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Annie: Hi friends! Welcome to another episode of That Sounds Fun. I'm your host Annie F. Downs. I'm really happy to be here with you today. We've got a great show in store. But before we get to that, though, y'all, it's five days, five days until *100 Days to Brave for Kids* releases. I'm so excited. I can't believe it next Tuesday.

And then on February 17, we all get to start getting braver together. I'm just so excited. You can pre-order *100 Days to Brave for Kids* now and it will be available everywhere you love to buy books on Tuesday, February 8.

If you want to take this 100-day journey towards being the bravest version of yourself, grab your copy of *100 Days to Brave* off your shelf or get a copy wherever you like to buy books and sign up at the link in the show notes so we can send you some fun encouragement along the way.

And we'll dive in today's conversation right after I share with you about one of our incredible partners. This podcast is sponsored by [BetterHelp Online Therapy](#). We talk about BetterHelp a lot on the show and this month we're discussing some of the stigmas around mental health.

There are some common misconceptions that we want to see dispelled for people who want to try therapy. Things like, "I have to wait until things are completely unbearable." Nope. Or "needing a therapist to help me means something is wrong with me." No, it's not. That is not true.

Seeing a counselor can help keep you from getting to the place of feeling mentally and emotionally too far gone. And admitting you need help is actually one of the bravest admissions you can make. My counselor helps me gain tools to process challenges I face, and I think it'd be amazing for you to have that in your life too. You can find it through BetterHelp.

BetterHelp is customized online therapy that offers video, phone, and even live chat sessions with your therapist. So you don't have to see anyone on camera if you don't want to. It's much more affordable than in-person therapy and you can be matched with a therapist in under 48 hours. Give it a try and see why over 2 million people have used BetterHelp Online Therapy.

This podcast is sponsored by BetterHelp and That Sounds Fun friends get 10% off their first month at betterhelp.com/thatsoundsfun. That's betterhelp.com/thatsoundsfun.

Intro: Today on the show I get to talk with my sweet friend, bestselling author, and public speaker, Sadie Robertson Hobbs. She's been on the show before, way back. She helped me kick this thing off with episode 42. And she and her husband Christian, who I love, were on together during couples month 2020. If you want to go back and hear those two episodes.

Her new book *Who Are You Following?: Pursuing Jesus in a Social-Media Obsessed World* released on Tuesday. And y'all, it's just such a needed message. I'm so excited for us to get to catch up with Sadie, for you to get this book in your hands and let her know about my nomination for her as a faithful peloton instructor. We're going to talk about it. And we are going to make it happen y'all.

So here is my conversation with Sadie Robertson Huff.

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Annie: Sadie, welcome back to That Sounds Fun.

Sadie: Thanks. I love being on That Sounds Fun. It's great.

Annie: I love when you're here. Everyone loves when you're here. Okay, can we talk about our businesses to start off?

Sadie: Girl, let's talk about it.

Annie: Because you saw last week on my Instagram I was talking about how we had a business failure and a business success. And people were very surprised. I think a) they're a little bit surprised that you and I call what we do businesses and not ministries.

Sadie: Sure.

Annie: Do you call yours a ministry? Do you call yours a business? Do you call it both? What is yours?

Sadie: I think it's kind of both. I mean, certainly it's a ministry but it's also a business. I'll say this too. What you said was so relatable to me. Because from the business standpoint, things can be a failure. But I think when you look at it as a ministry, it's like nothing's failure. God's in it all. So it's like, yeah, that's true. But from business perspective, that kind of failed. So I think you have to look at it as both.

And it helps looking at it as both because you do know that God's in it, He's for you. And whatever happens, happens. But in the business world, you're like, "But we didn't hit our goals."

Annie: And it cost us money, but we didn't hit our goal.

Sadie: Yeah, we lost so much money, yes.

Annie: That's right. This goes really hand in hand with your new book, with *Who Are You Following?* Because one of the questions I've been asking myself is like, No one's asking Walmart to talk about their business goals that they didn't meet. No one's asking Chick-fil-A, like, "If you're really honest, Chick fil A, you'll tell us your failures of your business." And so I've been really interested in people's interest and us not hitting our goals professionally. What do you think that's about?

Sadie: I think it's probably because Instagram and social media does portray this highlight reel. And so people are just used to seeing everyone hit it. They are used to see everyone succeed, used to seeing the big moments, the celebratory moments. But of course, no one's going to post on Instagram, "Hey, guys, I completely failed today." Or maybe they will, but there's an encouraging message at the end of it.

Annie: Right.

Sadie: You know, it's always something good that you don't see the raw reality of it. So I think people who follow us on Instagram are like, "Men, they're always killing it." And you know that's not true. And it's not that you're trying not to share, it's just not even natural to share that.

But even for this book, I've been so excited about this book. And honestly, it's done incredible already. But we had a goal, and guess what? It didn't get reached. But that's not something that I'm sitting here posting on Instagram. I'm posting the successes of it because there are so many successes. But there's also some internal goals that we didn't meet. And that's okay.

And sometimes that can be hard or confusing, and you can ask the why questions. But I think that's when you have to also believe, okay, well, this is a ministry and God's going to do the work that He's going to do with however it goes out. So there definitely is a both to that.

Annie: It also feels like if my business isn't going to be a reality show where they see every day of our goal setting, then it doesn't make sense to explain this particular goal.

Sadie: Yeah.

Annie: And so I've just really been wrestling with this. Like, if our friends on the other side of this want to hear more about the business side of what you and I do, I'm open to that. I know they want the relationship side. I know they want to hear about you being a mom and a wife, they want to hear about my dating life. I know they want to hear about what's going on with God and us. I didn't realize anybody want to hear about our business goals. I didn't realize that.

Sadie: I know. Honestly, it's weird because typically when I post about stuff that has to do with the business, it doesn't get as much engagement, I guess because people are so relational. But then there are a lot of people out there who are wanting to start their own business or have started their own business or started a ministry and they are seeking that advice from people like us who are doing that. So it makes sense that we should talk about it. It's just funny I guess. Those are the things I don't even think about posting.

Annie: Right.

Sadie: Like I don't think like, "Oh, I'm intentional about posting this." I just don't even think about it.

