

# TJMS Ep 102 Jennifer Fick

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## SPEAKERS

Jennifer Fick, Jen Marples

### Jennifer Fick 00:00

The struggle for women is real because ageism is real. ageism in the workplace ageism, just you know, and like you start feeling at some point, you're not turning heads on the street anymore. So you're starting to feel a little invisible. And so there's a lot of stuff that we're kind of dealing with. And I think the important thing for women is that we, we allow ourselves some self care whether that's cosmetic procedures or whatever, but most of us have been nurturing, caring for others. But I think the important thing for recently listed midlife has kind of stepped back and allow us to indulge in some things that bring us some peace and some joy and you know, little things to our life and that's where Steven is simple skincare routine.

### Jen Marples 00:54

Hello, and welcome to the Jen Marple Show. I'm your host Jen Marples, a champion of midlife women and cheerleader for all women dedicated to helping you embrace and rock the second and best half of life. Each week I'll bring you conversations with incredible women who will inspire us educate us and motivate us to live our very best midlife. I'll also pop on solo to share my best advice, tips and tricks to help you unapologetically go for your dreams, embrace your age and become unstoppable. If you are itching for a change, ready to pivot or looking for a second act, stick around as this is the show for you and know this you're not too fucking old. Hello everyone and welcome to the Jen Marples show today I have a beautiful guest who shares my name. Her name is Jennifer shaper Fick. And she is a double Board Certified Aesthetic Nurse Practitioner. So that means she is a smarty pants and she has got decades and decades of experience in this realm. And she has been taking care of a certain woman's mug me for over a decade. So I go to see Jen for various things. We'll talk a little bit about that today. And she's fabulous. And she works at the Duchamp Brawley clinic in San Francisco and she sees patients there on a daily basis. And she is a lovely human being and we're going to get to know her better. And she's also going to share some wonderful insight for all of us midlife ladies on what actually happens to our skin in midlife and some things that we can do to mitigate sort of future stresses on our skin. And also things we can do right now if we need to sort of pick ourselves back up. But with all of that, let me welcome Jen to the show. And Jen, thank you so much for being here. What I neglected to also say is that she is a dear friend, and just a lovely human being. You're gonna love her as much as I do. But John, welcome to the show.

**Jennifer Fick 02:46**

Oh, my goodness, Jim, thank you so much. I am so excited to be here. I'm so honored. This is a topic I love. And I love what I do. So it's I'm so excited to share with everyone.

**Jen Marples 02:59**

So we're going to start off by peeling back the layers as I do with all my guests, I want you to tell everyone, you know, sort of your history, sort of where you started in your career, because you started as a nurse, and then how you added to your education changed things. You had a business and you left that business and you went off to explore new things. So there's so much here to unpack. So let's just get going. Tell us your story.

**Jennifer Fick 03:22**

So yes, I started out as a registered nurse, I'm originally from Nebraska, so I was actually in cardiac medicine for a bit there. And then I moved to San Francisco and moved moved to the Bay Area. And I was fortunate to enter into aesthetic medicine in 1998. So I've been doing aesthetic medicine and doing what I do for over 24 years now. And I love it. I love what I do. I can't really separate my career from my personal. But I was fortunate to be asked to open a San Francisco office for a really well known dermatologist who had developed a lot of very early he did the, you know, early clinical trials for like laser hair removal and developed a lot of the laser techniques. And so I was very fortunate to you know, be very early in the industry before there were like training videos and that sort of thing as far as how to do Botox, and so I was doing Botox in like 2000 before it was even FDA approved for cosmetic use. And, you know, I was fortunate to join the practice that I was with and became a partner there. And I was basically the director of clinical operations. So I had an entire clinical team, I was training, developing a team of people, and basically, you know, all of the clinical oversight that goes along with that as far as dealing with the medical board, the nursing board, the cosmetology board, San Francisco Department of Public Health, and all of that. So it was a really big role and I loved it. I loved mentoring people. I love training. I love seeing people grow and flourish in their practice. And then I you know kind of like, what should I do next. And then I had an opportunity to go and do my family nurse practitioner training. And so I knew that was going to take a pretty significant amount of my time. And I was wondering how I was going to manage a team of people and going to school and working and seeing patients full time, which is what I love. And I had an opportunity to join the Trump rally clinic and work under Dr. Duchamp rally. So I took it. So I was doing work and school simultaneously for a while. And it was it was a little scary, initially, because I thought, I'm giving away this huge role that I've loved being in. But I think that for me, it was, it was a great time to step back and really just focused on what I wanted to be doing as a practitioner, and just focusing on my patients and my patients alone, and developing my part of the practice. And so that was a, it was a great transition. I've been here almost eight years now. And I love it. I love being in the surgery realm again. Because I really, I love working with our surgery patients as well. So my work is balanced between what I do with my aesthetic patients, and then also the care that I provide for our surgery patients. So it's been a great, a great transition, a great balance.

