

This is the **DO IT SCARED** podcast with Ruth Soukup, **EPISODE NUMBER 58**. In today's episode, we're doing something we've never done before. Instead of being the interviewer, I am the interviewee. Buckle up because this is the episode where Ruth gets real.

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.

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 very, very, very soon to be six books.

In fact, my newest book, Do It Scared, actually arrives in bookstores everywhere tomorrow, which means that if you haven't yet grabbed your copy, please be sure to do that this week because we have put together some incredible bonuses that are so good, guys, and they're only available for a few more days. I promise that you are definitely going to want to take advantage of those, especially when you read the book.

So don't be a procrastinator. Get all the details at doitscared.com, and then be sure to grab your copy this week if you haven't already. If you happen to be out and about this week and you're in a Target or a Barnes & Noble specifically and you happen to see the book there, or if you've ordered the book and it's being delivered to your house this week, please, please, please, please do me a huge favor and take a picture of yourself with the book and post it on social media with the hashtag [doitscaredmovement](https://www.instagram.com/doitscaredmovement)—that's, again, [hashtag doitscaredmovement](https://www.instagram.com/doitscaredmovement)—and be sure to tag me on that as well. You can tag me **@RUTHSOUKUP** on Instagram or Twitter. You can tag ... I don't know if you can tag me on Facebook, I don't even know how that works, but we will be doing all sorts of really fun giveaways to celebrate the launch. We're going to be giving away all sorts of good stuff and goodies, and I would love to have you blow this up with me.

Guys, let's spread the word, please. I am begging you. I've had so many people reach out and ask me how they can help and how they can be part of this book launch and that's how. That support means so much to me, so please share it everywhere, share it ... use the hashtag [doitscaredmovement](https://www.instagram.com/doitscaredmovement) and tag me on there. You can tag Target if you're in a Target, you can tag Barnes & Noble if you're in a Barnes & Noble, but if you see the book, if you're in the airport and you see the book, take a picture please do it for ... do that for me. Thank you so much.

All right. In the meantime, whether you are new and just finding me through this podcast for the very 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 that you can create a life you love.

In today's episode, because it is launch week, I am doing something completely new, and I am being interviewed by my dear friend and co-worker, Laura Miller. Laura, who you may have seen out and about with me at some point, is the head of operations in our company, which means she is also second in command and definitely someone who I trust completely. She also knows me very, very well, which means that she was willing to ask a few questions that no one else probably would ever dare.

Honestly, guys, it was kind of terrifying to get that real with her, but ultimately, that's exactly what this podcast is all about. It's about having the courage to look inward at the mistakes and the missteps we've made, to face the fears that are standing in our way, and then take action in order to get unstuck and create a life we love, because, as I always say, courage doesn't mean that we're never afraid; instead, courage is being scared but taking action anyway, despite the 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.

All right, so, as always, one more quick thing before we dive in to today's episode. You can get all of the show notes by visiting doitscared.com/episode58. Once again, that's doitscared.com/episode58. However, while you're there at doitscared.com, I also want to encourage you to take our Do It Scared Fear Assessment if you haven't already. It will allow you to identify your own fear archetype, and, guys, it is such a useful tool. People have been getting so much value and insight out of that one tool because learning your fear, if you haven't listened to that episode on the Fear Archetypes, do that, too, but take the assessment, learn your fear archetype, and really get that insight into yourself.

The free version of the assessment will give you your top archetype, or you can upgrade to the premium version of the assessment and get information on your top three archetypes and how they all interplay together as well as get your overall fear score. It's super valuable information.

And, actually, if you've ordered my new book, Do It Scared, or you've bought it in the store this week, you can claim our book bonuses by using your order number or your receipt number and get that premium assessment for free, which is amazing. It's so, so valuable. It's worth getting the book just to get that premium assessment. Once again, get all the information about all of that stuff, about ordering the book, about the assessment, about getting the bonuses at doitscared.com.

Okay, so, with all of that out of the way, let's dive in.

LAURA: All right, Ruth. Are you ready to get real this afternoon?

RUTH: I am so ready. I was born ready.

LAURA: You were born ready. You're not going to get offended if I ask you never-before-asked questions?

RUTH: Well, I'm a little nervous now about—

LAURA: You should be.

RUTH: —what you're going to ask me.

LAURA: We've been friends a long time.

RUTH: We have been friends a long time, so I think you're the right person to do this, but I am kind of like—now, the way you're looking at me is a little scary, actually. No, I'm ready. I'm ready.

LAURA: Good.

RUTH: I think—

LAURA: There's a lot of trust built up here.

RUTH: There's a lot of trust.

LAURA: Yeah. That's awesome.

RUTH: Let's do it. My goal is to be 100% transparent.

LAURA: Wonderful. Well, I'm going to start out with a really fun question, okay?

