

## Smart and Simple Matters 006:

### Habit Stacking, Simplifying, and Your Wakeup Call with Courtney Carver

Show Notes at: <http://valueofsimple.com/smart-and-simple-matters-podcast-006-with-courtney-carver>

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#### In this episode you'll learn about:

- What habit stacking is and why it has amazing benefits
- How to pay yourself first and have plenty left over for everyone else
- Using your own wakeup call to help other people avoid theirs
- Whether the differences between simplicity and minimalism are real
- The deal we made about Mexico and Buenos Aires
- The **biggest** benefit when simplicity is added to life
- The story behind the quote, "I ask for a moment instead of putting on this super woman façade"
- Making doing work you love accessible through minimalism

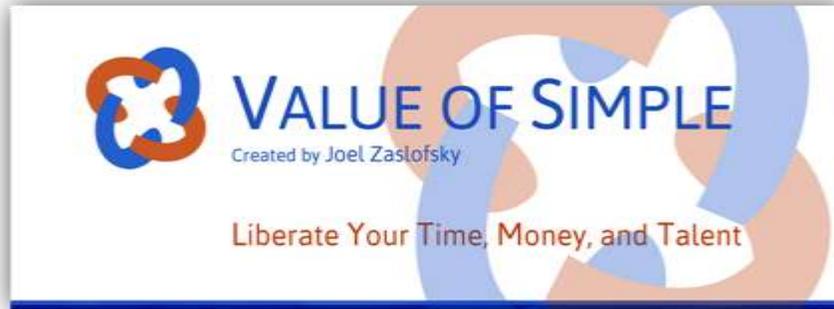
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Now for the transcript.

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**Joel:** Hey there, and welcome to the **Smart and Simple Matters** show with your host **Joel Zaslofsky**.

According to Mr. Rogers, it's a beautiful day in the neighborhood, at least somewhere in the world. This is episode number six..

Welcome to another exciting episode of the Smart and Simple Matters show folks! It's going to be a doosie because I have Courtney Carver of *Be More with Less*, among other places, on with me today.

I'm pumped up to have her join me because Courtney has been instrumental in making simplifying a core part of who I am and what I do. If you've never been to her website *Be More with Less*, or it's been a while since you visited, you'll probably be itching to head there after our chat today. I highly recommend her articles called "[The Sad Story of Justin Case](#)" and "[The Possibility of Paperless](#)," – which I'll link to in the show notes – but those are just a couple of gems among many.

To give you some background, Courtney lives in Salt Lake City, Utah with her husband Mark and daughter Bailey. Most days, you can find her doing some combination of reading, yoga, cooking, hiking, writing, or enhancing her photography skills.

And Courtney seems to be a bit of a business dynamo these days. Whether it's her collaboration with Tammy Stroebel on a website called [Your Lovely Life](#) and the cool [self-study courses](#) they offer, teaming up with Leo of Zen Habits on the ClutterFree [book](#) and [course](#), [The Goodblog Project](#) she offers for people who want to have a blog-based or supported business, the [business planning help](#) she provides to entrepreneurs, her [One Million for Good](#) fine art photography initiative, or the [two books](#) she's already written...she has her hands full for sure.

And, Courtney's recently been featured at Becoming Minimalist, Zen Habits, Rowdy Kittens, and other cool places. I think you all get the point by now. Courtney's doing awesome stuff in a number of mediums and a number of places.

So welcome Courtney! Glad to have you on today.

**Courtney:** Thanks, Joel. It's really great to be here and thanks for your kind words and for mentioning all the projects in have going on.

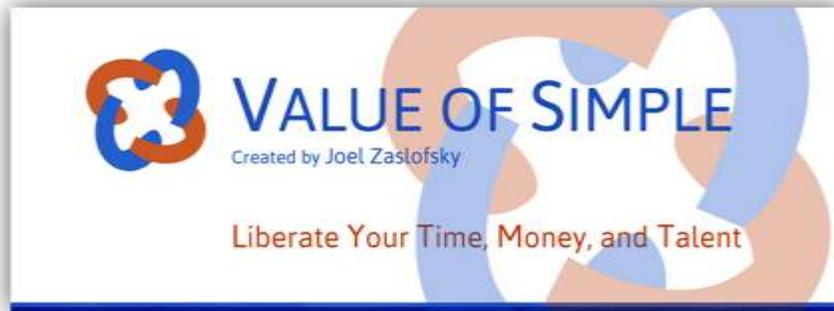
**Joel:** Yes, the juggling act must be difficult but I know it's fun.

**Courtney:** Yeah, and it's really not that difficult. All of these things have sort of developed over a couple of years. So, luckily, they weren't all launching at the same time or not going on at the same time so it's all pretty manageable.

