

**[00:00:00]**

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**[00:01:02] <Music>**

Hi friends, welcome to another episode of That Sounds Fun. I'm your host Annie F. Downs, and I'm so happy to be here with you today. We've got a great show in store. Today on the show is my friend Jordan Lee Dooley from our That Sounds Fun Tour Live conversation in Indianapolis. Throughout this month, you've gotten to hear these shows if you weren't able to make it in person, or if you're in a different city. We have this week is the last week of them and we did in each city save some of the interviews just for the live audience, but you're going to hear most of it here. And if you haven't heard the episodes before this backup, this is a stellar month of conversations.

Jordan Lee Dooley is a bestselling author, podcaster, and entrepreneur. I think my favorite thing about Jordan, is that she teaches ambitious women how to build a business from their home. I was so happy to sit down with her in Indie, and hear more of her story, I mean, she goes in, y'all, she goes in. I am really excited for y'all to hear this conversation with my friend Jordan Lee Dooley.

**[00:02:11] <Music>**

Would you please join me in welcoming our guest bestselling author, incredible speaker, and my friend Jordan Lee Dooley. I'm so thankful, I'm so thankful. Hi, we're in your like town, right? You live here, kind of close to here?

**Jordan:** Sure. Very close to my town, yeah, like 30-minutes from here.

**Annie:** Okay, and you're an Indiana girl forever?

**Jordan:** Yeah, born and raised, in the cornfields, it's very exciting, yes.

**Annie:** I love the story of how you and your husband met, will you start there?

**Jordan:** Oh dear.

**Annie:** Because it makes me, we're having a lot of marriage talk currently, let's go.

**Jordan:** So he would tell you, probably, a different side of the story.

**Annie:** Fascinating.

**Jordan:** But we all just have Instagram to thank, is basically where I come back to. So when I was in college, Instagram had started to become something, we were starting to make that transition from Facebook, but we were, probably, still all pretty much on Facebook. So I had like 100 friends on Instagram.

**Annie:** Okay.

**Jordan:** And our football team beat Penn State, which was a big deal, because they won like one game that year. And so-

**Annie:** That one, Penn State, yeah.

**Jordan:** ...so it was a big deal. I was all excited, and I had a couple friends from high school, who walked-in the football team. So they started posting all these locker-room photos of everyone and celebrating the win.

**Annie:** What school were you in Mommy?

**Jordan:** Indiana.

**Annie:** Oh yeah, okay I hear you.

**Jordan:** Indiana University. Any Hoosiers here? Yeah, okay fine.

**Annie:** What are we supposed to say, "Go Hoosiers!"

**Jordan:** "Go Hoosiers!" No one knows what a Hoosier is, so we just named our dog that thinking that would work, that's the mascot.

**Annie:** Yeah, I don't know what it is.

**Jordan:** No one knows.

**Annie:** Okay, great.

**Jordan:** No one knows.

**Annie:** That makes me feel better that I'm not the only one.

**Jordan:** If anyone here knows maybe you should inform us, but I don't know.

**Annie:** So you were one and you still are?

**Jordan:** I was.

**Annie:** Okay, great.

**Jordan:** We just don't know what it is.

**Annie:** Sure.

**Jordan:** So anyway, so long story short, I saw some of my friends posting about the win, and I saw them tagging some guys. So I just started following everyone frantically, I was so excited. Matt puts it this way, he says, "Yeah, she just kind of cast her net out and I was the fish that flopped in."

**Annie:** Hey listen-

**Jordan:** Which may be true.

**Annie:** I don't hate your moves. I do not hate your moves.

**Jordan:** So yeah, and then long story short, he followed me back. And I started to notice him liking my photos. I was tutoring one of his teammates, I said, "Do you know who Matt Dooley is? Do I know him?" And he thought I had met him. He's like, "Oh, yeah, you've probably met him at a football gathering." Or "He's friends with

us." And so I thought, "Oh, gosh." Now I kind of feel bad, so I reached out and I said, "Have we met?"

**Annie:** Yeah.

**Jordan:** It turns out he lived across the street.

**Annie:** Ha!

**Jordan:** So he comes walking over later that evening, and we talked for four hours, and the rest is history.

**Annie:** Four hours? That was it.

**Jordan:** Four hours.

**Annie:** Yeah.

**Jordan:** We just like connected on everything. He says it's like catching up with an old friend, and it really was, so it was fun.

**Annie:** Okay, so did you start your, what a lot of us know you for is building businesses. You've built a lot of businesses.

**Jordan:** I need to go, yeah.

**Annie:** You need to go, why?

**Jordan:** I'm like I need to sometime just pick one, and focus on that.

**Annie:** No, no, go for it, girl. Did you start your first Etsy shop when you were in college?

**Jordan:** Yeah.

**Annie:** What was the first one?

**Jordan:** It was called SoulScripts, which still kind of exists-

**Annie:** Yeah.

**Jordan:** ...it's just very different.

**Annie:** Which is like coming back, right?

**Jordan:** Yeah. It came back this year. Very different than what was, but it started as an Etsy store. I was doodling, thought that was fun. My boyfriend at the time, now husband, made the suggestion, and he said, "You know, you're kind of good at that doodling thing, you should start an Etsy store."

And I thought, "Well, for a football player, you're pretty artsy." So I looked into it, and put some stuff on the internet, and made my first sale to a lady in Texas. And I thought, "Oh, my gosh, this is the coolest thing ever."

**Annie:** Yeah.

**Jordan:** And I just kind of rolled with it from there.

**Annie:** Were y'all already Christians at this point?

**Jordan:** Yeah.

**Annie:** Okay.

**Jordan:** I was a baby, baby Christian, though. I feel like I had just kind of found that and found my personal faith. And so it was this interesting thing, because I was in a sorority getting ready to graduate, in this relationship, falling in love with the Lord, and I started to share that very publicly. So it kind of became a part of that brand a little bit, with my Etsy store. I would just share a picture of a mug and tell a story about Jesus, because that's how you market mugs, I guess, so it's fun.

**Annie:** I don't know this story, we've been friends a long time, and I don't know the story of you not really walking with the Lord until college.

**Jordan:** Yeah. So I grew up I would say with a faith, in the sense that I always believed in God, my family went to church. But it was one of those things that I just kind of did, like, I went to a private Catholic school my whole life. So it was just kind of like I knew what was the right thing to do and what wasn't the right thing to do. And then I went to college, and I went to Indiana University, and I was like, "I'm kind of over this." And so I had fun my freshman year, just kind of did that.

And then one Saturday morning, after picking up enough shot glasses, I was like, "I don't know if I really want this to be my life, like what's going on?" And so it just kind of started to be something that piques my interest, by the time I was a sophomore, and I just started to explore more and more, and slowly became more of a personal thing. I started going to Campus Cru, and just getting connected

with people who were pouring into me in life. And it was just really an interesting experience to take it from like, "Oh, I've known about this my whole life." And then turning it into like, "Oh, this is actually a really personal thing, rather than like a thing to do." If that makes sense.

**Annie:** Right. Did you see a difference in God's activity in your life after that? Or do you feel like He was always real active, and did it feel different?

**Jordan:** Yeah, oh, yeah. I think, it's interesting how you can be aware of God, and it's another thing how you can know God, if that makes sense?

