

[00:00:00] <music>

Annie: Hi friends! Welcome to another episode of That Sounds Fun. I'm your host Annie F. Downs. I'm so happy to be here with you today. Today, we sadly wrap up our special series called Build Your Board. You guys, we have loved this series and all the friends we've gotten to sit down with. It means a lot that you have to. Thank you for sharing with us what you've been learning, what mattered to you and what you're working through in your guidebook.

And hey, we get that it's a busy season and you may be wanting to work through the guidebook and don't have time yet. It will always be available to you at anniefdowns.com/buildyourboard. So if you want to circle back to it at the end of the year, as you're reflecting on 2023 or prepping for '24, just go for it.

And remember there is also that quiz on anniefdowns.com/buildyourboard that will tell you what board member you may need to add next. It is really fun and very insightful. No matter what, we hope to Build Your Board has given you a chance to figure out the next voice you need to help you build the life you want.

And today's episode is the perfect way for us to finish this series and finish this thinking and this process of figuring out who comes next and who we are letting influence us.

Before we dive into today's conversation, I want to tell you about one of our incredible sponsors. This episode is sponsored by [BetterHelp](https://www.betterhelp.com). If you've had a chance to listen through the whole Build Your Board series, you know we got to talk with one of my favorite therapists, Melanie Rogers and asked her some of the basic questions about therapy and how to get started. What she shared was so helpful.

And if you're considering therapy, give BetterHelp a try. BetterHelp allows you to do your sessions right from your house, and they make it so easy to get started. You know, therapy has been so crucial for me. I am a huge fan.

With BetterHelp, you just fill out a brief questionnaire, we love a quiz, and they match you with a licensed therapist based on your answers. Finding a therapist that is the right fit for you is so important. And you can switch therapists anytime for no additional charge so you're sure to be working with someone who is a good match.

It's done entirely online and designed to be convenient, flexible, and fit in your schedule. Be a good friend of yourself and your brain with BetterHelp. Visit

betterhelp.com/thatsoundsfun today to get 10% off your first month. That's betterhelp.com/thatsoundsfun.

Intro: Today on this show, we finish up our Build Your Board series with two of my favorites, Devin and Hunter Cordle. As we've talked about making sure you're choosing who is influencing you in this world of influencers, we couldn't wrap up this series without talking about social media.

Y'all know how much of an impact social media has on us, on me and you. And while it's something I'm so grateful for because it means I get to stay connected to you and hear from you, we also want to manage it well.

When we're thinking about building our board, what role does social media get to play? It includes a lot of voices, some we want to listen to often and some we don't. So how do we figure out the right boundaries for social media as well as find ways to learn from people who both think like us and those who don't?

So today I invited Devin and Hunter Cordle, known as The Cordle Family to join us for this conversation. If you're not familiar with them, go look them up on social media right now because they are just a bright spot in my feed.

Devin's probably best known for her hilarious Grinch impression. But man, these two love God and are also navigating being influencers and figuring out how to do it well while not losing their souls along the way. This is such an insightful conversation for those of us who are creating content and those of us who are taking in content. I feel like I've learned so much from Devin and Hunter.

If you're following along with us in the Build Your Board guidebook, you're going to be taking notes for this one on page 16. So here is my Build Your Board conversation with Hunter and Devin Cordle.

[00:03:54] <Music>

Annie: Hunter and Devin, welcome to That Sounds Fun.

Devin: Hi.

Hunter: Hi.

Devin: Thank you for having us.

Annie: I mean, celebs.com, I'm very honored.

Devin: We're honored.

Hunter: Yes, we're honored.

Annie: I'm just merely disappointed you aren't dressed like the Grinch, both of you.

Devin: I should have. I should have as my first impression to you maybe.

Annie: That literally was your first impression to me. Last year at Christmas, I watched you do the Grinch thing and I was like, "I don't know her but I love her."

Devin: Oh.

Annie: And I need her in my life. I mean, will y'all kind of back us up... I mean, y'all have a gazillion followers across TikTok, Instagram, social media. How did this start?

Devin: It started two years ago now?

Hunter: Yeah.

Annie: That's it. It's only been two years?

Devin: Right.

Hunter: The end of December will be two years ago.

Devin: Yeah.

Annie: Oh.

Devin: When we kind of took off, found our niche, I would say. It started off as a thing to do. I was a stay-at-home mom and had a lot of baby blues. I knew I wasn't going back to work and I needed something to kind of take up my time and make me feel... I don't know, have fun. And then I just started making a lot of cheesy mom content on TikTok.

So if you go back to the very beginning, it's way different than what it looks like now. And then he was a firefighter, so he was never in our videos. And then we said, December, January, he just started kind of recording me, normal things that we always did and I just decided to post it. And it was my reaction to his mustache. And in a month, from 25,000 followers to a million followers in a month.

Annie: In a month?

Devin: In a month. It was a wild experience.

Annie: What is going on behind the scenes with your actual friends watching this happen? When they're seeing your numbers do that, what's going on in your social circle?

Devin: Everybody was just shocked. I just remember it just happened so fast. It happened fast for everybody because they were all watching it with us, watching the numbers. They would every day be like, "Oh, my gosh, you've gained this many followers." It was just wild.

They've always been so sweet and supportive. They actually surprised us. We had like a little party, a countdown when we hit a million. And they surprised us with balloons and stuff. So it was sweet. Just still a Twilight Zone experience to say the least.

Annie: Tell me about... does a challenge come to either of your minds in that season, in that month of going from 25,000 to a million? Was there one moment where you were both like, I don't know about this?

Devin: I'm trying to think. We were living with his mom at the time. So she was watching it unfold in front of her eyes. I don't know if the challenge yet had started because it felt so fast. And it was we knew it was a God thing because for months I felt like... I didn't know what it was, but I remember God's saying like, "I'm going to lift you up so you can lift me up." So it was almost like I knew it was just supposed to happen.

