser." And then your friends or somebody who loves you will be like, "What?"

RUTH: Oh, I say it to my husband all the time. When I am having a bad day, that's kind of my default thing. I think because competition is one of my strengths, so immediately, if I'm down on myself, I feel like I'm a loser, like I'm losing at life.

SUSIE: Happy you said that. Everybody, did you hear that? If Ruth thinks that she's a loser when she has a bad day, right, this can be a great example of probably what you're saying to yourself, being Ruth, who you are, and everything that you've also accomplished, right? So it's like your default is, I'm a loser.

And look, I know this. I know we all do this because I've coached so many people through it. Really successful people _____ (26:29) and they're like, "I'm nothing. I'm over. I'm a failure," I mean, all these things we say. Just, is it true? Good question.

RUTH: Is it true? And that's where, I think, having people who will speak truth to you, that you can trust, it does help, because my husband will be, like, what are you talking about? You're not a loser. But he is also a person that I trust to say the real things to me because there are times where he will tell me I'm being dumb or whatever, where I know that when he gives me feedback, I can take it to the bank. My husband, he is not a "tell you exactly what you want to hear" kind of person, which, can be a double-edged sword, right? Sometimes too much honesty for me, but at other times, at least I do know everything that he says is always going to be 100% truthful, and that helps me to trust what he's saying, because sometimes you do need that perspective. But yeah, everybody feels that way sometimes.

SUSIE: Absolutely. I was speaking to somebody recently who—she has a couple of different _____ (27:37—marketing funnels), she's having a bad month or whatever. She is like, "My business is over. My whole thing is over." And I'm like, "Is that true?" Is it? No. In most cases, you can even laugh. You can tell people who will tell you the truth, because often that place where you go, that dark place, very quickly, it needs to have some light shed on it so it can just disappear.

RUTH: Yes. Oh, I love that. I love that phrase "it needs to have light shed on it." It's so true. It's kind of like what Brené Brown said many years ago. I listened to her at a conference. She said, "When you name your shame, you take away its power." And I think that's also true of any sort of self-talk that we have or any time we go to a negative place, anything that sort of consumes our thoughts. And when it's in there, in the darkness, in our heads, it has all this power, and it feels so big, and it feels so unmanageable, and it feels so scary. And then when you

shine light on it, it changes it, and it makes it feel like, “Oh, that’s not really as big of a deal as I thought it was.”

SUSIE: Yeah, because in your head it’s, like, the problem is huge. And in real life, the problem’s, like—

RUTH: Not so big. Yep.

SUSIE: Exactly. So, let it out. Even just with your—even _____(28:54) affirmations constantly. I’m always giving myself props in front of the mirror, telling myself how immune to criticism I am, how fearless I am, how strong, special, great, all these things, rich, everything. I repeat it over and over and over again because why—I mean, I’m going to be on my side. In my limited time here, on Earth, I’m going to be on my side. It’s absurd to be anything but that.

RUTH: That’s amazing. I love that.

SUSIE: I mean, yeah, why not? And then, give yourself a little kiss in the mirror, a little butt tap. Why not?

RUTH: And I can also vouch for the fact that Susie does do that on a regular basis. I’ve seen it. Unapologetically, unapologetically. You’re like, “I’m amazing. I look great today.”

SUSIE: Yeah! I always say, “You sexy thing.” I actually have “sexy beast” written on my mirror.

RUTH: I love that. Okay, so switching gears a little bit. One thing that’s happened since last time you were on the podcast is that your husband, Heath, who I adore, has now come to work in your business full time, and that’s kind of a big deal. So I have a couple questions there. How’s it been, was it scary to make that leap, how did you guys decide you were ready, and what have you learned since having him home full time?

SUSIE: Oh, such good questions. It actually was kind of easy because he was kind of, I guess, side hustling helping me for a while. And I see this happen a lot now. I mean, we’re certainly not the first. I even see there’re coaching—I want to say coaching niches growing now, just entrepreneurial couples. I just see it happening more and more because there is just a point where it doesn’t make financial sense for one of us to have a job if the business is doing well. I mean, well, people do really care about your business, but if it’s your spouse, they’re really invested. So I think if there is a natural fit there, where your weaknesses are opposite, your strengths are opposite, then why not? I mean, again, I think I just think about risk differently than other people because everyone thinks, is it time? You need to have a plan. You need to feel ready. And, I don’t know, it felt kind of spontaneous, frankly.