RUTH: Okay.

LAURA: So—

RUTH: You're going to break me in gently. That's what you're saying.

LAURA: I am. Break, yes. And then, we'll get really deep and heavy. Okay. Paint me a picture of your perfect day.

RUTH: My perfect day?

LAURA: Yes. If you could have it from start to finish a perfect day, what would that look like?

RUTH: Oh my goodness. Would it be a perfect day at home or anywhere in the world? I need qualifying statements for this.

LAURA: It doesn't have to be qualifying. It's what you love to do. What would fill you up by the end of the night you could say, "That was the perfect day"?

RUTH: Okay. I think my perfect day would be super simple. It would be waking up—

LAURA: Mimosas?

RUTH: Well, yes. A little sex, and then—

LAURA: We are getting real.

RUTH: We're going to get real.

LAURA: Okay.

RUTH: But come on, let's be real. That's a perfect day.

LAURA: Perfect day.

RUTH: Laying in bed, having a mimosa, getting on with it—

LAURA: Getting down.

RUTH: Getting down, and then jus—

LAURA: No exercise?

RUTH: No exercise.

LAURA: Okay.

RUTH: Oh, no. That does not equate into my perfect day.

LAURA: Okay.

RUTH: So it'd probably be just hanging out with my family, playing games with the kids, surfing Zillow with Chuck. One of our favorite pastimes is we both look at our phones at Zillow listings, and then share them with each other and text them to each other even though we are in the same room. Is that such a lame hobby?

LAURA: No, I think it's really cute.

RUTH: But yeah, so, we love doing that. And then going out for a really good dinner and just chilling. I would say that would be my perfect weekend day. Perfect workday would probably not include the mimosas, it would include the sex, and then it would just be doing what I already do. I really feel like I have a great job, and that gets me excited.

LAURA: Lots of video calls because you're a virtual company, so lots of video calls face to face with your employees and staff, would be so fun.

RUTH: Yes.

LAURA: Then probably around three o'clock, having a Spiked Seltzer. That seems to be the norm.

RUTH: It's more about 4:30.

LAURA: 4:30?

RUTH: 4:30.

LAURA: Okay, I'll take 4:30.

RUTH: I just want to say for the record that Latricia usually joins me for that.

LAURA: Good. No judgment.

RUTH: I don't drink alone.

LAURA: No judgment.

RUTH: Me and Latricia, we have our little moment, and it's all good.

LAURA: So then, my other question on that same vein is, what do you do for hobby? What do you do for your hobbies? What do you do for fun? You

work a lot, you're super successful, you have a great family. What do you do for fun for Ruth Soukup?

RUTH: I love to travel, so I would travel all the time. When I'm not traveling, I'm thinking of and dreaming of places that I want to travel, like where's my next place to go? I would say, if I have a hobby, travel would probably be my biggest hobby. And as you know, I love the travel hacking. I'm all about getting points and being able to stay in really nice places for free or super cheap and getting upgraded and all I like ... to me it's almost like a game because I'm very competitive, as you also know. I like to win this game of travel hacking, and I have a lot of fun with that. That's probably ... I would say a couple of years ago, Chuck told me I needed a hobby that wasn't working, and so I decided to do travel hacking, and that's been really fun.

LAURA: That's fun. Bucket-list place to visit?

RUTH: Oh my gosh. Cambodia.

LAURA: Cambodia.

RUTH: Cambodia's number one place that I want to go next. Number two would be ... why am I blanking on that? The island, Galapagos.

LAURA: I like it. You're taking staff as well? I'm just kidding. Or just me, that's fine.

RUTH: No, but, Chuck does not like to travel. So this is sort of like a little bit of an issue with us, and he hates to fly and does not enjoy travel, but he loves to cruise. So this year we're doing something different, as you know—

LAURA: Yes.

RUTH: But this is actually really different for us. The whole family's very excited about it. We're taking two separate vacations. My friend Laura Belgray, who was on this podcast, is teaching a workshop; and Maggie, she'll be 13 in August, she's shown some interest in writing, so I thought it'd be really fun for her to come along. And so when I booked that with her, then Chuck was like, "Well, what are me and Annie going to do?" So they decided to book a cruise.

RUTH: And they're going on a cruise together. I'm excited about it because I think—you have girls, too. Sometimes I think when you have kids of the same sex that are close in age, it's easy to treat them as a unit, and they're very different, they have totally different personalities, totally different interests, but a lot of times we just refer to them as "the girls." And so I think it's going to be really good to just give them that independence and do separate things. Then, we're all going to Seattle to visit family right after that. We'll have some togetherness time, and we'll also have some one-on-one time. So it should be fun.

LAURA: Sounds amazing. My question then, you do have two daughters who are wonderful and amazing, if you could have one word that you would want them to think of you as, what would that be?