So in all those moments, even though it was wild from the worldly stance, the number wise, I was like, our audiences have won. So we just had such a peace because we knew it was supposed to happen, is the best way to put it. Now challenges did come soon after that month, I think, of just kind of keeping us aligned with what God wanted versus the world and making sure we're giving all glory to Him.

Annie: I mean, Hunter, are you still a firefighter that whole time?

Hunter: I was up until October of last year. So it's now been a year that we've been both full-time social media.

Devin: But for months you were a firefighter.

- Hunter:** Yeah. December, January is when we really kind of, like we said, kind of blew up or whatever. All the way until October the eighth was my last shift last year.
- Devin:** I do feel like you had challenges because of your job. Just people were... you could see them.
- Hunter:** I mean, you know, the typical firehouse, like people making jokes and everything, which I mean, I was all for it. You know, it didn't bother me. But it was kind of a decision that I had to make where I felt like I was at a crossroads. Like, I'm either gonna, you know, stay at the firehouse and you know, do my career, or I'm gonna have to stop and go all in on this. And that's obviously what I chose.
- Annie:** Man, that crossroads, though, has to be so intense of like, do we dive into being public people as our career? Or do we maintain some sort of safe, I mean, a fireman, but some sort of safe income?
- Devin:** 100%. For sure.
- Hunter:** Definitely. It was a hard decision and it was one that I had spent a lot of time thinking about and praying about. But in the end, I definitely felt like the Lord was calling me out into this, even though that's never what I imagined for me. Especially I'm like, "Okay, you can do it." But like, I don't know about me, you know. But anyway, here we are.
- Devin:** Because when we started, he said, "Well, I'm still going to be a firefighter to have a safety net, basically. Because everybody's like, "Oh, social media is not going to last." So he kept that. But then it was just the more and more he's like, "Oh, I don't know, man. I feel this pull. So I was just having to pray for him to make that decision too because, you know, of course, I wanted him home with me. But that's between you and God.
- Annie:** So talk about that for a minute if you don't mind. Because there are so many people listening who aren't dealing with a million followers on Instagram, but are trying to decide whether to leave the career they're in to stay home with their kids or leave the career they're in for something else they want to try. Did you hear like God in your ear? Or was it just like, Okay, everything's lining up, it feels like it yes, and we're gonna jump?
- Hunter:** Yes. It was more like that. Like I said, I've been thinking about it, praying about it for a while, asking people's opinions, especially godly people's opinions.

Devin: That's important.

Annie: Yeah, right, right.

Hunter: We actually had like a weeklong... I was actually on vacation from work, we had like a weeklong little vacation and we had some of our really good friends that were with us and we spent a lot of time talking about it. One of them had recently had a similar situation. So we left that place, and we were like, "Okay, I think this is what I need to do." And then the very next Sunday we went to church and literally the message was about like putting the past behind you kind of thing and like-

Annie: Why don't we do it?

Hunter: Yes, welcoming something new into your life if that's what you need kind of thing. So I was like, well... and I literally quit the next day.

Annie: Oh, that was it. That was like the final confirmation right there.

Hunter: Yes.

Annie: Wow. I mean, Devin, what are the challenges? Because there's so many people... I'm thinking about our friends listening who have 49.5 thousand followers on Instagram. And they're like, if I could just get to 100. If I could get to 100,000. Or they have 950. And if they think, If I could get to 1000, this would be awesome.

I've had one pretty nasty run-in with the internet getting upset with me and it put me in some deep counseling for about a year. That's only happened to me once, but you also had to have those challenges and those run-ins with people being unkind, people being... and it just not being all the good parts.

Devin: Right. Yes. I feel like when we started, I knew the internet was mean, and then it was mean. So I feel like the first month or two, it was just you were flooded with all the positive? And yes, there were some, you know... it was almost like getting me a little warm to the mean people and the troll was, as you would say. And then the further it got on, it was just you see how cruel the world can be.

A lot of times they just don't like you for your personality, or you look this way, or how you act, and our faith. So things like that got... it got harder. And then that's when I feel like... I actually opened up about this a little bit ago. The first few months after we hit a million followers, and it was just you think it would have been the best time ever, that was actually when I was at my worst mentally. I struggled a lot. I got really anxious about things. I was worried.

And I had to really do a self-reflection of where my identity was. Because it's so easy to get caught up in the world, especially your life being so public. So I feel like God was like reeling me back in. I really had to humble myself and just let Him show me who I was. Because whenever I know who I am, it doesn't matter what they say. As cliché as it is because it's so true.

But yeah, I would say it was hard. It was hard for a little bit. Even things about Ivey online, like what people would say about her. That's why we kind of stopped posting her. Yeah, I noticed that, that y'all don't post her. I mean, sometimes she'll run through, but you aren't doing things where she's the middle of it.

Devin: Yes.

Hunter: Right.

Devin: Because I'm like, we just love her and she's so cute and we want to share. But now we're like, We can't do that. The world's not innocent at all.

Annie: I mean, I've talked to some other creators who are really like, we don't read our comments. We don't get in our DMs. I don't read my DMs. I mean, what kind of boundaries have y'all drawn? Or is it like, we'll check during the workday, but after 5:00 PM we're off. Like, what kind of boundaries y'all have around protecting your mental health in this?

Devin: He is the comment replier. Reader. Replier. It's almost I've learned the first 10 minutes of you posting a video, all the good stuff. Right?

Annie: That's exactly right. That's exactly right.

Devin: I'll reply to those and be like, I love you. And then I get off. I think we both cut off at a certain time. Well, now I have my sister helping me go through DMs because as much as there's flooded with lovely messages and I wanna speak to those people, it got to the point where if I saw even one bad message, it just really got to me.

Annie: I know.