RUTH: Because it can be easy. You don't have to make it so hard.

SUSIE: Even, like, my husband likes to invest in banking ____ (31:13—and the insurance and) tech company, and, you know, he liked his job and all. So I was like, "Do you really like it? Is it worth really going there every single day? You'd be hanging with me." It made kind of sense for him to just give it a whirl, give it a full swing of the bat. I mean, I felt the same way when I left my job. I was like, the worst thing that could happen is I'll end up back in a job just like this. So, I'm living my worst-case scenario. I'm not going to end up toothless under a bridge, right? I always think that to myself, again, is it true? Is my life going to be over, am I a failure, am I going to be on food stamps? I don't think so. Like, no. I guess we didn't think about it too much, actually. I think it's been—I can't remember now exactly how long it's been, even full time _____ (32:02) together, but we love it. We really love it.

RUTH: Do you now?

SUSIE: Yeah, I think it's fun, and not perfect. But overall, pretty damn good.

RUTH: So, was there a learning curve at all with having him come home? I know with my husband, Chuck does not work in the business at all, nor does he want to. But there was definitely an adjustment period of learning to be together. In fact, after he came home, I ended up getting an office because we found that it was better if we had some space from each other.

SUSIE: Interesting. No, I mean, actually, he made a point about wanting a workspace, and I was, like, "No way! It's so much fun being together." I like a little quality time. That's my love language.

RUTH: Oh, that's true. That is your love language. And that's my husband Chuck's love language, too. But not mine. So I need space.

SUSIE: I think he could use a bit less of me; I don't need less of him. But I don't know. I shut it down pretty quickly. I'm sure it'll come back up again. But frankly, I really like it. I think in a way that's one of the perks of _____ (33:10) yourself you get to decide you get to spend time with people that you care about. For me it wasn't really an adjustment at all. I really liked it. For him, you'll have to ask him.

RUTH: Maybe we'll have to have him come on the podcast and get the real truth, the dark side, of Susie Moore.

SUSIE: Because I know I'll be looking at you with a scared face.

RUTH: So funny.

SUSIE: Yeah. I mean, I love it. It certainly suits me very nicely. That's why I know for sure.

RUTH:

Okay, so, one thing you are so good at, and I think I admire it so much just because this has been such a block for me for so long, but it's putting yourself out there and making the ask. And you have a great course about publicity called Five Minutes to Famous. It's amazing. It's pretty much just genius strategy that nobody else is teaching.

So, first of all, can you talk a little bit about that? And then, my biggest question is, what does every business owner or any entrepreneur, anyone who's looking to get more publicity, what do they need to know about that, getting more publicity, and making that happen?

SUSIE:

Yes. Good question. So when it comes to making the ask, everyone's just human. And often if you're asking something, people, a lot of the time, want to help, right? It's one thing to be obnoxious and be constantly asking for favors from people who might be a little further ahead of you, especially when it comes to business. That might be a little different. But, generally speaking, if you've got something to offer or something to say or content to contribute, you'd be surprised at how receptive people are to listening, to welcoming it, to entertaining it, to even brainstorming a little bit with you, like, can you do this _____ (34:52) all the time? You submit an idea, and they'll say, "Oh, can we do it this way?" Or "can we make it relevant to something that's happening in the news right now?" for example.

But first of all, it's far more accessible than anybody thinks, and asking's fun. I feel like if I'm not asking, I'm not alive. It just feels so passive to not ask for stuff. Asking is just—I don't know. The way that I think is if you don't ask, it's always no, right, because you never know what you're turning down involuntarily, what you're kind of just leaving on the table.

And then when it comes to any business owner, I mean, look, I come from this place of really preaching the power of being visible and being seen and heard. But if you're a business person who does business with humans, then people need to know about you. If you could have this question mark or curiosity about publicity and media coverage, if you're even thinking about it, it's right there. This is how, when you think about what the media can do, the media wins elections, right? The media gets people exonerated from jail. The media gets people to buy everything. This is how a message is spread. You don't have to go to this huge international level overnight, but you can realize that your voice message, your message, what it is that you have to share, the value that you're bringing with your product, your service, there's a place for it. And it's your job, I think, it's your responsibility to be seen and to be heard, and to know that that's really the thing that you're pushing, not so much yourself but the thing that you know that's about you. And that can take the pressure off.