Annie: We just haven't put our business plan into the world. But like last year, one of our friends from our AFD week in review email asked this question, and I thought it was interesting. She said you've talked about how you went from 3 employees to 11 in the last year, Sadie.

Sadie: Yeah.

Annie: Because that's a big question people ask is: how do I know when I need more people on my team? So what was the growth that was happening that needed your team to grow?

Sadie: So I will say that was crazy, going from 3 to 11 in one year. But it definitely needed to happen. And to be honest, it probably needs to happen a year ago. Like it needed to probably happen two years ago even. But that is a hard thing to navigate when you know you need someone else.

Because there's some sense of if you're, you know, a hard worker, you're a determined person, and I'm kind of like that, where you're just thinking you can do it all, you can get it done, or your team that you have can get it done. And I had three really solid people. And we just did it.

We called ourselves the youngest scrappy, and we were young and scrappy. We were maybe a little naive, which was like our superpower, and just did it. And God did incredible things with that. Well, then the ministry kept growing to the point where we had the podcast, the blog twice a week, we have this clothesline Words of Affirmation, we have a YouTube channel that goes up, we have, I mean, books. We have so many of these things.

And for me, personally, I was doing the job of like six people. I was literally writing my book but then prepping for my podcast, and then doing all this other crazy stuff. And then I became a mom last year. All the different things that came with that. And then our content girl who was over like four Instagrams, and a website and a blog, and this, she needed someone under her.

And it was just this point where it was like we kind of looked at each other and we're like, "We need multiple of us." And then we're like, "And there are people out there who are like that, who do have the heart to serve and who would do an incredible job." And we just kind of realized we're swamped. And if we keep doing this, I realized if I keep doing this, I will burn out at a young age and I don't want to burn out.

For me, I see people like Chris Caine who are way ahead of me and they still love their job and they love what they're doing, and I want to be like that. Lilian Shelly. And I want to be like that. But in order to be like that, I need a team of people or else I'm going to burn out.

And so last year was finding those people. And honestly, it was hard. It was a lot of transitioning. Anytime you are in transition, that's a hard season for a business or a ministry. But now I have this solid team in place. We just had our team retreat with the 11 girls.

And most of them were filling in for jobs that I was doing that I helped with. But we also had some new things. Like we had some dreams in our heart that we wanted to start through LO and we knew we couldn't do that unless we hired a specific person for that. So we hired some intentional people for that. And so this year we'll roll out some new things that people haven't seen LO do. And those are because we have new people.

Annie: How do you lead them? So on my staff, Ashley leads the staff. We call her our staff boss. So, three times a year she does all the reviews, one time a year, I do. So there's some rhythms like that where she really is the person that because I couldn't do it anymore, I wasn't leading my staff well, and so we brought her on to help lead the staff. How are you doing that? How are you leading that team of 11? Or do you have a COO that's leading your team?

Sadie: Yeah, no. So we kind of do it like this. We have kind of a lead team and then the team under us.

Annie: That's smart.

Sadie: So myself, a girl named Steph, and Courtney-

Annie: I love Steph.

Sadie: ...they're kind of like our lead team because Courtney and Steph really started-

Annie: They've been with y'all forever. I love that.

Sadie: Oh, they started LO with me almost five years ago. And so we-

Annie: And have they all moved to Louisiana? Does everybody live there?

Sadie: No. So everyone on our team except for Courtney and Steph... Courtney and Steph live in Franklin and they work out of... we have rented office space in Franklin. And so they are like part of our lead team because they started everything with me.

And then each person of us has multiple people under us who they report to.

Annie: Smart.

Sadie: But we have leadership trainings that Steph started. And she's really taken on the leadership role for our team where each of our team members. We read a book. Like we're going to read a book each quarter about leadership, and then they have to email Courtney and Steph and I what they learn.

And then we have different things we do. We use a Slack app, which is how everyone communicates.

Annie: Oh, yeah, girl!

Sadie: And so it's like we have a funnel, we have a place where everyone works together. But everyone's under somebody. And Steph really takes the role of... she calls it Flourish. It's a program to grow leaders.

Annie: It's beautiful.

Sadie: And Flourish is where everyone reports to her on what they're learning each season, things that they need to work on, that kind of thing. Steph kind of takes the charge of that.

Annie: What is your hope for growth? Do you see LO growing? Like is it going to have 70 employees someday? Or are you getting close to like, Okay, this is everything I can do as the face and so we are close to capacity for growth even?

Sadie: No. I think we'll grow a lot. I honestly do. I can see us having—which is kind of crazy—I can see us having a big team. I don't know about 70. Maybe like 30 or something. For instance, we just started the conference. And our conference this year, which we haven't announced yet, but we will have a conference this year, and it's going to be a lot bigger than last year. That requires a team. And then we might be going on tour. And that requires a team. And then we have the podcast, which has grown so big. And that requires a team. And then we have the blogs and the LO Sister app, which the app is so-

Annie: Oh, my gosh.

Sadie: Gosh, there's so much that goes into that. We need so many people on staff for that, which right now we don't have. Right now we're doing what we can. But if we want it to grow bigger, we're going to have to have more people on. So, yeah, I do see that in the future.

I would like to just kind of plant something solid right now and just build a solid foundation with the team that we have. And that's kind of what we're intentionally doing this year is making everyone on our team a leader, so when we do grow, these girls on our team know how to lead and know how to bring the new people into the vision that we're creating.

And so yeah, I mean, I do see that in the future. I'm okay with that going slow. I would rather even not have them this year.

Annie: Amen, sister.

Sadie: But yeah, it's been really fun. And honestly so thankful. I never would have thought that I would be in this position or that God would grow LO to be what it is. I'm so thankful. And I love people and I love a team, so it's been fun to see that grow.

Annie: It has made my job so much more fun to have a team.

Sadie: They are so much fun.

Annie: We come to work every day and everybody's here, and it is awesome.

Sadie: It's so good.

Annie: And the other huge benefit is while you and I are doing this, our teams are meeting other goals. Like we have a photoshoot going on right now.

Sadie: Totally. Totally.

Annie: And you know, all these things that if it is just me, we cannot get done all the things that we would like to do.

