

Heather Vickery 0:02

Hey out there. This is Heather Vickery and you've tuned in to The Brave Files Podcast. Y'all I am so excited to share this fun and funny interview with you. It's lighthearted, but with a big message. My guest Dave Jackson takes us on his journey of bravery via everyday life experiences. You know, like working at a grocery store, or riding in a hot air balloon when you are terrified of heights. Okay, I get that riding in a hot air balloon isn't an everyday life experience for many people, but being afraid of heights sure is. The key, Dave says, is stepping out of your comfort zone and saying yes to more things. Dave says, and we agree, choosing bravery is winning and winning is gratifying. And also, it's super contagious. This episode is full of inspirational nuggets. But here are a few of my favorites. We're always saying yes to something, and no to something at the very same time. The question is, what are you trying to prioritize and be the person you want to be. If you act the way you want to be, someday, you will be the way you act. And last but not least, and there are so many more in the episode, so make sure to tune in all the way to the end. Make a goal that's slightly bigger than you can achieve. And you might just surprise yourself. So stick with us. This is such a fun conversation. I'm really excited to share it with you and I look forward to hearing how you're choosing bravely. So be sure to give us a call and let me know what you think I can be reached at 312-646-0205. Let us know how you're choosing bravely and what you think of this episode with Dave Jackson. Now, here's the show.

Dave Jackson 2:04

Creative, helpful and geeky.

Heather Vickery 2:09

This is Heather Vickery. And you're listening to The Brave Files, stories from people living courageously. When we choose bravely and big and small ways, it powerfully elevates our lives. I hope these stories connect with you and encourage you to embrace bravery in every possible way, day after day. Together, we can build a movement of courageous living that enriches both our lives and our communities. And if you enjoy the show, I asked you to please share it with others. Maybe think of someone who you want to choose bravely right alongside you. Thanks for tuning in. Now, here's the show. Hey, everybody, welcome to this week's episode of The Brave Files Podcast. This is your host, Heather Vickery. And I'm wondering how many of you listening today have some basic Primal Fear that's kept you from trying new things? For me personally, I've never been athletic. And when I was in high school, we had a tumbling portion of PE and I had this horrifying fear that if I did a somersault, my neck would break. And there was no way. There was no way I was going to do that somersault. And because stubborn is in my blood, which is not always a good thing. I flat out refused, and I took an F in that part of the class. Since then, I've really worked on not just refusing things, but that does run deep in my blood. Well, today's guest is a super cool guy. He's the founder of the School of Podcasting. He was even inducted into the podcasting Hall of Fame, which I didn't know was even a thing. But that's not what we're here to talk about. We are here to talk to Dave Jackson about embracing something that was absolutely terrifying to him, how that feels and what it's like to have pushed

through on that fear. So I'm gonna let him tell you what it is. But Dave, welcome to The Brave Files.

**Dave Jackson** 4:03

Oh, thanks for having me. I'm looking forward to this.

**Heather Vickery** 4:05

This is fun. I think this is different than most of the interviews you do.

**Dave Jackson** 4:09

Yeah, absolutely.

**Heather Vickery** 4:11

And you get asked to do a lot of interviews because you're cool dude in the School of podcasting and the Hall of Fame stuff, right? People are like, chomping at the bit to get you on their show.

**Dave Jackson** 4:21

On occasion, I will have people that will want me to come talk. Yeah, I just got I just went to Boston last week. That was interesting, because it was a roomful of speakers, which is kind of like writing an email to grammar girl.

**Heather Vickery** 4:32

Absolutely.

**Dave Jackson** 4:34

Like, oh, this should be fun.

**Heather Vickery** 4:36

Absolutely. I bet it went really well, though.

**Dave Jackson** 4:38

It actually did go really well. So that was the good thing.

**Heather Vickery** 4:40

But I could see some fear in that like, Yeah, when you're preaching to the choir, you gotta you got to really embrace that brave a little bit. So will you share with our listeners, what your your Primal Fear is or was I don't know if it still is and what you did about it?

**Dave Jackson** 4:58

Well, if we go Back to are we talking like when I'm 16? That story?

**Heather Vickery** 5:03

Yeah,

**Dave Jackson** 5:03

Okay, good. When I was 16 I had left my my awesome career as a paperboy and gone to work in a grocery store. And, and I got fired. And the reason I got fired is because I was deadly afraid to talk to anyone really. I was beyond shy. And the the manager called me in he said, You know, you're, you know, how hard is it to, you know, get cards and pack groceries, he's like, but we need you to like, talk to the customers and be friendly. And he goes, you're just, you're just beyond, like, shy, and he goes, so, you know, we wish you the best but you're out of here. And I was like, I didn't even know that was like an option. I was like, wait, I can get fired. I was like, Okay. And so I had got the job through high school, which at the time they call it was some sort of business kind of class but really what it was it was the get a job in a grocery store class. So because it was funny after I went back and the teacher got me another job working in a different grocery store.

**Heather Vickery** 6:04

Ah, there ya go, okay.

