

This is the **DO IT SCARED PODCAST** with Ruth Soukup, **EPISODE NUMBER 67**. On today's episode, we are talking with podcaster, influencer, and best-selling author Jordan Lee Dooley about owning your everyday and overcoming the pressure to prove.

Welcome to the Do It Scared podcast. I'm your host, **RUTH SOUKUP**, and each week on the show we will talk about how to face your fears, overcome obstacles, and, most importantly, how to take action and create a life you love.

Today's episode is brought to you by the Living Well Planner. I know that sometimes it can be hard to know exactly how to apply the lessons you're learning through this podcast on a practical daily basis. But the Living Well Planner is the tool that was created to help you do exactly that. It is the only planner out there designed not just to keep you organized and help you keep track of your schedule, but to actually help you proactively identify your biggest goals and then stay focused on them all month long. It doesn't just help you get more done; it helps you get the most-important stuff done. That is ultimately what will make all the difference.

And right now you can take advantage of our lowest price of the year on the Living Well Planner during our semiannual sale. You'll find it at [livingwellplanner.com](http://livingwellplanner.com). But don't wait. This offer is only available for a limited time and only while supplies last. One again, you'll find it at [livingwellplanner.com](http://livingwellplanner.com).

Hey, there, and welcome back to the show. As always, my name is Ruth Soukup, and I am the founder of Living Well Spending Less and the Living Well Planner, as well as the founder of Elite Blog Academy, and the New York Times' bestselling author of six books, including my newest book, Do It Scared.

In today's episode, we are going to be chatting with Jordan Lee Dooley, host of the wildly popular SHE podcast, as well as the author of the new book, Own Your Everyday: Overcome the Pressure to Prove and Show Up for What You Were Made to Do. And I love that because ultimately that's exactly what this podcast is all about. It's about having the courage to hold up a mirror to ourselves and to where we might need to grow in order to make the necessary changes that will allow us to create a life we love, because in the end, courage doesn't mean we're never afraid; instead, courage is being scared but taking action anyway, despite our fear. It's putting one foot in front of the other, even when we're not quite sure where the path is going to lead.

All right. So just a couple more quick things before we dive into today's episode. First, as always, you can get all the show notes for this episode by visiting [doitscared.com](http://doitscared.com).

cared.com/episode67. Once again, that's [doitscared.com/episode67](https://doitscared.com/episode67).

And while you're there, if you haven't already, be sure to take our free Do It Scared fear assessment to find out exactly how your unique fear is manifesting in your life as well as what you can actually do about it.

Also, if you have any questions, or you just want to share feedback on this episode, you can send me a message on Instagram or shoot me a quick email. I will actually be starting a segment very soon where I answer all those questions here on the show, so, please, do not be shy about sending them in.

And now, without further ado, here is the very lovely Jordan Lee Dooley.

**RUTH:** Hey, Jordan. Welcome to the *Do It Scared* podcast. I'm so happy to have you here today.

**JORDAN:** Oh, thank you for having me. It's so fun to be here. And since we're doing this, I guess no one on the podcast would know, but a little bit on video, it's nice to see you face to face, as well.

**RUTH:** I know! I always like to record these face to face, but then sometimes I forget that people can't see me nodding, because I'm usually so into what people are saying, that I'm nodding emphatically, and then I feel the need to make a sound or something, because it's like, "Oh, yeah. Nobody knows that I'm agreeing with this wholeheartedly." But yeah, it's really funny. You forget. You forget when you're ... So just so you know, if you're listening to the podcast, we do record these on video. You're missing out on the video.

All right, well, there are so many things that I want to talk to you about today from impostor syndrome to overcoming perfectionism to moving past comparison, all things that you talk about in your new book, which is amazing, by the way. But let's just start at the beginning for listeners who don't know you, aren't familiar with you. Can you just maybe give us the broad overview of your journey, who you are, what you do, and how you got to be doing what you are now?

**JORDAN:** Yes, absolutely. So, my name is Jordan Lee Dooley, as you have already said. But I started my journey back in college. I started a little Etsy store, really as a hobby. I was not super excited about my career track, about where I was headed based off of what I was studying, but I was at the end of college. I had a year left, less than a year left. And I thought, "Well, it's too late to change," but my mom had given me some really great advice, and she basically told me, "Hey, just try some stuff. You don't have to quit school or figure it all out in the next year, but maybe give yourself a little room to try something that you love, to try something

creative.” And so I was like, “All right.”

So eventually, after trying several things, it led to starting a small little Etsy store that last year. And I was in a sorority house, and so we would have parent weekends or sorority sisters would have an older sister getting married, and so I was doing a lot of hand lettering. So I would make signs that you would see at a wedding, or stationary, things like that. So I would get asked to do these little projects, and so that was what led to going, “You know what? I’m going to make a little Etsy store online because I’ve been doing this just for fun.” And then my husband, who I was dating at the time, also made that suggestion.

So that led to, then, getting into the online world. Etsy was kind of an emerging marketplace online, and I wasn’t even really familiar with what that was, but I thought, “I’ll go for it anyway,” and learned a little bit about how you can do something on Facebook, too, and how you can ... Instagram was starting to be up and coming, so I was like, “All right. You know what? I’m going to put everything—”

**RUTH:** So what year was this?

**JORDAN:** That was—

**RUTH:** Can I ask, what year was this?

**JORDAN:** Yes. So that was January or February of 2015. So I was just wrapping up school. And that was when I decided, “You know what? I’m going to get on this.” So Instagram had been around for maybe a year and a half at that point. I think it came out in 2013. Is that right? Maybe? I don’t know exactly, but I know it was somewhat early.

I hadn’t really done a whole lot. I had used it a little bit for personal use, but it was still pretty unfamiliar to me. So all that to say, I was, like, “Well, I’m going to try sharing it on there.” And then when I was still in the sorority house my senior year of college, I had a couple friends volunteer to help. They were like, “Hey, we can help package and stuff.” So we would sit on the floor in this creepy storage closet, and we would package these things and send them out. And we had these great conversations. And the reason that part of the story is so important is because we would get to talking about life and dreams and insecurities and personal things and career and all the things, and I would start sharing those stories in captions with a picture of my products.

