

**The Brave Files Podcast**  
**Annie P. Ruggles: Legitimizing Bravery**  
**Episode 179**

Annie P. Ruggles 0:03

Circuitous, hard won, and impatient.

Heather Vickery 0:08

Well, hi there. This is Heather Vickery. And you've tuned in to The Brave Files Podcast. I'm happy to have you here with us. Happy end of summer Bravehearts, we have such a fun, fun episode for you today. But before we get started, I want to personally invite you to join our free group, The Brave On Purpose collective, we are housed on Facebook. And this is a wonderful little corner of the internet, where everyone is there trying to embrace their fears to live a bigger, bolder, more joyful life, and certainly a more brave one. Because what we know for sure is that when we choose bravely on purpose, when we're thoughtful and intentional about it, we choose bigger, win bigger, and it's contagious. So that's why we come together in the brave on purpose collective to support one another, challenge each other in beautiful ways. We refer business to one another, and we find a beautiful, loving, affirming and brave community of incredibly diverse folks from across the globe. All you have to do is search Brave on Purpose on Facebook, answer three simple questions and bam you're in. I cannot wait to see you there. I also want to remind you that I am here to support you on your brave journey. I invite you to have a conversation with me. Hit me up in my DMS connect with me on instagram or twitter at Vickery and CO is my tag of Instagram and Twitter. I want to get to know you better if you're listening to The Brave Files, then I know you are out every day trying to choose bravely. And I want to be part of that journey with you. So send me an email, send me a DM, connect on all of the socials. And I look forward to learning more about your personal brave journey.

Alright friends, so today you are in for a really great treat. I had the pleasure of talking with my extremely vibration spread an Annie P. Ruggles about discovering her own brave and learning to legitimize it rather than diminish it. And he and I talked about the importance of names, owning our names, advocating for our names, making sure people respect our names. We talk about learning to let go of those painful moments where we feel rejected or embarrassed and allowing something to be painful. But learning to not give it so much power over us. We talk about how eventually small brave acts become easier and less scary. And all the good stuff happens just outside of your comfort zone. We even talk about how the act of allowing yourself to feel your feelings without judgment is brave A F. We talk about all of that and so much more. Grab a glass or a cup of your favorite beverage. And let's get to it. 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.

Annie P. Ruggles 3:53

You can't say three words and not expect three and a half, come on now.

Heather Vickery 3:59

All right, let's do is you guys are gonna have some fun today. Y'all are gonna get to meet you've already sort of kind of a little bit here but my friend Annie P. Ruggles and Annie and I first met in a clubhouse room, and we kind of hit it off clubhouse. And she had me on her podcast Too Legitimate To Quit where we talked about bridgerton the TV series, not the books, and being brave enough to change the freakin rules. And of course, I wrote that before I knew Annie's three words which are rule break game, because you know,

Annie P. Ruggles 4:26

I love the half words. For words, I almost went instead of circuitous. I almost went with topsy turvy, which would have been to Haifa nets. But I was like No, I can't do that. I got to sort of obey the rule is sort of what circuitous

Heather Vickery 4:44

anti rules but my my marketing folks might have been like, I can't fit this. On one acid. I love it. All right, you guys. Annie is ballsy, gutsy, hilarious and seriously brave? Annie P. Ruggles, welcome to The Brave Files.

Annie P. Ruggles 5:01

Thank you, my beloved I'm delighted to be here.

Heather Vickery 5:04

Okay, so why is it impossible to call you anything except Annie P. Ruggles and I have to tell you a funny story about that.

Annie P. Ruggles 5:10

Um, so here's the thing. I love my maiden name passaneasy, I think it's great. I got a strong connection with my last name, original last name, like how you have your strong connection to Vickery. But first off, I was like, Well, I don't know if I want to do the blended family, whatever the crap. But however, however, I married into a family that decided it for me, because my mother in law's name is Ruth Ann. And she goes as Annie and my sisters in law are named, Andi, , and Diana, which as a joke, my little brother Roger won their first date said, if we get married, everybody's gonna call you Anna. So they do. So we have Annie, Annie, Andy and Anna. So I'm Annie P, to at least put a frickin initial in that thing.

Heather Vickery 5:57

Oh, my gosh, that's hilarious. That makes so much sense. Okay, so this is how, really, this is how everybody knows you. So I was recently at a podcasting conference, and I hosted a queer

meetup queer podcasters unite. It was super fun. It was this really cool speakeasy that we couldn't even find it really worked. We're like, wait. I'm sitting in I'm chatting. And I'm chatting it up with this sweet young guy who has like the biggest Harry Potter podcast in the history of existence. We're gonna have him on the show. And out of nowhere, I get pass this guy my card and out of nowhere, he turns to me and he goes, do you know an Annie P. Ruggles? I go. Yeah, but of course, he calls you by full name and Annie P. Ruggles. And I was like, yeah, I was on her show. He's like, I edit her show. So it was your Andrew and then we got my Andrew and we've talked about our Andrews and I was a little offended. I was like, So Andrew, my show was not memorable.