**Dave Jackson** 6:05

But the the teacher pulled me aside and said, Hey, I heard about what happened. And I'm like, yeah, and he goes, You need to be more like your buddy Scott. Well, my buddy Scott was like, the class clown would just walk into a classroom, like, what's up people? Hey, you know, and just really outgoing kind of guy. And it was like telling me what you need to do is grow a third arm. I'm like, Huh, I don't think that's gonna happen. And so he goes, Well, here's what I want you to do. He goes, if you if you act the way you want to be, someday you will be the way you act, which we now affectionately refer to as fake it till you make it.

**Heather Vickery** 6:40

Yeah, it's true. Yeah.

**Dave Jackson** 6:42

And I was like, Okay, I'll give that a shot. So I just pretended that I was out going for a little bit and just, you know, kind of put my toe in the water and was like, oh, okay, and then I actually find in some ways I could actually make people giggle or laugh and I went, Oh, that's kind of fun. And about that time they threw me into a speech class. And that again is where I find out that you didn't have to do like just your typical, here's how today we're going to learn how to whatever, fold the paper bag. It was like I could actually make funny stuff.

**Heather Vickery** 6:42

Yeah.

**Dave Jackson** 7:14

And so for me, speech class was like, oh, wow, we could just do monologues. This is like, you know, back in the day, Johnny Carson is going to come out and talk for three minutes, like okay,

Heather Vickery 7:23

Yeah.

Dave Jackson 7:24

I could do this. So it slowly got me out of my you know, comfort zone, but if you had told 16 year old Dave Jackson that he would make a living, you know, for decades standing up in front of a group of people talking he would have been like, I don't think so.

Heather Vickery 7:39

You do and you you're podcasting radio. Now we're not there's a difference between podcasts and a radio we actually joked about that you have this fantastic voice but it's not what you envision a radio voice being.

Dave Jackson 7:52

I just, this is, I guess I'm lucky this is just the way I sound cuz to me I always pictured the obnoxious you know, Hey, everybody, traffic and weather on the ten, It's time for the two for Tuesday, kind of guy,

Heather Vickery 8:02

Which clearly you could do that as well.

Dave Jackson 8:04

Yeah.

Heather Vickery 8:05

So we met Dave at podcast movement back in August 2019. And you said, Oh, tell me about your show. And I said, The Brave Files, I interview people who step out of fear and into bravery. And you said, the only thing I've ever done that's brave, is getting in a hot air balloon. And I'm terrified of heights.

Dave Jackson 8:22

Yeah, that was one it was funny. I, I worked for a company called Lipson, which is a podcast media hosting company. And one of the developers works on a balloon team. And he just said, Hey, do you know how close are you to, in this case, Hudson, Ohio, and I'm like, I don't know. 10 minutes and you want to come work on the team? And I'm like, like, what? And he goes, will you help pull down the balloon and tie things down? I'm like, Okay, this is I was kind of 2019 was kind of a year where I was like, You know what, let's say yes, to more things. Let's just see what happened.

Heather Vickery 8:54

Nice.

**Dave Jackson** 8:55

So I did and I said, but I'm not getting up in that thing. And they're like, Alright, that's fine. And so I did we, you know, did the whole thing and you blow it up and it's you feel like you're at a kiss concert or you're about four feet away from this giant thing like, Oh, you know. And so I see like, three year old kids get on this and they're having fun. And then I saw like, I don't know, a 900 year old man get on and I'm like, Okay, everybody else is doing this thing. And so at the very end, it was kind of funny because the the pilot, which actually is

**Heather Vickery** 9:26

A pilot?

**Dave Jackson** 9:27

There was a pilot, yeah,

**Heather Vickery** 9:28

Hot air balloon pilot.?

**Dave Jackson** 9:29

Yeah. And he actually has a pilot's license like he flies for I think, American or one of those, you know,

**Heather Vickery** 9:35

How about that?

**Dave Jackson** 9:36

Yeah. And he goes, last chance buddy. And I go, Okay, well, the way this worked was, you kind of had to make sure that there always three people in the balloon to keep the weight the same.

**Heather Vickery** 9:47

Okay.

**Dave Jackson** 9:47

And so as I stepped on, two people got off, which meant there are only two people in the balloon.

**Heather Vickery** 9:51

Uh-oh.

**Dave Jackson** 9:52

And so as I'm like reaching for my phone to take a picture so as we would slowly grow up, you know, or glow up, I would have My phone ready and I could take some pictures. Well, we just

went wheeeew. So I kind of like grabbed my phone, I looked out and I was like, oh, okay, and we're up here. And the funniest part about that is my right hand had like this death grip on this little, you know, cage thing that we're in the basket. And I slowly peeked over the side. And I was like, okay, and every part of my body except my right hand, kind of because I turned and I was talking to the pilot, and I'm looking at the sunset, and you know, it was it was pretty, and I was like, Okay, this isn't so bad. And it would occasionally kind of teeter totter and you're like, okay, as long as you don't like flip over and dump me out of the basket, I'm okay here, but my right hand would not, like join the rest of the program. My right hand is like, Nope, I'm just going to have the death grip over here.

Heather Vickery 10:46

Safety measures.