**Joel:** All right. Well, let's set the stage a little bit for the Smart and Simple Matters listeners and readers. You and I are going to be covering some unpredictable ground today, including some discussions about the origin story of your business, the relationships you've made in the past few years, the differences between minimalism and simplicity, and, time allowing, and I really hope we have time for this, the similarities and differences between your mini-missions and my experiments/challenges.

All right. I know your origin story about starting *Be More with Less* and how you achieved your online presence, but most of the folks listening don't. Can you take us back to 2006 and walk us through some of the steps you've taken to reach this point today?





**Courtney:** Sure. Well, Be More with Less didn't start in 2006, but really my major catalyst for change started then. I was training for an event in Utah where I live called the [MS150](#). It's a cycling event to raise funds for multiple sclerosis research.

At the time, I was working for a publishing company and the owner of the company, my boss, had MS. I was training for this event because I wanted to do something to help him. He couldn't ride, I wanted to ride and he inspired me to do that.

And while I was training for this event, I actually got sick. I had a lot of vertigo and fatigue and was just not feeling myself. So, over a couple of months, I went through a lot of different testing and doctor's visits and met with specialists.

In July of 2006, I was still too dizzy to get on my bike, I had missed the MS ride, and I had my very own diagnosis of multiple sclerosis. It was very ironic but also really scary.

Because of that diagnosis, I made a bunch of changes in my life, in my diet and how I spend money and how I spend my time and what I think is important, and in 2010 launched Be More with Less to document a lot of those changes and share with readers how simplicity was the core of every change that I made.

**Joel:** Wow, that's a very concise but pretty amazing recap.

**Courtney:** Yeah, I guess it was my wakeup call and I wanted to be able to help people avoid that wakeup call. While I was living what I thought was a pretty normal life, I was deep in debt, I worked a lot, my job was very high-stress, and I was always on the go – "go, go, go!" I didn't really have time to think about much of anything. While I got little, quiet wakeup calls, I was always too busy to hear them.

So, this sort of stopped me in my tracks. I realized that MS was my body's way of rejecting my lifestyle. I knew something had to change.

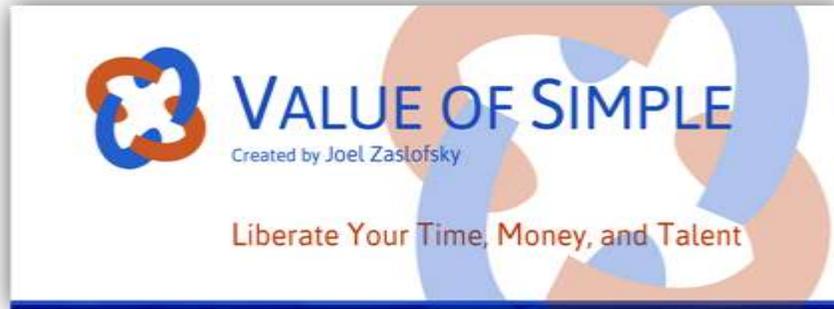
And slowly but surely, I made, again, these changes that really fuelled Be More with Less. And interestingly enough, everybody has similar issues. They might not have MS, but they are sick and tired of living crazy, busy lives.

**Joel:** Yeah, we all have different catalysts for what leads us, if we ever get there, I know a lot of people don't, but for you and I, whether it's minimalism or simplicity, you came about it in a pretty startling, abrupt way. I came to it in a very roundabout way with what I refer to as my personal renaissance back in April of 2010 when my wife, Melinda, told me that she was pregnant.

From that point forward everything was just radically different for me. I started exploring various things – books and blogs, yours was one of the first that I encountered, things like **Joshua Becker's** [Becoming Minimalist](#) website, reducing possessions and even the desire to have possessions, and having a purpose around the overall drive to simplify our very complex existences, at least sometimes it feels that way.

**Courtney:** Yeah, definitely. But I think that's the beauty of the blogosphere – once we make the decision or even have a little bit of interest in making a change, we can find someone else that has already done it or is doing it and connect with them almost immediately and that really fuels the fire for a lot of people. I know there were blogs that inspired me on my journey.





When I first was diagnosed with MS I actually started a BlogSpot blog to write about my diagnosis and my treatment and what I was doing to feel healthy. I did that mostly to keep my family in the loop and make sure that everyone wasn't worried because I was okay.

But an interesting thing happened in that a reader, and I never really even thought about the fact that other people would read my work, but a reader emailed me and thanked me for something that I had talked about – I can't remember exactly what it was, but something that I was doing to make myself feel better. They tried it and felt better. And in that moment, I knew that this blogging thing was powerful.