Well, then my pages started to grow because there was this sharing favor that was happening. Women were connecting with

the content, not just the image of a journal or a canvas. And so I started to notice and kind of paid attention to the market, and I'm like, "They really do seem to connect with content that speaks to relevant issues in their life."

And so for a little while, I stewarded that. And that's kind of what set me onto a journey of really being a content creator and a speaker and an author and a podcaster and small-business owner. I did a little bit of photography for a while, and I did some social-media management for a while, just really refining those skills. I had a variety of little entrepreneurial adventures over the last five years that have, I think, really ... As random, as I look back, I'm like, "That seems so random. I did photography for a year?" You know? But a lot of it had to do with my husband, who was trying to pursue the NFL, so our life was kind of all over. I needed flexible work, and I was very creative.

And so as random as it all seems, I was like, "Man, all those little things I tried really set me up for success in this season where I'm really, now, a full-blown content creator, podcaster, speaker, and author, because I learned all those skills of marketing online and creating content that connects and taking photos, doing all of it." So the multi-passionate part of me has made it for a very non-linear journey. I don't know how you go from Etsy store to author, but sometimes you do. And I really think—

**RUTH:** It works.

**JORDAN:** Yeah, it does. And it wasn't random, it ... I mean, it was, but it all kind of worked out. So that's a little bit about my journey. And now I do all this stuff.

**RUTH:** I love that. Well, I mean, but it's actually a fairly typical online journey, because that's the thing. You start doing something that excites you or you're passionate about kind of on the side. Just like, "I'll try this out. It's low risk," and you start paying attention to what is resonating with people and what's ... and that's exactly ... So I teach a course called Elite Blog Academy, a program called Elite Blog Academy, where I teach people how to create their own successful online businesses. And pretty much exactly what you did is sort of what I teach people to do. You got to start by refining your message. You have to start by figuring out who it is that you're talking to and what is going to resonate with them before you can figure out all of the other stuff, and it sounds like you're figuring out all of the other stuff, too. And a lot of times, for a long time, as an online entrepreneur, maybe any entrepreneur for that matter, you're in this "throwing spaghetti up against the wall"

phase, that I call it, where you're just trying the things, all the things—

**JORDAN:**

Yeah. You're testing, and you're proving.

**RUTH:**

—and figuring out what's going to work. Exactly, exactly. And now you've built this pretty amazing business and this amazing book. And I just want to say, first of all, I think sometimes when we watch people from afar, and I would think that you can speak to this, or we see them on Instagram and we see all these things, and you talk about how all of this has built since 2015, which, probably, at the time, felt like forever. But when you look back in hindsight, you're like, "Oh, I probably wasn't actually that lost." And it just seems like so magical and glamorous, but what does that actually look like for you on a daily basis? How do you juggle all this different stuff and still keep it real?

**JORDAN:**

Yeah. Honestly, I just try to keep a very grounded perspective. You know when you have a birthday and someone's like, "So, how do you feel being another year older?" It's like you might ... You don't really feel any different. You know? And so I've had people ask like, "Well, how does it feel to be a bestselling author?" I'm like, "Honestly, I don't feel any different," other than it's exciting. But I think to kind of take all these things with grain of salt and remember at the core, at the end of the day, I don't really get to take any of this with me, so the impact I make along the way and the connection I can create is what matters most.

And that's not natural for me, because I'm an achiever. I'm an Enneagram Three. I am, like, "Give me all the accomplishments." That's how I naturally am driven. I'm not really money driven, and I'm not really ... I'm more accomplishment driven. So that's my nature, and so that, in some ways, is really good, because it allows me to kind of just go for things. But at the same time, a discipline that I've really been implementing is just remembering what ultimately matters and what's lasting. And so that really helps me, I think, just in that regard.

But from a daily basis, I mean, I'm literally sitting here in Nike shorts and a shirt that I slept in, which is really fancy. It's fine. But you know, it's not glamorous. My husband and I turned our guest bedroom into our office space, and we have an assistant that works with us. I have a couple ... She's a contractor, and I've got a couple of people who help with a couple other areas like book writing and whatnot. But it's not like we have this huge, fancy office building. It's very grassroots. And it's been successful thus far, but we've tried a lot of things, and we're really finding our

light, and I think a lot more recently. But at the end of the day, I still spend half the day ... The most interesting thing about my normal day is the four chickens that peck around my yard. You know? So I just try to give a real perspective. It's the same. You know? I think we're all the same, and we sometimes forget that. We might just be in different points of the journey. So it's pretty ... It's just Indiana. I just live in Indiana. It's nothing crazy, but ...

**RUTH:** Yeah. Well, you've been working and hustling and doing all this stuff your whole life. And since you started your business four years ago or five years ago, you've been hustling. And now, all of a sudden, it's all culminating. And I don't know if you feel like this, but I remember feeling like this when my first book came out, which was probably ... It was actually before I think you even started your business. I feel like an old lady compared to you.

**JORDAN:** You're not. You're not. I just started—

**RUTH:** I totally am! I could be your grandmother.

**JORDAN:** Well, I started in college, though. That's the thing. I started in my last year of college, so most people start seven years into their normal career, 10 years into their normal career. And so I just kind of jumped on it.

**RUTH:** Yeah, yeah, yeah. We won't talk about how much older I am than you. I could probably at least be your mother, maybe your grandmother.