Dave Jackson 10:46

Yeah, safety measure. But it was it was fun. It was one of the things where I, later in the week, I told my brother He goes, Well, what do you been up to, I'm like, I went up in a hot air balloon and the only person that's more afraid of heights than me is my brother. And he's like, you are kidding me. And so yeah, it was one of those things where now am I ready to like, go up in one? Oh, I should we should mention that too. This was tied to a truck. So you would go up about about 300 feet so it wasn't like I was flying across the world but still, it was like a really, really, really tall elevator. And you know, you're just kind of like and like I said, it would occasionally kind of tilt left or right and you're like, oh, if this if we got like a really big wind that could be kind of a problem. So

Heather Vickery 11:31

Hence the the death grip.

Dave Jackson 11:33

Yeah. So yeah, so now am I would I be ready to like let's get in one and just let the wind take us. That would be interesting because that is the ultimate you have no control. You're like it's you in the wind and you have a little bit of control on how high or low you can go and that will from what I understand get you in a different streams that are going across the air or whatever, but I don't know that I'm ready to do that. But getting in the balloon was a good first step

Heather Vickery 11:58

was a good first step. So you You were or still are super afraid of heights?

Dave Jackson 12:04

Yeah, it's, um, I'll tell a really long story short,

Heather Vickery 12:08

Thank you.

Dave Jackson 12:08

When I worked in a grocery store, I was working on changing furnace filters. So I'm above the ceiling, and I almost fell through it, I took a wrong step my feet went through. So picture your, your typical drop ceiling with the kind of foamy, you know, big squares and my feet went through and luckily I knew at that point that I was falling. So I spread my body out as far as I could to kind of, I don't know, change the field of gravity or whatever. So and eventually just I still don't quite know how I did this. But I pulled my whole body out and threw it back on top of what was a walk in freezer.

Heather Vickery 12:47

Wow.

Dave Jackson 12:47

And I got up look through the hole I just made and saw that I would have landed on a table full of knives because I was right above the apartment. And so ever since then, I was kind of like When I get on ladders and stuff, I'm, I'm okay. But when I start to get really up there, there's just a part of me. And it's one of the things that drives me nuts. Because, you know, in many cases you're safe. It's not that big a deal. Just you know, but you know, your whole body just tracks and you're like, yeah, so

Heather Vickery 13:16

it's like my somersault.

Dave Jackson 13:18

Yeah.

Heather Vickery 13:18

Except that I don't know anybody who's broken their neck doing a somersault, and I think it's pretty fair to be legitimately terrified after almost falling on a table of knives. I'm just saying. I think that's okay. So when you were presented with the opportunity to get up in the hot air balloon, you the story you told it was like, okay, sure, I'll get on. But was it like, what were you thinking? Were you legitimately terrified?

Dave Jackson 13:42

Yeah, it was, uh, it was just one of those where I at this point, we've, I've let probably, I don't know 20 different trips of like, you know, I would basically be there. And as the pilot, lets the, you know, he's adjusting the heat so that the balloon would lower when it gets to a certain level, I would just kind of grab it and pull it to the ground. So I, I've done that 20-30 times. And I've seen that, okay, nobody's dead yet. We've done this like 25 times now, and nobody's dead. And so I just knew, I'm like, Look, this is not gonna be comfortable. But you're not gonna die. I'm really pretty sure you're not gonna die at this point. And it's kind of one of those, like, what's the worst thing that could happen? I don't know that the line breaks and we go floating off into the

universe. And, you know, and they they had already showed me how there's all sorts of GPS on the balloon

Heather Vickery 14:34

Yeah.

Dave Jackson 14:34

and so that the the team could hop in a truck and track it and the whole nine yards, I thought, you know, and I just thought if that's the worst case scenario, then you know, it's, it'll be fun. And we'll you know, it's a new adventure.

Heather Vickery 14:45

Good story to tell. Yeah

Dave Jackson 14:46

exactly.

Heather Vickery 14:47

I love that because so often on this show, we talk about really big ways of embracing bravery. And that when you said to me, the only brave thing I've ever done, it's got to get up in a Hot Air Balloon which we now know is not actually the truth because you used to be terrified to talk to people and now you're a professional public speaker so there's that but I love this idea that you know your regular everyday fears your you know, your household, your fears of heights or bugs or you know, whatever it is, is something that you can master and I'm curious you got up in it you you obviously like a little adventure even though you have this fear of heights. How do you feel afterwards?

Dave Jackson 15:30

Ah good in I was trying to think of a better way to say that but really, it was like good. It's like Okay, first of all, you get down and there's a part of you that's like, ah, back to comfort. My feet are on the ground. There's so there's there's that going on. But I was just proud of the fact that I did something that I when I walked in there. I was like, there's no way I'm getting that just so you guys know there's no way and I'd gone from no way to walking out of the basket going I wasn't so bad.

Heather Vickery 15:54

I love that.

Dave Jackson 15:55

Yeah, I do kind of the same thing with I'm trying to lose some weight, and I have an exercise bike, and it was expensive, and there are days that I wake up and I go, I do not want to get on that thing. Just I'm not in the mood for it today. But every time I do when I get off, I'm always like, I gotta remember how this feels. Because I'm proud of myself. I'm doing the right thing, I'm



sweaty, let's go get a shower. And you know, that whole nine yards. So kind of the same feeling when I got out of it. I was like, Okay, I did something. You know, I've just grown as a human being and even if it's in a little increment, I've done something that I normally wouldn't do and that I was proud of.