Annie P. Ruggles 7:01

Yeah, he sent me an email that was like, I was totally embarrassed because I'm terrible with names. Supposed to be good with voices, dude. Just kidding, Andrew, we totally love you. darling, darling, Andrew, and all all editors named Andrew.

Heather Vickery 7:21

We are into you. That is a real thing. Anyway, I thought it was amazing. And I did comment that I'm like, I love how we all just can't help but call her Annie P. Ruggles.

Annie P. Ruggles 7:30

A little dance about like, what is your first name Annie P? Or can I call you Annie? Like, and I'm like, you can call me anything you want. Just don't call me Anne. Don't just call me Ruggles.

Heather Vickery 7:46

Oh, cuz that's not you in anyway.

Annie P. Ruggles 7:48

No. And like my own, one of my, like, dearest friends wrote an article about me and my work. And I think I've been married it for like, three or four years at this point, not, not anything, you know, insignificant or fully significant. But it was the first time that I was quoted in an article and it said, blah, blah, blah, blah, blah, said Ruggles. And I was like, who the heck said that, but like, Who the heck is Ruggles? Like? That? Sounds like my husband. And so I told her, I was like, as one of my dearest friends, could you not have at least been like P. Ruggles. And she was like, that wouldn't make any sense. And I'm like, I know. It's not a perfect science.

Heather Vickery 8:34

It's not supposed to make sense. It's not about making sense. But you know, names are important. This wasn't really the direction I anticipated this conversation going today. But names are so important. And this is just, you know, we talk a lot at my house about recognizing pronouns and names changes and this and that, but it's not just that, in the black community. people's names get misspoken all the time like just take the time have the courtesy to ask how somebody wants to be referred to don't nickname without assumption like names really matters that people call me Vicki. And I lose my shit, Yeah, all the time. Cause they're not paying any damn attention. That's why

Annie P. Ruggles 9:20

like, hey, Vicki like that is that's really weird.

Heather Vickery 9:24

Not nobody's paying attention.

Annie P. Ruggles 9:27

Your name is your title. We're not Lord zoom ladies anymore. Right? Like, your name is how you declare yourself to the world. So it's important. And I just like I don't think that there's any excuse for mispronouncing someone's name anymore in now. How hard is it really? Honestly, truly to say even before you talk to them, pronounce your name for me? Yeah, like Did I say that? I'm not even did I say that wrong? pronounce your name for me so that I never say it wrong.

Heather Vickery 9:59

Yeah, that's right. Get a phonetic spelling of your name so that I don't screw it up. I say that all the time.

Annie P. Ruggles 10:03

Yes, I'm a passive EC they used to put Rs and Ks in pernis ASCII and you're like, What? But I think also with with, you know non traditionally white people names yes white people I'm calling us lazy. Ya know I, I met a woman once right when I started doing a different form of interview shows a few years ago and it really stuck with me, because I asked her upfront, give me a phonetic spelling of your name. I don't want to misplace it. And she said, Do you want the easy version? Or the real version? And it really hurt me for her because I was like, You shouldn't have to use an easy version of your name. Your name is your name, I should rise to the occasion of saying your name with reverence, respect and accuracy.

Heather Vickery 10:57

Yeah. It makes me think of, do you follow Benjamin Zander at all? . Oh, hey, he's my favorite, favorite. Now, get the book The Art of possibility. And we'll link in the show notes to a little 15 minute YouTube video of his he's a conductor and a musician. But he's also a motivational speaker. He's amazing. But he has this thing where he talks about names. Well, to give him more context, he has this whole program where he says i i only teach a students. And the first day they walk in, he says, You have an A, yeah, you have an A in this class, the only thing you have to do is, within the next week, write me a letter dated a year from today. And tell me who you had to become to earn the A because I only teach a students Isn't it amazing? So I do it with my clients now on my intentionally brave entrepreneurs program. And it's so wildly beautifully impactful. But he had a teacher come up to him say, Oh, that's so cute. You do that once but like Surely, you know, you get to know them. And maybe you find out they're really they're really not a student said he tells the story that I'm telling during his whole steak right now. But it's so good. He tells the story where he said I met this young girl and I went up to her and I said, What's your name? And she said, joy. And he said, Excuse me? She said, joy. And he said

should her parents change her name. He said parents don't give children names to live up to they give them names to live into.