RUTH: Fun.

LAURA: Two words, three words, it's fine. What do you want them to know about their mom? If they think, my mom is ... "blank."

RUTH: That's a good question. I've never really thought about that before. I want them to think of me as, go after it. I want them to know—it's interesting for my kids because I'm the working parent, I'm the career person. Chuck is the stay-at-home parent. They kind of look at ... a lot of times it's a joke in the family, as you know, the girls ... Chuck went away for spring break to spend spring break with a friend for spring training, and it was the girls alone with me, and they called it mommy survival camp because they think that I don't know how to do things that he knows how to do, like make lunches and cook breakfast.

LAURA: But you discovered something amazing that week with meal delivery. What did you discover?

RUTH: Oh my gosh, Grubhub.

LAURA: Game changer.

RUTH: Grubhub. Who knew there was a thing like room service for your house? It is amazing.

LAURA: I mean, I think you did it, like, seven nights in a row.

RUTH: Not seven but—

LAURA: Five?

RUTH: Five out of seven.

LAURA: That's amazing.

RUTH: It was kind of amazing. That's just the phase of life that we're in right now, and I'm so thankful that I have Chuck to be the one who's focused on going to the grocery store, making sure that the girls' needs are taken care of, and making lunches in the morning. But that doesn't mean that I don't know how to do that; I have done that before. But I also love that they're seeing for us like a nontraditional family of what this can look like. I actually don't even think that we're nontraditional; we're pretty traditional. It's just we're completely opposite of a lot of families. There's not a lot of dads out there that are staying home yet, even in this day and age.

I want my daughters, because I have two daughters, I want them to believe for themselves that there's nothing that they can't do and that there's nothing that they can't go out there and try and figure out and that there are no doors that are going to be closed to them because they're girls. I think that matters to me. I like that they see me out there doing it.

We have our jokes about stuff because they're so close to Chuck, and they're such daddy's girls, both of them. Sometimes I go, "Oh, it's Daddy, Daddy, Daddy, all the time. You just want Daddy. Mommy just needs to go to work and make some more money so you can all hang out with Daddy and have fun with Daddy." Sometimes I do feel left out when they have

that close bond, but I also know as girls, there's nothing more powerful than having a close relationship with your dad. All these studies show the self-esteem that comes out of that, and so I hope that we're giving them something that is a really powerful gift, that on the one hand they're having this great relationship with their dad, on the other hand they're seeing a mom who's out there doing big things in the world, and I hope that inspires them but also gives them the confidence to feel like they can do it, too.

LAURA: That's amazing. So, you make no secret about the fact that Chuck hated his job and he wanted to retire, and after just about four, five years of your business, he was able to do that. Were there any struggles in that role reversal?

RUTH: Oh my gosh. So many struggles, so many struggles. I would say that there are still moments, as you know. It's not always easy. Marriage is hard. But I think for me the hardest part was giving up control. I had been, especially as I was growing my business because I was a stay-at-home parent, I was homeschooling at the time, and I was also responsible for running the home. I was wearing all these different hats, and in order to do that successfully, I had to be, like, so on it. I'm so regimented with schedules and checklists and all the stuff, and that is not Chuck's personality at all.

When he came home, I still wanted to run everything, and that was hard. It was hard for us to figure out who was going to do what and how we were going to work it out. For us, we found the best thing was that I started renting an office soon after he came home, and I think we both needed that space. And we don't have a huge house, so it wasn't like I had a separate office or anything at home. When he was home, then it felt like it was the weekend and a party every day.

He was making blueberry pancakes every morning, and I was just like, "Come on! Weekdays we need to focus on work. We don't need to ..." It just took us a while to find our groove, and I would say, we still are working on that. I think we'll always be a work in progress, but it's been important to find—we went to marriage counseling last year, as you know. That was a huge deal for us because what we found is that Chuck was actually suffering from what's really common for stay-at-home moms is this feeling of burnout or just feeling overwhelmed where you're doing a lot of repetitive tasks over and over and over, and he wasn't taking care of himself, and he wasn't doing things to fill himself up, and he felt it was just always another load of laundry that needed to be done, another going to the grocery store—

LAURA: Endless.

RUTH: It's endless. It really is. Unless you're taking the time to fill yourself up and create that meaning in your life, then there's always going to be almost an emptiness. We see that so much. That's one of the biggest reasons why I wrote *Do It Scared* is because I hear that every single day. But for Chuck, he couldn't hear that from me. And I could say to him, like, "Honey, I hear people telling me this every single day. I know what you're going through. I understand it. I want you to take care of yourself. You need to find some things that are just for you," and he wasn't going to hear it from me. So it was good that we went to counseling and worked through that.