**JORDAN:** I doubt that.

**RUTH:** No, I'm just kidding.

**JORDAN:** I would never guess.

**RUTH:** But I do remember after my first book came out, where I had been kind of at the same point. I had been hustling at that point for about four years and working my butt off. And I, too, am an Enneagram Three, and such an achiever and wanting to make it work and doing all the things and trying to figure it all out and trying everything to figure out what was going to work and what was going to stick. And then, my book came out, and it felt like everything just kind of culminated. And all of a sudden, it put me on the map. And I don't know if you feel the same way, where it was like all of a sudden people started noticing that I was around and that I had—

**JORDAN:** That I existed!

**RUTH:**

Yes! That I existed. And I remember being interviewed for a podcast, I don't remember whose it was, now. But he was specifically like, "Man, I just see you everywhere, and it's like you're this overnight success. So tell me about this overnight success. How does it feel?" And I was thinking, "Man, this is not overnight success." It takes a long time, no matter where you are and who are and what you perceive from the outside. And I think it's so important for anybody who's watching or listening right now to think about that. If you're going after a big goal in your life or you're going after something or you're looking at other people who are achieving stuff and thinking, "Man, it's so easy for them, and I wish that I could do that, but man, it just happens so easy." You don't get to see all the sweat and tears and heartache that goes into building a business. You don't get to see all the hard part. All you ever get to see is the point of where it finally culminates. And I promise you, you keep working, and that will happen for you, too. So that was just my little pep talk.

**JORDAN:**

Oh, no, I'm so glad you said that, because, I mean, that's so true. I mean, the first ... I finally started to own my own story. I think this is really key to put out there and kind of tandem with what you just said, because for a long time I was like, "This is so embarrassing. I want to be an author." I thought all I wanted to be was an author and speaker, but then I realized I am way too entrepreneurial. I feel like I have to have some sort of entrepreneurial-like products going or something.

But I thought that was the goal for me because that sounded flashy or fancy or something. And so for several years, as I was working toward that goal and hoping to write a book and doing things like that, once I realized that, after a little while during my journey, as my shop kind of evolved into a blog, and so I was writing a lot, and it led to that dream. But for a while, I never talked about the beginning of my story. People asked, "How'd you start?" And I was like, "Oh, I started a blog and ..." And I never actually went all the way back to the beginning. And I was like, "It was scrappy." I was packaging mugs into tiny boxes on a cold tile floor and paying all my roommates in free pizza. You know? And it's up until that point ... I mean, it's been so non-linear. And I'm like, "Hey, if you've been following me for four years, you probably remember my photography business back in 2015, 2016 that I tacked on as soon as I decided to close the shop for a little while," because it was early in 2015 that I ran that. You know?

And so I'm like ... They've all watched this, and for so long I was like, "I probably look like a crazy person," as my audience has continued to watch this journey with me. And it was so embarrassing for me. I was like, "I want to look like I know what

I'm doing, but I totally don't know what I'm doing."

And I feel like even just within the last year, it's all started to kind of click. And all the hustle and the seemingly random endeavors that all kind of led to this, they weren't random, but I didn't own that story and put it out there from the beginning until I wrote it into the book, and I was like ... And that's what everyone's grabbed onto. Like, "Wait, you started in college? Wait, go back. Tell us this." So it's interesting how the things we think are embarrassing or the things we think are insignificant or small or random are sometimes the most powerful parts of the whole story once you kind of come up for air and look at it from a 30-foot view.

**RUTH:** Oh, that's so true. It's such a good point. I know. When I started my business, I was a stay-at-home mom of two little kids. This was in 2010. And I started blogging mostly about couponing. I started my blog, Living Well Spending Less, and I was going to the grocery store with my two kids in the shopping cart and doing YouTube videos about how to use coupons, which was—you probably don't even remember this, because you were in high school back then—but couponing was really big for a while.

**JORDAN:** Hey, my mom couponed all the time, so I am very familiar. That's funny. Now we do it on our phones.

**RUTH:** Oh my gosh, I feel so old.

**JORDAN:** You're not old.

**RUTH:** But that is kind of the same thing. Now everything that I talk about and blog about really has nothing to do with those topics, and it's evolved so much. But I do have so many people who listen to this podcast or who are part of my blogging program or who use my planner that found me because of those YouTube videos where I was talking about coupons, even though I haven't made a YouTube video in nine years.

So it's just amazing how people will grow and evolve with you. And I think that that also should give you just the freedom. If you're trying to think of what you want to do, just start with where you are right now. Start with what's interesting or what you have or what you think you can do, and watch what happens, because the thing about that is every time you try something, you build up a little bit of courage and you build up the ability to dare to try something else until it finally all fits together and the pieces fit together, and sometimes it takes a really long time.

So I love talking about that journey. But let's talk about your book, because your new book is called *Own Your Everyday*, and it is about overcoming the pressure to prove—what you're sort of talking about a little bit right now—and just showing up for what you were made to do. And I love that. So what inspired you to want to even write this book in the first place?

**JORDAN:**

A couple of things. I would say three major things. One, I know myself as an achiever and as someone who does want to make their own way, but even as someone who might not, I know we women feel the pressure to prove a lot. I've spoken on college universities, everywhere from Berkeley to Old Miss to Wisconsin and everything in between. I've spoken at entrepreneurs' conferences. I feel like I've been exposed to women in different parts of the country, with different backgrounds, different career plans. And every single time I go, I often feel like there's this ... I've even had many come up to me and share like, "I'm just trying to do it. I'm trying to make a way. I feel so much pressure."

And so I started to kind of want to know where that was coming from, because simultaneously, at the same time, this other word was coming up, which was *purpose*. I had a lot of people asking me ... And they weren't just college girls. I had a following of everywhere from 18 to 34, is kind of my core. And it kind of varies.

But a lot of women in that 20-something and even early 30s, the question is, how do I figure out what I'm supposed to do? And what was interesting is then I started getting—I don't know why. I'm like, "I'm not the purpose guru. I don't know why everyone's asking me this," but I felt like a lot of people had started to ask me. It was interesting. I had women who were like, "Hey, my kids just left for college, and I don't know what my thing is outside of being a mom." Or, "Hey, I've been a wife and working part time, but I really want to find a thing that lights me on fire. How do you find your purpose? How do you find what you're made to do? How do you figure out your life?" And it wasn't just the college girls or it wasn't just the moms. It was all these different seasons. I think, depending on the changes and the transition we're experiencing, it becomes this new question of like, "Well, what do I do now?"