Annie P. Ruggles 12:34

Right? Oh my god. Right? And if and if we're mispronouncing each other's names we're seeing right now, like right off the bat. I don't care what you're growing into.

Heather Vickery 12:48

That's exactly right. That's exactly it that bothered what you're growing into. Okay, so this actually unexpectedly because because serendipity and all this really cool stuff leads into talking about you my dear friend Annie P. Ruggles and sort of your journey of understanding and perfection in yourself resilience in the face of rejection like these things all tie in, how do we stand firmly and sway gracefully roll with the punches, but also like, stand up for ourselves and keep being resilient and showing up. And that's so much about how you have ended up being this powerhouse of a human that you are?

Annie P. Ruggles 13:38

Well, thank you, you know, it's, it's easy for me to hear the word powerhouse connected to myself and I immediately wanted to flex that. And that's one of the

Heather Vickery 13:47

Welcome to being a woman in America,

Annie P. Ruggles 13:49

Right. But that's one of the things that I in my own path to being brave. I think owning compliments and declaring them true, is something that I still struggle with, but in my own path to bravery and in my own path to sexual self actualization. There we go,

Heather Vickery 14:13

Sexualization.

Annie P. Ruggles 14:15

No self actualization. There's some work for the Andrews but yeah, it on my own path to that. It's so easy and I see this in my clients all the time. We get the compliment we received the compliment and the first thing we do is like we volley it back over the net. Oh my god, that's so amazing that you will call me a powerhouse because you're such a powerhouse, let's amazing you are and and it's because we don't want to seem hot headed or arrogant or vain. But it really is this dance between owning your shares and owning your power and intentionally choosing not to just turn the volume down on yourself and and for me I guess one of my words could have been volume because I'm a very loud introvert.

I'm very loud. And I'm also super introverted. And when I'm done, I'm done. And like, you and I are Super Buddies, but I don't need to be the center of attention. I don't need to be surrounded by people. I would rather have a small intimate event with people I already know, then like to

throw me on a keynote stage. I've done it. And I've done it well, but small groups are where I really thrive. And that is because I have just this absolute aversion, intolerance, allergy, dread, fear, phobia, of rejection, and not even rejection of humiliation and abandonment. And that's just based on good old fashioned American grade school trauma.

Heather Vickery 15:57

Hurt hurts my heart, it hurts my heart.

Annie P. Ruggles 16:01

And and I just I look back on where I've been. And I mean, everybody's got great school trauma. I'm not special in that. But like, I used to eat lunch in the bathroom. I passed around the list saying if you could change one thing about Annie, what would make her be your friend? I passed that list around my entire class. Because I had no friends.

Heather Vickery 16:23

And what kind of response Did you get to that?

Annie P. Ruggles 16:26

One person that was my friend, and I didn't realize it at the time picked it up and threw it in trash.

Heather Vickery 16:32

Good friend, thats a good friend.

Annie P. Ruggles 16:35

But like I was so desperate to be liked, that I thought, here's what I'll do. I'll dance the dance. I'll turn up the parts that they want to see all turned down the parts that are the true me that had been so badly hurt. I'll hide those away behind a bunch of bombast. And I'll shapeshift into this performative reactionary, cartoon. And the thing is, I'm very muddy, I'm a muppet. Human, I have very big eyes. I have a very big but and I'm very short, I look very Betty boopie. I look very cartoonish. But like, I can rock that now. But at the time, it was like, how do I be loud enough to be seen, but fake enough to be included? And I'm like, that's a horrible way for a kid to grow.

Heather Vickery 17:26

Oh, it's a horrible way for a kid to grow up. Well, so fast forward. And we haven't even told the audience yet. We can get there. But you're, you are an incredible salesperson. And you have a long standing career in sales. But you now have this whole business. That's the sort of it's it's not sort of a non sleazy sales sales approach. It's literally what it's called the non sales approach. I don't know how I don't know that I said that slicer, at least there was a lot of Z's involved in there. But what what is so incredible to me, is that you took all of that which in most cases, would make somebody nearly incapable of selling because of that fear, because of that wanting to fit in because what if they don't like me? Because what if they're mean to me, you know, whatever it is, and you found a way to make that work in your favor. And then you thought, Oh, shit, I can help other people do this. So it's not really about not being sleazy when

you sell I mean, it is but it's way more about loving yourself trusting yourself and putting yourself out there.