**Joel:** Yeah, it is. I'm starting to get a taste of it. You had that taste for a number of years now and you can gather momentum pretty quickly. I know that you are at a fast speed and continuing to race faster and faster, which is wonderful. But before we transition into the heart of this, you mentioned your family. I know that your family has had a really big influence on you, both your immediate family and some of your extended family members. Can you tell us just one thing today about your family's influence or one childhood experience that shaped a good chunk of who you are today?

**Courtney:** Sure, and they're so many things that, of course, growing up made me who I am. But I remember when I was 12 years old, my dad left his corporate job. He had had the same job for almost my whole life. When we moved from Connecticut to New Hampshire, I was living in New England at the time, and he quit his job to open his own restaurant.

I remember my family all seemingly very excited. We were also kind of concerned – what is this going to mean for us? How are things going to change? But I grew up working in this restaurant and that in itself shaped me in so many ways.

I always thought that the benefit from that experience of my dad going out on his own, starting his own family business, I thought the benefit from that experience was a strong work ethic.

But now, today, I can clearly see that the lesson that I really learned is that it's okay and even exciting to take a chance on something you believe in, even if you're uncertain of the outcome. That came back to me when I left my job. My job seemed like the normal thing to do. When I quit last year I thought a lot about my dad and what he must have been thinking when he did that. So, I really benefited a lot from his leap of faith.

**Joel:** Yeah. I thought about my dad when I quit my job this past March. He had different thoughts than yours, it sounds like. He and a lot of other folks were a little bit questioning what I did, but thankfully things, are a little bit clearer now.

And again, my family has been extremely supportive of what I'm doing and it sounds like you had a strong level of support now and you still do. That's wonderful.

And, I know, whether it's family or whether it's friends, the relationships drive a ton of what we can do or what we're capable of doing. I've seen, following you for a long time now, you have a number of publicly observable relationships that you've created on this wonderful journey that you're on.

I get a sense that you've grown relationships that, of course, I'm unaware of and most other people aren't aware of, these offline relationships. If you will, a tremendous amount. Is it a fair statement to say that you feel that ever since you started this journey, that your overall relationship growth has just developed and grown and continue to achieve a momentum that you didn't previously expect?





**Courtney:** For sure. It's been the biggest benefit of all. My relationships have improved across the board. Not only have I made some really great, powerful friendships. Some of them started online but have transitioned into offline, but more importantly, I think, with the relationships I had beforehand, especially with my husband and daughter for the very simple reason that I have time for them.

We've always been very close and I thought I was an engaged wife and mother. But today, my brain isn't at the office while I'm listening to my daughter. I don't try and carry on two conversations at the same time.

I also don't pretend to pay attention. I used to be the queen of that. I don't use my phone in the car anymore and I haven't for a couple of years. But I used to think that the car was the best time to get work done and to catch up on things and to be on my phone constantly, which I'm sort of embarrassed to admit now because I see how dangerous it was just by being around other cars while I'm not paying attention and how damaging it was to my relationships.

I used to pick my daughter up from school every afternoon and she'd get in the car and I'd be on my phone and we were in such a habit that she would just start talking to me anyway. She'd be telling me about her day and I'm kind of checking voice mail and listening to her and nodding and smiling and driving and pretending that I got this all under control. We get home and I wouldn't have any idea what she had said to me.

I thought, "This is horrific. I haven't paid attention to her." She's trying to share things with me and I'm not connecting with her and she's got to know that.

So, again, I don't pretend to pay attention anymore. If I can't engage, I ask for a moment instead of putting on this superwoman façade. I'll say something like, "Sure, let's talk but I'm working on an email. Can I just finish it up?" Or I just close my computer and say, "Is it okay if we sit down and talk about it?"

I just really try to be mindful of their time, and really, anyone's time – people that I'm talking to, instead of worrying about other things I have on my plate.

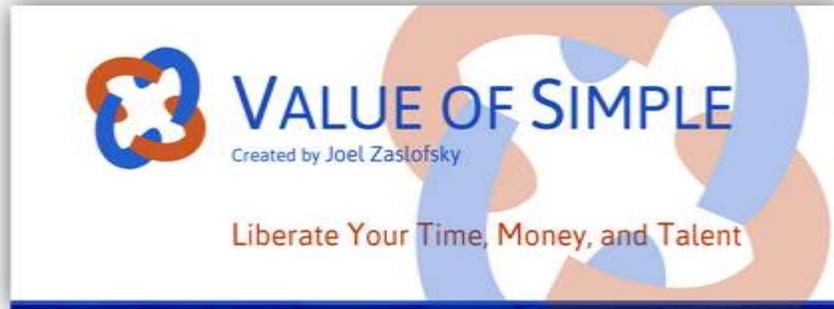
**Joel:** Yeah, and it sounds like beyond time, maybe it was the words that you used, you've used the word engage a number of times. I recently read a book called [The Power of Full Engagement](#) (affiliate link), which is a great read, and it talks about not just time but energy, too, and not just what you're physically giving people, but what you're mentally giving people and emotionally and spiritually. They're all inter-related.