Sadie: Totally. That's how it was for me. It was like I had all these dreams, and I'm like, "I can't do them. We need a team." And that's the beautiful thing about the body of Christ. Like He gave us a body, the people. We have to work together because you're not meant to carry it all. And when you do try to carry it out, there's too much weight, too much weight. You'll get crushed, you'll break a bone. That's how it was.

I remember talking to Jenny Allen one day and I was in tears. And I was like, "Jenny, I'm so scared because I think I'm about to burn out and I'm only 24." And she was like, "You need a team. And this is who you need to hire." And she literally sat with me and told me exactly what I needed to do. And she sat with Steph. I mean, she literally got me out of that hole. Because she looked at me and she said, "I've been exactly where you're at twice in my life."

And that's the reality of it. As a leader, I think that's one moment when you know you need help is whenever you have tears in your eyes and you say, "I'm about to burn out unless I have help."

Annie: Do you only hire women?

Sadie: We do only have women right now, but we do have one guy who's our camera guy. [unintelligible 00:15:17] He helps with Christian stuff too, which is kind of nice. And Christian's like, "This guy has to be a dude because he's doing all my workout stuff." He's our one guy, yes.

Annie: Okay, tell me about what Christian is working on. He has like a whole fitness podcast now?

Sadie: Yes. Christian started a fitness podcast. It's called 4:8 Men. And it's in 1 Timothy 4, it talks about how bodily training is of some value, but godliness is a value in every way. And so that's the base of his podcast. Okay, how do we train physically, but more importantly, prioritize training spiritually?

And so yeah, it's been awesome. He's had several guests on. Like a lot of professional athletes, but then also a lot of pastors who are just into working out. Because there's so many people in the church world who love working out, which has been fun for him to just get to talk to. He's loving it. He's having fun.

He works out all the time because he loves it. And so I've been telling him forever, I'm like, "That's your ministry. That's your ministry. You should do something with it." And he started the podcast. It's been cool to watch that grow.

[00:16:26] <music>

Sponsor: Hey friends! Just interrupting this conversation real quick to share about another one of our incredible partners, [Epic Will](#). Okay, so here's some scenarios I want you to think about. Have you gone through any of these? Turning 18, buying a house, getting married or divorced, having a baby, moving to another state.

Y'all are kind enough to let me in on so many of your big life events. So I happen to know that these things are things many of you have walked through or are walking through right now. You know what else they are? Some of the biggest reasons you need to have a will.

And Epic Will is the easiest and most affordable way I know of to make sure you're covered. It's easy to think, "Well, I don't really have that much stuff. And a will just say who your belongings go to one day." Well, your girl AFD is here to tell you that that's actually not all there is to it. There's so much more.

My friends' wills also state who's going to be named guardians of all my MiniBFF, which we definitely want you to decide and not some court or some judge.

With wpcwill.com, you'll also get your advanced directives so that no one you love has to make tough medical decisions on your behalf without knowing your wishes. Plus, you'll get your health care and financial powers of attorney handled as well. Basically, epicwill.com empowers you or you and your spouse to make those important decisions, all with the guidance of people who know what they're doing.

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And they make it easy to connect with your applicants. No need to install anything extra. Indeed Virtual Interviews work right from your browser, which is brilliant. And Indeed makes it easy to hire great talent. We have had nothing but the best experience hiring through Indeed, y'all. And the team members we found through them are ridiculously competent. But more than that, they're great fits for our team in all the ways: character, culture, and competence.

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And now back to our conversation with Sadie.

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Annie: How has your work changed since you had Honey?

Sadie: Oh my gosh. Well, a lot. Well, I say a lot really not because I still have all the things that I'm doing. But it changed a lot because I think that was another reason why I knew I needed to help. Whenever I had Honey I hired a couple people to put in place for some of the things I knew was almost busy work for me or the extra things that weren't intentionally what I'm doing but need help doing.

And so having Honey made me really get the help that I needed. But also, man, having Honey has been amazing. We do have a nanny who works with us. She's amazing and keeps Honey while Christian and I are at work, which is great. And a lot of times she'll be up at the office with us because I just can't stand being away from her.

Annie: You're like, "just bring her on up here."

Sadie: Oh, that's really me all the time. Like, "Is she up? Yeah, you just bring her on over here." Home is the best. I mean, it makes it so fun, though because when I get home, just getting to be with her is such a joy.

And she's in the most fun stage ever. I mean, I'm sure there will be a lot more fun stages ever in her life, but this little personality is just starting to blossom. And it is like the most fun to see every day a new trick. It's just been awesome.

Annie: When you get home, how do you stop working? How do you turn your brain off? There are so many of our friends listening who are working moms or dads, and when they get home they're like, "Whoa, I still need to post that thing on Instagram or there's 10 more emails I could get through." Or do you not stop? Or do you stop?

Sadie: I kind of had to force myself to stop. For me, I have to put the phone in the other room or turn on music or something just so I'm not on the phone because my job is so much on my phone.

Annie: Oh my gosh. As soon as I open my phone, I go to work. That's what I say to myself.

Sadie: Get it away. I know. Me too. But also I think because when I get home I genuinely am excited to see Honey, it's fun to play with her. But one thing I will say on a practical sense of what helps me get out of work is I really like to cook something or just... I mean, for some reason cooking just makes the stress go away. And I'm not like a great cook. I'm not amazing over here.

But even though I just get like my Green Chef box, I like... just something to just re-shift. Like, "Hey, I'm home. We're doing something different." And man, I don't know why that helps me so much. Or sitting down feeding Honey, something that just completely gets me out of that. And that helps a lot.

Like last night I had book press all day, and then go home and cooked a meal for everyone. They were like, "How do you have book press all day and then you come home and you cook?" I'm like, "No, actually that helps me. This is my de-stressor. This is getting my brain back into reality."

Annie: I mean, your new book, *Who Are You Following?* is really... the subtitle, *Pursuing Jesus in a Social-Media Obsessed World*. I mean, will you talk to me a little bit about your home rhythms? Like before you go to work, for our friends listening that are students, before you go to school and after, like those couple hours before and a couple hours after, what are your rhythms with your social media and with your phone that are keeping you healthy?