Devin: So boundaries. We don't really read comments anymore. I do not Google myself. I've learned to not do that.

Annie: People who do that, I'm like, how does that serve you at all? What are learning that you don't know?

Devin: Yes. I've had people, they'll send me stuff and so I've had to tell people I'm like, "Hey, I love you. Just I don't wanna see it." You know? Unless it is so detrimental and I need to fix something, but other than that. You don't know what you don't see, I guess.

Hunter: Right.

Annie: Hunter, where's the line when you see a negative comment? Because every one of us, whether we have 8 followers or 800,000 followers, has a bot show up every now and again or a troll show up every now and again. And even in sly ways. They're not trying to be trolls. But you know what I mean. So what do you do, Hunter? Are you mad? Do you let them go? Do you respond? How do you handle the people who are maybe hurt in their own ways and they don't know how to respond except out into hurt?

Hunter: I don't reply to most of them. Especially the ones where you can tell, like, you know, the saying like, hurt people hurt people. So somebody that has really gone out of their way to write this long comment about us, I'm just like, Oh, what? You know, I don't say anything. But the people that'll say something like, we get this one a lot about Devin. It's like, "Oh, she acts like a first-grader or something." Something like that. And I'll reply back and be like, "Well, I was thinking more of a third grader, but okay." People that say things like that, I'll reply something back to them.

Devin: Right. That's funny. He keeps it light. You know?

Hunter: And most of the time they'll end up deleting their comment, you know?

Annie: That's Right.

Hunter: The people trying to be something fast and you know, they'll delete it or they'll be like, "Oh, I didn't mean it that way or something."

Devin: Typically if you reply to one of the trolls, they'll reply, either delete it or reply back with a nice comment. Oh, I-

Annie: It blows my mind.

Devin: We're like, Do you, though? I'll forgive you.

- Annie:** They'd be like, "Thank you so much for responding. I was hoping that's what you thought." And I'm like, "Girl, listen..." What's the joy of it? Because y'all are way over a million followers. How many millions on Twitter? Twitter. No. None. How many millions on TikTok?
- Devin:** It's at 4.-
- Hunter:** 4.7.
- Devin:** 4.7.
- Annie:** Geez, you guys.
- Devin:** Mind-blowing.
- Hunter:** It's crazy.
- Devin:** It's wild. We'll go to a-
- Annie:** It's two years.
- Devin:** Yes.
- Annie:** That is crazy. So what's the joy side of it? What's the best part of having this level of influence in people's lives? I think just to... Well, I love meeting people. So in public, when people come up to us-
- Annie:** Do you? It doesn't bother you? It doesn't bother me either. I love it.
- Devin:** Yeah, I love it. And that's what a lot of time people will mess with me, "Oh my gosh I saw you here and I didn't wanna bother you." I respect that. Because there are some days where I go out and I'm just so tired and I feel pressure to sometimes like be put on... You know, like if I'm in a sad mood, but I'm like, I need to be really happy. I never want their opinion to be warped of me. And that's something I'm dealing with on my own. But the joys of just like having the sweet DMs of, you know, I just started reading my Bible because of you. That makes me feel like I am living out my purpose that God has for me in those ways. And then just like getting to stay home and be with Ivey a lot. I would say that.
- Hunter:** I would say pretty much the same things. Like just being able to spread the gospel. Not that we're always necessarily preaching, but we hope and pray that people can

see the Lord through us, like through our fruits. And also being able to stay home together. Being able to parent together, you know, full time.

And then I will say that I love when Devin meets people and they're like matching her energy because she's a high-energy person. So when girls come up to her and they just have this little moment, it's so funny to me. Because they've never met each other, you know, but they act like they've been best friends since they were five and they just hit it off. And that is so funny and so much fun to watch.

Annie: Knowing we were talking today, I thought, I feel like I know them because I watch you all the time. But also I think our personalities are gonna be fun.

Devin: Oh.

Annie: I mean, so it's the same thing even when we do this, right?

Devin: Yeah. I mean, we hit off like we've talked and gone on lots of coffee dates and stuff. I love it.

Annie: I mean, it's a fascinating thing that... Will you talk for a minute, Devin, about that, managing or trying to manage people's perception of you? Everyone sees you in your Grinch suit or getting ready in the morning or you know, just being the wild third grader that you are. So you're at the grocery store just trying to get all the groceries and in your mind you're saying, I've gotta be the me that they see on their screen.

Devin: Right.

Annie: Wow.

Devin: I think because of comments we've gotten in the past of like, Oh, I bet she's not like this in person or whatever, things like that is why. So I do have such a peace about it now because we do YouTube and all that and I'm like, if people watch like I am a hundred percent myself all the time. There are moments where I'm not as energetic, you know, because who can be like that all time?

Annie: Right.

Devin: So there has always been that fear of in public I never want to disappoint somebody. Like if that's their first impression of me and say something, I'm just sad or whatever, and then I like make them feel... I don't know-

Hunter: Make them feel differently towards you just.

Devin: Just because I was having a bad moment or a bad day, you know? Because that shows the influence people have just when you go to a coffee shop and if somebody is in a bad mood, you're like, Oh. You know, it gets you. And I never want to be somebody's crutch or somebody's reason to have a bad day, I guess. I don't know. But yeah, I've gotten to where I'm like, I am me. I'm me if I'm sad. I'm me if I'm just not as energetic.

Annie: Do you know the other person I've talked to that talked a lot about this was Jonathan Roumie from *The Chosen* who plays Jesus? Because he's like, when people meet me, no matter what day I'm having, they feel like they're meeting Jesus.

Devin: Yes. I see that.

Annie: So the pressure... it is really interesting... This is a weird analogy, but I think a lot about how my grandparents would never understand this. Like the pressure y'all feel to go to a coffee shop and make sure you are who you want to be perceived is something we can't actually... that's too much to hold.