**Jen Marples 06:23**

So you said, Well, there's a couple things I want to unpack. So one is you sort of did the reverse entrepreneur thing. So you were part of a business, a partner in a business. And then you decided, as a lot of entrepreneurs often do that a lot of us when you grow businesses that you get further and further away from the work that you actually love, because you're actually running a business and training. And so you, it sounds like you were further and further away from you know, dealing with those patients and really going all in of course, and there's also doing that intense, you know, is that it's medical school. So it's not even like a master's program, right? I mean, it's basically you're going back to medical school, it's like what, like, that's hard. Yeah, that actually is, most people can't be working full time and going to medical school. So I love that, you know, you had the wherewithal and that you thought about what you loved and what you were sort of missing, and then also this extra education that you wanted to get. It's cool to hear that aspect. So let me ask you a question in that realm. So you left the practice you went over with the John Brawley clinic and you pursued then your your FNP. How was that like for you then because I know a lot of people listening there's we have a lot of ego attached. Sometimes when we're running businesses, I certainly had that attachment when I had my PR firm of like, pulling it down knowing it wasn't serving me anymore. And then I needed to do a lot of deep work. How was that process for you?

**Jennifer Fick 07:42**

That process was really challenging, it was a very, very difficult decision to make, because I loved what I was doing. I loved mentoring, I love teaching. But I just knew that if I was going to go and take my personal practice to the next level, as far as getting my family nurse practitioner, that I wasn't going to be my empathy button was going to break at about six months into my program. And it did in terms of people saying, Oh, I can't cover the shift, or I can't work on Saturday, or I need some personal time. I mean, like, I have no personal time I'm working, I'm going to school full time. It's insane. So so there was part of me that I knew that I wouldn't be the leader that I needed to be for my team. So it was important for me to recognize that and step away. And but it was it was very daunting, because I was leaving a role that I was very proud to be in to basically focus on a solo practice, but then on at the same time, I was also going to be significantly expanding my skill set, going from being a nurse to nurse practitioner, you're able to diagnose you're able to prescribe and treats and that in itself has very scary, there's a lot of responsibility that goes with that. But at the same time, the the secondary benefit of making that change was because I was working for a plastic surgeon and so that allowed me to pursue my aesthetic board certification, because I had already worked with him in another capacity. But for me to get my Certified Aesthetic Nurse Specialist, you had to be working specifically for plastic surgeon for a period of time. There's a board exam, there's, you know, all of these clinical things that that have to come into place. And it was the first time I was able to actually apply for that despite the fact that I've been in the industry at that point for 16 years. So there was there was that little nugget that little silver lining to in addition to that, so not only do I have my family nurse practitioner board certification, then I also have my aesthetic board certification so it's a win win.

**Jen Marples 09:48**

Well and there's something too that just popped up for me it's the fact that you know, most people if you're in medical professions you right after college you you did it right everyone you know went on for their advanced if you're going to be a nurse if you're gonna be nurse practitioner or Dr, whatever it is, but then you waited and you actually went back to school in your late 40s. And now you're in your early

50s. And I think it's it's fascinating, fabulous. And I think that it just gives women listening permission, like you're not too old to go back to school, to never what you want or pursue or like, do something and take it to the next degree if you want to get a masters or do something completely different. So let me ask you this, like, how was that going back to school? And were you like how your contemporaries because you probably had a lot of people younger than you or your age, I don't know, let us know. Because I think it's really fascinating, fabulous, and it's giving permission to everyone to go do whatever the hell you want to do. And you're not too old, because that's the theme here. We're not too old to go back to school, and do something that we want to do or pursue. Yeah, it's

**Jennifer Fick 10:51**

so interesting to you ask that because I looked back at that period of time, it was a complete blur. There were days, I just, I'm not even sure how things happened and how I got things done. I will say that I learned to use my calendar. And all of my ad written calendars I had the every organizational function you can imagine working for me at the time, because like, I had no time, I got to sleep three to four hours a night. Otherwise, it was constant study at work, taking exams, writing papers, you know, that sort of thing. And you just power through it like we women, I think we're so strong in that way. As far as like, we just take a challenge, and we just embrace it. And I think that if there's anything that you want bad enough, and I wanted really good grades in this program, I wanted to be one of the top students, I want them to be 100%. And plus, when you're going through your nurse practitioner program, you're ultimately learning everything that you're learning. So you can say you want to pass your board exam and be you're going to be providing patient care. And you really need to know what you know. And you need to know what you don't know, there are literally days I don't remember, thankfully, I have photos, I took a lot of photos with my camera, of when I actually had a moment to enjoy always working in my garden, or here's my Dalmatian or, you know, those kind of things. So you just have those little snapshots of joy throughout your experience, and then you get through it. And it's it was it was crazy, but it was it was so rewarding. I know