And one other thing that takes the pressure off, too, is to not consider

yourself a guru or an expert or a genius anything. Just consider yourself joining a conversation. Just joining a conversation that's already happening—

RUTH: I love that.

SUSIE: —with your own point of view. You don't have to be perfect. And, as I say all the time, Ruth, I'm not qualified in anything. I have no credentials at all. I left school at 18; that was it. I mean, I got nothing, like, zeros, right?

RUTH: That's funny.

SUSIE: But it doesn't matter, right?

RUTH: Yeah.

SUSIE: It doesn't matter, but it's—

RUTH: I got that question the other day from someone who messaged me on Instagram. It was a podcast listener, actually, who messaged me on Instagram and said—this was in response to Elite Blog Academy—“I really want to join Elite Blog Academy, but I'm not an expert on anything.”

SUSIE: Welcome to the club.

RUTH: And “How did you become an expert in what you talk about? You're so good about talking about self-development. How did you become an expert in that?” And I was thinking, oh, my goodness. If you only knew how little of an expert I am. I literally started my original blog, Living Well Spending Less, because I was spending too much money, not too little money, and I needed a way to hold myself accountable. And I tell people that all the time. If I can create a seven-figure business, starting a blog about saving money—and that is my worst trait on earth—then you can literally start a business about anything. You do not have to be an expert. I am living proof of that.

SUSIE: I completely agree. And I also think if there's one thing that you know, you don't have to be perfect at any one thing to add value to other people. I actually want to spy on the people who self-taught, so helpful in so many ways because they show—

RUTH: Struggled through it.

SUSIE: Yeah. And there's a YouTube girl who I really like, who talks about how to do eye makeup quickly. I always like the quick way, right? To do it. And you can tell she's not formally trained. She's just, like, I've tried this and that, and this is what I know. She hasn't got a huge following yet, although it's growing. And I can tell, I think she's just going to go really far if she keeps at it because she's not this perfect—doesn't use

fancy language; it's just real.

And by the way, even people who do use fancy language, like academics and stuff, well, I love them. I've taught them, actually, in my program. And they have some frustration because they should have more coverage, you know? But they're not doing those things, connecting those dots that really get you there, right? Becoming an expert in something, which is a _____(38:54—new and external) qualification, doesn't guarantee anything, right? Knowledge is only potential power—that's in the book, what's the famous book? Oh, my gosh. It's about getting rich, you know, the famous one.

RUTH: *Think and Grow Rich* by Napoleon Hill?

SUSIE: Yes! That's right. Knowledge isn't power; it's only potential power. And so the potential is in the use of it, right? That's where I think I come in. I helped you with that potential because it's one thing to know something, but it's something else to share it. And that's really our _____(39:25), right?

RUTH: Very true. Yeah. And your course is amazing. If you are listening right now and you are a business owner or—I mean, what would you even say? You don't even have to be a business owner. If you're someone who is looking to get seen—

SUSIE: A message. Yeah—

RUTH: —and to get your message out, then Susie's course *Five Minutes to Famous* is really, really amazing. And we will include a link to that in the show notes, so you can check that out for sure.

Okay, so the other thing I want to make sure that we talk about is one of your favorite topics, which is helping people increase their confidence. And that's a pretty big deal when it comes to overcoming fear. So what advice can you share, or do you have any sure-fire strategies for helping people be more confident?

SUSIE: Yes. I think that the secret, if it can be distilled in something—again, very easy—is it's not to expect perfection, right? From yourself. Not to expect too much. And to almost not take yourself so seriously, right? You will fail. It's inevitable. You will fail. If you're doing anything, you're going to fail at least once, right? To enter life with more of a spirit of experimentation and play and not like this has to be amazing or I'm a loser, right? It's just the default setting we have. It's like, how can I relax into this a little bit, you know?

I always find the most natural people, even like the media personalities I observe and people I just see in my life, they're not so uptight and serious. The most successful, they kind of have a bit more of a spirit of humor and, you know, well... As you know, there's always

a million solutions to everything that comes up as a problem in our lives, a lot of them we create ourselves, so I think just taking yourself a little bit less seriously.