Devin: It is. It's a heavy weight.

Annie: Yeah.

[00:21:26] <Music>

Sponsor: Hey friends! Just interrupting this conversation to share about one of our amazing partners, [HelloFresh](#). Oh, I just ate it for lunch, you guys. It was so good. I love that HelloFresh takes the grocery shopping work and the thinking about what I need to buy and make work out of the equation. Plus their meals are so good. And get this HelloFresh is 25% cheaper than takeout and less expensive than grocery shopping too. It is a win all around.

All you do is choose your recipes for the week and they ship you fresh pre-portioned ingredients so you can cook and start eating quickly. If you're stuck in a recipe rut, try something new with 40 recipes to choose from every week. Even with the pickiest eaters, you'll always find meals everyone at the table will enjoy.

Even though the fall can be so jam-packed, HelloFresh makes whipping up a home-cooked dinner or lunch actually doable with the quick and easy options, including their 15 minute meals. It really is a no-brainer. You can also turn to

HelloFresh market for some really good add-ons and enjoy the season's limited-time fall lineup. Like the apple cider cake, I'm interested, barbecue pulled pork nachos and mini pumpkin cheesecake, okay, sign me up.

So go to hellofresh.com/50TSF and use the code 50TSF for 50% off, plus free shipping. That's hellofresh.com/50TSF and use the code 50TSF for 50% off plus free shipping. Hellofresh is America's number one meal kit and Annie's number one meal kit. That is for sure.

Sponsor: And I've got one more amazing partner to tell you about, [Liquid I.V.](#). From long Zoom meetings, yes, that is me, and workouts, yep, and travel days, also me, Liquid I.V. makes it so easy to stay hydrated and I am grateful.

You don't have to be an athlete to need extra hydration throughout your day. I'm a fan of Liquid I.V. and so is our whole office. I think we've literally tried every flavor at this point. We all have our different favorites that stay stocked in our kitchen. I drink their energy multiplier almost every morning.

Liquid I.V. has three times the electrolytes of the leading sports drink, plus eight vitamins and nutrients for everyday wellness. It hydrates two times faster than water alone and it's all in a single stick that you just add to your water bottle. And now their hydration multiplier comes in three delicious sugar-free flavors: white peach, green grape, and lemon-lime. A proprietary zero-sugar hydration solution with no artificial sweeteners. It's awesome.

So grab your Liquid I.V. hydration multiplier sugar-free in bulk nationwide next time you're at Costco, or you can get 20% off when you go to liquidiv.com and use the code THATSOUNDSFUN at checkout. That's 20% off of anything you order when you shop better hydration today using the promo code THATSOUNDSFUN at liquidiv.com.

That link and pretty much every other link you could ever hope for are in the show notes. Or we will send them to you in Friday's AFD Week in Review email. And you can sign up to get that as well in the show notes.

Now back to our Build Your Board conversation with Hunter and Devin.

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Annie: So talk to me a little bit about Jesus for you. Not just because of Jonathan Roumie, but also because we are faith people. I mean, this isn't a calling God could have

given us a generation ago to like be public figures on social media. So what has He invited you to do? What do you feel called to do in the online space?

Devin: So months before it all started, I was reading a book called *The Deborah Anointing* book and just read-

Annie: I love Deborah. I haven't read it. Is it so good?

Devin: I love her. Yes. Yes.

Annie: *The Deborah Anointing*.

Devin: I'll send you the link. But I just love her. You know, she was called to influence many and over men and women and an army. So it was just talking about your influence and being influence to many. And that's, I feel like, at the same time God was like telling me that. Like, you're going to be influence to many.

So ironically the word influencer, I didn't know what that looked like. So now I am an influencer, but I just love that we can be a light in a space that is full of a lot of darkness. And like Hunter said earlier, in whatever ways that was, because I did struggle in the beginning. I was like, Oh, I need to make sure we, you know, preach basically... or I was doing a lot of Bible recaps. But I felt like I was doing it just so people knew that I was Christian or whatever. And then I didn't wanna disappoint God by, you know-

Annie: You girl.

Devin: Anyways, my quiet time became my posting time. I was like, Oh, I gotta read this scripture so I can share it. And the Lord spoke to both of us and He said like, "It's okay. They'll know you by your fruits." So I just love that we can be in a space to influence just by having the fruits of the spirit, you know?

Annie: Hunter, I'm thinking about, I mean, did you ever dream as you were a kid that you'd end up being a pastor? Because it's kind of what y'all do. You kind of pastor people. Was that part of what was in you as a kid?

Hunter: Definitely not. Definitely not. It's been a big adjustment. And even like kind of going back to the meeting thing, I've always been an introvert. My dad is the complete opposite. So when I was growing up, he would be encouraging me to talk to people and, you know, do this and that. Whereas he was... I mean, my dad would talk to a wall if you'd let it pretty much, you know. And that's just not me.

So I was comfortable in my job as a firefighter, as a... You know, if I know somebody, then I'm fine talking to them. But it's meeting people and sharing myself with people that I don't know. And now that's literally what we both do for a living.

Devin: So public.

Annie: Four million. I mean, millions.

Hunter: I never would have imagined.

Devin: That's wild.

Annie: That's wild.

Devin: When he meets people, he's just like... we just balance each other so well in public. He's like, you can do all the talking and I'll say hi. But yeah-

Hunter: When I meet people and it's just me, I'm like, "Sorry, Devin's not with me."

Devin: "Have a good day."

Annie: I mean, but also y'all been together since like middle school or something, right? Haven't y'all been together forever?

Devin: Ever. 11 years. Eighth grade. End of eighth grade was when we got together.

Annie: My gosh, I don't know if y'all say what city you live in, but will you say what state you live in? How much do you tell about where you live?

Devin: Oh yeah. Dothan, Alabama. It's a-

Annie: Dothan.