**Jen Marples 12:31**

I just as a sidebar, I just remember watching you and ongoing, you know, I'm still seeing you, I'm one of your patients, see you two full time jobs. I mean, probably more than that going on. And I'm just, I'm just so impressed by all of it. And it's you do bring up a good point. And I say this a lot. And I know this for myself, if you really want something bad enough, you're going to make the time to do it, and you're going to find a way to do it. And I think the biggest thing for everyone listening is just give yourself permission to do it. It's not too late, it is not too late to go get a master's degree, go get a different degree, do whatever you want to do. We've got half our lives left. So listen to Jen, she just did something very, very, very strenuous. And she's here on the other side. And you're really excited about it. And you're of course you're bringing that, you know, to the practice. Now, let me ask you this question. Because I know there's a lot of women who operate, you know, within companies or businesses, and you have to be entrepreneurial, because I know and you're you're the only one who's doing what you're doing within that practice. So you have you still have your entrepreneurial spirit, because you've got to create your own programs, your own marketing, your own outreach, your own newsletter, a lot of your own, you know, specials, like what are we doing? What are we promoting? What are we talking about? So you've got to have an entrepreneurial vibe, because there's no one doing it for you. So I know you're responsible for the outreach and bringing patients and what would you

say to women out there who are kind of in your same position, they're not sort of standalone entrepreneurs, like say I am who's just doing the whole thing, but they are working within a practice. And there's, you know, so many, to be transferable to so many different types of businesses. What would you say to that, like what's helped you sort of get that going and maintain that entrepreneurial spirit, as you are a part of a larger organization?

**Jennifer Fick 14:17**

Well, I think it's important to always embrace and have pride in what you do and what you provide. And also, I was very fortunate that when I left my last practice, many of not all but many of my patients on me. And so I think that tapping into the resources that you already have with people that you know, the patients that you already have, is really critical because there's a lot of I mean, my patients are so fascinating. I have patients from all walks of life and they're all just, I learned so much from my patients. So I think the people around you in terms of either they're your patients or your clients or that those your time If resources when you're within a practice, and also making sure that you're taking time with each one of those patients or clients, I think that's the thing that I've always found is, for me the like the initial consultation with a patient, it's a time for me to get to know them, for them to know me, and make sure that our aesthetic goals, and what we're looking to achieve is, you know, similar, just working with each individual person, I think that's key, because most of my business is actually from referrals from existing patients. And I think you need to spend time with each individual person get to know them, and then everything kind of flows from there. And then just also, you know, you never take anything for granted. You know, just because the patient is seeing it doesn't mean they're always going to see you like in my world. And believe it or not, Groupon is real, people do stray, and they will see other providers and that it's just gonna happen, but you just never take a patient opportunity or client opportunity, depending on what industry you're in. And you just cannot take that for granted that it's actually happening. Because no matter what amount of money you put in your marketing, no matter what you do, every new patient that comes through the door as cost to something. And we don't always have \$1 amount for it. But there's, you know, there's kind of a traceable pathway as far as how people find you. And I'm also like I said, I'm very fortunate to be in an incredible organization that our word of mouth referral, just in general is incredible. And, and I am fortunate that I work with a lot of our surgery patients as well. And so maybe they're having surgery, but eventually, they may tap in and see me for other easier things.

**Jen Marples 16:39**

But you made me think about an expansion on this point. That's really important because when I talk to women to and clients and women who are my mastermind, that we sometimes forget who we have sort of right at our fingertips, and we sometimes forget to kind of go above and beyond like you're saying to serve the people that we have and really focus on them. And tapping into those existing networks. Because the word of mouth for any business is That's gold. I mean, there's nothing going to be nothing better than word of mouth, we can all trace back. Probably everything you do your hair, who says your eyebrows, the gym, you go to it's all Where do you guys go? What do you love? Who do you like, you know, that word of mouth is so important. And sometimes in our I think our social media world, and there's all the new things that we're all trying to do that we forget to actually nurture the relationships that we already have. And we think about the three people that your patients know or that my clients know, that's going to be the warmest lead known to mankind versus always going out there. And you're