**Annie:** Somebody better write that down. You can be aware of God, or you can know God.

**Jordan:** Yeah. So I think I was always kind of aware, and I would try to go to church occasionally and whatnot before, in that kind of couple of year period. Where it just wasn't something that seems so important, I just knew I was supposed to do it.

**Annie:** Yeah.

**Jordan:** And then when it became like, well, this is a God who is personal, and He actually is speaking to me through friends. Or like I'm starting to learn how to read the Bible, and it suddenly became like, "Wow, I feel like I get to know you, and this is really different."

**Annie:** Yeah. One of the things I love about you is we're both builders. We both, like, you can imagine when Jordan and I get going we're like, "What are you building, what are you building? We're just like that, that's built into you. Where do you see, I kind of want to know about you and God in building? And like, when you get an idea in your head, how do you know, because so many of our friends, I mean, I'd heard in the VIP, "I want to write books, I want to start a company or running a company." How do you know in your head when the idea is a God idea and when it's a Jordan idea? And does it matter?

**Jordan:** Yeah. See, here's how I think about this, I think-

**Annie:** I like that she got comfortable, she's like "Listen, everyone-"

**Jordan:** Let's go there.

**Annie:** Let's go.

**Jordan:** No, I really, I started to realize something and I want to know this actually from everyone. Do you ever feel like sometimes you get an idea, and you procrastinate or you overthink it so much, and you're like, "Does God want me to do this?"

**Annie:** Yes.

**Jordan:** And then you just sit there, and you sit there, and you sit there. And I think what I've learned over the last couple years, is that sometimes God leads us from the front, and it's like, boom, "This is the thing you need to do and it's obviously something I'm calling you to do." But I think a lot of the time He leads us from behind. I think sometimes He's like, "Hey, I'm giving you these different options, or I've given you this idea, or these talents, or these experiences, or this education, or these relationships. And there's this option you can pursue, and as long as you honor me in it you're good."

**Annie:** Wow.

**Jordan:** And I think sometimes we just really overthink these things. So I have kind of gotten to this place where I'm like, "Well, if it's not an idea that God's on, I think He's going to make that really obvious. But I'm going to make sure I honor Him in every idea I pursue, and then I don't overthink it so much." So I kind of like to think of it like that.

**Annie:** That's brilliant. The leading from behind, I don't know if I've ever thought about that. That feels like so much freedom.

**Jordan:** Well, yeah, I think we can sometimes get this idea that it's just going to be painted across the sky.

**Annie:** Yes.

**Jordan:** And so then we just do nothing, and I'm a doer. So I'm like, "God, I can't wait for you to paint something across the sky," no, I'm just kidding.

**Annie:** But actually we're not kidding.

**Jordan:** But we're not kidding.

**Annie:** You and I, we don't have the time, my calendar is tight.

**Jordan:** I'm like, "We do not have time."

**Annie:** Right.

**Jordan:** No, but you know, just think sometimes God gives us two, or three, or four, perfectly fine options, none of them are dishonoring or bad ideas. And I think sometimes we get like decision paralysis. Like we're so afraid to make the wrong decision, as if we're powerful enough to mess up God's plan for our life, we're not.

**Annie:** Are you hearing her? Okay.

**Jordan:** So I just try not to overthink the idea. I'm like, "If it's a good idea if it can help other people, and it brings me life, and I trust that God's on it, I'm just going to go for it." And if it falls apart, I'll be like, "Got it." Because I think sometimes we have to learn by doing, I really do. I think we get clarity through action. And as long as it's not something morally wrong or harmful to ourselves or others, I don't see why not taking the first step.

**Annie:** Have you seen them fall apart as you've gotten into ideas?

**Jordan:** Yes. Yes. Yes.

**Annie:** She's like all the way yes. Yes, me too.

**Jordan:** All the way to the point where I'm like, crying over a bowl of pasta, and that's like, it's going to be okay.

**Annie:** Yeah.

**Jordan:** I mean, I've seen them fall apart. And I've seen some of the ones that I thought were going to be the most successful like this is it, right? Like this is the thing. And then it's just like, womp, womp.

**Annie:** Yeah.

**Jordan:** And then I've seen the ones that I thought were like, "We'll just kind of throw it out there." And it's like, "Whoa, it works." And I wasn't even really trying. So, and that's kind of how you can sometimes discern, like, where does God really want you to step next, and what's the thing He's highlighting? But you don't always know that until you try.

**Annie:** Right.

**Jordan:** So I'm a big believer in action.



**Annie:** I mean, for all of us, I think whether you're wanting to make something new or a new relationship, or a new job, or a new church, maybe it's like you're moving to a new city, and I talked to someone earlier, who's moving to Nashville. And I mean, you just, if you're waiting on an invitation to the first step, you may be missing out on the first step.

**Jordan:** Yeah, absolutely.

**Annie:** Yeah. And so when you think about that, with what you've built, let's go through the list of what you've built, shall we?

**Jordan:** Too many things.

**Annie:** Yeah, too many things, which is awesome.

**Jordan:** Well, let's see-

**Annie:** You have the Academy?

**Jordan:** I built an education brand.

**Annie:** Yes.

**Jordan:** A retail side of it, which is SoulScripts, it just kind of gone through many phases. And then publishing, and a podcast, and a couple other random things that didn't work out so well, so we just won't talk about those.

**Annie:** Okay, I think that conversation about SoulScripts is really interesting. Because it's your first thing that you've kind of rebuilt and shifted around.

**Jordan:** Yeah.

**Annie:** And talk about the freedom, because I would imagine there's some, I feel this in one area of my business. Of like, how do we let something change when everybody's used to it being something else?

**Jordan:** It's really, really hard to turn a moving ship, is how I describe it.

**Annie:** Yeah.

**Jordan:** Like, if you think about a big old ship, that just like, it takes a while for it to turn. And if you start to sense like, "Okay, this is either not in alignment with what I need to be doing, or it's actually confusing me." I literally said one day, this was a

few years ago, it started when I was really young, and it just kind of happened. And I got to a point where I was like, "This is starting to feel more like a blob than something clear." That's how I describe things, it's a blob, I talk like a third grader. And so what I meant by that, though, was that it was so many things that I just kind of tried, and added to it, and it just didn't have a lot of clarity for me.

And so I felt like something needs to be refined in this, it needs to be trimmed down, it needs to be simplified, and things need to be clear, so I kind of took a step back. And after my first book came out, I just said, "You know-"

**Annie:** Say the title of the first one again.

**Jordan:** *Own Your Everyday.*

**Annie:** *Own Your Everyday*, that's right, okay.

**Jordan:** And so that came out in May of 2019. And in the August of 2019, we held a warehouse sale and closed down this first business. Which kind of felt like super counterintuitive, because it was working, it was profitable, it was popular, like everybody loved it. But it just felt like, "Is this what I'm supposed to be doing?"

**Annie:** Wow.

**Jordan:** And I didn't have that peace that I sometimes have when I just take action, and I roll with it. And so it was weird, because it felt kind of backwards. It's like that's not what you do, that doesn't make sense. When something works you run with it, right?

**Annie:** Right.

**Jordan:** But it worked, I think from the outside looking in, but from the inside looking at it, it felt like something wasn't quite there or working. So I just had to follow that peace, and I just prayed about it. And I chose to just do a warehouse sale, close it down, and see what happened. And so, anyways, it was a really interesting lesson, I think that I learned in that of learning how to let go of a good thing.