Devin: It's the capital of the world.

Annie: Girl, I know. I'm from Georgia. I know Dothan. Driven through there. I know that spot. Because I'm thinking even through like... the kindness of God is that He partnered y'all up to grow up together. So in some ways, it feels like He let y'all grow up together in private for nine years, eight years, and now you continue to grow together in public.

Devin: Yeah, I've never even thought of it like that. Because that's so true.

Hunter: That is true.

Devin: Because our testimony as a couple too, we know God let us meet at that age. Even though it was like cheesy boyfriend, girlfriend, I say Hunter being in my life saved me from a lot of situations that could've went a whole different way. And vice versa. You know, like us getting into church it was like we influenced each other in a way, you know?

Annie: Wow.

Devin: And then we had to realize like, "Okay, if we want this to work, we've gotta put God first, and then everything else will fall into order how it should." So God's taught us a lot in those years before we got married. That thought you said that stuck to me, oh, that's wild.

Annie: It's just a beautiful... Did y'all meet at school? Where'd you meet in eighth grade?

Devin: Through mutual. My sister was dating a guy who rode dirt bike with Hunter.

Annie: Great.

Devin: So it was just mutual.

Annie: Hunter, talk to me about this dirt bike life. Because it feels like, as a follower, pre-friendship, my followership was showing me, it's like suddenly you're pro racing sort of-

Hunter: No. No. Definitely not. Definitely not. Are you talking about like in LA at the Coliseum?

Annie: Yeah.

Hunter: I mean, it was a really awesome opportunity. That was something that was on my bucket list, but it wasn't because I didn't know that it would ever be a possibility, you know?

Annie: Yeah.

Hunter: So I'm really thankful that they actually invited me and a few other creators and a few other people of the industry that are creators in the industry. They invited us out there to ride a little bit at that track. It was a lot of fun. It was a lot of fun. I have

a lot of people thinking like, they're like, "Oh, are you gonna go pro?" I'm like, No, I'm not. Not nearly good enough.

Devin: But I love that he's taking that hobby back up. Because that's-

Hunter: That's what I grew up doing as my sport. I played baseball here and there as a little kid and then in high school and that was it. Like pretty much my entire childhood was just involved with riding and racing dirt bikes pretty much every weekend. So it's been nice to be able to pick that back up.

And that was kind of one of the things that we agreed on that I could do. When I left the fire department, I'm like, I gotta have like a little... not necessarily away time, but some guy time, some, you know... I always wanted to pick it back up. So that was kind of the perfect opportunity when I left the fire department. So it's been a fun year, I guess you could say.

Annie: It's very enjoyable to watch.

Hunter: Yeah.

Devin: I know. You're so much better than you let on.

Hunter: Oh, thanks.

Devin: He's humble.

Annie: I mean, I thought you were a pro. What do I know! Will you talk to me a little bit about... you know, in this series, this Build Your Board series that we've been doing all of October, we're talking about the voices that speak into our lives. What are the mentors like for you and who's pastoring you? Because there aren't like 50 and 60-year-old influencers who can walk you through what it's like. So how are you getting invested in? Who's speaking into y'all's lives?

Devin: My, honestly, just family and friends here. Like my mom is... even though, you know, she had to learn all about this when we started, but just the spiritual leader that she's always been. So that just carries through this. To her, I could be doing a different job but the same... I guess like take away the job, the problems with it are still so what everybody else would experience in ways.

Annie: That's right.

Devin: Maybe even on a lower scale or whatever, people-wise, people watching. But my mom and our pastors at our church. And like I said, even if they don't understand it, they're just spiritual leaders.

And then friends who also are mutuals, as you would call it, on social media that love the Lord and stuff. They also play a big role in that just because we can even send a text and be like, "I'm having a hard day with this. I kind of wanna quit." And then they just give encouragement, you know? Like, we're all in it together in a way. That's what I would say.

Hunter: Yeah. I agree with that.

Annie: That's so helpful because there are... we've talked about that in our discipleship episodes of like Nancy, who mentors me, is married with kids and I'm not married yet. But then the girl I mentor is also married with kids. So it's very easy to be like, you don't have to be like the person who discipled you to be discipled toward Christ.

Hunter: Right.

Devin: Yeah, 100%.

Annie: I think that's so helpful. Tell me, how do you decide who you follow online? Like who are the voices that you are watching online? Are you just following your peers or are there people... are you careful about who you follow?

Devin: I think initially... I mean, are we?

Hunter: I would say-

Devin: It's almost like peers we would follow and stuff, but-

Hunter: We follow people that have interests of us. And I don't think that that's completely intentional. It's just that's what we end up doing.

Devin: So I would say even if there are people we know aren't Christian or live like we do, that hasn't stopped us from following them.

Hunter: Yeah, definitely.

Devin: I just feel like we're called to love everybody even if we don't agree with what they're doing or how they do it. But now as far as content I take in, I have had to

stop... Like TikTok, for example, on the For You page, all of a sudden I'm getting videos of people leaving the religion, leaving Christianity. And I would get so sucked into those videos. And God's like, Devin, why are you watching these? Get it out of this girl because that video's doing nothing for me. It's filling me up with doubt and fear and more questions.

So now I'm very careful with just shows I watch or videos I watch online. Because those do have an influence whether we realize it or not. Like I was not realizing how bad of an influence it was having on me, and I had to recently crawl outta that one.

Annie: Yeah, absolutely. You have to. I mean, that's the only way is if you... I'm the same way where I can pay attention to something or not be paying attention to something and then all of a sudden I'm like, wait, every video I just watched is about changing your body. Or every video I just watched is about being unhappy being single. And then you're like, "Wait, why do I feel like changing my body? And why am I so unhappy?" Can't imagine. It's because it's all I'm taking in. Right? Yeah.