And so I started to notice that was a really recurring question while simultaneously seeing this recurring pain point of like, "I want to figure it out, but I also feel a lot of pressure to prove myself." So then I'm like ... I started asking my audience, "Do you feel the pressure to find your purpose or to figure out or go after your dream?" And there was a lot of like, "Yeah, I've never worded

it like that, but I actually kind of do.” So that was kind of my own experience of feeling like I struggle with pressure to prove, paired with those questions and pain points, and then, really, also, really paying attention to what was already out there.

So I was like there’s so much messaging and so many messages for women, young women, women in their careers to go after it, to find their thing, to not stop until they get to the top, to chase the dream, that all ... And it’s super. For a Three, I’m like, “Yes! Let’s do it,” you know? But at the same time, I felt like I felt a little bit underserved, because I was like, “Well, I’m still the one chasing a photography business and an Etsy store and trying to speak and doing this. What if I don’t know what my dream actually is?” I have these ideas, but I really struggle with un-figured out dreams, or I thought this was my dream. We thought our dream was my husband playing in the NFL. And when he got released a week before our wedding, we were like, “Well, now what?” And then we tried to train, and then he ended up getting emergency surgery and was out for eight weeks. And we were like, “Okay, closed door.” That was a really critical time.

And so I really wanted to speak into this idea of finding what it is that really lights your soul on fire and what you’re really made to do, even just where you are with what you have, kind of like what you said, without the pressure to prove, and even shifting our perspective on finding our purpose, because I don’t believe it’s lost. So I was like, maybe we need to spin that a little differently and realize it’s already there so you’re not on an endless quest and hoping a position will give it to you or a certain job will give it to you. And I think that helps take the pressure off a little bit. So that was kind of the three core reasons to really serve a felt need in that way.

**RUTH:**

I love it. I love it. I love it. And I love the way that you wrote the book, too, because it’s just so conversational, and you share so many stories that are—you know. It’s just easy. It’s easy to read and easy to relate to. And one of the things that you talk about in the book is imposter syndrome, which we’ve already kind of just skirted around a little bit. But I think it’s just something so, so many people struggle with, especially if you’re out there, if you are an achiever and you’re trying to do big things in your life and you’re trying to go after these big goals and dreams. So can you just talk a little bit about that? What does imposter syndrome really actually mean? And what can we do about it? And how has that looked in your own life?

**JORDAN:**

So a couple things. One thing is, I think what imposter syndrome

really means is to kind of feel like a fraud. That phrase, "Fake it till you make it, I'm kind of like, "I don't really ... " I have a love-hate relationship with it. I get the meaning, but I'm like ... I think that actually creates imposter syndrome, because you're trying to front and act like you know what you're doing when in reality you really don't know what you're doing. And so personally, having started so early in my life, having started the entrepreneurial track and building a brand in college, literally, it makes me super insecure when I'm talking with women who had 10 times more experience, because I'm like, "Oh. Yeah, I really don't know." And I can immediately ... Like, "I don't know, this is my first book, and you are more experienced." And it can be super-insecure for me, and so I kind of have to own that a little bit.

But one big thing that's helped me over the last couple years is I've really started to notice that's a major insecurity for me, even though it shouldn't be, because your opportunities should not be confined to an age. But all that to say, still being somewhat early in my life, sometimes I'm like, "Well, this is so weird." I feel like the most conflicted person, because half my friends aren't married. They're still figuring out their careers, and I'm over here trying to keep up a mortgage and a business and a marriage. And I just feel like, "Where do I fit?" So imposter syndrome can really come up in those places.

And so for me, one thing I found is maybe if I just stop faking it till I make it and actually chose to be coachable, and was like, "Actually, I really don't know that much. Can you teach me? What have you learned?" It actually takes a lot of the pressure off to pretend that I know something I don't. I mean, there are things I know, but when I get into those places that are a little bit new or unfamiliar, like launching a book, actually reaching out to women who have launched four books or two books or connecting and saying, "Hey, I'd love to just learn from you," or, "How can I support you?" And offering both support and being willing to be coachable, I think that earns a lot of respect, regardless of your age or regardless of how much experience you have.

**RUTH:** So true. So true.

**JORDAN:** So I think the way we deal with it is we kind of let our walls down and we be coachable.

**RUTH:** I love that. I love that. It actually reminds me so much of another guest that we had on the podcast. I don't know if you've heard of her, Kat Cole. She was—

**JORDAN:** It sounds familiar, yeah.

**RUTH:**

She's the CEO of, I forget the brand food. It used to be ... It's the parent company of Cinnabon and Moe's, and she worked her way up from being a Hooters waitress. She started at Hooters as a waitress and got promoted to management and then went to the corporate office and worked her way up. Amazing story of success, but also just grit and toughness and not having a college degree, even, because she dropped out of college to take the corporate job.

But she said the exact same thing. She talked about how you have to just be humble enough to ask a lot of questions, and to always be learning and to be confident on the one hand, confident in making decisions, but also humble enough to just continue asking, asking, asking, realizing there's so much that you don't know. And when you can approach life that way, I think it really does make such a huge difference, because it's true. We all feel that way. We all feel like we don't know what we're doing. And I actually use the phrase "fake it till you make it" a lot. But I've never really thought of it in that sense, that it can actually be harmful. And I love the way that you just kind of approached from a—

**JORDAN:**

I always say ... I've heard it said, like ... To some degree, I'm also there. Sometimes you do just have to own it and go, "Okay, I'm just going to go for it anyway." So it's not to say it's a bad thing, but I've been trying to say like, "Okay, fake it till you make it. Have faith that the right thing will work out exactly how it's supposed to." I think it's a different spin on it. It's not saying don't keep going for it. It's not to say don't take big steps into the unknown. It's the same intention, but I think it's instead of trying to pretend that you know something you don't, it's more like actually just own that you don't know it, and have faith that it'll work out anyway, and then show up accordingly.