Annie P. Ruggles 18:45

Yeah, showing yourself. And and now, I mean, I think the thing that makes me brave, even though sometimes now it feels automatic. I have to look backwards and go know the reason that hard one is one of my three words, is because I basically exposure therapy and myself into rejection, to the point where I'm like, guess what? rejection still hurts. Guess what? embarrassment still stings. But each time I do it, I don't die. And just because it hurts, it doesn't mean it matters.

Heather Vickery 19:21

Talk more about that. Just because it hurts. It doesn't mean it matters.

Annie P. Ruggles 19:27

I put weight on painful things because they're painful. Right. So if I do and this still happens, I am not impervious to this but you know if I put a YouTube video out and a troll finds it and says something along the lines of like, why would I ever listen to this annoying fat girl? That's gonna hurt

Heather Vickery 19:53

Yeah, it is.

Annie P. Ruggles 19:54

That's gonna freakin hurt, especially if I thought it was a great video and I get crickets and that's the only comment, I get. That sucks. A I can spend literally days because I'm also gifted and cursed with OCD. I live with OCD. And so I can literally spend literal days, fixating on that one comment. I can have a ruin my relationships that day and my productivity that day, my health, my self care, I can totally choose because of the level of pain that I feel to say, Yes, I need to take this break, because this was a wholly painful thing. But if you actually look at it, it's one lonely loser on the internet trying to take a stab at me. Does it actually matter? And does it matter more than what that video was trying to accomplish? Doesn't matter more than what I was trying to teach, communicate or share in that video? Because if I took the video down because of the comment, I'd be saying it matters more. Don't put out another video. I'm saying that troll matters more. Why was I doing that? Because it hurt. Because it was painful. And so that's what I did. It's like I have to stop assigning value based on how badly It stings when things go badly. Because sometimes they don't go badly at all.

Heather Vickery 21:19

I love that though. To stop assigning value on something based on how badly It stings. That's there's so much to do. I always tell clients, what other people think of you if none of your business like just focus on you and mind your business and it doesn't matter. But that doesn't mean it doesn't hurt. So I love this concept of but does it hurt more than it has value? Right? Like what do you want to do with the thing that you put out there? I can other people not like it

and that just be okay. Because of because it can you know not everybody's gonna like what you do. And some people are just mean man.

Annie P. Ruggles 22:01

People can find fault with literally any and everything.

Heather Vickery 22:07

Yeah. Yeah, they can.

Annie P. Ruggles 22:09

People can find fault with the most beautiful genuine talented people on earth. So of course they can find fault with spinach in my teeth. Yesterday's mascara on me Of course they can.

Heather Vickery 22:27

Yeah, if you don't, but that's just a picture you were spinach in your teeth in yesterday's mascara. That almost feels human. It's I think it's worse when that like we'd make fun of ourselves for like, Oh, damn, I went on that video with yesterday's mascara and spinach in my teeth. But when we think we've put something really special out there, and then somebody is just hurtful. Probably, if we're really honest, because they're protecting themselves because they feel they see something in themselves that they think is bad or wrong. And it's easier to shout out at you and give you trouble than to face their own shit. Right?

Annie P. Ruggles 23:06

Oh, Absa freaking lootely, and I mean, I think one of the bravest things I ever did what I did for myself, but it had this amazing contagion of encouraging others to be brave in their own way is I had so many clients at this one point who when I was still in marketing and branding, who were so video averse, and that was when like, Facebook was buying billboards in Chicago for Facebook Live, like they were really pushing Facebook Live. And so it was on everybody's lips, you got to go live, you got to go live. And I was watching all these people struggle. And that was kind of in in kind of not, but my clients were like, I would not touch my video with a 10 foot pole. And I said, You know what, like, let's do it. That's vanity baby like and the only way that I can show you this is to do this. And so I made a video where I took the palms of my hands and I smeared my makeup down my face. I took my hair and I ratted it like bat comb the ever loving daylight out of it, covered my face in it and put on like the rowdiest dress I could find and I went live. And I basically I don't remember what I called it, but I called it something along the lines of like, Look, I'm not dead.

Heather Vickery 24:23

That is brave.

Annie P. Ruggles 24:25

And at the point I just did it out of like making myself laugh and a little bit of desperation to like kind of shock my clients into their senses. But, but I look back at it later and I'm like, Damn, number one. I didn't die number two, that was really brave.

Heather Vickery 24:41

Yeah, I didn't die. And it was really brave.. And it does model that behavior for the people you're trying to support. Right? I actually hate being on video and I'm on video a lot and people think it's hilarious. And I like to keynote speak. I'm an introvert too. I'm an extroverted introvert too, but I Like to keynote speak. But being I like an audience, if I've got people on the other side, I can do this. But if I don't know if somebody is watching if I tried to record myself, without having somebody to talk to specifically, I'm a tongue twisted and debilitated and all of that. But what I know is so impactful is what you just said is, if the thing scares us the most, it's usually a pretty good indicator that it's something we ought to try.