Because I think we can hold on to good things or things that seem good, but that are actually really draining us. Like I was so, I think, spiritually burnt out. I was so emotionally drained, I just was pulled into so many, at that point also my podcast had grown, my publishing thing was growing. I was being pulled in so many directions, and I was like 24 -years old. I was like, "What am I doing with my life? I just need to go eat cereal and chill for a sec." So I just needed to take a break and then maybe I was 25.

But I was just at this point, where I was like, "This is too much." And it was really beautiful the way that by letting go of a good thing, God gave me the clarity I needed in that season to bring it back better, in a more sustainable way, in a way that was clear, a way that was wiser. But the willingness to let go is sometimes the actual step we need to take, and it feels backwards sometimes.

**Annie:** Yeah.

**[00:14:54]** <Music>

Hey friends, just taking a short break from this conversation, to talk about one of our incredible partners Ritual. You know, I find it really important that we know what we're putting in our bodies and why, especially when it comes to something we take each and every day. Rituals, clean, vegan-friendly multivitamin is formulated with high-quality nutrients in bioavailable forms, and you won't find things like sugars, GMOs, major allergens, synthetic fillers, or artificial colorants. Plus, they have a minty-fresh taste, and delayed-release capsule design, that makes taking your vitamins easy.

Our bodies need to be treated like a friend, and for me, that looks like doing my best to take care of my whole self-spiritual, mental, emotional, physical. That's why my Ritual vitamins are a part of my daily routine. It's a way that I can be sure I'm putting good things into my body, and supplementing where there may be gaps in my diet. A multivitamin should contain key nutrients in forms your body can actually use. And one of the things I love about Ritual, is that you'll always know what nutrients are taking and where they come from.

Their one of a kind visible supply chain allows everything to be traceable, how cool is that? And bonus, Ritual makes it super easy to stay committed to this routine. Ritual multivitamins are delivered to your door every month with free shipping always. You can start, snooze, or cancel your subscription anytime. And if you don't leverage well within your first month, they'll refund your order.

So get key nutrients without any of the stuff you don't want. Ritual is offering my friends 10% off during your first three months. So visit [ritual.com/thatsoundsfun](https://ritual.com/thatsoundsfun) to start your Ritual today. And now back to our conversation with Jordan Lee Dooley.

If we're being real vulnerable, tomorrow is the last episode of a podcast I've done for a year and a half, called Annie and Eddie Keep Talking. And it feels like letting go of a good thing.

**Jordan:** Yeah.

**Annie:** And you just kind of go like...

**Jordan:** It's like bittersweet.

**Annie:** Yeah.

**Jordan:** And you question it a little bit too. Has anyone here ever felt like that, to let go of a good thing? I'm just curious.

**Annie:** Yes.

**Jordan:** Like whether that was the guy that you just knew wasn't forever, but he was like, nice to watch movies with? Or look at, or look at, let's be honest, or something else, a small business, or a job, anything. I think sometimes we find ourselves in these places where it's like, "This was great for a season, or it was great as it was for a season."

And that doesn't mean it could never come back in a new way, it doesn't mean I'll never do work similar to that. But sometimes you have to release something to really, I think, to see it refined or see the next thing through, so it's hard.

**Annie:** It's so hard, because often the thing you have to let go of is good. And what I think keeps being promised to us in Scripture and in life, is that you can't hold on to the good thing and get the great thing.

**Jordan:** Yeah. Well, that, and I also think that we sometimes assume that if the decision is hard, it must be the wrong decision.

**Annie:** Oh, yeah.

**Jordan:** And I think sometimes I've found that it's actually the hardest decision, that's the right decision. So that's, I think, part of the challenge that comes with letting go of a good thing. And you think like, "Well, it should feel easy."

**Annie:** Yeah.

**Jordan:** It should feel just like complete peace on it. And this is what I do, and it's easy, and everything just falls into alignment, and the dominoes just fall, and that's not always what happens.

**Annie:** I mean, that is just not being human. I keep being surprised when life is harder than I think it's going to be. But then it's like, "Well, there's a lot of humans involved."

**Jordan:** Yeah. And there's a lot of mess.

**Annie:** There's a lot of mess.

**Jordan:** Yeah.

**Annie:** Yes. And I mean, I'm like processing this with you, like, we're having coffee. Because it is hard for me let go of a good thing, when I don't know what happens next.

**Jordan:** Yeah.

**Annie:** Right?

**Jordan:** Yeah.

**Annie:** And so what is that, what are the things you say to yourself? What are the faith things that you cling to, when the good thing is gone and the next thing, I mean, anyone who's ever had a breakup feels this.

**Jordan:** Yeah.

**Annie:** Or moved to a new city, and is there alone. Or, anytime we've let go of a good thing without a promise of the next thing being great, because sometimes next thing isn't great.

**Jordan:** Yeah.

**Annie:** What do we say about that?

**Jordan:** Sometimes the next thing sucks even worse.

**Annie:** Right.

**Jordan:** So I don't know if you're supposed to say that word in church.

**Annie:** Are we allowed to say that? We're fine.

**Jordan:** It's fine.

**Annie:** No one's yelling.

**Jordan:** Okay.

**Annie:** So they'll yell at me later. They'll let you, they'll just be nice to you because you're a Hoosier.

**Jordan:** So what was the question?

**Annie:** When the next thing sucks worse than the thing you just gave up that was good.

**Jordan:** That's the worst.

**Annie:** That's the worst. That's the worst, long story short, that's the worst. But that happens.

**Jordan:** Yeah it does.

**Annie:** And that's so frustrating.

**Jordan:** Yeah, it's literally like-

**Annie:** Because you think, "I thought I gave this up for, and then it's not that."

**Jordan:** Yes.

**Annie:** Right.

**Jordan:** Yeah I think-

**Annie:** Feelings.

**Jordan:** Yeah. What's interesting is, sometimes when you think you're making a move in obedience, like "Okay, I'm letting this thing go." Or even if you don't make the decision, and the thing just let's go for you, right? Like just unexpected interruptions in the plan. Like you have this idea of like, I describe it as this feeling of, "Almost." Like "It was almost where it needed to be, like he was almost there, but like, he just didn't really respect me." Or like, "It was almost the right business, but it was just getting a little confusing." Or it was almost whatever. Like this is that feeling and I think that's what creates this huge frustration.

**Annie:** That's the worst feeling too, the "Almost feeling" is so bad. Because you know you can hang on, because it's almost.

**Jordan:** Right. Anyways, but what I find really interesting and really aggravating at the same time, it's like what you were saying, sometimes you let go of a good thing. And you expect there to be this blessing like, "Thank you my good and faithful servant." And sometimes it's just pang, like, "I'm going to tweak you a little more." And I'm like, "Wait, I thought I was going to get this blessing out of this, and in fact, life just got harder." Or something didn't go how I thought it was going to go.

And it's interesting, because I think what you're asking about, like, what are the things you tell yourself, when that happens. Sometimes I'm like, I don't really tell myself anything, sometimes I'm like, "I don't get it."

**Annie:** Yeah.

**Jordan:** But there's also times that especially through hardship, and through trials, and things that don't make sense, or you think you're going to get a blessing and you don't. A big thing that I have learned over the last, I would say year to year and a half, is that unexpected gains can be born out of unwanted pain.