**RUTH:**

Yeah. And I think sometimes it can be a double-edged sword that we have access to so much information. There's so many podcasts out there. There's so many people that are talking about entrepreneurship. There's so many people talking about goal setting and personal development and all these things that you could be doing. The opportunities are endless. And I feel like it's an exciting time because there's so much that you can do. It's just out there. The opportunities are there, and just start grabbing them.

But then you start listening to all these people and you're like, "Who do I listen to? And wait, they're doing such a better job. And surely there can't be room for me here, too. And I'm not quite there yet." So it's like this fine line you have to walk between

taking advantage of all the information that's out there and then not being overwhelmed or intimidated by it.

**JORDAN:**

Right, absolutely. And I think also finding your unique angle. That's what I'm talking about, too. I mean, me walking into kind of the personal-development space because I wrote a book, I'm like, "You know how many personal-development authors there are that are 10 times more experienced, probably way fancier, and actually know what they're doing? A lot." I was like, "But maybe, maybe if I found a unique angle that I feel like maybe isn't being served or being talked to in that way," and maybe even my advantage and my cutting-edge advantage is that maybe I am a little bit younger than the majority of those, not so much younger that I don't know anything, but enough to be like, "Hey, I'm going to offer a little bit different perspective because I'm in this transitional, awkward time where because I'm here, as much as it's my weakness, it can also be my power," because I realized I'm still trying to figure out how you balance when you have friends who have three toddlers, and on the one hand you also have friends who still go out at 11 p.m. And you're like, "That's when I go to bed." And then be married, and there's all these weird seasons of life in transition. So I'm like, I can speak to that. You know? I'm not established in the same house for the last 10 years.

And so it's just navigating that season of life in the 20s and 30s, as you're establishing yourself in the world. It's like, that's the angle. And add in this term of un-figured out dreams and kind of the pre, before you go for the dream, speaking into that is my unique angle. So I always encourage people not just that you have a unique voice, because you could say the same thing and it'll sound different than someone else. But also finding a little bit of your own unique angle really makes a difference, and I think it gives you the confidence to go for it.

**RUTH:**

I love that. So another topic that you talk about in your book and that you address that I feel like it's such an important topic is the idea of shame and how to move past it. So can you talk a little bit about what that has looked like in your own life, and how have you worked through it?

**JORDAN:**

Yeah. I think shame can come in so many forms. But I think it ultimately is that feeling of wanting to hide something. And me being an achiever and very image conscious as a Three, I never want to be the girl who needs help, and I never want to be the girl who has a problem. So the example that I highlighted in the book was back when I was in college, before I ever started by business. And I really wanted to set out to get in shape, and I also was

really grieving the loss of a family member that I had lost that was very close to me.

So kind of in the grieving process, I thought if I just set out to achieve a goal, it would make all the pain go away. So I decided, "I'm going to train for a half marathon," and the actual half marathon fell on the same week of the day that my grandmother passed away. So I was like, "I'll do this in the honor of her life," but at the same time, there was this other motive of like, "And I also want to get really skinny." I wasn't overweight; I just needed to get really skinny for some reason. So I was training like crazy, but I wasn't replenishing because I became very obsessed with calorie counting, all of that. It was just a very unhealthy thing for almost a year. And finally ran the half marathon. I think it was my way of controlling something after going through both a breakup and the loss of a loved one, kind of feeling that grief.

I mean, I would even have roommates kind of say like, "J, why did you have diet pills in your bathroom? Why are you taking so many diet pills? You're not out of shape. You don't need those." And I would kind of just backlash and be like, "Why were you looking through my things?" instead of actually answering the question. Or friends and neighbors who would express concern, like, "Hey, you're getting really thin." And I was like, "Thank you!" You know? I thought it was a compliment, and they were actually very concerned. All that to say, for a long time, it kind of got better after the half marathon, and I slowly improved. It became a little bit less extreme.

But I never talked about it. I was like, "Well ... " I just didn't want to admit that I had a problem. It got to the point where it was beyond just setting a goal. It was actually obsessing over a goal and really harming myself in the process. But because I'm such an achiever, because I want to be the leader, because I want to be perceived a certain way, I was like, "I'm good! I never need to talk about it. It's gotten a little bit better." And for a couple years, I just kind of lived with that as a hidden story in my life, like a skeleton in the closet. I don't struggle with that.

Toward the end of my school, as I was starting my small business and kind of pursuing the next phase of life, I started to become friends with a gal, and she had started to open up to me about a very similar struggle she had gone through, different details, but very similar kind of ultimate core problem. And for the first time, I actually opened up about it really kind of just openly. And I realized how powerful sharing something is. You know? I had had a personal encounter, I feel like, that I had never really

experienced with the Lord. Whether you're a believer or not, that was really powerful for me. And then just a couple months later, my friend starts talking about it.

So it really made me realize, I really do need to open up. I think there really is power in sharing, bringing something to the light. And that principle has stayed with me several years, now, down the road. Even in business. There's been some bad business decisions I made or some things I've gotten into or just in life, where I kind of felt ashamed about like, "I messed that up." Like, "I made a bad decision. I'm a bad business owner. I'm not good at this." And actually, there's been times where I was tempted to kind of be like, "We're never going to talk about it." My husband will want to talk about it. "Nope, we're good."

And so being willing to kind of go there and get to the root problem so that it doesn't happen again, and also just kind of confess that and bring it to the light, there's a lot of healing in that, but it really squishes your pride. But it also ... When you squish your pride, I think you squish your shame, because pride makes you want to hold stuff in the dark. So that was a really big lesson for me early on, and it's really impacted the way I do business, the way I do relationships, and, really, the way I live now.

**RUTH:**

I love that. It's similar to what Brené Brown says about when you name your shame, then you take away its power. I remember hearing her talk at a blogging conference way back in the day, and that had such a huge impact on me, also. It was the first thing that kind of inspired me to even talk about my depression, which, before that, had been kind of the same thing with you: this hidden secret that even my friends didn't know. And I could've never imagined sharing about that in a public forum and letting people know. And here I am, all these years later.

And I talk about it all the time, but I also know that it has not only freed me from the shame about it; it has also helped so many people along the way. And I'm sure your story will have the same sort of impact, because every time you share stuff like that, it really does not only free yourself, but it frees other people, too.