It sounds like, separate from the time, the energy that you are putting into your relationships is a little bit on the lacking side. And now that you have made this very conscious and intentional choice to simplify in a number of different ways, not only do you increase the amount of time that you can dedicate to things, but that the quality of that time and the energy that you put into it also benefits a lot. I've experienced similar things in my life in the past couple of years too.

**Courtney:** Yeah, and I think that we're all doing the best that we can or the best that we think we can. I didn't know I wasn't as present as I could be or I wasn't doing my very best for my family. And so, now that I have more time and space and clarity I can really be there for them and it makes all the difference in the world. They like me better most likely.

**Joel:** We hit on some pretty common words, at least for you and I. We talk about simplifying and simplicity, We've also talked from time to time about minimalism and being a minimalist and what that means. One of the reasons why I wanted





to talk to you, among a number of them, was to get your take on something specific; something that I still get confused a bit about – it's the difference between simplicity and minimalism.

Do you have a thought in your mind, and this is a very philosophical thing that I'm asking you to summarize in a short period of time, but can you break down for us the differences, at least from your perspective, between simplicity and minimalism?

**Courtney:** Yes, and I'm really glad that you ask this question because it comes up a lot. What I want to say is that what you call it isn't nearly as important as what you do with it. I think the word minimalist sometimes implies that you only live with what you can fit in a backpack, or that your house is completely white and nobody can sit on your furniture.

Unfortunately, that turns people off. It doesn't really sound that fun when I hear it described by some people. It doesn't seem achievable or enjoyable.

When we take that label away and focus more on the action like living with less, the idea becomes more accessible and intriguing instead of sort of scary and off-putting.

While I think that there are some really fun experiments going on, some that I participate in even, like [The 100 Thing Challenge](#) where you try to live with only a hundred personal items, I don't think we can really measure or compare simplicity or minimalism and it becomes unfair when we do.

Even if today you have two thousand and five things and next month you have two thousand and four, that's simplifying. And it's not always about the stuff either. It's simplifying your time or your actions, your obligations.

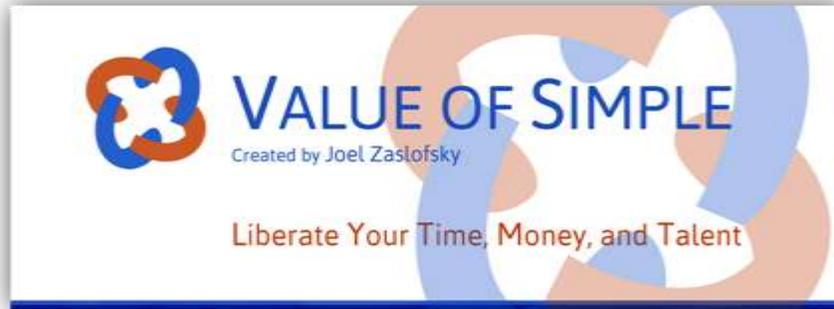
So while I think that minimalism and simplicity they can almost be interchangeable, I don't think that it's that important to identify what you're doing. I think it's more important to do it.

**Joel:** Yeah, I would completely agree with you there. I know that sometimes I get hung up on semantics and that's what we need to acknowledge sometimes that, it doesn't really matter what you call it. Are you making progress? Are you feeling successful? Do you feel like you're making a change not only in your life, but that you're also benefiting the other people who you're interacting with?

And not just people, but your environment, whether it's the dogs and your ability to take them on longer walks or the living objects outside your house or in your world. A lot of times I found that I focus too heavily on people and what that means from a human perspective. And I need to think about it at a much larger level, what it means from an environmental perspective or from a worldwide perspective.

What I struggle with still is, how do you know when you get past being an aspiring minimalist or simplicity freak and you've actually achieved something significant? Nobody ever seems to tell you or pat you on the back, at least they don't for me, "Hey, good job, Joel. Way to do XYZ," even if I've tried to define things in a way where I can figure out, "Okay, now that I've done something. I can hang my hat on this. I'm proud of it." Do you know or do you have ways that you measure whether you get beyond the aspirational stage and you're actually getting to the achievement stage?