like, I'm gonna be on social media. And yeah, yeah, we got to do all that stuff. But we often forget about the people that are closest to us, or just that one step removed from patients or from clients. I'm glad we're talking about this. I don't know if we've talked about this on this show yet. But it's just really good information to have. So you guys have heard it here. First, don't forget the people in your immediate network and nurture and really care for the people that you have. Because you're exactly right. They can go tomorrow, somebody else can be warming them up, or giving something shiny away, or whatever it is, and whatever business you're in. So taking the time to really get to that's never going to serve you wrong or steer you wrong, in my opinion, getting to know and really caring about and you should be caring about your clients and patients. I mean that they are Why are you doing it? So that's another question. Yeah. So before we get into some of my other traditional questions, I want to take the opportunity because anytime I have a medical professional that also deals with women at midlife, I would be remiss if I didn't ask you some wonderful questions about our midlife skin. So what happens to our skin once we hit our 40s and 50s? Because I know gosh, I mean, you know, I'll let everybody I started getting Botox I was counting down the days I had pre Botox bangs because I've had wrinkles on my forehead since I was 20. Because I grew up in Hawaii, white skin didn't take care of it. That's a whole other drama. But I just remember going I was 38 when I started getting Botox because I was counting down the days I was cranking out my babies and then I it's just such a game changing thing. But this goes above and beyond. We all know wrinkles can happen. But you know, sometimes it's better or worse for other people. But you know, most people have sunspots, age spots, there's all sorts of stuff that happens. So why don't you just take us through sort of what happens to our skin at midlife and then we'll talk about some solutions or some help.

#### **Jennifer Fick 19:31**

Right so there are so many changes that happen in life and that you know, basically once we leave puberty we are all sitting here losing collagen one to one and a half percent per year which is when you start noticing little crinkles here and little things here and and this and that. And so we're losing collagen we're, we're losing hyaluronic acid, we're losing all of these things and then you add in hormones and you add in the fact that your hair is getting gray and your body doesn't look the same and it's very overwhelming, like the changes that we women go through. And we're noticing some sagging, we're noting some volume loss, we have bone loss in our face. So there's all these things that are happening. And it's really challenging. I think, you know, the struggle for women is real, because ageism is real. ageism in the workplace, ageism, just, you know, and like, you start feeling at some point, you're not turning heads on the street anymore. So you're starting to feel a little invisible. And so there's a lot of stuff that we're kind of dealing with. And I think the important thing for women is that we, we allow ourselves some self care, whether that's cosmetic procedures, or whatever, but most of us have been nurturing, caring for others, carrying a burden of whatever there's like career financial burden, you know, that kind of thing. But I think the important thing for me personally, is that midlife has kind of stepped back, and allow us to indulge in some things that we feel like kind of, I don't know what the what the word would be, but just to just to bring us some peace and some joy and you know, things little things to our life. And that's where Steven is simple skincare routine. Number one, you got to wash your face twice a day, you gotta hydrate, there's a some basic thing, since we're all going to get lines and wrinkles, that's just the way it is. But you can take care of the skin and between the lines on the wrinkles, because you've got some damage you've got, we probably all use the oil and iodine and mirrors and all kinds of crazy things when we were young, and we looked pretty hot with a tan, but now

we don't. So you know, we have to kind of step back from a little bit of that. The other thing that is a little challenging is once you get to around 50 to 55, your genetics can only carry you so far. So you're like great, you're gonna like braid. And then at one point at that point, like that's when the environmental damage and the other things, maybe lifestyle, things that you've done over the years start to become more apparent. And that's where we can, we can change the clock back a little bit in terms of aesthetic procedures and things like that. So I mean, there's a lot you can do from a lifestyle perspective as well. Yeah, sometimes the little tweak here, I call it like a buff, and polish can just give us a lot of my patients, maybe the confidence that they feel that is helping them in their workplace or their career or whatever they're pursuing at that moment.

**Jen Marples 22:27**

I know for me, that being 53 Sometimes what you see in the mirror maybe doesn't reflect back how you feel. And I'm sure that's probably something that your patients say all the time. And you're like, How can I have this crepey wrinkly neck, I'm not, I'm not still 30. And it's not about and everyone's gonna make their own individual choice on what they want to do and what's right for them. So if it's, you know, creams and lotions and you know, getting your eyebrow stuff like IPL, lasers, whatever it is, I think everyone needs to do whatever they want. And I just want to caveat here, like Nobody should have any judgment around what any woman chooses to do or not to do. I think the key here is just feeling comfortable in your own skin and doing things like you're saying that are just going to give you like a pep in your step. So whatever that is, is really important. And, you know, we are working longer, and we're living longer and all of that. So I feel like you know, we're kind of aging past like what our, our mental and sort of our heart and soul capacity is. So personally, I believe like you do what you want to to make yourself feel better. So you know, I do the things that I do. But if someone is out there listening, and they're like, gosh, I haven't tried anything, is it too late to start something? Where do I even begin to I do Botox or do filler? What are some things? What would you say to like a brand new patient coming in? Who's in there like, right at midlife like 40s 50s? Who hasn't done anything like, Well, how would you start them off? Or what would you what's the most important thing to start with? Or to do? What would you recommend?