Hunter, talk to me a little bit about boundaries you have with your phone. Help me, Hunter is what I'm saying. How do I put TikTok down? Because I had TikTok for a while, but I wasn't sleeping enough and so I had to delete it. I feel safe to bring it back, but what kind of boundaries do y'all have around social media time, and how much your phone is in your hand?

Hunter: I do the same thing. My thing is Instagram. Instead of TikTok, I'll scroll Instagram reels. That's what I'm really bad about. But I've found that if I have something else to do especially if it's not work-related... and what I mean is like if I buy a book, if I go out of my way to buy something, to get myself something else to hold in my hands that I can physically do, like late at night when we don't really have anything going on, then I will do that thing.

To me it's like, I'll even, back to the dirt bike thing, I just bought a new dirt bike video game the other night because I'm like, I'm watching too many Instagram reels. So if I don't have a book, if I don't have something, I've already done my study, my bible time for the day, it's better for me to play this dirt bike video game than it is to scroll these Instagram reels around. That's what I do. That's what's helped me.

Devin: That's good.

Annie: Devin, talk to me about, like you said that you were realizing your quiet time was your post-it time. Literally this morning I sat in that chair and as soon as you open

your phone, work starts. I mean, as soon as I opened my phone... I was just gonna look up something and I touched the Instagram button and then my 25 minutes of reading my Bible were gone. But I had seen a lot of reels and I had posted, so I'm getting my work done, but I lost all my quiet time.

Devin: It's hard.

Annie: So help me. What are you doing to make sure you're still getting your time with the Lord and doing your job?

Devin: I feel like this is gonna be a constant thing that... because I'll go through a season of doing good with it and then it's like I go right back to the struggle. I'm like, Oh, I've gotta get out.

Annie: I know.

Devin: So I'm right there with you. But I have tried to... In the morning is whenever I have my quiet time the best. So I don't even take my phone in here.

Annie: Oh, smart.

Devin: I have an Omnipod, which is for my diabetes, so I'll like take that with me. It's almost like a nature of habit, you know? But leaving it in there because if I do not leave it in the bedroom, I will pick it up even during my quiet time because my mind is like, Oh, I'm up. What should I be doing today to be productive before Ivey wakes up or before..." It is hard. So that has helped a lot, just not bringing it in there. But then sometimes I feel like I have to have it in there.

And then also I do not like Ivey to see us on our phones because even though that's our work, so a lot of times I'm like, she wants us to play with her, but I'm like sitting on my phone and I'm like, "I promise I'm working. It doesn't look like I am but I'm working."

So even just like our playtime, we want to be more intentional so we just... not having my phone on me is the biggest help. So I don't just open it. Because I'll just realize I open it, I'm like, why did I just open the Facebook app? Like, I don't even get on Facebook.

Annie: Right. I know. It's like you buzz through the ones and you're like, why am I even doing this?

Devin: Right.

Hunter: Yeah.

Annie: Right.

Devin: Well, because if you do, like how we can relate working from your phone, I'll open the email because I got something about shopping at Pottery Barn. But then I'm like, Oh, that's from our managers. We need to read that and get started. It's tough.

Annie: When did you realize you needed kind of a manager person? When did y'all add staff to what you are doing?

Devin: Month one.

Hunter: We added.

Annie: Really? I mean, I guess if you get a million followers there it is.

Devin: Yeah. We were so anti-managers at first.

Hunter: We were pretty anti-management at first, like she said.

Devin: We wanted to look humble.

Hunter: Yeah. We had other friends that were like, "Hey, people are starting to reach out about brand deals and like, how much do we charge? Blah, blah, blah. And they're like giving us the rundown. And I'm like, I don't know. I guess we can negotiate over email. So we did a video for like a hundred dollars and we had-

Annie: Oh my gosh.

Devin: A million followers.

Hunter: Almost a million followers at the time-

Devin: Which it's still a blessing.

Hunter: Which at the time we were like, A hundred dollars. This is awesome.

Annie: All we did was make a video.

Hunter: Yeah, exactly. So then another couple reached out to us and they were like, Hey... they had kind of been through what we had going through at the time and they were like, "Hey, you should really consider management. This is our numbers. This is where we were and now here we are and blah, blah, blah. So we were like, "Okay, maybe we'll try it." So we had some meetings with a management agency and then we ended up going with the one that they-

Devin: That couple recommended.

Hunter: ...that couple had, that one that they recommended. And it's been the best. We feel like very lucky and very blessed that we haven't-

Devin: We haven't had to change.

Hunter: Yeah, we haven't had to change. Like a lot of our mutuals have had to change management agencies, you know, two or three times and we've been with that one since day one.

Devin: They've become like family now. So it's been great.

Annie: Do y'all have staff in Dothan too?

Devin: My sister is my kind of assistant, but she lives in Kentucky, so it's just over the ph... But other than that, no.

Annie: Just y'all and management.

Devin: Yeah.

Hunter: Yeah.

Annie: That is very impressive.

Devin: I know. Sometimes I'm like, We need help.

Annie: So you're editing all the videos yourselves?

Hunter: Oh no. We edit our short-form videos, but we have a long-form YouTube video editor.

Annie: Got it. Y'all are doing all the short form. That is a lot.

Devin: Oh, I know. And that's what he's started to help me edit because he's always wanted to help, he just didn't know how to edit. But then he's learned now. So now we're both kind of... it takes a lot off just my plate alone. But we really could use somebody to do short form. We've thought about it because... but then I just like having the control too. It's hard.

Annie: It's so y'all's personality too that it'll take you'll have to train somebody to speak Cordle before you hand them your videos.

Devin: Right.

Annie: That's amazing. I'm very impressed that y'all do all that yourselves. That is so good. So what's the program? To help our friends who are just starting on making TikToks, what program do you edit in? Do you edit in TikTok?