**Heather Vickery** 16:31

I love that so much, because that's the whole point. And what what I tell people is that when we leverage that fear and do the thing, that's scary, we start to make when we do it on purpose, sometimes we've discovered after the fact Oh, I did that thing and it was a little scary and I was brave but when we know it, we start to put ourselves in situations to choose to embrace the fear. So I think your exercise example is a perfect one. Like you now know I can choose this. And I don't want to and you're not, you're not scared of it. But there are a million other things we'd rather do then then work out, right?

**Dave Jackson** 17:05

Yeah.

**Heather Vickery** 17:05

Do you feel that that's true? Like once you can recognize that if you embrace that thing that you're a little scared or a little uncomfortable with, you sort of choose bigger?

**Dave Jackson** 17:15

I think so. It's one of the things, I bought this bike, it's a Nordic track, and you basically it has a big TV in front of it. And you you turn on these exercises where a really thin person screams at you to pedal faster. And that's basically it but the one person said, you know, pick a goal that you have to grow into. And I was like, Oh, I like the sound of that. And so it's just one of those things where there are times when I'm, I'm pedaling along and my thighs are going, would you please stop? And I'm like, nope, got another seven minutes and six seconds, five seconds, four I'm just counting them down. And I just keep going and when I get done, I'm like, okay, I didn't think I could do that. But the person on the screen kept saying you got this you do it, am I so you know, And I was like, Alright, apparently I can do more than I think I can. So.

**Heather Vickery** 18:04

Yeah, make a goal slightly bigger than you think you can achieve. Everybody do that. Whatever you're doing, do that and push yourself. I do have funny NordicTrack story side note, my dad in the 80s had an order track they did not have a TV attached to it was like this pulley and lever set up. And it made the greatest coat rack in his living room for like 10 years.

**Dave Jackson** 18:29

That's it I used to have before I got this bike, I had another bike and it finally just broke and I think it broke because I put too many clothes and bags, and things like that

**Heather Vickery** 18:39

Makes the difference in using your very expensive equipment to as a clothing hanger or as a closet versus now I'm gonna get on it and I'm gonna make a goal slightly harder than I think I can achieve. And, like what shifts?

**Dave Jackson** 18:57

For me it was the one day went into I think it was like Dick's Sporting Goods or whatever right now I need to lose about 40 pounds I'm about 225 and I would like to be about 185 or something like that. So I went into Dick's and they had a barbell of 40 pounds. And I picked it up and I went, Oh, holy cow. And I'm like you're carrying this around 24 seven, like No wonder you're tired. And so there's part of that was that and just the fact that everything I've read, the older you get, the harder it is to lose weight

**Heather Vickery** 19:32

It's so true.

**Dave Jackson** 19:33

and I'm like so right now, right now is the best time to do this not you know, six weeks from now or whatever. And so I just was like, we got to start doing something and and you know, I said goodbye to McDonald's and ice cream and you know, that whole nine yards and just been trying to, you know, find time to exercise and what I've been doing is taking what I love to do, which is podcast and you know, website stuff and internet stuff and marketing and I get to do that when I'm done exercise

**Heather Vickery** 20:01

Nice.

**Dave Jackson** 20:01

And when I first when I first said that I was like, but then I won't have enough time to do all this stuff, shockingly enough, you know, number one, I'm on the bike for 20 minutes. It's not like I'm doing it for four hours. You know, I get off the bike, I towel off I walk in and things still get done. And I was like, so that's just one of those lies that you want to tell yourself, oh, you need that time to you know, do your marketing stuff or whatever. It's, you know, a little more focus, maybe a little the brains maybe a little more alive because you just stimulated for 20 minutes,

**Heather Vickery** 20:32

For sure, and also then you hyper focus and you're not sitting around doing your work feeling bad that you're not taking care of yourself, and I am not we I started this entire conversation by saying, I don't sport I'm not athletic. But I agree with you. I'm 45 and something about turning 40 all of a sudden, my body was not accepting the way that I'd eaten my whole life well and everything is shifting and I don't like the way it feels either. You said about the 40 pounds, I pick up my six year old regularly and and so I was like, Oh, I could pick up a 40 pound weight because this kid's like, I don't know, 38 pounds or whatever. But I'm like, Well, I can't carry her up the stairs. I can't there are things I can't do with her. And I just I love that I we talk about this

all the time, you know, a morning routine or get done the thing you don't want to do first, because everything else is a win all day long.

**Dave Jackson** 21:23

Yeah, the other thing I did is I think we do lie to ourselves. And so for me, I told myself, I'm like once a month, I'm going to go to Strickland's custard. And I'm going to get an Oreo cookie cone because that's like, my favorite, the texture of it. And so it was it was that time here it comes. I went I got the big giant cone and I ate it. And it dawned on me that afterwards when I eat a lot of ice cream, I have this whole thing going on. And that and it was just super sugary. And I just was like I need to write this down somewhere that this was not as good as like it's The hype was not as good as the actual movie kind of thing. It's like, You know what? I was dreaming of this and it's it's really not that great. It's like it's not bad. It's I mean, it's Oreo cookie ice cream.