But also, there were a lot of things that I was doing that weren't great either. I'm super driven and focused on the business, and that's been a huge part of our life as I've been growing this business for the last few years, and so I needed to learn how to make our marriage a bigger priority also. I think we both worked really hard, and it's been really good.

LAURA: You guys are thriving.

RUTH: We are thriving.

LAURA: It's awesome. So before we get into Do It Scared, because I have some awesome questions about that, I want to bring up something that probably less than five people know about this story.

RUTH: Oh.

LAURA: Can I ask the question?

RUTH: Now, I'm kind of scared, but, since, I said I would get real, so lay it out there. I'm nervous though.

LAURA: Okay. About three years ago you got sued.

RUTH: Yes.

LAURA: It was a hard time. It was a super-stressful time.

RUTH: Very stressful time.

LAURA: There was a secret you kept for a little bit, and I found out about it. Do you want to share that story with people?

RUTH: That was a low moment for me.

LAURA: It was low.

RUTH: Thanks for bringing that up.

LAURA: You're welcome.

RUTH: Wow. Yes, you're right. In 2016, I got sued, which not very many people know. It was very stressful. There was a lot of stressful stuff happening, and I—oh my gosh, Laura, I can't believe you're making me tell this—I started smoking again, and that was my dirty secret and—

LAURA: You kept it from a lot of people, including—

RUTH: From everybody, including my husband, which is kind of crazy. You'd think that I wouldn't be able to keep that a secret because it's stinky. But, I would buy Febreze by the gallons and go for walks. I went for a lot of walks that were specifically to go sneak off and have a cigarette. And it was hard because I used to be a hardcore smoker when I went through my bad depression. I started smoking, I think when I was 17, rebelling in high school. At my worst point during my worst depression, I smoked three packs a day.

LAURA: Oh my gosh.

RUTH: Literally, I was a chain smoker. It was terrible. And then I quit when Chuck and I first got together because he hated that. He never asked me to quit, but he also said, “I would never consider having kids with somebody who smoked.” And so that was—

LAURA: Chuck’s not direct at all.

RUTH: He’s very direct. Because we had this conversation when we were dating, and he’s 20 years older than me, and we had been dating for a few months, and I was like, “I just think we just need to have this conversation because I need to know where you stand. I’d want you to know that I want to have kids. It’s really important to me. And you’re 45 years old. If you’re not into kids, then you got to tell me right now, and we just have to end it because it’s not going to work out.” And he was like, “Well, actually, I would love to have kids, but I just have to tell you right now, I would never consider having kids with somebody who smoked.”

So I quit smoking in 2014 on his birthday, December—no, 2004. Sorry, 2004—December 16, 2004, and quit for all that time until 12 years later in 2016, then ... Oh my gosh, started smoking, and I couldn’t tell him. And I was traveling a lot, and I was really stressed and hid it from him for six months until I was taking so many walks that he started to get suspicious. He was like, “What’s going on?” He thought I was having an affair.

LAURA: Oh, Ruth. Come on!

RUTH: I know it was so bad.

LAURA: That’s terrible.

RUTH: It was so bad.

LAURA: You’re not supposed to keep secrets.

RUTH: No, you’re not. He finally confronted me and asked if I was having an affair, and I said, “No.” And he’s like, “Well, is there anything else you want to tell me?” I’m like, “Well, I did start smoking again.” I thought that he was going to—in my mind, I couldn’t tell him because I was like he’ll never forgive me, because I knew how much he hated it and hated smoking. He was actually amazing. He was the epitome of grace and complete undeserved grace because I did not deserve it.

I was so totally in the wrong of I had not only started smoking, but I had tried to hide it from him for six months, and he had no reason to be even remotely forgiving or gracious about it, and he just was. He just was like, “I just want you to know, of course I don’t like it, but I love you, and I’m here for you and I want you to quit. But whenever you’re ready, do that.” And so I did. I kept smoking for about six more months after that. I was not ready to quit at that moment. I was not—

LAURA: Even though I yelled at you every time.

RUTH: I know. You knew and you hated it.

LAURA: Oh, I hated it.

RUTH: You hated it.

LAURA: I want your health to be good. You talk about—

RUTH: I know. It's terrible for you, and I hated it about myself too, but it was also—it's an addiction, and—

LAURA: And it's a coping mechanism.

RUTH: A coping mechanism. And yeah, I hated it, too, so I finally quit about six months later, and then it was good. I've been—

LAURA: And you will not go back.

RUTH: I won't go back.

LAURA: You will not. I won't let you.

RUTH: Although I'm not going to lie, I think about it every day. I think, "Oh my gosh," especially—

LAURA: I think that's pretty normal, right?

RUTH: Right now, it's a stressful time. We've been super busy with all this stuff with work and launching this book, and oh my gosh, there's not a day that goes by that I don't think, "Oh, I love cigarettes so much. I would love it."