Sadie: That's a great question. So I have to say I'm not a very good rhythm person. And I would say Rebekah Lyons would be mad at me for that.

Annie: I know. We're supposed to have rhythms if we're-

Sadie: She's like, "Get your rhythms." I know. And she literally was my mentor in Franklin and I'll somehow walk away and don't have great rhythms. But I will say her message is incredible. I really do love the rhythm thing. It's just my days look so different every day that there's nothing that's super consistent in my life. Because some days I'll go to work early because I have to. And some days, I don't have to go till 11, and that's great, and I can spend the morning with Honey and hang out or whatever. So every day is just so different.

But I will say, in the morning, one thing that I do try to do with my phone is I have all my apps limited until 10 a.m. So like nothing works until 10 except for my Bible app, LO Sister because LO Sister is actually just really encouraging, and my text messaging. But nothing else works. It's like literally frozen until 10 a.m, which is really great.

And sometimes I'll unfreeze YouTube and watch like a sermon or I watch a lot of Priscilla Shirer a lot in the morning, just because I get to monitor it. And so that's a great practical thing is freezing your apps because if you don't have control, just do it.

Annie: And that's just on your setting.

Sadie: Yeah, you can go on your settings and you set like a dead time or whatever it's called. For me, I think it's midnight to 10 a.m. or something.

Annie: Wow.

Sadie: But yeah, that's really great. And that's just a really practical thing because the rest of my day I know I'm going to be on social media and I'm going to be working but that's normally a safe bet, I can wait till 10.

Annie: And then when you get home at night, does it have an off time at night? It does have an off time at night. But I will say I'm not really on social media as much at night because I'm on it so much during the day. But it depends on where I'm at in my work. If I am like, for instance, in the middle of a book, I'm posting on social media a lot. So when I get home the last thing I want to do is get on social media.

But if you are someone who social media is not your job and nighttime is your time for social media. I mean, screen time are the way to go seriously. Just set yourself a time and try to stick to it. My husband is the most disciplined person with the screen time. I'm terrible at it. I'll say like an hour and I'll still add 15 minutes.

Annie: Override, yes.

Sadie: But Christian literally sets 15 minutes of screen time a day and that guy does not pass it. And I'm like, "How can you do that?" So I really don't know. But yeah, I mean, if that helps you, I think that's a great way to.

And I mean, for Christian and I, one thing we've been challenging ourselves and is because we don't get to spend like every day all day with Honey like we want, when we're with her, we don't get on our phones because we just want to be intentional, unless we're doing something with her.

Like, I'll do little reels with her, something fun or take pictures. But like don't be scrolling on Instagram while we're hanging out with Honey. And that's a discipline too. Just making sure you're being intentional with the people that are right in front of you. And that can be hard. Like, honestly, when you've had a bad day or a long day or a stressful day, you want to just get home and get on your phone. But it's, you know, telling yourself to rise above that.

Annie: I'm thinking about our friends who when they get home, there's no one else there or who work from home all day. Right? That they're spending a lot of time alone. What else can you do in your alone time to feel connected? Because that's my inclination too, Sadie, is I can sit down after dinner on the couch and spend two hours scrolling with the TV on.

Sadie: Well, Annie, your book is so perfect for this, *That Sounds Fun*. Because you have your book challenging me. And now it's like, "What can I do that's fun, that's not scrolling?" What can I actually do?" And you know what we've started to do? We play so much cards. We are obsessed with Rummy. And I'm not kidding, almost every night me and Christian, Bella and Jacob play Rummy. I'm not even kidding. And so that's a really practical thing.

If you're alone, maybe it's even calling your friends, FaceTiming someone. That's a beautiful thing that we have. Zooming a bunch of friends. Me and a couple of my friends, two of them are in Nashville, one's in Dallas and we Zoom just to catch up and laugh and hang out. It just makes you feel connected. Or maybe it's calling someone and saying, "Come over, let's play cards." Just don't underestimate the fun from a game of cards. That is a good time.

Annie: Nice.

Sadie: One thing that I learned this year is you really do have to put yourself out there to build community. Building community is hard. And it's easy to just be alone and stay alone and just say, "Well, no, I don't have anyone." And that might be the case. But there is something too saying like, "Okay, well, this girl I met at church, I can just text her and see if she wants to hang out."

Because I've made the most random friends this year from random places. And it's just been sweet because I knew I needed that. I knew I needed a friend to text sometimes to say, "Hey, you want to go to coffee?" Because I had that in Nashville but I didn't have it once I moved. And I feel like I built that.

So I do encourage you, like if you feel lonely, put yourself out there, try to build community because odds are there's a lot of people on the same side that you're on saying, "I wish I had someone." And you can be that person. You know.

Annie: Did your community change a lot when you had a kid?

Sadie: Some sense, yes. I think definitely once you have a kid, there is this element to like you're really busy with your family and just being a mom and raising a kid. But at the same time, we did so desire friendships and want to hang out with people. We have friends from different ages, a lot of friends who don't have kids, friends that do have kids.

And I will say like trying to be friends with other moms is hard because other moms are busy and they're trying to keep a schedule. But still there's something too pushing past and trying to make time. You know, even if it's like a walk in the park or just go in and meeting up at someone's house and just hanging out, letting your kids be crazy together. I just think fighting for that together time is really important.

Annie: Okay, I actually preached this Sunday at CrossPoint. And one of the scriptures I'm using is Isaiah 58. And it lists that like, "This is what a fast is to God."

Sadie: I love that chapter.

Annie: And it lists out all these things. Right?

Sadie: Yeah.

Annie: The very last one is time with your family. Actually, I'll open it up and read it. In the Message version particularly. Okay, so this is Isaiah 58. And he says, "What I'm interested in seeing you do is sharing food with the hungry, inviting the homeless,

poor into your homes, putting clothes on the shivering, ill clad and being available to your own family."

Sadie: Wow.

Annie: I thought this was so interesting. I don't know why I've never seen that before. And that's what y'all get to do. Y'all live right there. It cannot be easy all the time that your whole family is in like stone's throw distance, except too mama who, you know, helped me tie a bow on a dress. And I'll never forget it.