**Jennifer Fick 23:59**

Well, I think the most important thing is for us to have that initial consultation. And to find out, I always like to point out the really positive features about any patient that I'm sitting in front of, because I think it's really easy for us to cherish you know, tear ourselves down and be really negative about certain things. But I think it's also important to point out the things so we're not gonna have to dress because either maybe you don't have a lot of sun damage, or maybe you've got great facial volume, or you've got great lip volume, or you've got like, these incredible lashes and we're there's just so many things that we don't have to deal with. So I think that's an important first step is like, let's look at the things that are really great about your skin, your face, just you in general. And then we can kind of dive into what are you seeing in the mirror? What's the first thing you look at when you see when you're when you're looking at him or what's the first thing that's what I would call like the low hanging fruit. Some of you like okay, I hate these lines here or I'm seeing this or I'm seeing you know, whatever it is I think we need to always you know, address that First, and that's why I like to do a comprehensive consultation where we look at just globally, the face, what are the great things about your face? What are the things like, Okay, I'm noticing this too, I see what you see. So I think it's important for us to have like, a goal in mind. And

then I usually put together a complete treatment plan. And it may be something as simple as a tiny few drops of, you know, Botox here, or it could be let's start with some skincare, let's get you on a prescription topicals, something like retinoids, let's plan a laser series, let's and I like to stay in my patients comfort zone, because all patients that you know, that like I will, I'll do this, but I'll never do that. So I think it's important for us to also set kind of, you know, good boundaries in terms of what we're going to be pursuing so that we stay in a patient's comfort zone. And so the goal is just to make people feel like they look really healthy and really rejuvenated where they are right now. So it's not to make anything crazy. It's I tend to be a little more conservative in my approach, but you know, it just my approach of patients is like, what are the three things that we want to address, and let's just knock those out one by one. Because obviously, the industry I'm in is a candy store, like there's so much we can do. And there's so many revenues and avenues that we can go down. So like just like stay focused on what our top concerns are. And it could be just a sprinkle of Botox, it could be just a little fluff of some filler, it could be, you know, some laser treatments for say, if a patient has rosacea or significant amount of sun damage, or maybe they've gotten some, you know, they have some residual acne scarring. So we can talk about like micro needling and you know, some of those kind of things. So I really like to really focus on what are the main patient concerns?

**Jen Marples 26:46**

So a lot of you know, obviously, women listening don't live in the Bay Area, they can't come to you. I wish everybody could see Jen. But what would you say to the woman out there who's like doing this for the first time? Like, who should she be going to? What should she be looking for in a provider? Because I think that's very important, because we've all seen, I think people are scarred by, sadly, you know, the crazy plastic surgery stories are just the overfilled lips are all that stuff, you know, tends to be out there. And I think it makes a lot of women nervous. And just with any provider, I think everyone needs to do their due diligence, but what would you say for this specific, obviously treatment,

**Jennifer Fick 27:20**

I would say, you know, there's there's two primary aesthetic specialties in medicine, and one is dermatology. And the one is plastic surgery, ophthalmology a little bit, but primarily plastics and dermatology. And so I generally recommend that people stay within like a medical practice. So either there's a plastic surgeon or a dermatologist on board, or you're working with a Board Certified Aesthetic Nurse Specialist. So there's resources for that, generally, you can find a plastic surgeon through the American Society of Plastic Surgery website, which is plastic surgery dot o RG. Also the American Society of Aesthetic Plastic Surgery, which their website is surgery dot o RG, you can also look for any nurse or nurse practitioner that has you they should have all their credentials. But then at the end, it'll be ca n 's and what that means is Certified Aesthetic Nurse Specialist. And that is the board's board certification for basically aesthetic medicine for my industry. So those are three things that you can look for, in terms of like finding an appropriate provider, wherever you are, if you're really struggling to find someone reach out to me because I know people all over the country. And if I don't I go through my representatives from the different, you know, medical devices and things that that I use. So I'll just reach out to my rep and say, Hey, I need a provider in New York or I need a provider in Texas or I need a provider here and there. And I can usually find those resources for you because it's a pretty close knit community.



**Jen Marples 28:56**

That's great. Thank you for sharing that. Because we don't want like with anything, if there's your medical procedures are important. You want to make sure you're going to somebody who's qualified. Well, thank you for sharing all that because I wanted to, you know, make sure we covered you know, we had you here, get a little bit of, you know, Santa Claus in the room here. Like tell us about all the goodies. Like being safe and being you know, doing approaching this and doing this the right way. So I'm going to flip this up a little bit and ask you apart from skin challenges. What do you think some of the biggest challenges are for women at midlife?