Annie P. Ruggles 25:31

Oh, yeah. Abs the freakin luly. Right, because that means that that's where our comfort zone ends.

Heather Vickery 25:38

Everything you really want is just on the other side. uncomfortable, right? I mean, does it feel brave to you to be able to look back and go, this little girl who do tried so hard to be worth he has now found a way to stand in worth and to help other people, particularly women do the same thing?

Annie P. Ruggles 26:08

Does it feel brave? Yes, and it does, it really does. Because I look back on just so many periods of my life when I was just absolutely so desperate to be loved to be liked to be somebody ideal that I was like, Oh, I totally love that book, or that movie that I've never heard of. Right. It was all a lie. And I think being able to, you know, we hear so freakin much about like, living your truth and walking your truth and telling your truth. But like, I think it is very, very brave that I am a What you see is what you get person. Like, you know me professionally, but we're also friends. And I am cohesive. Right? I'm not always on, I need my quiet stuff I need to recharge. But if you know me personally, you know me professionally. And if you know me professionally, you know me personally, because that's just me. And I think that's incredibly brave, and especially for a little girl who literally used to want to shape shift so desperately. And I also think that it's not what's really amazing about the bravery is that after a while of doing something so brave, it does become increasingly effortless. I don't have to think about how am I going to show up as me today. I just sit down and open my mouth and I come out.

Heather Vickery 27:37

That's right. It's more of a muscle. It's just a muscle.

Annie P. Ruggles 27:42

Yes, yeah. So now it's like, I don't have to flex the showing up as myself muscle anymore. It just happens. But then I can apply that same bravery to if I get a hater and it stings. Or if I want to apply for a new opportunity that's outside my comfort zone. Or if I want to completely rebrand to

teach sales or any of these things. I have that bravery left over because what used to terrify me is now just day to day.

**Heather Vickery** 28:12

That's right. I love that so much. And that's you know, that's the whole point of the work I do. I've taken in the last several months, when I meet new people that said, What do you do? And I said, Oh, brave is my business. And I'm like, what does that mean? But that's what it is, is this, redefining what it means to be brave? And acknowledging what feels brave each day, all these little things that feel brave. And we of course, then recognize that the more we do them, the more comfortable we become with them. And then there are different things to be brave, and sometimes it's getting out of bed. Sometimes it's going on video with your makeup all over your face and your hair teased up. And sometimes the brave thing is taking your friends letter and throwing it in the trash and risking them getting mad at you like every day, it's different option. But when we know and you and I talked earlier about the fact that you you're easy, it's easy for you to reflect and go That was really brave, but you struggle to find brave in the moment, right?

**Annie P. Ruggles** 29:14

Because I expect brave to be grand. And what I experienced so much more than that is like micro dosing bravery like micro bravery.

**Heather Vickery** 29:23

I call it everyday brave.

**Annie P. Ruggles** 29:25

Yes, yes. Yes, everyday brave spot on 100%. And if and that is all a matter of my self perception and what I choose to focus on, if I'm expecting every brave action to be Braveheart, we will fight for our freedom and probably die, then I'm always going to be looking. Yeah, but you know, like Mel Robbins. In the five second rule, this really changed my perception. Exactly to your previous point. Mel Robbins said in five second rule, sometimes the bravest thing you can do is get out of bed, and having a lifelong relationship with anxiety, depression and obsessive compulsive disorder. I know that that is true. I know and that does anybody, right? But I know that like, showing up as a semi queer person in this world showing up as a woman in this world, showing up as a full figured person in this world showing up as a loud person in this world, with my crooked nose, right, whatever it is, then, you know, telling somebody that what they did is outside my boundary that's everyday brave.

**Heather Vickery** 30:32

Everyday brave. Setting the boundary and then say, No, I'm sorry, that's outside of my boundary.

**Annie P. Ruggles** 30:37

Yes, raising prices on clients that already used to pay me something else. That's everyday brave. Right. posting on social media when I don't want to because I promised myself I would. That's everyday brave, these are just business, right, but re entering for me from this COVID nonsense, and then going back in and out and in and out. That requires a lot of bravery for me.

And if I don't focus on it, I don't notice it. And so if you asked me a year ago, would you consider yourself brave? I'd go well, no, because I haven't done any grand sweeping gestures. But I can say, every single day, I do something that puts me first in a ways brand that that that fuels me. And that is brave.