**Courtney:** That's a big question. I think it's more of a day to day thing for me. It's not a goal for me to call myself something or to be known as something, but it's how each day goes and at the end of the day, how am I assessing my success and my happiness...where it used to be sales numbers and what did I get done, how many things did I check off my to-do list. That's how I measured the successfulness of the day.

Now it's did I have any quiet time? Did I laugh with my family? Did I pull off a new recipe for dinner that everybody likes? Things that are a little more real and part of life versus fake things that I put in front of me to make myself feel better at the end of the day and I never did. That didn't work for me and this really does.

Did I get off topic there? I hope I answered your question?

**Joel:** The way that I asked the question, I don't think that there is ever any on topic, honestly. That was such a big question and I probably had four or five mini-questions in there. I'd say you did fine. Thank you for answering that one.

I'll switch gears. I'll throw a little bit of an easier one at you and this is a bit of an oddball. It's not really related to anything that you probably normally think about. But lately, I'm on a big kick of asking just about everyone that I interact with their thoughts on [personal curating](#), whether they even know what that is and if they do it in their lives.

I'll define that for you real quick just so that you understand where I'm coming from. **Curating**, as I define it at least, is the act of intentionally sifting through your experiences and what you consume, categorizing and archiving the best stuff, and making it accessible and shareable for your future benefit and use of others.

Now just to give you some examples, some people have told me that they do curating like this through a resource like **Evernote**, or maybe even for an avid reader like yourself, a website like **Goodreads** or **Library Thing**. Do you curate books or recipes or your thoughts on a movie or the favorite stuff that you find online?

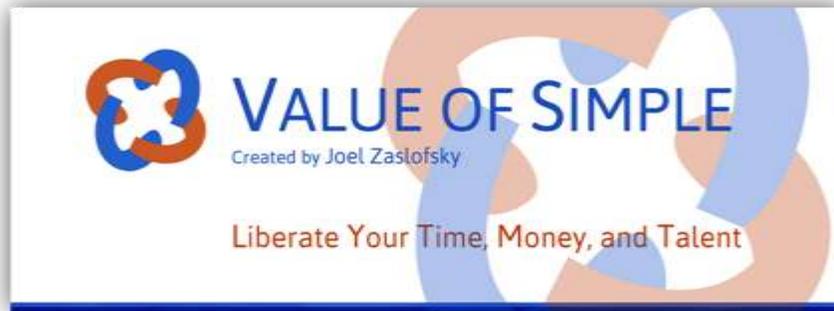
**Courtney:** I definitely do, but I do it all through my blog. I curate through my blog. I use it to share my best ideas, my favorite books, recipes, stories about my life and anything else that I think will help people cultivate their own simple life and their own happy life. Other than that, I journal so I guess I curate for myself.

I keep a private account of other things on **Workflowy**. That might not fit the description of curating, but when I look back at some of the lists that I've made, it sort of does fit the description.

**Joel:** Yeah, it is. It sounds like you're doing it for the benefit of others and for yourself which is one of the things that I love about it too. And sometimes you can't even know when you're doing something whether you're going to benefit or whether somebody else is going to benefit from it. But intentionally, being able to categorize and archive that stuff and be able to share it on demand when somebody needs it, that's been really helpful to me and it sounds like you do that in a number of ways too. And some pretty cool ones as well that I haven't really thought of.

Well, speaking of cool things, I know that for at least the folks who follow you and for folks who don't, I'm going to tell them about it, you go on these [mini-missions](#) which seem like these cool little personal experiments you dream up and you offer for others to try.





I talked at the start about my personal experiments/challenges versus your mini-missions and maybe some similarities that we have there, except for an ill-fated one called [Help Day](#), there's a much better received one that I'm actually doing and encouraging other people to do called the [Continuous Creation Challenge](#). But I want you to tell us, if you could please, do you have a favorite personal experiment or challenge that you've done lately or a really innovative one that you have coming up soon?

**Courtney:** Well, I'll let you be the judge of that when it comes out if it's innovative. But mini-missions, I love them myself because they offer immediate gratification. I think that's so important when you're making a big change. For instance, if your goal to live more simply is to pay off your debt, that could take sometimes months or years and you need encouragement and reinforcement along the way. That's where these mini-missions come in.

I've been experimenting lately with the power of morning routines and hope to introduce a new mini-mission related to that soon. So, I love to hear from readers when they give one of these things a go because usually they are things that you can try in five minutes. And that's what I love about them – they are things that may have long-lasting impact, but you can get started right away and they are not big, scary tasks.

**Joel:** Instant empowerment can be a pretty cool thing. Is there one morning mini-mission in particular that you've done lately that people have told you, "Hey, this is really cool. Thanks for encouraging me to try this."?