**Jennifer Fick 29:29**

You know, again, like feeling like ageism is Israel. I think that for many of us, we've kind of kind of settled into what is like a norm. So we've we've gotten accustomed to like I was accustomed to being in my last practice. I was, you know, and so you kind of get settled into that. So I think the challenge is like once you realize that maybe certain things aren't fulfilling for you. Maybe you're not happy. It's like what is that next step? And I think it's hard for us because we do we're We're so used to taking care of people and doing the right thing and making it all happen, that we don't always like, take time for ourselves to think, where do we want to be? What's my next step? And again, just allowing ourselves to like, take care of ourselves and love ourselves. I think that's a really big challenge. And I think time management, I think always

**Jen Marples 30:22**

that's elusive. And that's probably a 2020 podcast. When I figure that out, we'll bring the person on. But yeah, yeah, finding time making time. You know, that's a whole other conversation for another time. What would be your piece of advice for the woman who is sort of sitting on the sidelines, knowing that she wants to do something different, make some changes, but she's too afraid to even explore what would you say to that woman,

**Jennifer Fick 30:50**

I would say you didn't get to where you are right now, just out of sheer luck. So they're you have power, you have strength, you have resources, you have experiences that no one else has. And so, you know, I think the process of trying to figure out what your next step is, and that I mean, for me, it's a very internal process. It wasn't anything I shared with anyone. But I didn't want anyone's input, quite honestly. So those journeys that I've made, like, career wise, have been very, you know, very solo, but I was looking at it like, Okay, what have I done? What has this brought me? Like? What are all the things that I brought to the table? And what can I bring to the next table, and I think just Elsa and just embracing yourself, being okay with the fact that you're, you're needing to make a change, maybe you don't have the resources or the, you know, you can't make a split decision at this point. But just taking the time to actually think about it. And also just trusting your instinct, your instinct and your intuition. And be fearless. You've done so many other things. And so, you know, there's times just gotta get out there. And then also, you know, there's always an appropriate time to gather your girlfriend's gather all the people around you and be like, Okay, this is what I'm thinking, or this is where I'm unhappy, or this is what's going on, and just see what other people are thinking and see what they what their perspective is on on you and where you're at. Ooh, that's

**Jen Marples 32:15**

a really good one. And we often forget that, and I've told this to women before, too. It's an interesting exercise. It's actually part of my 12 steps that I tell women when they're looking to pivot. So one of them is actually exactly what you said, Ask your friends. And I went through this exercise. I think almost two years ago, I sent emails out to 15. Close friends, I said, when you think of me, like, what do you think of what do you think I'm good at. And it's really interesting, and they're not going to line your friends are going to, you know, feel honored that you asked for their opinion, quite frankly. And it's really interesting, you're going to see themes. So that's a really good exploratory point that you bring up and of course, just the power of girlfriends in general. I need my hype squad here, I'm doing this thing just cheer me on like you don't you don't, you don't need to ask them for permission or their input, just like, I need you to just cheer me on. So that's that can't be underscored enough. So in this realm, do you have sort of one big business tip that you want to share? For the woman right now? Who's either started a business? She's kind of in her business? Do you have one big business piece of advice you want to share?

**Jennifer Fick 33:20**

Well, I would say the thing that has been, you know, I'm so fortunate that I love what I do. And that has really guided me because there was a point in time I thought maybe I'm burnt out on aesthetic medicine, maybe this just isn't for me, because I was realizing I was just in a business. I had a whole team of people mentoring us down and stuff. But what I really loved was seeing my patients. And so, you know, that was one of the things that for me, I was like, I love what I do, I love engaging with people every day, I love finding out about my patients, I love talking to people, I love making law. I mean, for patients who've been with me for like, 20 something years, it's crazy. And so that's what I really love to do. So I think if you can find that piece, and figure out how to make that work for you. And then you just got to go in 100% You know, no matter what you do, it's just like, it's 100% it's never a nine to five, you know, you're always gonna have something that you need to address. And of course, I'm in healthcare. So, you know, that's just what it is like, we don't have like set hours, you know, just think committing 100% And then just always keeping your focus like why am I showing up to work today? I'm just going to work because I'm going to see this person and this person I'm going to find out about how their did their daughter get into the college they were looking for and you know, those kinds of things and just finding that you know, thing that you love and then it's also just, I mean, I'm I'm so lucky that I love what I do.

**Jen Marples 34:47**

I love that and it shows. It was interesting. I was listening to another podcast today it was Ed my lead and he was interviewing Amy Porterfield. You know, she's got this huge business and she does she really teaches people how To create online courses, that's not the point of this. The point was, she said something interesting. So like a lot of people struggle to sort of find their passion and what they're really lit up about. And sometimes, you're lucky in the sense that you truly everything about what you're doing, you're loving. For some of us, it might be, you know, maybe I don't love putting on a program or you know, running an event or whatever it is, but maybe you like the result of it instead, and she brought up this point. So this is a really just important thing I just want to share with everyone listening is that, you know, maybe you run masterminds, maybe you do group coaching, maybe you you know, run an accounting firm, but maybe sometimes the day to day stuff you might not love. And that's okay,