Heather Vickery 31:29

Yes, yes. Yes, yes, yes. Yes. I love all of that. That's exactly. That's the whole point of all the work I do. It's the whole point of my books, and my speaking and my coaching and this podcast is to recognize our everyday braves. And because what I know for sure is that when we do that, we start to choose more of those things. And when we choose more of those things, we start to choose bigger things that have bigger payoffs and rewards. And it's contagious. That's what you give to the people around you. That's how you model that and they go, Oh, maybe. Maybe I am more brave. Maybe I can trust myself more. Maybe I can put myself out there more. Whatever it is, right?

Annie P. Ruggles 32:08

Yeah. And even if they can't make the jump to brave in their mind, at least, maybe they can think at least I don't have to be so scared.

Heather Vickery 32:19

Yeah.

Annie P. Ruggles 32:22

Right. Because you talk a lot about like, it's not about being fearless. It's about being brave. Maybe just getting people to realize that feeling the fear is part of the equation.

Heather Vickery 32:33

It's. Yeah

Annie P. Ruggles 32:34

And doing that, anyway, is where bravery comes. Yeah, feeling any of your feelings is brave. But allowing yourself to feel fear is is so brave. So most people, they feel fear, and they immediately turn it into sadness or anger.

Heather Vickery 32:35

And they want to run and hide from it.

Annie P. Ruggles 32:57

Or they run around and hide from it right, we either blow it up into sadness or anger, or we shove it under the rug and stick our head in the sand, and don't actually allow ourselves to feel it. So just being like how I'm scared. This is tough. I'm feeling this emotion, feeling your feels. That's brave.

Heather Vickery 33:14

It's so brave. It's so brave. And I love this conversation so much, because we don't expect folks and by way, the world tends to not expect folks like me and you who are so outspoken and so sort of out there publicly, to go through these same steps and these same motions that they do where this feels still really hard and scary. Just last week, I made a huge business decision. And I messaged you, I was like, Can we talk? Can you be my friend because I'm terrified of this thing. I just did it. Oh my God. Oh my God. Oh, my God. And you're like, yeah, baby, let's talk. It's fine. Like, yeah, we do scary things all the time. And because and that would that one in particular. I literally haven't been that afraid since I got a divorce. Like, that's how much of a big deal but a big investment this is for me. And I knew that that was like, my indicator. Because it wasn't. It wasn't like it wasn't being chased by a bear. Right? It wasn't like somebody was gonna kill me. It wasn't that kind of fear, because that's a different kind of fever and survivalist it wasn't survivalists fear. Yeah. And so I knew and I've done some work, some intuitive work, sort of know, where I feel things in my body, if it's a good sign for me or a bad sign for me. So I knew it was a good one. But man, that doesn't make the fear any less real. It's just whether or not you use it to fuel you or you use it to shut you down.

Annie P. Ruggles 34:40

Yeah. Is it informing you or is it stopping you?

Heather Vickery 34:43

Yeah, absolutely. Okay, and in the interest of time, let's talk about your very, very fun podcast.

Annie P. Ruggles 34:51

Okey dokey.

Heather Vickery 34:53

Tell everybody about Too Legitimate to Quit.

Annie P. Ruggles 34:56

So I believe that inspiration is everywhere. And for me, inspiration has always showed up in the darndest places, like episodes of Golden Girls or billboards on the side of the road when you're stuck in traffic going to O'Hare. And I realize that one of the things that unites people, even if it's exactly the same is fandom. And so I really wanted to whip up some brilliant, brilliant nerds into their zone of genius, but then also let them just go nuts on a piece of pop culture that they love, whether it's pop or not, doesn't even matter. Because it is loved by them, and they find it inspiring. So that's up to legitimate to quit was born. Because again, inspiration is absolutely anywhere. So you and I talked about bridgerton. I've talked about Star Trek, share New Kids on the Block, Frank Sinatra, so many freaking things. But every time I want to make sure that it's creating that actionable homework and that clarity for small businesses, so that they can get out there and compete in a way that feels joyful.

Heather Vickery 36:08

Well, it is really fun because it does tie in, you always have this great way of tying in whatever the pop culture is, with what this guests expertise is and what their message is that they want to get out. And it's a really fun, creative approach. And, you know, I know it's a business show, but I don't know that you need to be an entrepreneur to enjoy it.

Annie P. Ruggles 36:33

No, I have people that and I and it always surprises and delights me right but I have people that work a nine to five and they find different self advocacy in it or, you know, sometimes people just listen to the front chunk, and they're like, well, I don't know what Ally McBeal is, so I'm not gonna listen to the second half. That's your prerogative. Other people are like, I'm not a small business, but I'm completely obsessed with the good place so I'm just gonna listen to this to today. All people welcome whatever, y'all I'm into it.