We've all kind of had that situation where we're having a freak out, right? And then someone will make a joke or something. And then it's _____(41:25) we will come back to Earth, you know? Because these _____(41:29).

RUTH: Do you come back to Earth? Sometimes I have a hard time seeing the humor in the moment if I'm having a freak out.

SUSIE: Right. Well, sometimes you need to let your time pass, even say, "You know what? This is going to pass. I'm in it now. I'm in my moment now, and in one hour I won't be." Or "tomorrow I won't be." Wayne Dyer said that there is no stress in the world; there are only stressful thoughts. The more I observe life and everybody, the more I just see that. Everything will go wrong. Many things will go wrong. And so if you can just approach it with a more lightness, a different feeling of, okay, well. This problem, is it true? Is it the end of the world? Is it so serious? Is it irreversible? Most things can be fixed, you know?

So I just think approaching things with a less serious, more flexible, generally lighter approach will be your best friend. And then expecting things to go wrong and knowing, too, that you can always correct them, just even by revisiting past mistakes, past challenges, and knowing that you survived all of those, even having a mental checklist of those, too, can be very reinforcing for you to feel your confidence.

And then, you have to consume some content every day, I think. I still do. I don't know what consuming right now, Ruth, but a podcast, a self-help book—of course, your fabulous book will be available soon for everybody. But yes, so just stay on it. Keep managing it. Know it's your responsibility to manage your state.

RUTH: Yeah. I'd recommend that a lot, too. Just keep filling up. I think, as humans, we almost have this insatiable need to continue having those messages flow in because every time something gets hard, every time we feel discouraged, every time our confidence falters a little bit, all the stuff that we've heard, it's almost like it goes away until you've had enough of it that you've reached this critical mass point, or maybe you have reached critical mass, Susie, because I've never met anybody who it spews out of more than you. All of the self-help and personal development and lightness. I mean, it shows in everything that you do. It has clearly impacted you. And even though your personal story is one where you could have gone a totally different direction, you could have been sunk into just all of the misery of the hard things that happened in your life and feeling sorry for yourself, but that's not where you went. Instead, you went to this place of just continuing to fill up and read and develop and grow as much as possible until you

are so excited about it, you can't think about anything else.

SUSIE: Yeah. And the way I think about it is, what's the alternative? What am I going to do, be miserable? Oh, congrats to me; I'm miserable.

RUTH: Some people do choose that, though. Some people, in fact a lot of people do. I would say probably even the majority. I love that you say increase your confidence by having a sense of humor. It's so simple. Again, you're making this too hard. But so many people have no sense of humor about anything, and it does make them miserable.

SUSIE: A friend of mine said last year when a launch wasn't going well, she's like, "I think I've ruined my family." I was like, whoa, girl. Reel that back. I had to laugh, actually, in a really loud way because sometimes you need to get a little bit of a shock because we're not actually—we're just not seeing things clearly. We're just in this constant illusion of the world's out to get us, everything has to be scary, everything has to be a struggle. Yeah, some things, they happen. They're not ideal. Challenges are—they'll be nonstop until you die. But really, what is the worst that can happen, really, in any case? Even if I think the worst thing that can happen is that I'll die. Well, that's coming for us all anyway. So, what am I going to have to worry about? Nothing.

I think it's our only responsibility. If our only responsibility is to manage our state, and for our state to be a healthy one, imagine the world that we'd be in, you know? It'd be a very different place compared to this fear mongering, this constant state of unease, angst, which is just so typical. If we could just all learn to just relax a little more and be a little bit lighter, then we also make life a little easier for each other.

RUTH: That's very true. So what— Oh, go ahead.

SUSIE: You know when you're around positive people, how you feel differently? Because not everybody is so positive, right? So if you can be that for someone, then they'll probably be a little bit lighter to the next person, and it's pretty nice. It's kind of contagious.

RUTH: It's like paying it forward.

SUSIE: Yeah! Be happy and light and nice. There you go.