Sadie: Yeah. Hey, that girl will help to tie a bow.

Annie: And listen, I had to do it again a couple weeks ago. And I was like, "What I would give for too mama to tie this bow for me?" So talk about that. You said Bella and Jacob come over. Your sister comes over every night. What is it like to be available to your own family?

Sadie: Gosh, that's so good. I've read Isaiah 58 so many times, and I don't even know that I've ever recognized that part of being with your family as fast. And I have to say like so true. Because when I'm with my family, that is my time of rest. That is like my happy place.

Like, last night I had my mom, Bella, Jacob, and Steph come over and we played cards. That just is the most fun thing to me. Like tonight, my mom's like, "What do you want to do for your book launch party?" I'm like, "I want to have family and friends over and I want to play Fishbowl." That's what I want to do. It makes me have fun.

I mean, there are elements to it being hard when your family is so close together. And of course you have your little tiffs or whatever. But at the end of the day, those are your people. Those are your people that God put in your life for a reason. They understand you more than anyone does. And they're with you on the great high mountain, some of us are there with you in the valleys.

And I think that's why it's so amazing. I talked about this in the book, how there's such a difference by being seen and being known. And on social media, you can be seen by millions of people, but known by no one.

Annie: None of them, right.

Sadie: And because of that you feel lonely. But when you're known by a few, you can be seen by all these, and it doesn't even matter, but when you're known by few, that's when you feel truly loved. Because to be known and when you know that you're known and then you know that you're also loved, that is the most powerful thing.

And so I think that's why family is so important is because you know these people know you better than anyone in the world. They know your sass, they know your bad day, they know all your stuff, but they love you. And there's something so freeing about that.

And so I think that may be why that is a true fast, that is a true beautiful thing, that is a true rest because you're just with people that know you, you're with people that love you unconditionally. And you can laugh really, because it's not like you're sitting there worried they're going to find out something that they're not going to like or see you at an angle they're not going to agree with. Like they're just with you.

That's special time to us. We play a whole lot of games, play a lot of tennis, play a lot of Spicy Uno. Those are just refreshing times.

Annie: I don't know Spicy Uno.

Sadie: Girl, I'm telling you.

Annie: What do you have to do?

Sadie: It's the most fun game ever. Next time I'm in Nashville, we should literally get a group of people together and play Spice Uno.

Annie: Okay.

Sadie: It would be a heck of a time. So basically, it's Uno but it's way more rules to it. And it's hilarious. It's spicy. It's just the best.

Annie: Okay, I mean, I love regular Uno. And so anything spicy, I'm interested in.

Sadie: Oh, if you know regular Uno, you will no longer be allowed to play regular Uno because this just makes it so much more fun and so much better.

Annie: Oh, great! Okay, so tell me, of all your books you've written, why is *Who Are You Following?* the right next one? What was happening? I mean, I've read the book, I

live life with you, so I know. But what was happening in your life that made this the right next book?

Sadie: Honestly, I just felt like this whole social media-obsessed culture is really weighing on us. And the thing is I love social media. I'm a huge social media fan. I'm an advocate, if you will. I'm like, yes, use social media, be a light in it, be a good example on social media, have fun with it, use it for what it's intended for.

However, when you look around at our culture as a whole, we're not using it as it's intended for. It's not a bright spot. It is a place of darkness. It is a place where people are comparing themselves to a lot of people. It is a place where anxiety is... it's proven that it makes anxiety worse and these feelings of loneliness and eating disorders and all these horrible things.

And you know, just I'm looking at this as a whole and I'm like, "That's so sad because this has such potential to be such a great thing for so many people, but it's actually stealing so much from everyone. For me, I was kind of-

Annie: But do you feel like people paying attention to that more than they used to? I feel like we're not just swallowing it whole anymore.

Sadie: I think they are to some degree, but also I'll have conversations with friends. Like, for instance, this was one of the things that actually really inspired me to write this book is this one comment. And I had started the process of wanting to write this book and then I heard this and I was like, "We have to write this book."

I was having a conversation with some friends, and this girl was in college, love her, family friend, awesome. And she was talking about TikTok, and she said, "I think TikTok is the worst thing for our generation." And said, "Really?" And she said, "Oh, it's horrible. I mean, it has made people so much more mean. It is a terrible thing, I mean, just even the lust aspect of it. There's all these things." She said, "It's the worst thing for our generation."

And I said, "Do you have it?" She said, "Well, yeah." And I said, "Well, you think it's the worst in our generation and you have it?" And she said, "Well, yeah, just keep it for the entertainment." And that's when I was like, "Okay, here's the problem." And the person right beside her said, "To be honest, I spent seven hours on TikTok yesterday." Seven hours.

This is the worst thing for our generation, and yet we're keeping it for entertainment. And I'm just like, "Man, we are not discerning. We are not using

wisdom. We are not guarding our heart against the thing that we know is bad for us."

And that's why I wanted to title this book as a question of who are you following? Like, what are you putting into your life? What things are influencing your day? Why are you the way that you are? Is it because maybe you're looking at something for seven hours a day and you can't help but kind of become that if that's what you're feeding yourself?

And so I just wanted to have a book that kind of helped people navigate through some of those negative effects social media has had on us and made people think a little extra about some of the decisions that they're making, that they're making so loosely. You know, you don't think you're making any decision when you get on Instagram. But you are. And I think that that's what I wanted people to think about. Because I think if we did think about it, social media would be an awesome place.

Annie: I love it, too. You know, we both love it. I mean, I love being there. But I can find myself... I mean, it happened actually last night. I'm embarrassed to tell you that I was about to use example that happened last night. Fell asleep with my phone in my hand.

Sadie: Yeah, it's real.

Annie: Wait, like my discipline is to put my phone across the room and plug it into my bathroom. And I just did it last night. I plugged it in by my bed. I am 40 years old, and I am still trying to figure out how do I coexist with this opportunity that is everywhere, that is just always right next to me?

Sadie: Totally. It's hard. It's hard. That's why you have to think about it. I think, because it is a place to go into numb or a place to go and just to have fun, you don't really think that it's having serious effects in your life. But then when you look at the statistics, it's staggering. It's huge effect in your life. And for me, I didn't have to look at the statistics. I noticed that in my own life enough to be able to write a book and say, "This is what I've experienced."