Heather Vickery 37:03

I love it. Where can folks find the podcast?

Annie P. Ruggles 37:07

Too Legitimate to Quit is available on Apple podcasts on Spotify and on a whole bunch of the smaller distributors or you can go to TooLegitimatetoQuit.com

Heather Vickery 37:19

That's a big ass domain name.

Annie P. Ruggles 37:21

Hell yes it is. I want the longest possible domain names I want like Too Legitimate to Quit the podcast experience with Annie P. Ruggles.

Heather Vickery 37:35

You need a short link for that, my love.

Annie P. Ruggles 37:38

analyser with the past and easy Ruggles aka annie.com

Heather Vickery 37:50

It's fantastic. I mean, I just love how you make life fun. I love watching you make life and business and podcasting. Fun and silly and it's just way way more interesting. Like that. It's one of my favorite things about being in the same space as you is. The laughs are always plentiful.

Annie P. Ruggles 38:17

You bring out the best in me. Can we buy you, don't call me Vicky dot com

Heather Vickery 38:23

No, but I have a friend from the wedding industry and then she used to listen to the show I was on her podcast too, her name is Kimberly and she has the domain it's Kimberly not Kim.

Annie P. Ruggles 38:36

That's frickin amazing. My hand. My hand my hat is off to you Kimberly full name.

Heather Vickery 38:45

Kimberly full name. Yeah, absolutely. So speaking of that, speaking of being able to to create joy, you know in in most cases you know, it doesn't mean you don't feel hurt or anger or sad or frustrated but you really have this wonderful gift of of creating joy. How do you celebrate?

Annie P. Ruggles 39:07

Well, I'm obsessed with Angela Lansbury. Um, ya know, one of my very favorite things it normally involves like blankets, carbohydrates, and Angela Lansbury. But when I'm celebrating my business, and I also I send this out to all of my clients. I have a cowbell that says I just made a non-sleazy sale and I ring the ever loving daylights out of that thing. Not only when I sell but every time I sell, but definitely when I'm celebrating, because it for me just it's a full body owning, you know, muscle, auditory, everything just ringing out this clanky janky sound of heck yea, I did it.

Heather Vickery 39:59

I've heard of ringing a bell like a, like a front desk bell. But the cow Bell is different and there is something really physical about that. That's why I like to sort of dance and jump up and down. Because when we take our mental celebration and add a physical thing to it, it blossoms.

Annie P. Ruggles 40:15

You want to hear my bell?

Heather Vickery 40:17

Yeah. That should be your thing. Annie. Do you sit into your clients? I want to be a client just to get a bell.

Annie P. Ruggles 40:31

I mean, I can make that happen. I my dear friend client at my dear friend client, my dear friend and client, Lowery Olafson has this amazing thing called power songs where he helps people put their songs like into an anthem. And the first line of my song is I ring my bell in celebration.

Heather Vickery 40:49

I love that so much. I have a client who I call my client friend, friend client. Yeah, that's right. And she's all I love all my clients. I love all of you and you're all also my friends. But I just sort of coined that for her a couple of years ago. And so whenever I say my client, friend, friend client, she knows she knows.

Annie P. Ruggles 41:07

client and cleanse don't work. So you know, sometimes you can smoosh stuff sometimes you just got to give it the whole client Friend Friend client.

**Heather Vickery** 41:17

Sometimes you got to go all in baby. I love it. I love your bell. I think it's fantastic. I love that you send it to your clients. That's great, here I thought I had this really unique idea. You were like uh, yeah, I already do that.

**Annie P. Ruggles** 41:30

They have their own bubble mailers. Okay.

**Heather Vickery** 41:36

Okay Anne. Annie P. Ruggles. Okay, because we could talk all day long. And then, you know, I don't know, eventually that people would turn us off probably, but hit me up with your favorite charitable organization to support Annie P. Ruggles.

**Annie P. Ruggles** 42:00

I am obsessed, obsessed with the mission, the vision and the work of defy ventures, defy ventures provides entrepreneurial training for the formerly incarcerated most of these people have never been given a chance by society. And now due to one tiny mistake, they will never be able to fully function in society again, because we design it that way. We design it so that they go back into the system we don't design for opportunities, defy helps them by helping them build businesses that are not only elevates their own life, but the people they hire and in turn their whole communities you can find out about defy, we have it here in Illinois. It's also in New York, California, Wisconsin and a few other states. They are incredible. If you love helping people's dream grow. And if you believe everybody deserves a second chance, please check out [defyventures.org](http://defyventures.org)

**Heather Vickery** 42:56

I love that. I love your passion. You have introduced me to them before they are on my radar. I'm actually looking to do some volunteering with entrepreneurial work. So yeah, it's awesome. So friends, just like I asked you every week, even if it's a like support or share, give them a little love. They will be our charity of the week. And Annie P. Ruggles, will you share your three words with us one last time?