**Annie:** One more time. Unexpected gain...

**Jordan:** Unexpected gains can be born out of unwanted pain.

**Annie:** Unexpected gains can be born out of unwanted pain.

**Jordan:** And sometimes they're not gains that you wanted, or that you asked for. But their character shaping, they're refining, they give you clarity, they help you find contentment in seasons you didn't think you'd be contented. And so it's interesting how there is a pain that comes with letting go of a good thing. Or there is a wrestling that comes with that, whatever it is, and sometimes we expect it to just be like, "Okay, but if I do this I'll get the reward." And sometimes it's a reward deferred.

**Annie:** Yeah.

**Jordan:** And sometimes that reward deferred is refining.

**Annie:** Yeah.

**Jordan:** And it's shaping you, it's refining you, it's chipping away the things in you that you never really liked. Or that you knew were kind of problems, or flaws, or character issues, that you just kind of need to work through. So, interestingly, it's kind of like how they say, like, "Purpose can be born out of pain."

**Annie:** Yeah.

**Jordan:** But I think it's even like, there can actually be gifts in the process of letting something go, or not getting what you thought you would on the other side, or things not working out how you thought. And it's funny, because that doesn't sound like, "God, I didn't want that gift."

**Annie:** Right.

**Jordan:** Like, "I wanted that gift." And so sometimes that's the biggest part is getting gifts you didn't really ask for. It's like on Christmas when you're six, and you really wanted the Barbie Dreamhouse, but you got playdough.

**Annie:** Those are not equal.

**Jordan:** Right. And what you don't realize is like there's good in the playdough. It teaches you, like I don't know how to be an artist, but it teaches you something, right?

**Annie:** Yes.

**Jordan:** But it may not have been the gift that you wanted, but maybe it was the better gift for you-

**Annie:** Okay, so how do you deal with that disappointment, though? How do you deal with the disappointment of, because we all, if we had time to take this microphone off my face, and we can pass a microphone around, and be like, "What's been disappointing?" Everybody has an answer.

**Jordan:** Yeah.

**Annie:** How do you deal with the disappointment of that?

**Jordan:** You go for a long run and then eat a pint of Ben & Jerry's.

**Annie:** Okay.

**Jordan:** First.



**Annie:** Respect.

**Jordan:** No, I think you start with the very human response of, like, "I just need to feel the feeling."

**Annie:** Yeah.

**Jordan:** And I just need to deal with that. Because I think there can be a lot of churchy responses of like, "Well, you read or you pray." And sometimes I'm like, "Yeah, but I also just need to be mad for a second or frustrated."

**Annie:** Yes.

**Jordan:** I like to be like, you have permission to do that. Because I think then you can really work through what it is, and why you're disappointed. And I mean, I think, I don't know if it's C.S. Lewis or Tim Keller, but there's a quote that says something like "Disappointment reveals our idols," kind of, like what we've glorified. So that's one of the things.

**Annie:** Either of those guys could have said that for sure.

**Jordan:** Yeah, somebody wiser.

**Annie:** Tim Keller or C.S. Lewis, either of them could have said that.

**Jordan:** Somebody much wiser than me said that. But I think there's some truth to that, and that's not an easy thing to hear. So I think it starts with, "Let's just process it like a human first, and just feel the feelings, talk it out, eat the ice cream, do the thing.

And then kind of work through it like, "Okay, let me get to the root of why this is disappointing for me?" And it can vary. Sometimes the answer is like, "Well, it's disappointing for me, because I thought others had this expectation of me to do XYZ. But I don't actually want to do XYZ. So is it actually disappointing to me, or is it...?" So there's that kind of answer. And then there's other answer like, "This is truly something I really value. And this is truly something I feel very called to, so what do I need to do to stick it out? What do I need to do to get the answers I need to get or to try again, or to find the courage to go for it again?"

And so I think it really varies, but I think it starts with, "Why" like, "Why am I disappointed?" And then am I really disappointed or am I afraid others are going to be disappointed in me? Or did I pursue this kind of arbitrarily because it sounded cool, or because my friend did it, or because my sister did it, so I think it

starts there. And then once you get to the root of like, "No, this is truly something that's important to me or maybe it's not." Once you know that you can, I feel like, deal with it the most healthy way.

**Annie:** One of the things I love about being your friend is I feel like you are very human first. Very like "Yeah, we're just going to feel this."

**Jordan:** Mh-hmm.

**Annie:** When you experience things, I feel like one of the things you do beautifully on Instagram, is you tell the truth. You will show things that I don't think other people are willing to show, or share, or talk about. Because you want us all to be able to say, "Yeah, me too." I just feel like you invite us like that. Someone asked me this earlier, and I don't know my answer very well, but I was hoping you can answer it.

**Jordan:** Go on, I sure hope so, though.

**Annie:** How do you find that level of vulnerability that feels right, but isn't too far? How do you decide what is public and what isn't public?

**Jordan:** You know, going back to being human, you don't till like you learn the hard way sometimes.

**Annie:** Yeah.

**Jordan:** There's been times where I'm like, "Oh, I kind of regret sharing all that." And then there's other times where I'm like, "Oh, no, that was good." So I think it's, again, sometimes by trial and error, which kind of stinks. I wish there was like, "Here's the three-step plan." But sometimes it's like, "Crap, I messed that up."

But I do think that there's a difference between, and I've had to start learning this recently, there's a difference between transparency and vulnerability. Have you ever heard this?

**Annie:** No, but I'm ready.

**Jordan:** Okay, I don't know who came up with it.

**Annie:** Jordan Lee Dooley did, so you go ahead Siz.

**Jordan:** So it's a visual, where transparency is like standing in a glass box, and allowing someone to see in. It's kind of like, "Yeah, here's my face without makeup, I

struggle with cystic acne." Or "I walked through this hard thing." Or "I'm like you, I get it."

And vulnerability is like, the glass box shatters, and you let someone in, and actually, like, walk in it with you. So I don't consider myself vulnerable, very well. Like I'm not very good at vulnerability, unless it's with my husband, and I'm like a sobbing mess all over him like she deals with the vulnerability.

But I think I'm better at being transparent. But vulnerability requires you to be like truly seen, and then also helped without being able to repay. And as an achiever, that's kind of hard. I'm sometimes like, "No, no, now I want to help you."

**Annie:** Right.

**Jordan:** Or I want to return the favor and so that can be challenging. So when it comes to transparency, especially online, I think what can be challenging as a writer, your life, it's like a big part of your career. And it can be hard to like, it's like Velcro, it's like, all the stickies come off of you.

**Annie:** Yeah.

**Jordan:** And you try to, and so it's been a lesson for me learning, "How do you share experiences that you've had." Especially if you can't share them in the past tense, but maybe not. I think sometimes we think, "Oh, that has to have happened 20 years ago, for me to share about it."

**Annie:** Right.

**Jordan:** I don't necessarily know if that's true, it could have happened six months prior. But that doesn't mean you need to be sharing, and this is what I've really focused on this year. I've shared parts of my story from the past, but in the moment, there's points where it's like, "This is private, this is sacred, I don't have to give Live feed updates, I can share in past tense, though."

**Annie:** Yeah,

**Jordan:** So that's kind of a boundary line, for me, it's once it's past, and it's happened, I think, once I can pull something out of that is when I can share. So I've learned that lesson through just various different experiences over the last several years.