And here's the thing that I realized, and this is why I felt like this was a timely message too. One of the reasons I felt like I personally needed to write it, not that... I mean, God can use anybody, for sure. But I do feel like there is something about me writing this book because everything in life basically that we go through as a young person, you call a mentor, and you say, "Hey, how did you handle this

whenever you went through this season of your life?" Or you call your mom, and you say, "What did you do when you were this age?"

But social media is different. You can't call... you can. But you're not going to call a mentor who's 65 and say, "Hey, I'm really struggling with social media effects. How do you handle it when you had a hater on social media blasting you?" That didn't happen, you know. And they can give some advice based off things that they experienced that were similar, but we don't have that guide. We don't have that wisdom speaking into from an older generation because we are as the younger generation are leading the charge.

And so I'm hoping to give some wisdom from the little bit I've learned over the past few years of having social media. And no, I'm not some older person who's super wise and all that. But I'm like, "Hey, I'm real. I'm 24-year-old who's going through the same thing you're going through. And this is what I found, biblical truths that I've found that align with the things that we're struggling with when it comes to social media." And so hopefully, people can find Jesus through finding a way to navigate through this crazy social media-obsessed world.

[00:38:38] <music>

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And now back to finish up our conversation with Sadie.

[00:41:23] <music>

Annie: What you're saying is one of the biggest problems is we don't have leaders. We don't have people who are teaching us how to do this well. Like in every other area of our lives, we have mentors who can help us. And now, even me, whether I'm the younger woman talking to my mentor, Nancy, or I'm the older woman talking to a younger woman, I mean, I had to get on... "had to." Put that very much in quotes

state. I had to get on TikTok because people I'm mentoring are there that had questions for me.

Sadie: Yeah, definitely.

Annie: But do you know what I fell asleep watching last night? TikTok! So clearly! Put some words around because maybe some of our friends listening maybe they're just on Facebook, or maybe they're just on Instagram and they don't know. So will you do some description of the difference your generation feels about Facebook and Instagram and TikTok?

Sadie: Yes. I'll also add Snapchat to this too

Annie: Oh, please do.

Sadie: ...because this is a huge one that I think is... I talked about that in the book because I think that that's a tough one.

Annie: Really?

Sadie: Christian and I think that's the worst. If I'm going to say something is the worst thing for our generation, I'm going to say Snapchat.

Annie: Really?

Sadie: And I will go on record saying that because I just don't think anything done in secret is a good thing. Not only is Snapchat set up to be done... and I hate to... I'm going so strong in this, there's going to be so many moms out here who are about to make their kids leave Snapchat. But I'm actually okay with that. I'm okay with being the bad guy.

Annie: I left Snapchat. I quit Snapchat.

Sadie: It's not good. So I'll tell you, this is what I wrote in the book about Snapchat, about how when you get on Snapchat, first of all, the whole thing is set up so that you can send a picture and the picture will disappear. So put the pieces together. That's a horrible idea for young people.

But then the other part of it that's horrible is the articles that are on Snapchat. So when you get on Snapchat, basically, there's all these magazine articles for free that you can have access to. And the magazines that you're getting are Seventeen,

Cosmopolitan, all these ones. And so the cover of the magazine articles are always some sexy, scandalous thing that are meant to lure you.

I mean, literally it'll be like "Top 10 Sex Positions," or it'll say, "The hottest Body Challenge" or "Who Slept with who last night." Like it's all these very seductive articles. And what do you do as a 17-year-old? You click on it because that's what I did. And I love Jesus and I love the Lord, but that's what I was looking because I was interested. And then it gets you interested and then you're stuck in this toxic cycle of go into this every day.

To me the reason why I was clicking this is because honestly, it was posting things that I didn't know about that I didn't want to ask my mom, that I didn't want to ask my sister, I didn't want to ask my friend but I can learn from Snapchat. So you have to realize that social media is teaching the younger generation. And TikTok is certainly a teacher as well.

So if you get on TikTok, basically it's just all short videos. So you can scroll through TikTok, you're just going to see a bunch of short videos. And TikTok I think the heart of it is fun. Like there's fun dances you can do, there's videos that you can do.

Annie: You are so good at it. You and Christian are so funny.

Sadie: I love it. I love it for the good reasons of it. You can even do really inspirational ones. Like you can preach a little message on TikTok, which will go out to a lot of people. I mean, it's crazy how famous you can get from TikTok, so how big of a reach these things can get.

But at the same time, there are also people teaching very blunt messaging that is completely in opposition of the gospel that's teaching young people and throwing out these ideas or throwing out this viewpoint of life and all of these things that are teaching our young people. So you have to be aware of that.

Well, then Instagram and Facebook is a little bit different because I feel like with Instagram and Facebook, you can really guard your heart with those because you really do choose who you're going to follow. You choose for the most part what you're going to see, you choose-

Annie: Yeah. Because on TikTok there's a discover... I mean, the main thing on TikTok is showing you the people you do not follow.

Sadie: The main thing is the discovery page. So that's the thing with Snapchat. When you go on Snapchat, you're going to see those articles no matter what, because that's the main page of Snapchat. And if you get on Tik Tok, you're going to see people at TikTok that you don't know.

And you don't know what's going to pop up next. So if you scroll, it could be, you know, Louie Giglio preaching in the house or it can be some girl talking to Miley Cyrus. Like you literally have no idea what's going to come up.

On Instagram, you can kind of guard your heart because you get to follow who you follow on your explorer page. Your explorer page is basically mixed up of the things that you look up. So if you look at my explorer page when I was pregnant with Honey, it was all pregnant women, it was all the postpartum, pregnant, everything. Now it's all baby clothes. Like it's going to be what you are.

And then Facebook, of course, you have your friends, your followers, you have your family. I think that those are a little bit more wholesome. Those are a little bit more in your control. And I talk about that a lot in the book about how you know there is something to guarding our heart. The Bible talks about that. "For from it is the wellspring of life. For from your heart so your mouth shall speak."