LAURA: Nope. Shut it. Okay, so, let's segue into Do It Scared. Basic question, but I want to know, what made you write, Do It Scared? Do you have a defining moment?

RUTH: That's quite the segue.

LAURA: Right in. I'm going right in.

RUTH: I'm still recovering from this big revelation.

LAURA: I know. We got to move on quickly, yes.

RUTH: Okay. I feel like it's something that just kept coming up within our audience. I talk so much about setting big goals and dreaming big for your life. And over and over, both at Elite Blog Academy and Living Well Spending Less and with The Living Well Planner, so many people in our community would send in emails or when I would talk to people at events they'd say, "Ruth, you talk about having big goals and dreams for your life, but I feel like I'm stuck. I feel like I can't move forward. I'm so scared. I just feel like I'm sitting on the sidelines of my life, and I don't know how to move forward."

It wasn't just one or two people; it was happening over and over again, and I was like, "Gosh, there's something here." I feel like I've dealt with so much fear in my own life, both in my personal life and then as an entrepreneur, and it just made me want to dig, dig in and dig deeper and go, "What is this? What is the fear? Why do we experience fear? How

do we experience fear? Is it universal for everybody? And what can we do about it? That's the most important thing. I want to create, how do we make a solution for this? How do we get past it?"

And so we started asking questions. As you know, we started asking questions, and that led to this huge study surveying more than 4,000 people, and that was so much data that we had to hire a whole team of researchers to help us.

LAURA: The responses were crazy.

RUTH: Oh my gosh. It was so intense to hear the stories and exciting, but also, what we've discovered was exciting about ... I've talked about the fear archetypes here on the podcast, but really what we found out through all of this is that, the way we experience fear is very unique for each person. We don't all experience it the same way, and it's almost like we each have our own fear fingerprint.

But there are patterns. There are these seven unique—

LAURA: Fear archetypes.

RUTH: —fear archetypes and different ways that it manifests itself for different people. But the funny thing about all of this is that most of it for most of us happens subconsciously. So we don't actually know that our fear is different than somebody else's fear. We think everyone experiences fear in the exact same way, so we experience it as truth. The really cool thing about it is once you can start to identify it in your life and start to see those patterns and see how fear is manifesting itself in your life, that's when you can start to do something about it. Because if it's happening subconsciously, if it's happening behind the scenes and you have this little voice in your head that's telling you things that are not true, but you are experiencing them as true, you can't stop that voice until you have actually recognized that it's happening.

That's why the fear archetypes are so powerful, and that's, I think, what makes this message so powerful is that fear doesn't have to control us. We're still going to feel the feelings, it's still going to be there, but we can actually do something about it.

LAURA: That's awesome. Your fear archetype, there's seven of them.

RUTH: Yes.

LAURA: Yours, that you resonate the most with, is an outcast.

RUTH: Yes.

LAURA: What kind of experiences do you think formed that fear of you of being an outcast? What experiences or what challenges did you go through as an adult or a young adult or a teenager that led you to fearing being an outcast?

RUTH: I don't know. Honestly, I don't know if the fear archetypes, if I am an outcast because of the experiences I've had or if I have the experiences I've had or if I've viewed the experiences I've had because I am an outcast.

I honestly don't know what has come first. I think that some things are shaped by the way that we grow up. Certainly, I know that as a kid growing up in my family, I always felt like I was the one who didn't belong. I don't know if that turned me into an outcast or if I felt that way because I was already an outcast. But I do know that I always felt I was the black sheep and the one—

LAURA: Which you weren't.

RUTH: Which, I don't know. I still feel like I'm the black sheep of my family.

LAURA: You're not.

RUTH: But that might be my outcast coming out.

LAURA: Yeah.

RUTH: Yeah.

LAURA: So, a little bit about your family. You come from a very successful family. Do you think that that success has led to some of those challenges or some of those fear of being an outcast because of the success that some of your family members have had?

RUTH: No. I think the way that my outcast personality plays into that is that I definitely feel a need to prove myself, and where I have—my dad is an entrepreneur, and he grew a very successful business, and most of my family works in his business and is involved in the family business. And I have separated myself from that and kind of had this almost attitude like, "I don't, I'm not ..." Now, that I've done all this work and been learning all this stuff about the fear archetypes over the last couple of years, it's classic outcast, right? "I don't need you. I'm going to go prove myself. I'm going to do my own thing without you." That's sort of how it's been for me. So, I don't know. With every fear archetype, there's positive traits and negative traits. You can look at that and say, "Oh my gosh, that's terrible." Or you can say, "Oh, well, you've actually grown something," and I don't—it's probably a little of both.

LAURA: Sure. That's awesome. So, what was the biggest challenge you found when you were writing *Do It Scared*?