**Annie:** Are transparency and vulnerability, both spiritual? Are they both important?

**Jordan:** I would say so. Because I think there's a lot of value in transparency. I think transparency is a huge, is really related to authenticity, I would say.

**Annie:** Keep going.

**Jordan:** Because the reason I think that is because if everything is kind of this like made up, everything seems great and perfect, and we're presenting this to the world.

**Annie:** Right.

**Jordan:** There's points at which I think that's okay. Like, I always say "You can only be so real on the internet." Because it's literally a snapshot in time.

**Annie:** You can only be so real on the internet, right. Highlight real stuff.

**Jordan:** Yeah. And I also think what's interesting is there's this push in the last five or so years to be real online, to the point at which it's become like the popular thing to do.

**Annie:** Yeah.

**Jordan:** And I kind of started to catch on to that, I was like, "I feel like that shouldn't be something you have to prove. I think it should just be obvious if you're genuine."

**Annie:** Yeah.

**Jordan:** And obviously, on social media, you can only share so much. So anyways, long story short, I think authenticity is related to transparency, in the sense that connecting with people, sharing your story to the point at which you're comfortable, I think there is an element of that is relationship builder.

But what builds a deep, deep, lasting connection is like that next level, which is vulnerability. So I think they're both important just in their own ways and every relationship is different. The relationship I have with someone on social media is entirely different than the relationship I have with my neighbor across the street, or my mom.

And those are the type of people I can break down on a cry, I want to walk with, and just have a moment, but I wouldn't do that probably online. So there's different ways in which we can connect, and I think they're both important and spiritual, because they're ways to connect, it's just knowing the boundary line.

**Annie:** Yeah. When I think about last year, about 2020, I remember parts of your story. You had things scheduled, you had travel, you had all that stuff, and we didn't do any of it. So you and Matt are at home.

**Jordan:** Mh-hmm.

**Annie:** And I felt like in that season, you got incredibly vulnerable, maybe transparent, both.

**Jordan:** Both we'll call it both.

**Annie:** With all of us on social media. Tell me about your 2020, what was that like? And what did you learn about marriage being at home with Matt for a year?

**Jordan:** I'd lost all control. Like you just-

**Annie:** Of everything?

**Jordan:** Of everything.

**Annie:** Yes, I know.

**Jordan:** Of marriage, of all your expectations. I mean, it goes back to what I was saying about that feeling of almost. Like feeling like, "Oh, that almost worked out," that's weird. And I had, it was interesting, it was almost like, in January, I had a plan for the year. And then something went wrong, and I had to replan my year. I was like, "I got it." Okay.

**Annie:** I got it, February is going to be great.

**Jordan:** I was like, "Yeah." So then I have everything planned, we're in the process of getting everything ready, and then March happens and the world shuts down. And I was like, "Oh, okay, we got to replan again." So we replan again, did that whole thing. June, another catastrophe happens. I'm like, "I'm done planning." I just was like, and so it was interesting how I had this idea of how not only 2020 would go, but also just how life would go.

And I feel like I kind of have this, and as much as I still tend to want to make a fist around things, I think I'm a little bit more like, "I want to sound like this. I feel like I'm more like that."

**Annie:** For the audio, she's holding an orange.

**Jordan:** Yeah. Like close-fisted versus open-handed, I'm somewhere in the middle.

**Annie:** Yeah, you're holding an orange, here you go.

**Jordan:** Yeah.

**[00:31:00]** <Music>

**Annie:** Hey friends, just taking another quick break from this conversation to give a shout out to our awesome partners Prose. Don't you love when you find the perfect hair products that give you amazing hair days? With Prose that's exactly what you get. Prose is the world's most personalized hair care, and they know that we don't always find the results we're looking for in the traditional haircare items we find on the shelves. So they did something about it. They combined natural ingredients in innovative ways to give you clean, customized haircare that really works.

Prose knows there's more to you than just your hair type. Prose has given over 1 million consultations, with their in-depth hair quiz, which is how I got started. By analyzing over 85 personal factors, Prose determines a unique blend of ingredients to treat your exact concerns. I've been using my personalized shampoo and conditioner that Prose created for me, after I did a simple and easy quiz on their website.

I just answered a few questions about the climate here in Nashville and some of my routines, like what I eat, and my exercise habits, and shared what I was looking to address with my hair. And they took that information to create personalized haircare products, that have made my hair stronger, shinier, and smoother, without losing any volume. The summer humidity is no one's friend, but my specially formulated products, I swear, have saved my hair from frizzing up or falling flat.

I love that my Prose products are formulated with clean ingredients, and they smell so good, plus, they look really pretty in your shower. I know you'll love getting personalized and effective haircare products, made from their unique blend of over 50 billion formula combinations, that's billion with a B, y'all, that's how many Prose has available. And they use their review and refined feature, to continually optimize your personal experience, so they can tweak your formulas for any reason, seasonal or lifestyle changes. So every delivery of your personalized Prose products just gets better and better.

Every bottle is made to order, so you're guaranteed fresh and effective haircare. Recently, Prose launch custom hair supplements that help your hair grow longer, stronger, and thicker in 90 days, that you can start implementing into your daily

routine. Plus, if you're not 100% positive, Prose is the best haircare you've ever had, they will take their products back, no questions asked, now that is top notch customer service.

Prose is a healthy hair regimen with your name all over it. Take your free, in-depth hair quiz, and get 15% off your first order today. Go to [prose.com/thatsoundsfun](https://prose.com/thatsoundsfun), that's [prose.com/thatsoundsfun](https://prose.com/thatsoundsfun), for your free, in-depth hair quiz, and 15% off. Prose has given over 1 million consultations, with their in-depth hair quiz, and you can join the club at [prose.com/thatsoundsfun](https://prose.com/thatsoundsfun). And now back to finish our conversation with Jordan.

[00:33:37] <Music>

**Jordan:** So that was something that I learned in 2020, I think, just to loosen my grip a little bit. I would be lying if it was just like, "And I just let it all go."

**Annie:** Now we are fine.

**Jordan:** Yeah.

**Annie:** [Inaudible 00:33:51] try to control it all.

**Jordan:** Now, I'm just, yeah. But it was an interesting being at home, marriage, I mean, we simplified our life. And I don't know if this is interesting to anyone.

**Annie:** I'm here for it.

**Jordan:** But we had a three-acre property, that we bought because we thought it'd be fun to be Chip and Joanna Gaines when we were newlyweds. It was a terrible idea. We had mice in our kitchen-

**Annie:** No, oh man.

**Jordan:** ...it will be catastrophic. I have videos of Matt up on the couch, holding a bowl, trying to capture a mouse, because who captures a mouse with a bowl? That's what we do.

**Annie:** On the couch?

**Jordan:** Hoosiers do. Hoosiers do.

**Annie:** On the couch to catch... I can understand.

**Jordan:** Yeah, I don't know.

**Annie:** It's what Hoosiers do.

**Jordan:** But it was a thing.

**Annie:** It's very funny. On the couch?

**Jordan:** It's what we think to do.

**Annie:** Yeah.

**Jordan:** So I'm like-

**Annie:** How long have y'all been married now?

**Jordan:** Four and a half, almost five years.

**Annie:** Okay,

**Jordan:** Four and half years. We got married as children, fresh out of college.

**Annie:** That is very appropriate-

**Jordan:** And so anyways, we bought this property older home, colonial-style home on three acres, and for the first year, it was really fun. We were like, "Oh, we're going to redo the kitchen, we're going to put a porch on it, it's going to be our dream home, we're going to raise our babies here." We had this whole vision.