**JORDAN:**

Mm-hmm, totally, absolutely.

**RUTH:**

So, let's talk a little bit about perfectionism because I know that's something that you've also struggled with, and it's something that so many people actually struggle with. As part of my research for doing my book *Do It Scared*, which just came out, we developed this whole assessment, the fear archetypes. I don't know if you

had a chance to take the fear assessment, if my team sent that over to you.

**JORDAN:** Yep. Oh, I should pull it up.

**RUTH:** Did you?

**JORDAN:** Should I pull it up?

**RUTH:** Did you ... Oh, yeah. Pull it up. Well talk about that.

**JORDAN:** I did, yeah. Let me see.

**RUTH:** But the procrastinator archetype—

**JORDAN:** I was not shocked by the answers.

**RUTH:** You were not shocked? Okay.

**JORDAN:** No. No, no, no. Okay, sorry. What were you saying?

**RUTH:** I was going to say the procrastinator archetype is the most common of all the seven archetypes. So was that your top one, or have you moved past that fear?

**JORDAN:** No. I have ... Okay, so mine was the people pleaser. That's what I have.

**RUTH:** Ah!

**JORDAN:** Yes.

**RUTH:** I can see that.

**JORDAN:** And that makes sense for a Three, I think. But it says, yeah, it's the people pleaser. Your second full-time job is keeping up appearances. Yep.

**RUTH:** Ah! Gotcha. Okay. I gotcha.

**JORDAN:** So that's why that was so hard for me to share that I struggled with a problem. And actually, I've learned the difference between speaking into the shame and also being kind of appearance conscious. Do you know the difference between transparency and vulnerability? Have you ever heard it described?

**RUTH:** Uh-uh.

**JORDAN:** It is so interesting because for so long, people would comment on links. I would open up stories or cystic acne or things like

that, challenges I was going through, and put it into an organized through like a paragraph or a caption or whatever. And people would say, "Oh my gosh, you're so vulnerable." Meanwhile, my husband, who knows me very well, he's like, "You know, you're really not very good at being vulnerable." And I'm like, "There's a disconnect happening here."

Well, what I realized was transparency is like you're standing in a box and you can see through the walls. It's transparent walls. But vulnerability's actually shattering the box and letting someone else inside and allowing yourself to be helped without being able to repay them. And that's the part I stink at. So being the people pleaser ... Like, "Yes, I get the ... " If it helps you, I'll share my struggle and you can see it through the glass, but actually allowing myself to be helped and allowing myself to need someone else, totally different story. So it's just interesting that really kind of aligns, I think, with that.

**RUTH:** Ooh. That's a really good distinction to make, and I've never really thought about that before.

**JORDAN:** It said 54% match for the—

**RUTH:** Oh, okay. So you're doing good; 54 is not overly high.

**JORDAN:** Oh my gosh, that's so funny. Yep, it's pretty accurate, honestly. And then it says the at a glance is indecision, lack of boundaries, emotional intelligence, and kindness. Interesting.

**RUTH:** I can totally see that. I can see that.

**JORDAN:** This is nifty. Is this from your research? It's pretty awesome.

**RUTH:** Yeah, yeah, yeah. So that was part of our research for the book, and we have these seven fear archetypes. But the number one archetype is actually the procrastinator archetype, which is really another word for perfectionist. So I was curious if you were the procrastinator archetype.

But perfectionism is definitely a big, big thing that so many people struggle with, because that's the most common of all of our seven archetypes. It's, I believe, 66% of people have it in their top three archetypes. So definitely people talk about that all the time. But how have you moved past perfectionism in your own life and moved past that need to be perfect, and what does that actually look like for you?

**JORDAN:** Well, I think even being a people pleaser, it seems to really align in

that regard. So it isn't something that I feel like I've moved past in that I no longer feel the need to be perfect. I think I still feel the need—maybe not perfect, but just acceptable, if that makes sense. Like, okay, it's good enough. But I think what I've found is ... I came up with this little phrase that really helps me through a lot of these things that we can get stuck in, specifically perfectionism or imposter syndrome. I say, "Incremental, implementable, imperfect action." And the reason for that is because especially as a perfectionist and especially as someone as who's multi-passionate, I can sometimes really second guess my ideas, or I can feel really stuck because I'm like, "Well, I don't want to do it if it's not going to be done really, really awesome. And I don't really know how to make it done really, really awesome, so maybe I just shouldn't do it." Right?

And then on the flip side, I also hear a lot online, like again, remember how I was sharing my unique angle? I felt like I was getting a lot of, like, "Take massive action." That was the encouragement that seemed to be the common thread. And I'm here for it. I'm very much an action taker, but when my perfectionism creeps up, that doesn't seem very possible, and then I just don't do anything.

So I'm like, "Hmm, maybe if we can't take massive action, we can take incremental, which is super-small steps. Something implementable." I went back to my Etsy-store days, and I was like, I wasn't doing that because I decided I wanted to go have some big business some day or write books one day. I just did it because it brought me life. And so there wasn't the pressure to create some perfect thing. I was like, "I can take an incremental or small step and go to Hobby Lobby, and I can spend \$10 on a canvas," because that was something I could actually implement in that season, given my circumstances and finances and life, "and I can just take imperfect action. I can just share it with a sorority sister who might have her sister buy it." Really, really small. You compare that to now where I'm at, about five years later, it's like, "What?" But it all started with a very incremental action step.

So I try to keep that principle very close, because, I mean, I feel that like, "Oh, I don't want to create that new course, because what if it's not as good as X ... " Or, you know, so and so's, or whatever. It's like, okay, maybe instead of thinking about anything but the end goal of what I want to achieve for somebody, but then instead of thinking about all the marketing and all the comparison and all the things so that it's perfect, I'm going to say what's one incremental, imperfect action step I can implement today?