you can like it enough. But what's important is like, Do you love that results, she was saying, Maybe I don't love running these programs. But I love seeing my clients empowered, I love seeing my or her students like taking action, I love so it's like you, I love seeing, you know, patients thriving in their life because of you know, something that we accomplished together. So it's just an important distinction, because you're not gonna maybe love every single thing you do about every single thing. But when you can focus on and it goes back to like your why and really, truly having a reason for doing what you're doing. That it doesn't have to be this like passion every day. But the thing that you know, lights me up can be the result. And it's like seeing that patient with the smiling face like God, you know, I really killed it in my presentation this week, because I just felt so good about myself. So those little things. So I just wanted to offer that up to everybody, it just popped up because I thought it's a really important thing, because people listening might go, Well, I just don't know what I'm passionate about. Or maybe I'm not passionate, or sometimes you can lose your passion for things because you're just so busy in the doing of it, you kind of lose sight. So I'm glad you had the wherewithal to sort of go to step back and go, Okay, I don't want to do this management thing and do that whole thing anymore. I want to get back into doing what I love. And so I think it's a really big point and give yourself permission to do it and to explore and to also try new things. And maybe not everything is going to be the thing you're going to do. And you can switch it around. But I'm glad you said that was really a great tip. So this is one of my favorite questions, what do you think women can do better to support each other?

**Jennifer Fick 37:13**

You know, it's so interesting, because I, you know, nurses historically, and this is gonna sound awful, but it's true. If you ask any nurse, they will say we eat are young. And you know, you as like a new graduate nurse hitting the floor, you may not always have all the support that you need. So I think that, me having that experience early on in my career, I think one of the main things I always wanted to do anytime I was training a new person bringing a new person on, was to give them all the tools, give them the support, and just throw everything I can out them to help support and mentor them. And I think that, you know, for women just, you know, sharing each other's victories, supporting also supporting other women in my industry. So there are definitely a handful of nurses in the Bay Area and nurses and NPS in the Bay Area that have they're like me, they're like, we've been in this for over 20 years, we can support each other because there is enough, there are enough patients, there are enough clients to go around. So you know, you connect with your people in your industry, you get to know them, you support the fact that you've all survived as long as you have in your industry. So I think that's really important. And I always compliment women, if I see them, they're doing something they're wearing something, I will compliment a woman on the street, but I don't even know it'd be like, that is an amazing pair of shoes, or I will just go up to someone and just compliment them. And I think that's really important. Because you don't know sometimes you don't know like, oh, I look really good. No one's saying anything. So I think that's where we we support each other. And just, you know, like I said, giving a shout out to your girlfriends if they're doing something or just being there. I think for other women in your community, other women in your friend group your your dear friends, I think that's really important.

**Jen Marples 39:03**

You brought up something that's interesting, because we're all at midlife. So we've all been doing something for a really long time, even if you've changed careers. We've all been at this a long time. So and I know when I had even when I had my PR firm, I had a circle of other business owners that we

would throw business at each other or if we were at capacity, and we needed to refer business out and likewise and there was a whole group we met together and we met and just to have wine and we called it like the get shit done group because we're all just sort of lonely running our businesses and there was nobody else to talk to. And so it's a sisterhood because I happen to align with just a female agency owners. And it's so important and it's not looking at people's competition. It's like it's we're all in this together. There's enough to go around and it goes back to just that abundance mindset and it's you all have heard me rant and rave about all this a long time but it's just really important to know and it feels really good to be with others. people that are doing what you're doing. You know, I remember I was at a podcasting thing and I were podcasting live and I hadn't met any of these other podcasters. There's one person I knew. But just to be aligned with them, I didn't look at them as competition. I said, we're all in this together, we're doing live podcasting, this is outside, we have the elements. It's like, we're like in this together to win this. And nobody else understands what this is, except for us right here. And so we've got a band together. And it's the same with nurses. It's the same with anything that anybody's doing. So it's just kind of flipping that mindset and going, Gosh, there's so much more to be gained. And it's just so much more joyful to like, do this together. And instead of looking at everybody as competition, so I'm really I'm glad you brought that up that really jumped out, what do you wish for women at midlife?

**Jennifer Fick 40:45**

So since so many things, I think it's important to just embrace our power, and, you know, pursue things that we want to do without fear of what other people were thinking or fear of failure, because clearly, we're not sitting here, like I said, We're not sitting here just out of sheer sheer luck, like we're sitting here for a reason, because we've done probably a million things positively. So I think that just knowing you've been there, it may be new territory, but you're in an area where you're still bringing your knowledge, your experience and everything to the table. So I think just knowing that, and if you need to make a big change, you just need to do it. I've had a lot of changes in the last couple of years, you know, it all, as scary as it seems, sometimes it does all work out. And you just can't always see that crystal ball. But I think that just having the confidence in yourself, to know that if you're if you're pursuing something that's really important to you, and it feels like it's the right thing to do, and it's in your heart, it's going to work out, it maybe takes a little longer than you thought or, you know, you can stop who's on the way, but I just think it's really important to just, you know, pursue, you know, life is getting shorter and shorter. So it's like, don't, don't be content with something that doesn't

**Jen Marples 42:07**

work. That's powerful. Don't be content with something that doesn't work. I think about that, you know, at 53 You're in your early 50s Think about being content with something for 50 more years, 40 more years, like come on, like no, that's like frighten you into that should put like the fire in your step right now to make a big change. So I love that you said that. So what do you think the best thing is about being at midlife?