And then we started traveling a lot, we were never there. Our neighbors were feeding our chickens, we had chickens by the way, one was named pickles.

**Annie:** Okay.

**Jordan:** That was my brother's idea.

**Annie:** It feels right.

**Jordan:** It was a special chicken too. It was a Polish chicken, have you ever seen one of those?

**Annie:** What?



**Jordan:** You ever seen one of those?

**Annie:** From Poland?

**Jordan:** I don't know. From an egg, I don't know.

**Annie:** I think that's what Polish means, but I'm not sure. No, what do they look like?

**Jordan:** After the show, google a "Polish chicken" and then picture being named pickles, and you'll just understand.

**Annie:** Okay, we'll do. Don't do it now to make it [Inaudible 00:35:26] good.

**Jordan:** And it has like this special little crown, it's interesting.

**Annie:** Oh cute.

**Jordan:** And so he was just special.

**Annie:** Okay, so you had chickens, and your neighbors were feeding them.

**Jordan:** So we had chickens, and our neighbors were feeding them because we were never home. Our life was just so crazy busy, and we tried to get to these construction projects, because our showers started leaking into our kitchen, and mice were everywhere. And I was like, "I don't know if I can do this." And also live in it.

**Annie:** Right.

**Jordan:** I don't think they do that on HGTV, I think they like do the house, and then they live in it.

**Annie:** Right.

**Jordan:** So the reality of it started to set in. And we were trying to build businesses, and renovate a home, and do book tours, and think about family, and there was just so many things. And I was kind of like, "I don't know if we should live here."

**Annie:** Yeah.

**Jordan:** And so after we live there for two years, and also the owners, the original owners, they decided to make the yard like a park, so they were like 1,000 planting beds.

**Annie:** Oh gosh!

**Jordan:** With massive weeds. And I was like, "I don't do this." Mice and weeds, like I love the outdoors, but this is just too much.

**Annie:** But not mice and weeds.

**Jordan:** Not three acres of weeds-

**Annie:** Not interested. No.

**Jordan:** ...like I just cannot.

**Annie:** No, cannot.

**Jordan:** So we eventually decided to simplify. We were like, it was really hard, though, again, going back to letting go the good thing.

**Annie:** Yeah.

**Jordan:** I had this vision of painting the house white, putting shutters on it, a new front porch, brand new kitchen, like this was going to be our family home. So it was this thing, so this is also I really fulfilled the stereotype of women can make up their minds, I literally am the epitome of that. Because I was like, "We should sell the house." So he gets a realtor. I'm like, "Maybe we shouldn't sell the house." And then he's like, "Okay." And then I'm like, "Well, no, we should." So when the realtor gives us the sign and puts it in our yard, and I was like, it was there for three days. We got a call about it, I got a DM on Instagram, which kind of creeped me out.

**Annie:** That's very creepy, yeah.

**Jordan:** And I was like, "Whew, okay, we really need to leave now." And then the sign was up, and it made me really nervous, and so I was like, "Let's just take it down, we can't put it on the market yet."

**Annie:** Oh my gosh.

**Jordan:** I think I drove my husband crazy. But eventually, so then I think this realtor thought we were crazy too, because when we eventually tried to call him and say, "We're ready to put it on the market." He never called us back.

**Annie:** Yeah, he's like, "Now you are, I've done this over six times with y'all, not interested.

**Jordan:** So we found another realtor and I just didn't tell her about that.

**Annie:** Atta girl, that's what we do.

**Jordan:** We eventually put it on the market, and so long story short, we simplified our property. But my point of sharing all of that is, it was hard because we were letting go of this vision of what this was going to be and this expectation. But in the process of kind of coming back to your question about what did you learn about marriage, I've really learned the power of simple living. Which I thought living on out in the country, with chicken and mice was like simple living for me, but it wasn't. Not because of that but because there were so many projects, there were so many expenses, there are so many to-dos, and it was just too much in that season of our life. I think that would be great in another season. So I think the challenge is really identifying like, "Is this really what I want, is this right for us? Is this right for the season we're in?"

**Annie:** Yeah.

**Jordan:** Because what might be great on TV or for my friend, who's in a completely different season of life, may not be right for me, and so it was a hard decision. But we simplified it, and now we have great neighbors and life's great.

**Annie:** And life's great, everything's good.

**Jordan:** Everything's a mess, but, yeah, that's part's better, I don't have mice in my kitchen anymore.

**Annie:** No, no, y'all are still in your 20s, right?

**Jordan:** Mh-hmm.

**Annie:** I just think there's like, y'all are hearing it too, there's just such wisdom in you, of knowing that everything is seasonal. I like hearing you recognize that you don't have to sort it all out today. That you can let this-

**Jordan:** I tell myself that because my inner brain thinks that I do.

**Annie:** Yeah.

**Jordan:** Like the deep inner part is like, "You've got to accomplish everything by 30, you're running out of time." There's always that like narrative-

**Annie:** But you're not running out of time. PS, let me tell you what you got on your side, time. You have a significant amount of time.

**Jordan:** And that's what I have, that's the thing that I keep preaching. Because it's so easy to think that if you had an expectation for a certain point in your life, even if you're like, "Practically, I have time." But realistically, I would tell anyone else that. But it can be easy to get so caught up in what the vision of what would have happened by X, Y, and Z date is. So I have to kind of speak that over myself, that's like, "It's going to be okay."

**Annie:** Yeah, because what do you think about 30 that you don't think about today? What is going to, why do things change at 30?

**Jordan:** I think it's just an achiever thing or it's just a thing where, you can feel in any age, though. Whether it's, "I want to do this thing by the time I'm 40, by the time I'm 25, I want to be married by the time I'm 25, I want to have all my kids by 35, I want to be retired by 60." Like whatever the age is, I think we just look at the next milestone, and it feels like it's coming, and sometimes we don't live today, because we're worried about then, so that's been the battle I've lived. Recently, is just the willingness to lean in and say like, "This is a good thing and I have time right where I'm at regardless of what that age actually is."

**Annie:** Yeah. What are you working on right now? I mean, I guess you just finished a book that we're not allowed to talk about.

**Jordan:** I just finished a book for the fourth time. I rewrite all my books like 5000 times.

**Annie:** Hold on, hold on, hold on. You wrote the same book four times?

**Jordan:** Yes.

**Annie:** That's not how we do this.

**Jordan:** I know.

**Annie:** It's not how you do this.

**Jordan:** I need an Annie coaching, I think.

**Annie:** Yeah, I got you. We write a book a time. And then you pay the editor, who is already going to touch your book after you wrote it four times.