RUTH: Oh my gosh. Well, there's lots of different challenges. Just the challenge of having the discipline to sit down and write when you don't feel like it and doing hard things is hard. That's a challenge. You were there. You know that there were so many days where I would find anything else to do except write.

LAURA: Oh, I remember.

RUTH: Because having to wrestle with the words and make sure that it's the right thing and that the ideas were flowing and making sense, it's hard work. That part is hard. But then there's also the part that happens after the book is written, because it's such a long process—well, the editing process is super hard because I do not like feedback.

LAURA: You ask for feedback, but you don't take it super well.

RUTH: I know. I ask for feedback, I do. I don't always take it really well. I do usually later, but in the moment, not so—no.

LAURA: You're getting better.

RUTH: I am.

LAURA: You are

RUTH: I am. But I think it's important to know—because I do talk a lot about feedback, and I recognize how important it is, that doesn't mean that it's easy for me to take, and so I want it. I don't like hearing it, but then I do appreciate it later, which is hard for the people around me sometimes. I also recognize that. I might be a little resistant to it in the moment sometimes.

But I think now the hard part is realizing this thing that I've put out there is going out to people, and that feels terrifying, and it's so scary. I thought, you know, this is my sixth book, and so I thought it would be easier this time and not feel so scary and not feel so terrifying to put myself out there. But it always does. It always feels scary, and I think that's the thing about fear is that it never really fully goes away. You can learn how to get better with dealing with it, you can increase your courage, you can get stronger, you can do hard things, and that, doing hard things, will give you the strength to do the next hard thing. But I think it doesn't mean that it's ever easy.

LAURA: Ever easy, yeah.

RUTH: Yeah.

LAURA: You are super successful. Sixth book out, you run a seven-figure company, you have 15 employees, you have made it in the eyes of a lot of people. How do you still stay authentic and real?

RUTH: Well, I have people like you asking me questions that I don't want to answer.

LAURA: Yup. You're welcome.

RUTH: But seriously, people like you in my life, I consider you one of my truth tellers in my life, and I have other people like Chuck, my husband, who—

LAURA: He does not mince words.

RUTH: —does not mince words one bit and keeps me very humble all the time. My kids keep me humble, I think. They're entirely unimpressed with anything. I think that's so important, though, actually, because at the end of the day, I think that you just have to be willing to try and keep trying, and I certainly don't walk around feeling like, "Oh my gosh, I made it. I have arrived. I am there." I think every day I'm pushing myself to do new things and try new things in my business that are scary. Taking risks and having failures, those are the things that ultimately will make you better, but they'll also keep you really humble because not everything always works out.

LAURA: That's so true. Tell me about the Doing It Scared community, and what made you have a passion for that kind of community and creating that?

RUTH: Oh my gosh. I'm really excited about Doing It Scared. I mean, talk about this new thing that we're doing that we don't know exactly how it's all going to turn out, that's kind of how I feel about Doing It Scared, but what we've seen in that community so far has been just so cool.

The reason that I wanted to create something like that is because I do talk about accountability and forming your truth club and having truth tellers in your life so much and how it's so important to find people that will lift you up and that will push you to be better. And what I hear back so often from so many people is, "Where do I find these people? You talk about this. I am so jealous of these friendships that you have and the people that you have in your life that will ..." Because I think I'm really intentional about seeking that out in my life. And I think it feels really hard if you're in a circle and you've been in the same circle forever, you have the same circle of friends or the same community that you're in, and nobody's talking about personal growth and nobody's talking about going after bigger goals and nobody's wanting to do different things. As soon as you start to do something different, it's almost as if the group will reject that as this threat to whatever they've created, whatever is the same in the group because change is hard for people. And so I think that becomes very discouraging for people.

So Doing It Scared is this online community that is an opportunity to be around other people who are going after it and setting goals and daring to go after them. It's the accountability of working a little bit towards those goals every single week and saying, "Okay, what did you do this week? What are you going to do next week? How are you going to actually going to get this done?"

As you know, I'm so into practical step by step, "Okay, let's actually lay it out, and here's how you do it." Oh my gosh, just seeing—

LAURA: The stories are incredible.

RUTH: It's amazing to see the progress that people are making in there and how it's suddenly starting to click for people to go, "Oh my gosh, I've never been able to connect these big dreams of mine into what I'm doing every day and every week to actually make it happen." And that's been really cool to see. I can't wait to see what happens over time with that group. But it's such a cool community.

LAURA: That's amazing.

RUTH: Yeah.

LAURA: So, if you could do one thing all over again, like rewind time, I know that there's no mistakes, only lessons, but if there's one thing you could do that was a really, really pivotal moment in your life, what would that be? Or, how would you handle it differently?