And so if you can't guard your heart on social media, you have to know that your heart can be damaged. And I think that in any way that you can, whether it's in life or on social media, you have to still protect your heart. And I just think Snapchat and TikTok are a dangerous place for that.

I still have TikTok at times that I post on it. I don't really look at it a lot but every now and then I'll post a fun video just because I'm with you. Like we have to be a light in the darkness. There is something to not running from something that is dark, but running to it with your light. But it is an interesting thing to navigate.

Annie: Are 20 somethings on Instagram still?

Sadie: Oh, yeah, totally. I mean, I asked around and I would say most people say still that Instagram and probably... I think 20 something for sure would say Instagram is probably the biggest thing. I think maybe a little younger would probably say TikTok. Like teens would maybe say TikTok.

TikTok and Instagram are probably one of the same as far as they... I don't think Snapchat is big anymore. I mean, it is for some people, don't get me wrong. There's

definitely still... I even put this in the book, the statistics in a sketch. It almost has like the entire population of 18 to 23-year-olds or something. It's like 90%.

Annie: Oh my gosh!

Sadie: Literally it's insane. So they certainly do have a big thing. But as far as-

Annie: But also on Snapchat you're not trying to get famous.

Sadie: You're not.

Annie: On TikTok you're trying to get famous. On Snapchat, you're trying to talk to your friends, right?

Sadie: Yes.

Annie: Because you can't really get famous on Snapchat, right?

Sadie: I mean, I guess with your stories, but not really. I mean, that's not really the place to do that. If you're going to try to get famous, I think that's the thing with TikTok that brings people in is because there is this like anyone can get famous. You can get TikTok famous of anything. Like you could post a video and you might not have any followers but it says hashtag for your page and it gets on the for you page and you can add 20 million views and then tomorrow your life is totally different.

But that's the thing. That's the whole fame thing I think is a really scary thing is that there's been several articles posted about these TikTok famous people who end up, you know, unfortunately, and this is sad to say but literally committing suicide or getting so depressed because they get super famous and then it crashes.

Annie: It's gone.

Sadie: Because if that fame isn't sustainable then they don't feel worth. And I think that's a scary thing. And I talk about that a lot in the book. That this fame cannot be our ultimate desire. And I get why people think that fame is it. Because they think when I'm famous I'll feel loved, I'll feel accepted, I'll feel celebrated, I'll feel like I've community. But fame doesn't fulfill those promises.

And that's a big thing in the book is if you're following fame to get those things, that will lead you down a path that you'll literally end up lost. But when you follow

Jesus you'll know that you're loved, you'll know that you're accepted, you'll know that you're wanted.

And so coming from a place of in relationship with Jesus to social media, not needing something from social media, not needing likes, not needing followers, not needing fame is the best way to do it. Because then you get to... It's your overflow instead of the opposite of saying, "I need all this from social media. I need this fame. I need this like. And if I don't get it, then I'm not enough or I'm not worthy." And that's a toxic dangerous cycle.

Annie: I'm thinking about our friends listening who have 15-year-olds or who have college students, kids, or grandkids. Does everybody need to be on TikTok? Do we need to be there to see what our kids are doing or to...? I mean, Snapchat is not going to help because they don't have to send you anything.

Sadie: I have to say, I think, personally I feel convicted by this verse in the Bible where Jesus talks about how you're a city on a hill. If you light a lamp, you don't put it under a stand, so that it doesn't get light out. You put it on top of the stand so that it gives light to the whole house.

In the same way, glorify your Father in heaven. I always saw that verse and I think about that with social media. So even there are times where I personally just don't want to have TikTok, and so I don't get on it. But there are other times where I'm like, "Okay, I'm not meant to be a light that's hidden under a stand. If this is where everyone is, then I want to be a city on the hill. I want to be a light to the whole house."

So I would encourage you if you're in a good place spiritually in your own heart and you can't be on, get on. Be a light. Do things that are fun. Set an example of just fun and purity and life.

If you're a mom, I mean, I always encourage people to learn the things that their kids are on. Because I personally love that my mom and even my grandma is doing reels because she understands it. And it's funny. It's hilarious. There's something really cool about that, just knowing that she gets it and she's learning it and she's doing it in a way that's wise and she's doing it in a way that's fun. She's not doing it with the intention to be famous. She doesn't care. She's not doing it with any intention. She's having a blast. So there's something cool about seeing that.

And I think one reason why your kids might not go to you is because they just think that you don't understand. And it's a beautiful thing to let them know that you understand because you see it or you have it or whatever.

Christian's mom always cracks me up. Christian's mom will be like, "Did y'all see this TikTok?" And we're like, "Why are you on TikTok?" But it's also awesome that she's on TikTok? You know?

Annie: Yeah. One of the things I think we've seen happen a couple of times with social media is when young people are somewhere and their parents come to that same app, the young people leave and go to a new thing.

Sadie: That is true.

Annie: Right?

Sadie: Yeah.

Annie: Is everybody still on Instagram? And I'm with you, I quit Snapchat because we were doing the stories that people were watching and I was telling people to download Snapchat, and I couldn't control the articles they saw.

Sadie: It's hard.

Annie: I mean, that's hard for me on TikTok to start making... I'm not making anything on TikTok yet. But it's hard for me to do that and encourage people to go there when I can't... Well, on Instagram, if they're just following me, that's all they're seeing. They're not just following me. But you know what I mean. But on TikTok, I can't control what shows up in people's "discover page."

Sadie: I really wrestle with that too. And that's something I've been really thinking about. I think that on TikTok, you know, it's interesting is you actually can just look at who you're following. It's just when you get on TikTok, it will naturally revert to your "discover page," but you have to click on like your following page.

I mean, I hope that this book is just giving you a practical tools. And so my hope is like if you're already going to be on it... I'm not going to get the whole world to be on TikTok. Not everybody even want to. But I do want you to think about the fact that you can't guard your heart on your discovery page. So maybe you just look at who you're following. Because who you're following is who you have a sense of controlling. You get to decide who you follow.

And so I think we just have to teach people how to use it with wisdom, and try to encourage people as we do it. Because there's a lot of darkness out there, but there's a lot of light. And just say, "Hey, follow these people."