**Courtney:** Well, I actually haven't shared any of the morning routine mini-missions yet but what I've been practicing is sort of habit stacking. I really believe in the power of doing one thing at a time, but my personality is to get it all done and I often want to do more than one thing at a time. And so with habit stacking, if I know I'm going to do one thing right after the other, I feel like it's sort of all one habit, at least that's the way I justify doing more than one thing for trying to institute more than one habit at a time.

For me, right now, and I've been practicing this for a couple of months, it started at five minutes for each activity but I meditate for five minutes, do a five-minute yoga practice, and then go for a walk and then come back and write.

Those four things together have been *awesome* because the meditation I sort of go in and focus inward and then I expend the energy going out on the yoga, and then when I walk, I do a lot of creative thinking, and then when I come back I put it all on paper.

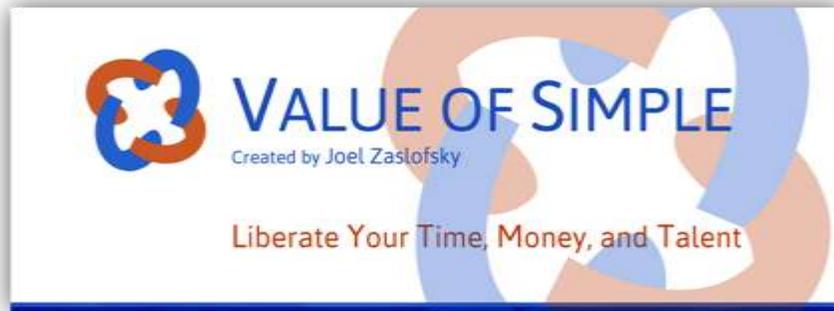
Each week, I'm increasing that five minutes by a minute. And so now I have a pretty good hour in the morning where I'm doing this practice. I envision, again, I haven't announced it yet, but I think the next mini-mission that I'll do will have something to do with that first five minutes.

**Joel:** Wow. I have never heard of the concept of habit stacking before, but I'm pretty sure the first thing that I'm going to Google today after we're done talking is habit stacking and see what kind of awesomeness comes up.

**Courtney:** Let me know if nothing does, if I invented it because—

**Joel:** Oh, is that an original? Well, regardless of whether there's anything out there or not, the way that you described it and the benefit of doing it, I love it. I just absolutely love it. I could see myself incorporating that kind of thing into my life as well. That's really cool.





**Courtney:** Yeah, I just love the idea of paying yourself first in the morning. Because while it seems selfish almost to take a whole hour for yourself, you can just give back in such exponential ways during the day if you've taken that time to get your head and your body right for the day.

**Joel:** Yeah, well, we need to be selfish in a number of different ways in order to be at our best and to be able to give freely and in large ways to other people. For example, I understand that you are part of a quartet that hopes to be on a South by Southwest (**SXSW**) panel. You, Joshua Becker from *Becoming Minimalist*, Ryan and Joshua Millburn from [The Minimalists](#), you are hoping to do something that is titled [How Minimalism is Changing Entrepreneurship](#).

And I know that as you have this habit stacking and as you take some time for yourself, which we all need to do, this gives you the ability to participate in these big things that you and other people are doing. Can you tell us a little bit about this SXSW panel? This [How Minimalism is Changing Entrepreneurship](#), about the premise of the presentation which I really, really hope that you have to opportunity to do. I know that I definitely voted for you. What would it mean to be part of it and what is the premise?

**Courtney:** Well, thank you for voting and for well wishes. I hope that it goes through. It's something that we can do together. We could've almost titled it How Minimalism Allows Entrepreneurship. At least that was the benefit for me and I think that Joshua and Ryan and Joshua have experienced something similar. And by incorporating simplicity into our lives, we've been able to pursue work that we love, which is such an awesome thing.

By sharing our stories and steps that people can take to incorporate into their lives and businesses, we hope to make doing work you love accessible for anyone that's interested instead of anyone that has a lot of money.

**Joel:** "Doing work you love accessible for anyone that's interested." I hope that's going to be a quote that you mention in there because that one really resonated with me.

**Courtney:** Oh, thanks. I'll have to run that by my partners.

**Joel:** Okay. That's great. I am cheering you on. I know that there is incredibly little that I can do as an individual but I hope that the people who are listening and reading the transcript of this, I'll be linking to your presentation in the show notes, I hope that they will also go and check it out.