**Jordan:** So here's the reason for this.

**Annie:** I'm exhausted.

**Jordan:** It was exhausting.

**Annie:** It is exhausting.

**Jordan:** It was like a year and a half process. I wrote a book with a half-finished end chapter. It was supposed to be tied up in this pretty little bow. Then my life imploded, and I was like, "Oh, the story didn't on that way." Great. So my editor was like, "Well, that's ironic, because that's kind of what the book is about." She didn't say that, but I thought it. And she said-

**Annie:** She's like my editor said, but she didn't say, okay.

**Jordan:** She basically was like, "Well"-

**Annie:** We like what's going on in your head.

**Jordan:** ... "what do we do?" So she said, she didn't say what I think, I know, she was thinking anyways. This is why I rewrite my books four times.

**Annie:** I can't rewrite a book four times.

**Jordan:** She basically said, "Let's give you some time to work on this and get it how you want." So then I scrapped it, and I was like, "Okay, I'm starting over."

**Annie:** Okay, because you know what you could have done is just finished the last chapter.

**Jordan:** Yes.

**Annie:** Okay, just next time, if there's half a chapter of a book done, wait to be done, you don't have to redo all that.

**Jordan:** I felt like, I think in my brain, I was like, "Oh, it all leads up to this last chapter," which is not true. But I thought that it did, so I had to scrap it.

**Annie:** Okay, but that is so important for us to hear for real. Because the story didn't end the way you thought it would, you made yourself start all the way over.

**Jordan:** And that's even deeper, we can go deeper with that for a sec, because that's how we feel. When you get so far along in a journey and you think the story is going to

end a certain way, right before your happily ever after, and it becomes a happily ever almost. You feel like you're back at square one.

**Annie:** Yes.

**Jordan:** And I think sometimes we tend to pencil in our own redemption story of like, "Well, this is how it's going to go." And that's kind of what I did, I penciled in the rest of the story. And when it was completely opposite of that, I think, again, that was like one of those moments of like, "Oh, my gosh, what do I idolize." But also it was like, "Oh, wow, this whole thing's been blown up. Now I have to completely start from scratch." And I think we feel that way, it's reflective of the experience. So in a way, it was good, but I rewrote it. And it turned into a memoir, which it was never supposed to be a memoir. So they were like-

**Annie:** It was supposed to be like your other ones are kind of inspirational, teaching.

**Jordan:** Yeah. Like short stories with teaching.

**Annie:** Yeah.

**Jordan:** But I somehow just wrote a chronological story, and turned it in to my editor. She's like, "This is good. This isn't quite what we were going for."

**Annie:** Great book, wrong book.

**Jordan:** I was like, "Oh." So then they were like, "Let's give it a limit." So I think I technically rewrote it three times. But then there was a fourth phase of editing, so it was an exhausting process. So remember that next year when you're trying to decide if it's worth your 10.99, and you're like...

**Annie:** You're actually paying \$2 per book, that you wrote.

**Jordan:** Yeah, literally,

**Annie:** Four for the price of one, is what we're about to get next spring 100%. Jordan, that's not how you do it.

**Jordan:** I know. I told my mom, I was talking to my mom yesterday, she came down to visit. And I was like, "I think the next time I write a book, I'm going to pick a really specific topic, like really specific that's not at all related to my life, so that I don't have to rewrite it."

**Annie:** Yeah, the Lord would never let you write a book like that, I'm sorry to tell you.

**Jordan:** Yeah.

**Annie:** I'm sorry to tell you that.

**Jordan:** It was too much, but it was refining in the process somehow.

**Annie:** Your writing is too important for God to let you write a book that's easy.

**Jordan:** Yeah.

**Annie:** And so I'm sorry to tell you, in front of all of our friends, that my guess is you're never going to write a book that you don't sweat over.

**Jordan:** Mh-hmm.

**Annie:** Because too many of us are changed by what you write.

**Jordan:** Oh, thanks.

**Annie:** And so if you write the easy stuff that's not the gospel stuff.

**Jordan:** You know, it's interesting, because I, this is weird to admit-

**Annie:** Cool.

**Jordan:** ...but I texted a friend of mine, probably a friend of yours, Lysa TerKeurst, and I said, "I'm scared to death to publish this book." And she said, "Why?" I said, "Because I'm afraid that the enemy's going to attack me there." Because she had-

**Annie:** Do you hear them?

**Jordan:** Yeah.

**Annie:** Being with you.

**Jordan:** Lysa has this whole thing, she's like, "If you write it down, that's where you get attacked." I was like, "Then don't write it down." I'm like, "Run the other way."

**Annie:** Don't joke, yeah.

**Jordan:** But you know, she had some really good encouragement for me. She just said, you know, she was "You have to walk in obedience if this is what God's given

you." And so it goes back to even what we were talking about sometimes the hard thing to do is the right thing to do, even though it doesn't feel like the easy thing to do. And it's that grueling process of just like one step in front of the other, but that is kind of what I'm working on. And also created a journal, that's been fun, that's been a lot easier, a lot easier, I only wrote that one once.

**Annie:** Right, well done.

**Jordan:** Thank you. So journal, book, and I just got new shelves to put in my office.

**Annie:** Yes.

**Jordan:** So I have like an office space-

**Annie:** Oh that's great.

**Jordan:** So many things happening.

**Annie:** That's excellent.

**Jordan:** Yeah.

**Annie:** And your podcast say the name of it again.

**Jordan:** [She](#).

**Annie:** She. Yes.

**Jordan:** Yeah.

**Annie:** And the Academy.

**Jordan:** Own It Academy.

**Annie:** Own It Academy. What do we learn at Own It Academy?

**Jordan:** So we have a starter program for women who want to start a small business. Because I felt like there was not a resource that was like, "Here's literally what you do first, second, third, fourth, and fifth, and sixth.

**Annie:** Yes.



**Jordan:** And so we just put it into a step-by-step process and that's the primary thing that we have there. We have one other program for women who want to sell a book, or a journal, or some sort of product on the internet.

**Annie:** Yeah.

**Jordan:** Because that's what I've always done. And there's probably going to be other things down the road, but that's what's there now.

**Annie:** There you are, you have so much time.

**Jordan:** Yeah,

**Annie:** Just a reminder,

**Jordan:** Lots of time.

**Annie:** If you're done creating, I will be shocked.

**Jordan:** No, we're just, we're slowing down, though, it's been an interesting summer. I think after 2020, and then I had a team, I grew my team, and we worked on a lot of projects in the beginning of the year. And then I kind of took a summer break, I was like, "I'm going to finish my book edits, and then I'm going to rest a little bit."

**Annie:** Go girl.

**Jordan:** And it's interesting, because that's so counterintuitive. It's always about the next thing, so that's been kind of against my nature, but also so necessary, it's given me so much clarity. So anyways...

**Annie:** You know, what happens, you probably know something, and we've talked about this, but every week when I rest, every time I have a day of rest, I always grieve something.

**Jordan:** Mh-hmm.

**Annie:** Because I'm moving so fast the rest of my week. That if my feelings get hurt, or something goes sideways, "I'll think about on Saturday."

**Jordan:** Yeah.

**Annie:** Or I'll get to it-

**Jordan:** Yeah.

**Annie:** So I wonder if there will be some gifts for you, in your resting, of helping you kind of feel to the end of some of the things.

**Jordan:** Yeah.

**Annie:** And be ready to build new things again.

**Jordan:** You know I think when you slow down or even when you give yourself the gift of a pause. I feel like even this whole year has been a gift of a pause in some areas, not only professionally, but also personally. Like, it's so natural, when something goes sideways to want to, like, fix it, or get it back, or like hurry up, change the season. And it's actually been the opposite, where I'm like, "I'm going to pause for a while, and be ready for those next things."