**Annie P. Ruggles** 43:22

Circuitous, hard won, and impatient.

**Heather Vickery** 43:28

Hmm. So we talked about the first two. Let's hit up impatient real quick.

**Annie P. Ruggles** 43:35

I just when you do something brave. You expect an immediate result.. Right. You're like I did this very bold thing. And so clearly, everything in my life will change immediately. No, y'all. It takes time. Thus, the impatient part.

**Heather Vickery** 43:51

Yeah. Although I would count I agree with I mean, you've got to have patience. Because nothing, nothing happens. overnight. Success takes 10 years, right? Everything is good. But I will counter because I want you to lean into more of your everyday brave and I want all of our listeners to do that. There is an instant reward for saying, oh snap. That's brave. Or, oh, I'm going to do this brave thing right now. This, I'm gonna make this one call or send this one email, or post this thing on social media, or ask for this favor, or hire somebody or fire somebody or take the day off and go to the beach, like whatever the fuck it is. If you go and that's brave, you get an instant payoff.

**Annie P. Ruggles** 44:43

And that's brave. Three words. And that's brave.

**Heather Vickery** 44:47

Yeah, Annie, I love you. Thank you so much for spending some time here with us, my friend.

**Annie P. Ruggles** 44:55

Thank you for having me. And you know, I love you back.

**Heather Vickery** 44:58

Oh, real quick. Tell folks how to find you. We told them how to find the podcast. How did they find you if they want to learn more about you?

**Annie P. Ruggles** 45:04

Annie p ruggles.com. Or hit me up on Instagram at Annie or LinkedIn, just search any version of my name.

**Heather Vickery** 45:14

I love it. And we didn't make that longer than it needed to be.

**Annie P. Ruggles** 45:21

It does have a p though.

**Heather Vickery** 45:22

It does. You gotta use the P. Important P. Thanks so much, Annie. I appreciate you. Alright listeners, I hope you had as much fun with this as I did. I've been looking forward to this conversation for a long time. And it brings me a lot of joy to share it with you. And I want to make sure you connect with us as well. I'm on Instagram at Vickery and CO and The Brave Files now officially has their own Instagram page. It's new, it's lonely, go and love it the profiles podcast at Instagram. But on Twitter, which is where I'm having so much fun these days. I'm just

at Vickery and co, come hang out with me over there. Honest to goodness, we are playing over there in really big ways. I'm not trying to leverage that platform. I'm just trying to have some fun. So come have some fun with me. But if you want to talk if you want to talk about the brave files share how you are out choosing bravely learn more about success coaching, or anything else. Send me an email at Heather@Vickery and co.com. I promise you, I will respond to you personally and directly. And be sure to join us over in The Brave on Purpose collective. Annie P. Ruggles is there. It's where all the cool brave kids are so clearly hanging out. And that means you need to be there, search brave on purpose in Facebook, and we'll see you there. This is Heather Vickery reminding you today and every day to go out and choose bravely.

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 libra.fm with you. They are an incredible new platform for listening to audiobooks. And by choosing libro.fm over other audio book services, you are supporting a local bookstore of your choice and investing in your local community. libro.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 audio book options. You can sign up right now via [www.Vickeryandco.com/librofm](http://www.Vickeryandco.com/librofm), that's [Vickeryandco.com/librofm](http://Vickeryandco.com/librofm). And when you do, you'll get one free audio book of your choice. And the proceeds will go to your favorite local bookstore. Now check what I just said there, you're going to get a free book and the proceeds are still going to go to your local bookstore because libro.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 libro.fm. The same audio books, the same price, but a completely different story. Check them out right now at [Vickeryandco.com/librofm](http://Vickeryandco.com/librofm)

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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 was created and produced in a custom collaboration with Matt Lewis from ML Creative Consulting, a boutique firm dedicated to helping clients identify their unique sound and amplify their brand with custom delivered soundtracks. We couldn't do any of this without our extraordinary audio engineer Andrew Olsen. Learn more about him and check out his work at [FineAndrewOlsen.com](https://fineandrewolsen.com) and special thanks to everyone on Team BRAVE from our producers, associate producers, copy editors, writers and support team. Special thanks to Molly, Mary, Kim, Sabra, and Sabrina. 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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