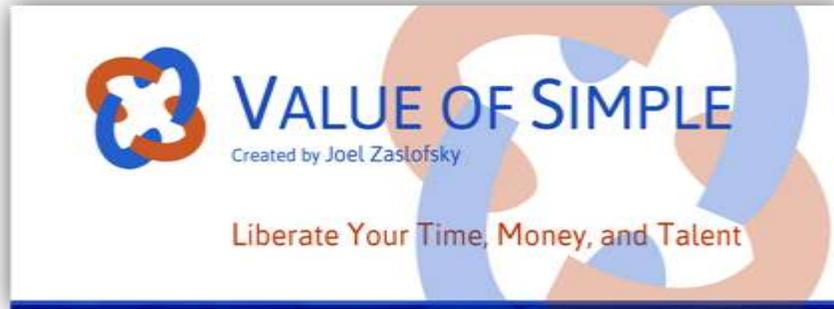
And if they feel like it's appropriate and it feels like it resonates with them, too, that they'll vote for you and pay attention to what the four of you are doing because it sounds really, really cool.

**Courtney:** Thank you.

**Joel:** Now, when it comes to being able to allow people to do things that they want to do beyond the simplistic advice of 'pursue your passion', I know that some of the things that you're working towards is towards realizing a dream of perhaps, say, living on the beach in Mexico for a period of time. How far do you estimate you are from realizing that based on what you're doing right now?

**Courtney:** I don't really know the answer to that question. I just know that it's a possibility. My husband and I have spent some time in Mexico and we really love some of the beach towns that we've been in and imagine living there.





Ten years ago, that would've been something that we said jokingly while on vacation. Now that we've changed our lives in such a profound way, we know that if we want to live on a beach in Mexico or spend a year in San Francisco, which is one of my very favorite cities, we'll be able to do that. But not tomorrow probably.

My daughter is in her last year of high school and looking at colleges. So I imagine that the next five years we're going to be pretty flexible to kind of let her start her own life journey and be able to support that. Then, who knows.

It's something that's definitely on the table but we don't have a timeline in mind yet.

**Joel:** Well, when it happens, if it happens, it sounds pretty great. I'd like to do something similar, not on a permanent basis, just temporarily. I have this vision three years from now of Melinda, my wife, and I and our son Grant and probably kid #2 when they come along, all of us walking in the streets of Buenos Aires for three to four months and living there and having the kind of lifestyle and having the reduction in commitments and some responsibility and things that allows us to be able to pick up and be somewhere else for a period of time.

For some people it's a beach in Mexico, for other people it's the busy streets of Buenos Aires or another metropolitan area, but I understand how that can be powerful. I have a feeling that you might get there before I do.

**Courtney:** Hey, you never know.

**Joel:** But this isn't a race. There's no competition; there's no comparison.

**Courtney:** We should actually just sort of make a deal that if I get to Mexico I'll invite you down and check it out and if you get to Buenos Aires you invite me to check it out.

**Joel:** Awesome. And hey, if neither of those work out, we can just hang out in San Francisco, because that's my favorite city in the United States too.

**Courtney:** I love it.

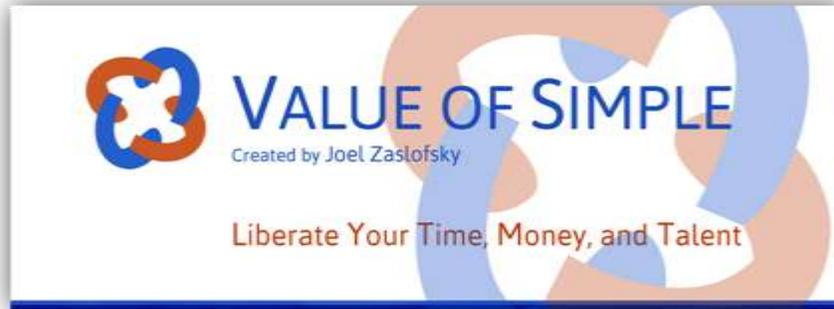
**Joel:** Just a couple more things for you real quick. And thank you for being so generous with your time today. I know I appreciate it and hopefully all the people who are listening and reading do too. I wanted to ask you, now that you rarely buy stuff, what do you actually spend your money on?

**Courtney:** My pets. I have a dog named Guinness and two cats, Wilbur and Ella. My husband and I often joke that if we had gotten simple before we had pets, we probably wouldn't have pets. We paid off our debt and we rarely buy anything new for ourselves and instead we spend more money at the vet than we could ever thought possible. I think we figured out that we've spent more in seven years on our pets medical expenses out of pocket than we have on our daughter in seventeen years.

And of course, the joy of pets far outweighs the expense, but still it makes me laugh that, even though that we got rid of all our expenses and debt, there's always something hanging on.