**Heather Vickery** 22:09

It's not about that. Yeah, Yeah.

**Unknown Speaker** 22:11

But it wasn't this utopian, and I was like, this doesn't feel as good as hopping off the bike going, man, I just killed myself and burn 300 calories. That feels better than the ice cream and I'm like, I need to

**Heather Vickery** 22:24

Yeah, I love that. But it's it does do that to your vocal cords. My daughter sings and before her voice lessons, just like I can't have milk. I can't have cheese. I can't have ice cream cuz the instructor is like, it messes with your vocal cords.

**Dave Jackson** 22:37

Yeah,

**Heather Vickery** 22:37

you're inspired. I don't know why I really don't want to work out. It's not even a lie. I don't want to at all, but I did commit at the beginning of 2020. I'm not a new year's resolution kind of person. But I did commit to letting go of the story that I hate to work out and instead saying, I want to take care of my body.

**Dave Jackson** 22:58

I like that.

**Heather Vickery** 22:59

Yeah, thanks. And so you have me thinking like we have a little, you know, local community center gym two blocks away and like Could I would it be worth the \$40 a month? If I could get my ass there? 20 minutes a day if that's all I committed to? And I I may try that.

Dave Jackson 23:14

There you go.

Heather Vickery 23:15

That feels brave to me, y'all. I'm just saying like, I'm with Dave. I could get up and speak in front of a stage but that feels brave to me.

Dave Jackson 23:23

Well, my favorite thing is with gyms people go I don't want to go there because everybody's gonna be looking at me and I'm gonna sweat pants and my big butt. And I'm like going anywhere in public lately. like nobody's looking at you. They're looking at their phone. And if you go into any gym, everybody's you know, picking their playlist and you know, like, so that's but that again, that's one of those little lies we want to tell ourselves. Oh, everybody's gonna be staring at me. No, no.

Heather Vickery 23:44

They are paying attention to themselves. Yeah, and that's almost always the case with with anything. I think we can let go of the story that anybody else's actions are about us because really, they're not. So you Sound like the kind of guy to me who pushes himself into an uncomfortable space pretty consistently.

Dave Jackson 24:10

No, no, that's actually like I said, 29 because it dawned on me that with podcasting, I like to work life stories into like, if I need to explain something, a quick example is I said, Look, when you start a podcast, you need the passion of a 16 year old trying to get their license

Heather Vickery 24:28

Yeah.

Dave Jackson 24:28

cause at the time, I had a 16 year old trying to get their license. And I said, You know what, you're not gonna have any more life stories if you if your life consists of sitting in a second bedroom talking into a microphone all the time. And I was like, I just gotta start saying yes to stuff. So, I mean, last year, I had pod fest. I ended up going to a dungeon and we'll just leave it at that.

Heather Vickery 24:50

Oh, oh, hey!

Dave Jackson 24:52

Just cuz I just said I'm going in the name of science. That's it. I did that I did the hot air balloon. I went to y second ex wife's wedding. That was an interesting

Heather Vickery 25:03

That's brave. My second ex wife? How many ex-wives do you have?

Unknown Speaker 25:07

Just two Yeah. After that, I was like, you know what this marriage thing is maybe not my strong suit. And so I just did a bunch of things that I was like, Oh, I actually before she got engaged, my ex wife number two, who obviously I'm still friends with, and she said, Hey, I was going to go to this thing. And she had just broken up with her boyfriend. She goes, I'm gonna feel really weird. She's like, this is not a date. This is like, No, she goes, but it would be cool if I had somebody on my arm and I was like, Where's it at? And she's like, it's at the swanky part of the House of Blues. I'm like, I've never been there.

Heather Vickery 25:38

The Foundations were there. I used to work there.

Dave Jackson 25:40

Yeah, yeah. So I went like bar hopping with my ex wife. And I was like, that's it. What was interesting is then there was a guy, like hitting on her. And I was like, Oh, this is a phrase you don't normally say. I don't want to C- block my by my ex wife here I'm like, So that's kind of different. So it was just a different situation. So I'm trying the one I can't get up the nerves. I'm single, hence ex wife number two. And they have all these, you know, fabulous and 50 kind of groups or you know, funded and I'm like, yeah, you know, I went to one and it was just like, it seemed a lot like high school.

Heather Vickery 26:14

Oh, I'm sure.

Dave Jackson 26:15

and I just was like, I just went, man, you know, I'm not it's not really a it's not I always tell people not a high priority. If it happens if I meet somebody, fine. In the meantime, I'm having a blast doing what I wanted.

Heather Vickery 26:27

So are you taking this Yes, attitude, Did you take it into 2020 with you?

Dave Jackson 26:33

Yeah, a little bit. I'm just keeping an eye open for you know, anytime somebody says, Hey, we're gonna go here. Do you want to go?

Heather Vickery 26:40

Yeah,

Dave Jackson 26:41

and where in the past. I'd be like, yeah, yeah, well, maybe. And now I'm like, man, why not? So like this. Like this past weekend I went into like Amish country with my brother to pick up a table where normally I'd be like, No, I'm good. You know, and there's nothing really, you know, great popped out of that. It wasn't like I was afraid to go to Amish country.