I used to say social media was a discouraging place. And now I honestly had the most encouraging social media of all time. If you get on my Instagram, you will be preached at for all your scrolls because all my followers are just these awesome people like you and guys... like I mentioned Chris Caine or even just friends who love the Lord. Lady is a great follow on social media.

Annie: Uh, I love Lady.

Sadie: If you just get on my page, you're going to be like, "Man, God is so good." And so there is something beautiful to following people that lead you to life. And I'm not saying don't follow people who are different than you. I think it's important to learn from people. I think it's important to follow people with different perspectives than you and kind of stretch your mind in that way and love people who are different than you. But if it's detrimental to your faith, if it's detrimental to your heart, to your mind, to your soul, then get rid of it. Don't follow it.

Annie: At the end of the book, you put a social media reset. Will you talk about that for a second?

Sadie: Yeah. So we put a social media reset in there. And the reason we did that is because like I said, I'm not a routine person, but I know so many people are. And I'm like people are going to want the practical, like, how do I actually change the way that I am on social media?

And so at the end of the book, I kind of asked these who, what, where, why questions of like, Who are you following? Why? Where are you when you get on social media? What are you looking at? Just to really practically break it down and try to make sure that you're not just reading this book and saying, "Oh, that was a good thought." But you're actually living out this message into your daily social media life.

And so, I mean, the biggest thing people ask me is practical tips. And some of my practical tips are like, you know, don't look at your discovery page unless you have a sense of control over it or limit your screen time. But that really breaks it down in a more practical way of looking and analyzing where you're at.

- Annie:** That's brilliant. Okay, why did we not say about the book that you want to say?
- Sadie:** Gosh, I think you crushed it. You're such a good interviewer and you're so fun to talk to. I forget we're doing a podcast. I feel like I was just talking to you.
- Annie:** I know. Good. That's so good. I want you to feel that way. Will you say the name? Because I want to give them props. There's the cutest coffee shop in West Monroe. What is that one that's downtown with the green on the wall?
- Sadie:** Standard?
- Annie:** Yes, I think so. It was in walking distance when we were all at your wedding.
- Sadie:** It's probably Standard. I mean, we literally have like one coffee shop. But I love that you loved it.
- Annie:** I think about it all the time, Sadie. It was so cute.
- Sadie:** That's so sweet.
- Annie:** Big props to that one coffee shop. Listen, if you keep hosting conferences there, they're going to have to step up and get some more coffee shops.
- Sadie:** Trust me. Trust me. That's the plan. I'm going to keep doing it. So we're going to keep reviving in the city.
- Annie:** That's right. I mean, what's the scripture say that pray for the city you're in to prosper and you will prosper.
- Sadie:** Hey, I like that. We're going to put that on our wall. It's good.
- Annie:** Yeah, it is. I'll Google it and find it for you. But yeah, that's what the scripture says. Okay, the last question we always ask. Sadie Robertson Huff... Well, no. First I need to tell you again publicly what I've told you privately. I need you to be my peloton instructor.
- Sadie:** Okay, listen, I would totally be your peloton instructor.
- Annie:** I need you and Christian on there.

Sadie: I'll just put this out there to your following first. So everyone on That Sounds Fun, do y'all think I should start an inspirational peloton instructing class? And if I should, I need to hire like 20 more people. So let me know.

Annie: That's right. A studio in New York, a studio in London, and a studio in Westborough.

Sadie: Brilliant. Brilliant.

Annie: That is my dream. I think about it almost every time I get on. I'm like, "I really need Sadie and Christian to be my instructor here on my peloton trend.

Sadie: We're going to do one just for fun and send it to you.

Annie: Thank you. I wish you would. I wish you would. Okay, so because the show is God That Sounds Fun, Sadie, tell me what sounds fun to you.

Sadie: Oh, man, girl, you know what sounds fun? A dinner with my friends and a big game of fishbowl which I'll be doing tonight.

Annie: Exactly.

Sadie: Catch me tonight playing Fishbowl.

Annie: That's right. That's right. It's going to happen. You just get through your workday and then you get to happen. What are y'all having for dinner? What's the meal?

Sadie: You know my dad is cooking. My dad cooks so good. He's cooking some kind of chicken pasta which always go with some Mexican cornbread and some fried squash. If you get down in Louisiana-

Annie: Oh, that sounds awesome. That's a great meal.

Sadie: If you want to fly here for tonight to celebrate the book, come right down. That sounds fun.

Annie: With pleasure. Thanks for writing this book, Sadie. It's helpful for me. It's going to help so many of our friends who are navigating this. I'm so grateful.

Sadie: Yeah. Thanks, Annie.

Annie: I love you, sister.

Sadie: I love you so much.

[00:58:38] <music>

Outro: Oh, you guys, isn't she the best? Man, I love talking about our businesses, talking about her book, talking about TikTok, and talking about Sadie and Christian being new peloton instructors. Let's make it happen, people. Hey, be sure to grab a copy of *Who Are You Following?* and follow Sadie on social media if you don't already, tell her thanks so much for being on the show.

Hey, and remember, we still have some tickets left for our That Sounds Fun tour shows. And we want you to be in the room where it happens. You don't want to miss this. Tickets are available at [Anniefdowns.com/events](https://anniefdowns.com/events). But if you can't make it in person, be sure to grab a ticket to the live stream straight from my hometown of Marietta, Georgia. Tickets and all the info are at compassionlive.com. You've got to join us.

If you need anything else for me, you know I'm embarrassingly easy to find. Annie F. Downs on Instagram, Twitter, Facebook. All the places you may need me, that's how you can find me. And I think that's it for me today, friends.

Go out or stay home and do something that sounds fun to you. I will do the same. Today what sounds fun to me is getting to finish that outline for my preaching at CrossPoint on Sunday. It would be really fun when that outline is done. I've been working on this for a long time. So if you want to tune in on Sunday crosspoint.tv/live. You're very, very welcome.

Y'all have a great weekend and we'll see you back here on Monday with the wise and wonderful Sissy Golf and David Thomas from the Raising Boys & Girls Podcast. They're going to help us celebrate *100 Days to Brave for Kids*. And I cannot wait. We'll see y'all then.