RUTH: That's an interesting question. I don't actually spend a lot of time thinking, "I wish I could do something over." I think that I'm grateful for the lessons that I've had. Like, you know, my first marriage ending in divorce. Certainly,

I wouldn't want to go back, but I did learn a lot about humility and a lot about marriage. I think the reason that my second marriage is successful is because I really screwed up my first marriage. First, starting by marrying the wrong person for the wrong reasons, which is not a good way to start, but also just I didn't try really hard with my in-laws and didn't have a good relationship. I was young and immature and not willing to give of myself.

I approached my second marriage with a very different, different attitude, and not that that's been perfect either because it certainly hasn't, but it's been way, way, way different and way better. So I'm grateful. I'm grateful for that lesson, but I definitely feel like I wish I could go back and shake that girl and go, "Oh man, there's a better way to do it."

But wanting to go back, I don't want. I don't know. I think the one true regret—I talk about this in *Do It Scared*—the one true regret is that a few years ago we almost bought this log cabin in Tennessee, and we didn't, and oh my gosh, we look at it all the time.

LAURA: It was beautiful.

RUTH: We look at it all the time and keep hoping that it's going to go back for sale.

LAURA: It might.

RUTH: Someday. Nobody stalks it like we do. So we are—

LAURA: Well, Zillow games will pay off.

RUTH: We will be the first to know.

LAURA: That's amazing.

RUTH: So, someday.

LAURA: That's amazing. You get very vulnerable with your depression. If you could tell someone that is in the throes of depression right now, if you could be an encouragement to them, what would that look like?

RUTH: Oh, people sometimes ask me how I can talk about it so openly and about where I've been, because I really have been in the trenches between my suicide attempts and self-harm and to all of the really bad stuff. I actually love telling my story, and I love bringing that hope to people because the thing that I remember so vividly when I was in the hospital and in the deepest, darkest parts of those depression, I remember saying to my doctors and therapists, "Well, how can you say I'm going to get better? How can you say that things are going to be different, because nobody ever gets better." Because when you're in that world, it's almost like a revolving door of people who get admitted to the hospital, and then they're there for a while, and their insurance runs out and so they get discharged, and then they hurt themselves again, and they come right back into hospital, and nobody ever got better. It was the same people coming back again and again and again, and I just thought, "I'm here. I'm stuck in this cycle, and it's never going to get better for me either."

I think it's easy to think when you're in that place that there's no other alternative, like, you've ruined your life. I remember being in that place where I felt like I had ruined my life. I was 24 years old. I had spent two and a half years in and out of psychiatric hospitals. I had dropped out of college, I had filed for bankruptcy, I was divorced, all my friends had given up on me. I had no job. I had no hope. My arms and legs were all cut up from scars, from cutting and burning and self-harm. And I just thought, "There's nothing. There's nothing left. There's no hope."

Now, here I am, however many years later, 20 or 15, something, I'm not doing the math right, right at the moment, but not that many years later, I mean, in the grand scheme of things. And I have a life that I couldn't have even fathomed would be possible when I was in that place. If you would have said, if you would have, like, shown me a glimpse of what my life is now versus what it was then, I could have laughed you out of the room because there was no way anything like this would have been possible.

I didn't think that even the most basic things could have been possible for me, much less having a great marriage and amazing kids and a job and a company that I adore and friends that I adore, so many wonderful things in my life. And I would have never thought that's possible. I feel like I can be here, I can be the person now, for people who are feeling like, "I've really screwed up my life. I don't think there's any hope for me," to say, if I can stand in front of you, having screwed up my life so badly and now be where I am at this moment in time, you can literally do anything. There is hope, no matter how badly you feel like you've screwed up, how badly things are going right now, there's no reason you can't turn around. There's no mistakes so big that you've made at this point that you can't redeem that.

LAURA: And so was it just truths like that that you took baby step by baby step to get out of it?

RUTH: Baby step by baby step.

LAURA: Teeny, teeny, baby steps.

RUTH: Oh my gosh, yes. I think so often we think—and that's why *Doing It Scared* gets me excited because it's helping people take baby steps, because I don't think we always realize how much those small steps lead to the big things. And it's hard to connect those. Especially when we're in the day-to-day grind, it's hard to connect those little actions that we take every day to the big things that we want to accomplish in life.

It was one step at a time. Literally, it was first finding a new therapist, and then learning how to go to the grocery store without having a panic attack, and then getting a part-time job, and then getting an apartment and then getting a dog, and just the smallest steps that for most people would have felt like, "I don't even know why this is a struggle for you because it's not that big of a deal." But for me it was a huge deal. Every time I succeeded at one of those steps, it gave me the courage and the confidence to take the next step and to take a little bit bigger step until—And that's how I've really approached my business life, too. It's never been like, "I have this grand vision, and I'm going to create this amazing seven-figure company." If you would've told me when I started—

LAURA: Couponing.