Heather Vickery 27:00

Don't want to get run over by a horse and carriage.

Dave Jackson 27:03

But just things like that, again, just getting out of the house and in being with people and things like that. I think I just need to do.

Heather Vickery 27:10

I love that a lot. One of my favorite books and it's clearly written and geared towards women, but I encourage men to read it also is Shonda Rhimes Year of Yes. Where she was basically called out by her sister who said you never say yes to anything. Your answers always No, like you wanted to say no to sitting in Barack Obama's box at the Kennedy Center awards. Like who says no to that? And she would decided to have a year of Yes, and it's a great book. I can't recommend it enough. She talks about how we're always saying yes to something if you if you say no to going with your brother at Amish country, you're saying yes to sit on your ass at home.

Dave Jackson 27:49

Exactly.

Heather Vickery 27:50

So you're always saying yes to something you're always say no to something. The question is what are you prioritizing?

Dave Jackson 27:53

Right, Or as some people say, in the unfortunately now late words of Neil Peart the drummer of Rush, I'm totally going to geek out on music here,

Heather Vickery 28:01

Oh, bring it.

Dave Jackson 28:01

but if you've never heard, never heard the saying, if you choose not to decide, you still have made a choice. And I was, I was like, Yeah, that's true. So those times I'm like, Ah, I'm gonna do that later, like. Well, that's actually a decision, you just like you said, I'd have decided to put my butt back on the couch.

Heather Vickery 28:18

That's so good. It is really true. But I just don't think we often stop to think about it as a non decision decision. We're always making a decision. So take that with you folks. Think about that as you move through your day. I love it. So as you're saying yes to more things and having more experiences, which I can only assume when you can correct me if I'm wrong, feels good, does it feel good?

**Dave Jackson** 28:37

It does.

**Heather Vickery** 28:38

Yeah.

**Dave Jackson** 28:38

And and it's the other thing, for me, at least, is I still and this is what people don't get there is still the shy kid in me.

**Heather Vickery** 28:46

Yeah

**Dave Jackson** 28:46

I fight that every day. And so I just like when I'm on the bike, and I get off the bike. It's also like, okay, I did this. One of my mantras that I kind of say to myself is I do hard things

**Heather Vickery** 28:59

Yes.

**Dave Jackson** 29:00

Because I have in the past, if you think about it, we've all got, we could sit around for hours and go, Well, there was a time when this happened. And that happened and, and I'm still here and I'm still standing. So there are times when I'm like, Look, I do hard things. This is this is not going to be as hard as I think it is. But I can do hard things and I will do that so and so my thing is, I want to ride the bike so I can lose some weight, hoping that the byproduct of that might also be a little more confidence. And then maybe I'll go into the fun and 50 single group and go that route.

**Heather Vickery** 29:27

Yeah, domino effect I dig it. So when you say yes to these things when you get on the Nordic track when you do all of these things, those to me are little wins or little successes. What are the different ways you like to celebrate success?

**Dave Jackson** 29:45

Usually, it sounds weird, but just like buying something that I probably don't need but I want like buying a want, you know so for me that might be a new microphone when I've got like 50

around the house that I could use I'm like yeah, but this one's you know, got a green stripe, but the other one's got a red stripe or whatever it is, you know,

Heather Vickery 30:03

Podcasts are geeky

Dave Jackson 30:04

Yeah, exactly. So that'll be that is probably when I think of celebrating and I think the one thing as we kind of talked about this, I need to spend more time kind of acknowledging because when I, when I think about that phrase, how do you celebrate success? There's a part of me goes, do I celebrate success?

Heather Vickery 30:26

Yeah.

Dave Jackson 30:27

Yeah. And it's like, Huh, and I'm like, maybe I need to do that more, because we just kind of breeze over over them. We don't realize what we just did. And if we did, then again, we might have a little more self confidence to try something else that's not really in our wheelhouse.

Heather Vickery 30:43

100% and I would challenge you to read that there I heard you say some things that you do to celebrate your successes. So

Dave Jackson 30:50

Good

Heather Vickery 30:51

Whether or not yet whether or not you choose to continue doing it the if I stay on this new health plan for a month I'm gonna let myself have this Oreo cookie. Ice cream treats. That's a celebration. Yeah, it's an honor of the thing you've done. I'm going to go get on this NordicTrack for 20 minutes, and then I'm going to do the podcasting, which I love, even though it's also your job. You dig it, right? So you've set yourself up for tiny successes, and we often don't even realize, but when we know it, like, Oh, that feels good. Yes. Hell yes. That's my win for the day. I'm excited to go and do this thing. And so the gift is in acknowledging that you've done this hard thing, or this challenging thing. And now you're reaping your reward. And so to say to yourself, as you move into,

Dave Jackson 30:51

yeah,

Heather Vickery 30:53



podcasting, or whatever it is, whether it's a little thing or big thing. Hell yeah, I did that thing. And now I'm gonna do this other thing and celebrate it.

**Dave Jackson** 31:44

I like that idea.

**Heather Vickery** 31:45

Thanks.

**Dave Jackson** 31:46

That's the other thing I've done in 2020. My problem every year do you have like a word of the year?