Devin: I use CapCut or TikTok. Mostly CapCut. And then I'll do captions and text overlay on TikTok. Very simple edits. You just cut. That's why I do enjoy our content because it's like our friends who do skits and stuff, I'm like, Oh my gosh. I know that takes forever. Because ours is just so simple. He'll just pull the phone out and record whatever we're doing and you got a video.

Annie: The realness of y'all is really important. And you mentioned it a second ago, Devin, but will you talk a minute about how did you decide to go so public about having diabetes? And you often show... I mean, I think I've seen it maybe twice or three times when your body doesn't respond well. Like you'll show what's happening. Is that scary to be that public about diabetes? Was that scary to talk about?

Devin: Honestly, no. I think that a lot of people were saying, thank you, thank you, thank you. So I was more shocked that it's... I think more people are not as vulnerable to share about it. Maybe they think it is embarrassing or... I'm not sure. It's almost like I got the diagnosis and I'm like, "Okay, well I can help somebody else now." It was hard but now that I have it, sharing has never been hard for me. I feel purposeful in that just by being able to help other people not be ashamed of it.

Annie: This is a tech question around your diabetes conversation. Do y'all have a content calendar and you'll go, okay, once a month I need to talk about diabetes, and twice a month we need to make sure we're doing a cooking thing and I'll do a get ready with me every Tuesday. Do you have a content calendar that's that specific?

Devin: No.

Hunter: No, no.

Devin: People ask us that stuff and we're just like, we just literally wing it. Which I feel like that is why sometimes it can feel stressful because we're like, Oh, we don't have any videos to post. What do we do? So I'm like, "Well, I guess I'll go do a get ready with me real quick or-

Annie: Oh, got it.

Devin: It just kind of just share how naturally it goes. We have a content planner for our branded deals and things like that, but that's thanks to management. They help so much with that. Everything else is just kind of-

Hunter: Off the cuff.

Devin: Off the cuff, organic, how it flows. It can be a good and bad thing, I think.

Annie: Oh, I think, yeah. I love it. You know, I'm a fan. I'm a fan.

[00:44:14] <Music>

Sponsor: Hey friends! Just interrupting this conversation one more time to tell you about another amazing partner, Daily Bible Trivia. Y'all know I love some Bible trivia, especially when it has to do with the gospels. But did you know there's an app that makes learning the Bible both fun and interactive? You can challenge yourself by 10 by testing your knowledge of Scripture with Daily Bible Trivia.

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Download Daily Bible Trivia today to challenge yourself. Just go to the Apple or Google Store and search for Daily Bible Trivia. Download Daily Bible Trivia today for free and get ready to flex your brain and your Bible muscles.

Sponsor: And I've got one last incredible partner to tell you about, [Reliefband](#). Okay, one thing we can all agree on, nausea is truly the worst. And whether you're fighting it because you're prone to motion sickness or have a migraine, I'm sorry for both of those things or if you have morning sickness congratulations, Reliefband is the number one FDA-cleared antinausea wristband that has been clinically proven to quickly relieve and effectively prevent nausea and vomiting.

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Right now we've got an exclusive offer just for our That Sounds Fun friends. If you go to [reliefband.com](#) and use the promo code THATSOUNDSFUN, you'll get 20% off plus free shipping. So head to reliefband.com and use the promo code THATSOUNDSFUN for 20% off plus free shipping.

Now back to finish up our Build Your Board conversation with Hunter and Devin.

[00:46:38] <Music>

Annie: Okay, so I'm thinking about our friends listening who are curious about like, okay, they want to be influencers too, they want to make videos, they want to do that. a) do you suggest it? Is this something to pursue? And b) what does it even look like to start being an influencer?

Devin: That's a good question. I think I would tell them when I tell my friends. Like I have friends who I'm just like, just go get it. Go after it. Or you just have to start somewhere and be consistent. Do I recommend it? Absolutely. Because it changed our life and just even financially, the financial freedom we have with it and just the being home. But it's also not for everybody.

So I think if it's somebody who is passionate about it, that I would be like, "Yeah, do it." But if somebody just like, eh, then maybe, I guess is that what I would say. Because also you're gonna get a lot of hate. So I have friends who have do it now and have started. And that was one of my fears. I was like, just please know you're

loved. I just want you to know that before you start getting these comments, because it's inevitable that you're gonna get online hate.

Hunter: I feel like it's something like most any other job that you do have to be really passionate about it. It's not something that you can... I don't want to say like take lightly because that's kind of cliché, but like Devin said, you're gonna get a lot of hate, you're gonna get like tired of doing it. It can be-

Devin: It's a lot of work.

Hunter: Yeah, it's a lot of work. A lot of people don't realize how much work it actually is. So yeah, you just have to be passionate about it and know that you're gonna stick through it and be consistent.

Annie: This is a theological question around that. I'm curious if you think is it possible to disciple people online? Is it possible that you're actually discipling people in your influencing videos and in the content?

Devin: Yeah. Yeah. I would say, just based on conversations we've had with people that, you know... like I said earlier, I've started reading my Bible because of you and just little things like that. And like, oh, yeah, it's-

Hunter: We get a lot of DMs saying things like that. But when we meet people in person, and they tell us, like, I started going back to church, or I started reading my Bible because of some of the things that you've shared. It's really eye-opening to show how much influence you can really have on somebody.

Devin: That's what we always want to do. It's not us. It's God in us. So it's just like, wow, look at you go God.

Hunter: Right.

Annie: That's it. Right. Same. Same. Who are some of your friends that you think, Man, y'all should also be following? Who are some other influencers that y'all love rolling with that we may or may not already be following?

Devin: Oh, yeah. Gosh, there's a lot. I hope I don't forget any. I do love you all if you're listening to this. Cam and Mel, they're awesome. Cam is actually who spoke... I believe God used as a vessel that night to speak in Hunter about the career change. Very godly people. Casey and Casey, Taylor and Sophia. Who else? My mind is blinking.