And what I can do is I can open Canva, and I can put some stuff on it, or I can just make an outline. And really, breaking it down like that, I think, kind of takes the fear of climbing the whole mountain, and then climbing the whole mountain perfectly, kind of both of those things; it kind of takes that pressure off a little bit. And I'm like, "Okay." I think it helps you tackle it piece by piece and still move forward and take action. Does that make sense?

**RUTH:** I love that. Yeah, totally. I love it. So incremental, imperfect, implementable. Those three things—

**JORDAN:** Yep, yep.

**RUTH:** —that you can implement today.

**JORDAN:** Those three things, and I ... Yep, yep. Exactly.

**RUTH:** I love it. That's awesome. That is really, really good actionable advice. I feel like that needs to be a hand-lettered picture on your wall.

**JORDAN:** Maybe we'll make it a journal or something at some point.

**RUTH:** Yeah, you need to make it something.

**JORDAN:** It's really kind of my mantra, when it—

**RUTH:** That's a product, right there.

**JORDAN:** Yes, right. Well, it's kind of a mantra, just because it's like ... You know, thinking about it in that way and breaking it down, I have to check all of those boxes. Right? And so it's almost like a mental checklist. When I'm doing something or wanting to do something or needing to do something or get the manuscript in or whatever it is, it's like, "Okay." You can kind of break down the whole big mountain into these little bite-sized pieces and really look at what can I truly implement with what I have today? And then I'll be able to build off that tomorrow, and I'll be able to implement even more, because I'm going to be another step ahead. So it's just kind of a mindset shift, but also a way to really check your actions.

**RUTH:** That's awesome. That's awesome. Well, one of the things that I say all the time is that action is the antidote to fear. And that's a little bit kind of the same thing. If you're scared of making a mistake, if perfectionism is holding you back, you're afraid to move forward, what is the tiny little step that you can take right now? So it's just another way of saying it. I love it so much.

So, speaking of fear, we talk a lot about fear on this podcast,

as I'm sure you can imagine. It's called *Do It Scared*. What is something that has really scared you either in your life or in your business, and how have you moved past that fear?

**JORDAN:**

There's a variety of different things. But most recently, and I think the most relevant, even to our conversation, was launching a book and putting a book out into the world. And my friend described it. He's like, "Yeah, I feel like launching a book or maybe writing a song or something is kind of like, 'Here's my heart. Please don't squash it.'" You know? And you give it to thousands of people to potentially squash. And I'm like, "That's very accurate."

**RUTH:**

Yes. That is exactly how I have described it in the past, yes. I feel like that is ... And it's funny, too, because people say, "Well, you're a blogger. You write stuff all the time, and you put stuff out there all the time. Isn't it the same thing?" It is not the same thing. For some reason, a book feels totally different, and it does not go away. It doesn't matter how many books you've read. You put it out there, this baby that you've worked so hard on, and you're like, "Here. Walk all over it. Just squash—"

**JORDAN:**

Yeah. Well, I think that's the thing about—

**RUTH:**

Just don't watch for the one-star reviews on Amazon.

**JORDAN:**

Right. Well, I think ... I know. Well, I think the book thing, too, it's like one of those things that's like kind of leaving a legacy. It outlives you, in so many ways. And so there is that little bit, not even some added pressure, but a little bit of that added pressure with that. And it's so timeless, I think, more so. A blog, it's like you can just un-publish your URL, and it's gone.

So, there's that element of vulnerability. And way more time and upfront investment goes into a book than it does a blog. Even if you've researched for a couple days on a blog post, it's not nearly the production of what you put into a book. So you feel like you've poured two years of your life or a year and a half of your life into something like that. And for me, of doing it the first time, I had no idea what to expect. I was like, "What if this doesn't go well?" And it went way better than I could have imagined, which is generally the story of when we fear something, right? But scary, kind of leading up to it.

It's almost like the best way I could compare it, I was talking to the friend, who, at the same time, her due date ... She actually is my staff member. Her due date for her baby was the same couple ... within six or eight weeks of my book launch. So we were kind of going into this ... And I was like, "What are you most afraid of:

giving birth or having a human that you now have to raise when you bring the baby home?" And she's like, "I think it's the after the birth." The birth is like ... "You know, there's the anxiety of just the unknown, but it's really learning how to become a mom that scares me." And she goes, "How do you feel with your book baby?" And I was like, "Honestly, it is kind of the same thing." The initial launch day isn't really so much what scares me, it's all that's going to come after that that feels so unknown, and that's when I'll get feedback. Anyway, so it was just interesting to compare it that way. It was very ... It's vulnerable in some ways.

**RUTH:**

It's a really good comparison, actually, because that's kind of what it feels like. You're birthing this thing that you've worked so hard on, and you don't know ... And then you're putting it out there, and you don't know how it's going to be received or responded. And yeah, it's ... I get it. It's totally scary.

So, as someone with a successful online business, what is the most common mistake that you see new business owners making, and what advice would you give to somebody who's just starting out?

**JORDAN:**

I think one of the biggest mistakes I ... at least in the online space, two things specifically that come to mind is one, a lack of flexibility. I think sometimes we can have this idea that I'm going to have an Etsy shop that sells mugs, and then when that doesn't work, we feel like we have to give up rather than being like, "Hmm, how can I be flexible and maybe try stationary or try something completely different that wasn't in my plans." If I'd had held so tightly to what I thought I was going to be doing, I would not have a book out. We would not have a conversation. I'd probably still be shipping mugs out of my closet. You know? So the willingness to evolve, even somewhat early on, is huge.

I think the second thing, specifically online, is I see people striving for quick cash, not valuing themselves enough to really kind of actually gain the expertise it takes to establish themselves as an elite, because that was a mistake I made, and I also see this, especially with this influencer phenomenon. Everybody wants to grow up and be an influencer. And I'm like, "Honey, don't you realize that's probably not going to be a thing when you grow up, and even if it is, it's going to look very different?"