**Heather Vickery** 31:52

I do. Yeah.

**Dave Jackson** 31:53

Which is what?

**Heather Vickery** 31:54

My word this year is trust.

**Dave Jackson** 31:56

My word this year and oddly enough, it was also the word of 2019. In 2018,

**Heather Vickery** 32:01

Uh oh

**Dave Jackson** 32:02

it's focus, because I'm kind of a creative guy. And the minute I see something like, Ooh, that could be fun. Who, what, what, what would happen? If I didn't? Then Off we go, and all sudden you look up and you're like, wow, I have 17 number one priorities. And none of those are getting done. So I actually, there's a great to do list item called "to do ist". And I've been I've used it. I've used it, he said in quotation marks for years. Now, that's like the thing I do in the morning I wake up and I'm like, What is on the schedule for today? Like, what what are we going to focus on? What's the I got to read it, But I guess there's a book called The one thing

**Heather Vickery** 32:37

Yes.

**Dave Jackson** 32:38

And I'm trying to figure out like, Okay, what is the one thing that at the end of the day, again, I can kind of celebrate and go Alright, cool. I mailed my check for my license plates or whatever it

is. And so it's just getting a little focused and that requires a little slowing down, which kind of is another thing I like to just go go, go, go go. But I'm like, Yeah, but if you slow down You know, you'll you'll be a little more focused, you won't have to take the same route two times because you blew it the first time.

**Heather Vickery** 33:06

Sure, I mean, that's one of the things that stopping to acknowledge success and sort of celebrate it, whether it's in a really small way or a big one is it does slow you down, which is a good thing. Not a bad thing. One of the trips, I'll give you a little tip trick that I because I am a success and leadership coach, and I help people focus a little more. One of the tools that works really well for me is a app plus it's a web based thing called commit to three, y'all to check it out. So I actually you could do it by yourself. But you can also do it with a team of people. So I have four other accountability partners. And you go in every day, and you pick three things that come hell or high water, you're committing to these three things, and they really do push you because when I go, oh, man, I just don't want to do any more. I'm like, but but those four are watching and they will call my ass out. They'll be like, Hey, what's up, you didn't finish your commits today. What kind of support do you need? How do we help you get this Done. And it's incredible.

**Dave Jackson** 34:02

Hm

**Heather Vickery** 34:02

That that is a great resource. It costs like \$3 a year.

**Dave Jackson** 34:07

Wow. Okay. I'm in.

**Heather Vickery** 34:09

Yeah, totally worth it. And then the other thing is, you've got the one thing in the day, which I think is really important. I'm working with one more thing. So at the end of my day, if I could say, what's one more thing I can do that will push me closer to a goal. And it's usually not a big thing, because at the end of the day, I'm not going to jump into a project that's going to take hours. But make one more phone call, send one more email, research one more thing, take you know, five minutes, push myself every day to do one more thing before I close up shop for the day.

**Dave Jackson** 34:41

The other thing I've done this year, that I just kind of times have to go, Well, this is who you are, and this is how we're going to work. This now is like it's weird. I have I take a blood pressure medicine, and I should take vitamins, and it's one of those things where you get the text from the drug store that says, Hey, it's time to fill your prescription. You're like, that's weird. I still have like a half a bottle and it dawns on you, it's because you're not taking your medicine. And,

and so this, these are just things that I've gone through, like, I now have a ritual as I'm brushing my teeth.

Heather Vickery 35:12

Yep

Dave Jackson 35:13

I grabbed my vitamins, because I'm always gonna brush my teeth, I grabbed my vitamins, and I grabbed my blood pressure medicine and I put them on my keyboard. So the morning when I get into my desk, I'm like, Oh, I guess I'll have to take these now. And, and it's one of those things where there's a part of me that wants to argue with myself and go, you shouldn't have to do that. It's not like you're an idiot.

Heather Vickery

Oh, screw that. Yeah, no, no.

Dave Jackson

Then I was just like, well, let's, let's see, since I've started doing that, oh, yeah, I do this now. And I'm like, so let's not argue too much about it. And just do what works.

Heather Vickery 35:40

They talk about that. In the Power of Habit. Have you read the Power of Habit?

Dave Jackson 35:45

I have habit stacking. Yeah, that's what they call it.

Heather Vickery 35:48

Well, it's just that cue risk reward thing. Yeah, whatever you got to do. You shake it up. Yeah, you change something in in that circle and it helps you create a new habit. So knowing that you're gonna put your stuff on your keyboard, that doesn't make you stupid makes you smart.

Dave Jackson 36:06

That's it. See, I like that

Heather Vickery 36:08

I like it too. This has been so much fun. I have a feeling we could just bullshit and talk about things all day long, folks. But, um, you know, we're trying to keep this to a reasonable length podcast episode. So I get to ask you one of my favorite questions, which is what is your favorite charitable organization to support?

Dave Jackson 36:25

I have two and it goes back to my parents, the American Diabetes Association because my mom was a diabetic. In fact, she was so amazing that she had diabetes when she was 18. And that's like real diabetes. Like shoot yourself in the butt., kind of.

Heather Vickery 36:38

Yeah, type one. Yeah, I have some friends whose kids have type one diabetes.