**Joel:** Well, I'm sure Guinness appreciates all the money that you've put into it.





**Courtney:** Yeah, he's our bionic dog now. We like to refer to him....He has two brand new back knees.

**Joel:** Holy smokes! And does he get along okay?

**Courtney:** Oh yeah, you'd never know that he had surgeries last summer. He hikes and runs and chases squirrels and is a crazy dog. So I'm grateful that we did get them before we really started to simplify.

**Joel:** Yeah. Well, if my two dogs ever slack off, I'm going to tell them that they don't have an excuse. I'll just point them to a picture of Guinness and say, "Hey, see what he can achieve? Shape up!"

**Courtney:** There you go.

**Joel:** Well, Courtney, this has been great. And I just want to ask you one more thing before I wrap it up for us here. This is just a general question that I ask to everybody and you can answer however you want, but is there anything that we didn't talk about that you'd like people to know?

**Courtney:** Yes. What I want to tell people is that their story is powerful and just by embracing change in your own life, you can inspire others to do the same. Never feel like what you've accomplished or who you are isn't enough, because it is – it's powerful, it's important. I just encourage people to share their stories with the world.

**Joel:** Okay. Well, I'm encouraged and I'm feeling a bit empowered and inspired by our conversation today so I will definitely be sharing more of my story. So you got that going for you.

**Courtney:** Great! Thank you so much for talking to me today.

**Joel:** It's been a blast and I really appreciate you joining me. I want to make sure that other people know what they can do with you and for you and just be a participant in the community that you're growing and continuing to grow.

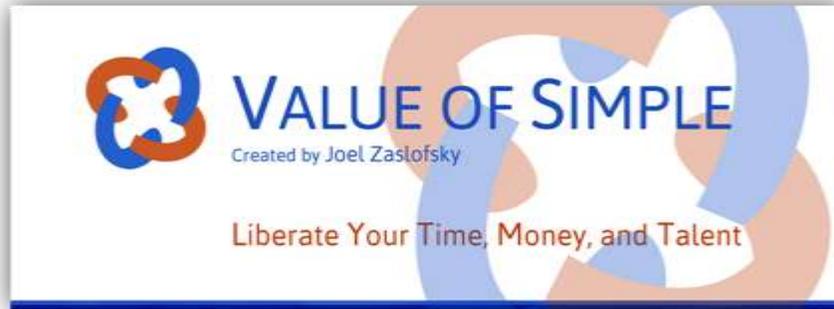
So now I want to let everyone in the Smart and Simple Matters community know that you can (and should) say hi to Courtney on Twitter [@bemorewithless](https://twitter.com/bemorewithless) or email her at [bemorewithless@gmail.com](mailto:bemorewithless@gmail.com) to let her know how she can help you simplify your life and business. I've done it and will continue to do it. When you do too, you'll get to understand firsthand how awesome and enjoyable she is.

And because Courtney's a fan of giving people options on how they want to engage her and what kind of value she can provide them, I'd like to honor that and honor her message of simplicity, That means I'd like you to do one of these simple things right now. This is especially important if you want to support the freely generated value of the Smart and Simple Matters show or what I create on my website, Value of Simple.

First, you should go to [www.valueofsimple.com/newsletter](http://www.valueofsimple.com/newsletter) and check out the great reasons for signing up to the free newsletter. Besides the benefit from the letters themselves, you'll get [The Personal User Guide](#) as a bonus along with other nifty freebies I create in the future *just* for the people in the newsletter community.

If you'd rather do something else, please consider joining the Value of Simple gang for your version of the [Continuous Creation Challenge](#). I really want to help people stop consuming so much and revive the joy you felt as a kid when life was





about giving and creating. I'll have a link to details about the Continuous Creation Challenge in the show notes and transcript.

And if you *really* want to help out the Smart and Simple Matters show specifically, there's no better way than to leave an honest review about it on iTunes. A review takes two minutes and does wonders to help the visibility and reach of the show. Look for [a link](#) to leave a review in the show notes on Value of Simple and in the transcript.

Alright Courtney, thanks again for coming on the show. I'm rooting heavily for your panel to be selected at SXSW and hope to see it in person if it happens.

**Courtney:** Thank you.

OK everyone, it's time for your partner in simplifying to sign off again. You've just listened to the Smart and Simple Matters podcast with Joel Zaslofsky, creator of all things Value of Simple!

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Thanks again for reading the transcript of the Smart and Simple Matters show folks!

I don't want you to miss future shows so please remember to go to the Value of Simple website and sign up for the email newsletter and list. Do that here:

<http://valueofsimple.com>

If you appreciated this specific podcast or the Smart and Simple Matters show in general, go to the [iTunes page](#) and leave a review. Every single one is a **huge** help to the show and greatly appreciated! Here's the link:

[Smart and Simple Matters on iTunes](#)