And in that there is, like what I was saying earlier, there's those unexpected gains that can come through that, whether that's clarity, or learning to like your life. I almost titled my second book, "Like your life," and then people were like "No." But it's like, thanks for crushing my dreams. But I think there's this, I think sometimes we have this expectation of like, love your life, and sometimes life doesn't feel very lovable.

**Annie:** Right.

**Jordan:** And when you rest, sometimes you realize, like, "This part's really hard, or this part's really bugging me, or I'm not handling this well, or I'm grieving X, Y, and Z." And so, I've really been trying to lean into like, "Okay, there may be things I don't absolutely love." I mean, I have every single thing that I want yet in this season, but can I build a life I really like? Like, can I sit on my back patio and read a book under the bistro lights that you were talking about earlier?

**Annie:** Yes.

**Jordan:** With my husband and be like, "This is good." And appreciate the things, because I think sometimes we can get so caught up on what we have not yet built, or what we have not yet achieved, or what milestone we haven't hit. That we don't even really take the time to sit down and like our life, even if there's things we aren't quite loving. So that's been the challenge, I think, for me in this season of rest, not only in terms of work, but also just taking, I took a whole year to just kind of like, rest. In terms of personal and professional, and give myself permission to pause in certain things, and I think in that process, it taught me there's some really good things about life and it's okay to be bored.

**Annie:** It's okay to be bored.

**Jordan:** And that's super unnatural to say.

**Annie:** Yeah.

**Jordan:** But I mean, I think to have margin in our life, like we have everything at our fingertips.

**Annie:** Yeah.

**Jordan:** And it's so easy to just destruct. And so this has been a year where I'm like, trying to lean into just being okay with being bored.

**Annie:** Yeah.

**Jordan:** Which seems polar opposite to having fun.

**Annie:** Yeah.

**Jordan:** But I think boredom can actually teach us how to have fun.

**Annie:** I think you're right.

**Jordan:** It teaches us how to imagine, how to dream, how to be present. And so there's something too, when you let go of a good thing, or when something good goes wrong. Or you're in a season of kind of in between or almost, but not quite, and you're just trying to figure it out. I think there's this opportunity to lean into, like, "Can I find the good in the bored?" And can I have fun in the bored-

**Annie:** Can I find the good in the bored?

**Jordan:** ...even if it's not entertaining?

**Annie:** That is such a good question. Can I find the good in the bored?

**Jordan:** Mh-hmm.

**Annie:** Yeah, because I don't like being bored.

**Jordan:** Yeah, same.

**Annie:** At all, same, same.

**Jordan:** Yeah.

**Annie:** But I'm going to have to now, you're making me get bored.

**Jordan:** Well, I mean, I don't want to be bored very long. I'm good with boredom for like, 11 minutes, and then I'm like-

**Annie:** I was going to be like, "Can I deal like an hour of boredom, and then call you?" Because that'd be about as much as I should have.

**Jordan:** But I think just allowing some margin, I think is really what if anything came out of the last year, I think we all learned to appreciate margin and space. And so it's kind of learning how does that integrate back with the speed of life picking back up, and things changing again. But I think clinging to that even just what you said, like developing these rhythms in your life. You know I do this on Saturdays or I do this on Wednesdays. We used to do that so faithfully for so long, we like would turn our devices off and just sit in our little farmhouse, with mice running around everywhere, and it was great.

**Annie:** Yeah.

**Jordan:** Except for the mice.

**Annie:** Except for the mice, yeah, I hate that part.

**Jordan:** Except for the mice. And that was a good discipline, and now I still try to do that pretty regularly. It's not to the same degree, and we need to do that more because it was so life giving, but even just like, "I'm going to stay off social media one day of the weekend."

**Annie:** Yep.

**Jordan:** I don't have to post every single day, I don't need to be checking in every single day. So just whatever that could look like, "I'm not going to check email one day a week, or I'm not going to do XYZ." I think those simple rhythms can even just be they open up a little bit of margin for boredom, or just like imagining, or wondering, or conversing, or certain things that otherwise we would not do.

**Annie:** I love that. Jordan, is there anything we didn't talk about that you want to make sure we cover?

**Jordan:** Well, I feel like we covered a lot.

**Annie:** We really did.

**Jordan:** I feel like we've-

**Annie:** We did like a little mice trap.

**Jordan:** Yeah. Ask me how I feel about the mice again.

**Annie:** Yeah.

**Jordan:** No, man, I really feel like this has been so life-giving for me. And it's been so fun to get to share just a lot of ideas that I think I've held, and I think that we maybe all can relate to in our own ways.

**Annie:** Yes.

**Jordan:** And I think it's so fun to be in a room and feel like, "Wow, I can connect with people in person," and to feel like, "I'm not alone, and I'm not the only one who has wondered this, or thought this, or had these very strange frustrations," and all that.

**Annie:** There are pieces of this conversation that I promise you I will never forget.

**Jordan:** Mh-hmm, same.

**Annie:** I'm very, very thankful to you. The last question I always ask you've done this before, because you've been on the show, but because the show is called That Sounds Fun, tell me what sounds fun to you.

**Jordan:** Gosh, so many things sound fun to me, but as I think about it in like the season that we're in, in summertime, I think what sounds really fun is being on a boat with all my best friends.

**Annie:** Yes.

**Jordan:** Having the best food like, I have had to cut out like gluten and dairy, and all the fun things, and so if I can just have like donuts, I actually did eat some mac 'n' cheese back there.

**Annie:** Oh, yeah.

**Jordan:** I felt like I broke a rule, it was great, it was awesome, anyway. But like best food, best friends on a boat, on a lake, fireworks at night like that would be my day.

**Annie:** Fireworks at night?

**Jordan:** Yeah.

**Annie:** Fireworks at night are my kind of love like Switchbacks.

**Jordan:** There's something special about them.

**Annie:** Yes.

**Jordan:** My dad's a pyromaniac, like he actually is.

**Annie:** Great.

**Jordan:** It's a little bit scary sometimes. And then my father in law is a firefighter, so that's always-

**Annie:** Okay, that worked out fine. You really did that right.

**Jordan:** We balanced it well.

**Annie:** Yeah, that was well done.

**Jordan:** But we've always done like a massive firework display every Fourth of July. So growing up that was like a special thing, so with this time of year, I just am thinking about that, and like that just sounds like fun.

**Annie:** Oh I agree. Friends, will you please thank Jordan Lee Dooley, for being with us today.

**Jordan:** Thank you.

**[00:52:33]** <Music>

**Annie:** Oh, you guys, isn't she just the best? My gosh, Jordan, you're brilliant, we love you, you're brilliant, we love you. If you guys are not following her yet, go follow her right now, and tell her thanks for being on the show today. If you need anything else from me, you know I'm embarrassingly easy to find, Annie F. Downs on [Instagram](#), [Twitter](#), [Facebook](#), all the places you may need me, that is how you can find me. And I think that's it from me today friends, go out or stay

home and do something that sounds fun to you, I'll do the same. Have a great week, and we'll see you back here on Wednesday as our final week of live shows continues with the dudes from Dadville, Dave Barnes and Jon McLaughlin, y'all aren't ready. We'll see you on Wednesday.

**[00:53:12]** <Music>