This is a very interesting life and season that we all live in, and I think a lot of people just want to do that, because if they can just score a brand deal or if they can just get some extra ... a quick client or whatever, they kind of settle for maybe something that

truly isn't aligned with their brand or where they want to go or what they have potential to do. And they kind of shoot themselves in the foot too early, just trying to strive for that quick cash, that quick win, rather than really thinking strategically for the long haul, even if that means a little bit of sacrifice up front or having to do some things for free up front to get those results, to get that expertise, or to build that product. It takes time.

The book taught me more than anything, because I'm a pretty quick mover, is that good art and good work takes time. That doesn't mean it needs to take two years, per se, but I think the patience in our instantaneous culture is kind of fading, and so I just really want to speak that back into any who's starting, because I know it can be so tempting, that very first person who's like, "Want to collaborate? I'll send you my super-scummy thing and share it with your audience, and I may pay you 100 bucks," or this person who basically wants you to do this awesome, crazy project for next to nothing. It's like, yes, there's an element of hustle, and there's an element of earning your keep, but I think we kind of undervalue ourselves or undercut our own brands and businesses, just trying to strive for that quick win. And we miss out sometimes on what we really could be doing.

**RUTH:**

Yeah. It's kind of a slow burn at first. I love that. That's really good advice.

So, turning it a little bit on yourself, what is one of the hardest business lessons that you've had to learn, either a mistake that you've made or just a time somebody else treated you badly? What happened, and how did you fix it? Or, what did you learn from it?

**JORDAN:**

Gosh, there's been so many. It's like, "Which one should I pick?" You know, I would say one thing is trying to create too many things too fast, because I've been let down—I've mis-served my audience. There's been times where I was just on an achievement high, and I had all these ideas and I kind of just implemented all of them. I took imperfect action, but it was imperfect action. Okay? It was bad action. It was not well thought out, not well discerned. And then suddenly I had eight ships floating, and I wasn't sure which one to keep floating, but I couldn't keep them all, because I didn't have enough capacity for that.

Having to kind of own that and be like, "Hey, guys. Sorry, I can't steward this anymore. I'm going to have to end this program. We're going to have to pivot," or whatever. That's a hard thing to have to go do to people who have just given you money or who

have just invested in something you've created or who were really excited about it. I was like, "Okay, lesson learned. Don't move so hastily." It's not that you can't take action, but I almost moved too hastily.

And it's interesting, because that's the opposite of a perfectionist. So it's like, "How do you struggle with perfectionism?" What I have found is normally what I do is I'll take action relatively quickly. But then I really over think and I'm like, "Oh my gosh, it wasn't done perfectly. We need to pull it." So my perfectionism sometimes comes up afterwards, and it actually really harms what I've already created. It's kind of weird. I'm like ... It's a different way that we don't normally talk about perfectionism.

But anyway, so all that to say, learning to be a little bit ... It's okay to grow slow, and it's actually more sustainable, because I think being online, you're often told these certain revenue benchmarks you should hit, and that's what we often see as a successful business. I was like, "Okay! Cool. We're in year three, we got to strive for that." And I did. And I hustled and achieved a lot of things, but I ended up being stuck with a business, where 60% of it, I wasn't happy with, that I didn't even really feel like fit me very well.

And so I had to start kind of pruning. And we've still been in a pruning season of like, "Okay." You know? And I've learned it's okay to make less to ultimately do more from that. And I feel like failure ... \_\_\_\_ (48:18) has said that failure is really not failure; it's like you either get the outcome you wanted, or the lesson you needed. And so it kind of feels like a failure. I let my tribe down, I did too many things, I stressed myself out. But what I really learned was the power of being intentional and being okay with growing slow rather than feeling like you just have to make some big success overnight.

**RUTH:** I love that. It's a really important lesson, and I feel like that's one that I'm still learning. I tend to do too many things, too.

**JORDAN:** Especially as an achiever. When you love your business, it's so hard not to. Like, "Oh, we're going to do 18 projects."

**RUTH:** Yeah, you get so excited about all the things, and you want to do all the things. And I definitely ... I now am kind of at a point where I'm like, "Okay, what can I take off or sunset out of gracefully?" For sure.

So, last couple questions. First of all, what are you working on right now that has you super-fired up?

**JORDAN:**

So, I am working on some new coaching programs that really align with the book, both for kind of the everyday woman and for the entrepreneur. So I'm really excited about those. And my husband and I are actually really dreaming up a resource. I can't really give a lot of details yet, but we are dreaming up a resource because ... Or, we're kind of creating a parent company with this, as part of it, because when we started working together, he left his corporate job. He played in the NFL for a little while, then he tried to get back into the NFL. Then, he worked in medical-device sales for a little over two years, and then just this past January or February, he started working with me full-time.

And as we were thinking about working together, really just kind of running with this hand in hand, we were like, "There's that ... " We have a lot of friends that work together, but there was no resources for entrepreneurial couples. And we were like, "Hmm, that's kind of a unique space," and so we really want to try to do some stuff with that. So it's kind of the next thing in the next year or so, in addition to what I'm doing around the book, that we're really excited about, because it's different. I feel like no one's really talking about that. And so we're kind of owning that space and owning that market and getting a little bit of stuff out there. It's just going to start really small, but something we really feel passionate about, because it's such an opportunity now, and so many more people are doing it between all the network marketing companies and all the women who are selling oils or all the women who are influencers or all the women who have online businesses or men who have online businesses and their spouse somehow has a role in that, even if they have their career or whatever. So it's like, this needs to be talked about.

**RUTH:**

Yeah, for sure. And I know a lot of people, and it's been really interesting to watch that happen. I have so many friends who have had their husbands come and work in their business. And sometimes it works out, sometimes it doesn't work out. And sometimes it gets ... There's just all these different stories. But I do feel like there's not a lot of resources for how to navigate that. Even a lot of resources for how to navigate as a woman who makes ... My husband does not work in the business, but he is a stay-at-home dad for our kids, and because my business took off, he came home to be home with the kids. And there's not a lot of resources for that, either, of just what do you do when she makes more? How do you navigate that with the relationship? That's really interesting.

**JORDAN:**

Well, I think that's the thing. Even if you're not necessarily both building the business, you have a family business. Right? It's for