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

SUSIE: Well, I'm having lots of success with my publicity students, wins every day, which is really cool. So we're looking to build on that and offer something new and exciting to existing members of my program and people who want to, you know, once you get me the coverage, where to from there, right? There are so many different things you can do with it. You can really leverage it in lots of ways. I'm coming up with something new and exciting there. And, I'm pretty confident my book

will be out next year. I know there's a lot of work that goes into that. But, it's about living an approval-free life.

RUTH: I love that.

SUSIE: Yes!

RUTH: Love it. So good.

SUSIE: Yeah, because, you know, you're looking for an approval. Pressing your inner "like" button.

RUTH: Don't you feel like books are such a long, tedious process sometimes?

SUSIE: Well, I was just listening to Deepak Chopra, who wrote *The Seven Spiritual Laws of Success*, one of my favorite books, on a flight, from Singapore to Melbourne. It took him nine hours. And I know *The Alchemist* was written in three weeks, and *Your Erroneous Zones* by Wayne Dyer was written in two weeks in a hotel room in Florida. So, I'm going to say no.

RUTH: Of course not. Susie Sunshine has nothing bad to say.

SUSIE: You know how people can help you, but I think I want to approach it, this is going to write itself, it's going to flow out of me, and it's going to be really fun.

RUTH: Yeah. Well, it is going to be great. It is going to flow out of you. I feel for myself that this book that is not even out yet, coming out very soon, it feels like I have been working on it forever. It just feels like a very long time.

SUSIE: Well, as soon as you ____ (47:57), right? It's like it's taken you 40 years to write this book, really.

RUTH: 40 years, yes.

SUSIE: Yeah, like, when you think about it, it might take you three months or whatever to put words on the page. But, it's like your whole life. It's taken you a lifetime to get here.

RUTH: It's true. It's a good way of looking at it. Yeah. Okay, so, last question. What is the best piece of advice you've received in the last year? I asked you this question last year. I don't remember what your answer was. I'm sure it was something really brilliant. But it was for what you've received in your entire life. Now I'm going to ask you what's the best piece of advice you've received in the last year?

SUSIE: Okay. Because I'm reading so much Byron Katie right now, it's from her. And she says, we create 100% of our own problems, but only 100% of them, which sounds funny, right? But we create all of our own

problems, and so every time I have problem, I'm like what story am I cooking about this, because I'm not going to argue with what is. And if you argue with what is, then you also can't get out of what is because you can't even see it clearly because you're denying it. So often what is, when you come to this place of acceptance, you can almost enjoy a challenge.

RUTH: That's amazing. I love that. Okay, final words of wisdom. What else do you want us to know, and where can we find you?

SUSIE: Oh, my gosh. Doing it scared. This is just the ultimate message. Ruth, _____ (49:26) love me so dearly. The way that I think about, what we even discovered today, your resource, this resource, *Do It Scared*, keep listening to this, right? You talk about difficult things, and we can do hard things, and we can be scared and perceive anyway. I just love your message. I'm so excited that your book's coming out because it's going to be so freaking rad. And I'm going to be featuring it, too, on my blog. And my blog is susie-moore.com. And if you want a free workshop to learn more about publicity, you can go to getrockstarpr.com.

RUTH: I love that. And we will make sure that we include all of those links on the show notes as well. Susie, thank you. As always it was so fun to catch up, my friend. Thank you for being my one-year guest, and I love you so much.

SUSIE: Ohh, yay! Happy birthday.

RUTH: Thank you. Bye.

SUSIE: Bye-bye.

Okay, guys. So that about does it for today. Once again, don't forget to get all the show notes and links for this episode at doitscared.com/episode52. Once again, that's doitscared.com/episode52.

And then, before we go, I just want to say, as always, that I love, love, love hearing from you. So if you have any questions about what we talked about today, or any other topics 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, please leave a review on **ITUNES**, or 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 on iTunes or wherever you like to listen to be notified of new episodes.

And speaking of upcoming episodes, be sure to join me next week for a very special episode as we take a deep dive into the seven fear archetypes and explore the very unique and distinct ways that fear might be playing out in your life. I've alluded to them quite a bit in the last couple of weeks, but this will be the first time that you'll actually be able to get a full overview of all seven archetypes. Plus, learn why identifying your unique fear is the first step in overcoming it. It's pretty fascinating stuff, and I can't wait to share it with you. So I will catch you then.