Dave Jackson 36:42

Yeah. And she lived to be 59 in in the hospital because she had a heart attack. They were like, wait a minute, you can still see and you can still walk there was like she was like this, like, Wow, look at this amazing thing. So and just the fact that we're all getting heavier. I'm like American Diabetes Association that my dad had Alzheimer's. So anytime I'm doing anything charitable, I will kind of go back and forth. And there are tons I would love to contribute to. But those are the two I usually throw my money at.

Heather Vickery 37:07

Well, thank you for sharing that we actually did an interview, I think it's called can't keep me down was one of the first interviews I ever did with a woman who got diagnosed with Type One Diabetes when she was a child, I think eight and she did go, she did go blind. So your mom was super lucky. But I'm sorry that you lost your parents and sounds like they were too damn young to go. So thank you for sharing that. with us. We will make them our charities of the week, we will give them love on on social media. And we will ask our listeners to do the same whatever you have to give to support, whether it's time money, likes, shares, do that. Because when we come together as a community, we're stronger. And we lift each other up. And this is this is how we grow folks. So Dave, will you share your three words with us one last time?

Dave Jackson 37:53

creative, helpful, and geeky

Heather Vickery 37:56

I think they're really fun and you kind of touched base on those right before we started recording, you told me why you picked those three words. Will you share it with our listeners?

Dave Jackson 38:04

Sure. When when I discovered podcasting, I was like, wait a minute, there's no rules. There's no FCC so I can do pretty much whatever I want. So I can be as creative as I want. I get to help people, not only people that are in front of me, but people across the world. And I was like, Oh, that's Sign me up for that. And then it's kind of geeky get to play with websites and code and things like that. And I was like, wow, this scratches like every itch I have. So that's why creative, helpful and geeky are my three words.

Heather Vickery 38:31

I love it. And and I'm with you on creative and helpful that geeky though, not my jam. I outsource it. I love delegation. This has been so much fun, Dave, thanks for coming hanging out with us.

**Dave Jackson** 38:44

Oh, thanks for having me. This is great.

**Heather Vickery** 38:45

It was so much fun. So y'all listening out there. You know, facing your everyday fears is actually possible. And it's really powerful and impactful once we realize there's actually nothing standing in our way the world becomes full of possibility. So I want to know what fear Are you inspired to step into after hearing Dave's story, give us a call at 312-646-0205 and share it with us. And I also invite you to check out our Patreon page and consider supporting us by becoming a member of our brave movement. I count on your support hundred percent to continue to grow and put out this awesome content. So visit [us@patreon.com/bravefiles](https://www.patreon.com/bravefiles) Find a level that works for you and join us. Thank you so much for being here with us today. This is Heather Vickery reminding you today and always to go out and choose briefly. Hey, friends, I want to share something really exciting with you. We already know you enjoy listening to podcasts because you're listening to this one but I'm also betting you enjoy audiobooks, and Hey, listen, if you don't already enjoy audiobooks, then it's time to check them out. That's why I'm really excited to share [libero.fm](https://libero.fm) with you They are an incredible new platform for listening to audiobooks. And by choosing [libra.fm](https://libra.fm) over other audio book services, you are supporting a local bookstore of your choice and investing in your local community. [libra.fm](https://libra.fm) offers over 150,000 audio books via their primary platform, which by the way, they built with love and from scratch because they're a small business also. They even offer bookseller recommendations for great audiobook options. You can sign up right now via [www dot Vickery and co.com slash libro FM](https://www.vickeryandco.com/librofm), that's Vickery and co.com slash l i b r o FM. And when you do, you'll get one free audiobook of your choice. And the proceeds will go to your favorite local bookstore. Now check what I just said there, you're gonna get a free book And the proceeds are still going to go to your local bookstore. Because [libero.fm](https://libero.fm) makes sure that their booksellers get paid even when they give a promo to customers. I've listened to over 20 audiobooks this year alone. I especially love listening to memoirs read by the author, and it feels great knowing that all of my purchases support my local bookstore, the book table in Oak Park, Illinois [libo.fm](https://libo.fm), the same audio books, the same price, but a completely different story. Check them out right now at [Vickery and co.com slash libro FM](https://vickeryandco.com/librofm). You've been listening to The Brave Files, stories from people living courageously. To learn more about the show, find our show notes or get some great bonus content, visit [TheBraveFiles.com](https://TheBraveFiles.com) And we'd love to know what you think you can give us a call 312-646-0205 Let us know your thoughts on the episode The show in general. Or maybe share with us how you're out choosing bravely. This episode is brought to you by Vickery and Co Success Coaching, coaching that helps you maintain a life well lived and a business well run. Learn more at [VickeryandCo.com](https://VickeryandCo.com) Our music is produced by Matt Lewis, follow him on Instagram at Matt M. Music or visit his website, [theunionband.com](https://theunionband.com). We couldn't do any of this without our extraordinary audio engineer Andrew Olson. Learn more about him and check out his work at [find AndrewOlson.com](https://findAndrewOlson.com) and special

thanks to our associate producer Kim Statler. I'm your host and Executive Producer Heather Vickery. Thanks for tuning in, and we'll talk to you next week.

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