Hunter: That's kind of our main like little, I guess-

Annie: Crew.

Hunter: ...circle if you want to call it that, that we talked to the most regularly.

Devin: That have godly influence in our lives.

Annie: Those are great. That's a great answer. I don't think the list has to be 20 people deep. I think it's important for people to hear you say like, here's our crew that we trust and we listen to, and that we interact with. I think that's beautiful.

Devin: Yeah. Thank you.

Annie: That's awesome. Okay, if our friends listening add you to their list of people they're praying for, what do you want them praying for the next year, till the end of 2024? If they said, Yeah, we'll pray for the next 14 months, what do you want them praying?

Devin: Oh, that's so nice. I think for us just to, no matter what we go through or face or what the world says, that we just remember who our identity is in and what we're actually doing it for, like our why. Like never to forget our why and our purpose in it.

Because you can see a lot of people end up losing their selves, which is so sad. It's a sad reality of being so public, and a really dark web. But social media needs to, you know... So I guess just to keep the lights.

Hunter: I'm not just saying this, but that's actually exactly what I was gonna say. I just couldn't think of how to say it.

Devin: Okay, perfect.

Annie: That's beautiful. That's a real, genuine thing for people to pray for you. Like that feels really... Yeah. Okay, is there anything we didn't talk about y'all want to make sure we cover?

Devin: I don't think so. I don't think so.

Annie: Y'all are great at this. Thank you for doing this.

Devin: Oh, no, thank you.

Hunter: Of course.

Devin: We enjoyed this.

Annie: I love it.

Devin: You're so sweet. I know you're on a computer screen right now but I can feel like your love for Jesus and just your very... I can feel Jesus through the screen talking through you.

Annie: Oh, thanks. I really love Him. So that means a lot to me. Thank you. Thank you for saying that. And also of all the internet people I could ever find, the reason I DM you was for a very similar reason of like I feel like these people are so genuine about what they think about God and about Jesus that I want them to explain how to survive that life, how to survive a public life when you deeply love Jesus. So I feel the same about y'all. That's really true.

Okay, the last question we always ask. Because the show is called That Sounds Fun, both of you gotta answer, tell me what sounds fun to you.

Devin: Anything?

Annie: Absolutely anything. There's no budget. There's no schedule worries. It is whatever sounds fun to you.

Devin: Okay. I would love to be in a movie. That sounds fun.

Annie: Great.

Hunter: Oh, I don't know. Mine probably has to be something to do with dirt bikes again.

Annie: A dirt bike movie?

Hunter: I'll be down in [inaudible 00:53:00].

Devin: Yeah, there we go.

Annie: Listen, Devin, we just need to connect you with Candace Cameron Bure and let her just get you as a behind-the-scenes, a background actress?

Devin: In the background drinking coffee.

- Annie:** That's it. That's all I ever want to be in those movies. I'm always like, Candace, I just want to be sitting at the table next to the people who are falling in love that they memorize the lines.
- Devin:** Right. Because that's what I told her like, "Honey, I couldn't ever do it. So it'd be let me [hear?] the other person. It can be like a family member or like-
- Annie:** That's right. The best friend.
- Devin:** Exactly.
- Annie:** This is an alert to Candace Cameron Bure that Devin and I would like to be background actresses.
- Devin:** We'll just carry on our conversation.
- Annie:** The 2024 Christmas movies on GAC, watch for us. Here we come. We're doing it.
- Devin:** That is our goal.
- Annie:** That is our goal. For real I'm seeing her tomorrow. I'm telling her. I am telling her. We're doing it. We'll somehow get a dirt bike in this. I don't have quite a dirt bike connection.
- Hunter:** It's all right. I'll be in there. I'll be in the background.
- Annie:** Great. See, we can just fly to Canada for a minute and be in a video. I mean, this is gonna be great.
- Devin:** You can act and we could be the main character that are roommates people.
- Hunter:** I don't think I'd be great.
- Devin:** I think you totally could.
- Hunter:** Not a good actor.
- Annie:** I believe in you. I'm also not great at being anyone but me. That's been my acting experience is I watch that and I'm like, who believes that that is me. I need to be a background person who's drinking tea. People will believe that. We'll just be

background. Well, thank you all for making time for this today. I'm so grateful. It was such a gift. Such a gift.

Devin: Thank you for having us.

Hunter: This is so much fun.

Annie: It was fun. I loved it. Y'all get back anytime.

[00:54:52] <Music>

Outro: Oh, you guys, don't you love them? They are such a fun follow on social media. So go check them out there. Thank them for being on the show with us. And if you want a full list of all the resources from our Build Your Board series, remember it's the guidebook, it's the quiz, it's all the episodes. And then we've also pulled some of our favorite books and podcasts and other resources based on the episodes. All of that is in anniefdowns.com/buildyourboard.

Plus, if you have any questions from this episode, drop them in the Q&A box on your Spotify app if you're a Spotify listener, or please send them to us on Instagram @thatsoundsfunpodcast, and we'll try to answer them there for you.

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

I think that's it for me today, friends. Go out or stay home, do something that sounds fun to you. I will do the same. Today what sounds fun to me is walking down the street around the corner and getting a hot Chai. I need to get out of my house. Listen, I'm not sure I'm built for work at home, you guys, but we're doing it. I'm having a great time.

Y'all have a great rest of your day. We'll actually see you back here tomorrow on Halloween for an episode with, y'all, the host of one of my favorite podcasts. I cannot believe I get these two sets of friends back to back. Today with Devin and Hunter, tomorrow the guys from Blurry Creatures are here you guys, Luke Rogers and Nate Henry are joining us tomorrow. I have zero chill about it. Y'all are going to love this episode. We'll see y'all tomorrow.