RUTH: —couponing, yeah, where I started trying to find something that wasn't going to Target as a stay-at-home mom, I would've laughed you out of the room, too. I could have never imagined it. Yet one step at a time, it's grown into this—

LAURA: Here we are.

RUTH: —into this thing. Here we are.

LAURA: What do you do now for self-care to not let yourself fall back into any old habits?

RUTH: That's a really good question. As you know, I do work out.

LAURA: You love it.

RUTH: I hate it so much but I do do it. I do that three times a week, most of the time. But I hate that. No, I think for self-care, getting enough sleep is really big for me. I go to bed on time. I'm an early riser, but I really work on getting enough sleep and taking weekends off, I think, and just giving myself a mental break is a big thing.

I also have realized that as an introvert who does a lot of extroverted activities a lot—my job requires me to be extroverted a lot of times—I think I'm maybe what's called an extroverted introvert or something like that.

LAURA: Yeah. You have to recharge by being alone.

RUTH: I have to recharge by being alone. And so I'm better about knowing that about myself and about giving myself that time. What's amazing is that Chuck has actually realized that about me, too. He's much more intentional about giving me alone time and not feeling—because he's more of an extrovert, and he spends a lot of time alone because the kids are at school and I'm at work. And so when he wants togetherness, sometimes I want alone time, and we've had to figure out how to navigate that, but since we've been more in tune with that with each other, it's been really good for both of us.

LAURA: That's amazing. So, in wrapping up, I just want to ask a couple of fun, easy questions.

RUTH: Okay.

LAURA: Favorite book?

RUTH: Good to Great by Jim Collins.

LAURA: Such a good one.

RUTH: I love that one. I read it every year.

LAURA: You do.

RUTH: At least once.

LAURA: Yes.

RUTH: Yes.

LAURA: Favorite movie?

RUTH: Pitch Perfect. All three.

LAURA: You are obsessed.

RUTH: I am.

LAURA: You're obsessed.

RUTH: I just watched them this week. I love those movies.

LAURA: Makeup that you're wearing right now?

RUTH: Oh my gosh. I am obsessed with the Brooklyn and Bailey Lash Next Door Mascara. It is amazing. Everybody should get it all the time.

LAURA: Awesome. You should send some this way. Best shoes?

RUTH: Well, I have a really odd shoe size. I have size 10 and a half, and hardly any shoes come in a size 10 and a half. So I am kind of obsessed with Tory Burch's.

LAURA: Not shocked at all. Favorite food?

RUTH: Favorite food. Well, I've been doing keto for about eight months now, and so my favorite keto-friendly food, which is also one of my favorite foods would be, one of Chuck's omelets with avocado, salsa, and sour cream on it. Pretty good.

LAURA: It sounds amazing.

RUTH: Pretty good. But if it was not keto, bread. All the bread, give me all the bread all the time.

LAURA: And olive oil.

RUTH: Yes.

LAURA: Sounds perfect.

RUTH: I think I crave that now because I can't have it.

LAURA: Sounds amazing. Wine or beer?

RUTH: Wine.

LAURA: That's wise. That's a keto-friendly answer. Last question.

RUTH: Okay.

LAURA: You've asked this question to a lot of people. What is the best advice you've ever received?

RUTH: Just keep going.

LAURA: No matter what.

RUTH: No matter what.

LAURA: I love it. Thanks for hanging out with me.

RUTH: Thank you. This was good. Going to have to do it again.

LAURA: Part two coming.

Oh my goodness, guys. That was a lot of honesty. I hope you were ready for it. I got to tell you, it felt a little bit like going to confession. But in any case, don't forget to grab our show notes at, doitscared.com/episode58. Once again, that's doitscared.com/episode58. And then, once again, be sure to grab your copy of Do It Scared this week and post a picture of yourself somewhere on social media with the hashtag [doitscaredmovement](https://doitscared.com/episode58). Be sure to tag me also. And then, if you haven't already, be sure to claim all of your book bonuses at doitscared.com.

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, anything I mentioned, anything you want to follow up on, anything that you would like to see addressed on future Do It Scared podcast episodes, 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, guys, so much for joining me today, and also, thank you for your support. Thank you for your support for the Do It Scared book. If you liked what you heard, please leave a review on iTunes, or better yet, share this episode on your Insta story and tag me to let me know. If I repost your story, we will send you a "Do It Scared" T-shirt just for fun. Also, be sure to subscribe either on iTunes or wherever you like to listen to be notified of new episodes.

Speaking of upcoming episodes, be sure to join me next week as we talk about how to supercharge your morning routine so that you can start the day right and ultimately get more done. I think it's the perfect episode, actually, to listen to just as we're going into the summer months, where we tend to get a little bit lazy, because it's going to help keep you motivated all summer long.

All right guys, it's a must-listen. I will catch you then.