**Jennifer Fick 42:32**

I think just, for me, at least it has been really getting to know myself. And just to know what my limits are what I'm willing to accept from people relationships, you know, I am much better at setting boundaries with either friendships or relationships of any kind. Because I know, I don't know if I'm

gonna say this properly. But I just feel like, if you set proper boundaries and the beginning of relationship, then you're going to be enjoying years and decades together. So I think that is just having that power within yourself. To know like, this is what my threshold is for, you know, ABC. I think we're there because, you know, we've been through so much. And we've tackled so many things, and we've moved mountains, and we've done all this stuff. And it's like now you kind of sit back and be like, okay, but I do that again, maybe not. And you can actually reflect back on things that you've accomplished and things that maybe you thought, were a good idea, and maybe it wasn't. So I think that's really powerful.

**Jen Marples 43:37**

I love that. You mentioned this, and you probably I don't even know if you recognize this a couple different times in this conversation, but I want to bring it up. Because I love it. You've said this a couple different ways. In essence, you've said, you know, we're all sitting where we're sitting right now because of a million different decisions that we've made. And it's that took strength that took courage, it took whatever it took, like I know there's a zillion decisions that got me to this place sitting behind a microphone, you know, recording a podcast. Did I think that was possible two years ago? No. But there was all that other stuff that I've done to get to my point and be like, I'm here now because of your where you are because of its you keep bringing this up. And I just think it's great. And I just want to highlight that sentiment of because I know it for so many women, it's for all of you listening, it's hard to take your first step. It's hard, it's scary. But just realize, look at where you are right now in your life. You probably have kids, maybe you don't have kids, you've had a career, a second career, maybe a third career. There's all these different things that you've accomplished. Just look at that stuff and go like, Buck. Yeah, I did that. So you're able to do that. So guess what, if you if you bottle that up to take that to the next thing that you want to do, because you can absolutely do it. And that's what Jen saying and I just wanted to highlight that because you said it a couple different ways throughout our conversation. I just thought that was really powerful. So thanks Thank you, I want you to finish the sentence. I'm not too fucking old too.

**Jennifer Fick 45:07**

I am not too fucking old to take on the world and own it and pursue whatever challenge I'm looking for, because I got a few things on my plate. So, you know, it's just like, there's just no end to the amount of things that we can do. And I think age is just a number. None of us feel our age. So, so why would you let that limit what you're capable of, or what you think don't just think just don't let it limit you pursue everything.

**Jen Marples 45:40**

I love it, because it's a construct just like time, it's like none of it means anything. And we don't know how much time we have on this earth or age truly doesn't mean anything. So we don't have much time we have. So just go out and do whatever you're going to do that. So my final final question is Where can we find you support you learn more about you?

**Jennifer Fick 45:58**

So there's a few places I am active right now. One is on Instagram, almost everywhere. If you just Google my full name, Jennifer Shaffer pic, everything will come up because I'm a healthcare



professional. So of course, we can't hide. We can't have fake you know, IG names and that kind of stuff. So basically, it's either Jen Schaefer fig, Jennifer Schaefer Fick, on Instagram, Facebook, LinkedIn, of course. And then there's also our clinic website, the Trump rally.com. So that's a mouthful. But if you go to my Instagram, you'll be able to find all the links to you know, our blogs and different information that I have there. So,

**Jen Marples 46:36**

and I'm going to link all that, of course, in the show notes, because no one's going to be able to spell any of that. Don't worry, just go to the show notes and click on the links and we'll have Jen's Instagram and the Office website, her personal website, we'll have all that link for everybody. Gen Z has been just an honor and a privilege and just a joy to have you on the show today. I mean, I could talk to you forever, but thank God you're in my world. So I do get to talk to you very often so lucky me. But thank you so much. And you know, I just appreciate you you know, stepping out on that ledge and showing courage and sharing your story today because I know it's going to greatly help empower the women listening today. So thank you so much.

**Jennifer Fick 47:10**

And thank you for having me on. It is such an honor. I was so excited. And I just look forward to hearing from everyone please message me that kind of stuff and reach out I love hearing from people. And thank you so much Jen for this opportunity. It's is fabulous. See you soon.