

Ep 71 Patti Ehsaei

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SPEAKERS

Patti Ehsaei, Jen Marples

Patti Ehsaei 00:00

I am insecure about things right before I go up on a panel, I'm insecure, but you can't tell. And what I do before I do anything like that. I look at myself in the mirror and I say, why not me. And then I get myself together and I get right back in the game. And that is something you just have to practice over and over again. And really start truly believing that you can do it, fake it until you make it because eventually you'll start to believe it.

Jen Marples 00:35

Hello, and welcome to the Jen Marple Show. I'm your host Jen Marples, a former public relations agency owner turned business a life coach and motivational speaker dedicated to helping female entrepreneurs achieve the business and life they desire in their 40s 50s and beyond. Each week, I'll be bringing you conversations with incredible women who are rocking entrepreneurship and taking courageous action while also dealing with all that midlife entails. I'll also be dropping in solo to share thoughts, advice, tips and tricks that will help you live your best life. If you are thinking about pivoting in your career, starting a new business or looking for a second act, stick around as I guarantee you will be inspired and know that you are not to fucking old. Hello, everyone, and welcome to the Jen Marple Show. Today I am broadcasting live from the meet and Malibu event which is that fabulous event I have been talking about put on by the fabulous woman at modern day wife. So today's interview is going to be live. So we've got a lot of ambient noise, which is going to lend to the excitement of all of it. So my wonderful guest today is Patti OSI. And she is a bad ass. She is the Senior Vice President of mergers and acquisitions at a major bank. She also has a law degree. She is Persian. She's fabulous. As I'm looking at her right now she's got a red lip and a matching red bag and airmass bag. So I'm already for all you ladies out there, you're gonna love that you can just you'll look at her Instagram, you'll see how fabulous she is. But the really, really cool thing is she's got this wonderful tick tock, she's the Duchess of decorum. She's got close to 5 Million Likes and close to 1 million followers. And this is sort of something she does on the side in addition to her badass day job. So as soon as I read her bio and met her, I was like, oh my god, we have got to talk to her because she is going to be dropping so much inspiration for us today. Patti, thank you so much for joining me today.

Patti Ehsaei 02:32

Thank you so much for having me.

Jen Marples 02:34

So Patti, take us through a little bit of your background. Obviously, you're badass, you know, corporate woman by day and you started this tick tock by night. So I know there's a lot of women who listen, who are in corporate jobs, and they want to take something out for a spin. So your story is going to be very interesting. So tell us how it all started and how you got to where you are today.

Patti Ehsaei 02:53

One thing that I think people should know about me is that I'm an immigrant, I came to this country when I was seven, I didn't speak a word of English. I come from a very underserved background, I suffer from dyslexia, ADHD. So all of that was really a struggle growing up. And there was no time until I would say I was 30 years old that I had less than two jobs. So I'm really built on hustle and just working really, really hard. That is really what has gotten me to where I am today. I also am in a male dominated industry. So I've had to navigate that for the past 21 years. And that is one of the reasons that I have my tic tock channel is so I can teach people and women what they should do in the corporate environment, because typically, they don't know as I didn't. And the reason that I started my Tiktok channel is to do that is to teach people things they didn't know so they can navigate life better. And how it came about is when the pandemic hit right before I was supposed to give a few talks at Big Brothers and Big Sisters, I have done a lot of work with them. And when the pandemic hit it all shut down. So I had all this great knowledge in my head and no platform. So I go, Okay, what am I going to do? And 230 in the morning, it hit me I woke up I was like, why don't I make videos, you know, kids are just watching videos these days. So I started to make videos, and I had a tick tock channel. And it you know, slowly just developed to what it is today.

Jen Marples 04:23

I know that those numbers are really impressive because I thought on tick tock, I had almost 4000 followers, I thought that was really exciting. Until I saw what you were doing. Was it an instant success overnight? Did you know exactly what you were going to do? Or how did that all come about?

Patti Ehsaei 04:40

Just like anything else in life. It was not an instant success. I first actually started on YouTube, where I was making longer videos like five to seven minutes. And on a good day job. I was getting 25 views on a good day. So just like anything else in life, you study the analytics and you figure out what your We're doing wrong. So I realized that after about a minute and 20 seconds, people were logging off the attention span was not there. So I'm like, Okay, why don't I go to tick tock tick tock was only a minute, then now I'm allowed to do three minutes, I think. But I was like, okay, I can do just the short bits one minute. And in the beginning, it started very slowly, I had to adjust. If you look at my first videos, they look nothing like they do now. But it was a learning process. I went through, you know, the tough times to figure out what worked. And then eventually it took off, but it wasn't easy. It wasn't overnight, for sure.

Jen Marples 05:36

So now, are you going to always, you know, be doing the day job and sort of like the Tick Tock night job? Or do you have plans to sort of have this influence piece sort of take over and become the full time thing?

Patti Ehsaei 05:48

Gosh, it's a very good question. It really depends on how influential I can be. My goal is to reach as many people as possible to teach them that is my goal. And if I can do that, and earn a living, I'd be very, very happy to do it. But I love my job. Now, especially I've worked so hard to get to where I am, it's going to be kind of hard to walk away. So it would have to be something where I feel like I can do more to help people. And once that happens, then maybe I can make the transition.

Jen Marples 06:20

What I love about your story, and what you're doing is there's a lot of women for myriad reasons, are kind of in those jobs, the day to day, the corporate jobs, maybe they want to leave, maybe not. But there's a lot of single moms, there's a lot of women who you know, gone through crazy divorces or read midlife, some women have lost their husbands, so they can't sort of leave that security of that day job. What I love about what you're doing is that you took a passion to serve, but you didn't have to burn everything else down, you can still be committed to what you're doing sort of during the day, and then serve your soul by night, so to speak. So what would you tell the woman out there who is burning to do something different, either she's working in a corporate job, or she's actually stayed at home, and hasn't worked for a while and used to be hard charging, and she doesn't know where to begin? But she knows she wants to do something, what would you say to her?

Patti Ehsaei 07:07

First and foremost, you have to take a risk. I always use this quote. Dalai Lama says, great love and great achievement require great risk, it's going to be hard, it's not going to be easy, it's going to be scary as fuck, but you're just going to have to do it. And you can't be afraid of failure, because failure is going to happen, you're going to fail. And you're going to fail over and over again, but has to be something that you're passionate about. So you can just keep going. So if you've never worked before, it doesn't matter if, figure out what you're passionate about and do that. And if you're working now as to your point, you don't have to burn everything down. Do this as a side hustle, learn what mistakes you can make now, without your entire livelihood being dependent on it. And when you learn and then you finally get to a point where you feel like your side hustle can be your main hustle. That's when you can transition fully into what you're passionate about.

Jen Marples 08:04

I love that that's a nice, safe way to do it. And also, again, it serves that call to do something different. So you can just keep it like you're doing. So it's you're you're doing two different things, and you're going towards what lights you up, or yes, then it becomes something that becomes the breadwinner, and then you can say goodbye to sort of the day job. So with that, what do you think are the biggest challenges for women at midlife

Patti Ehsaei 08:27

that we think we're too old? We think we're too old to start something we think you know, we're past our prime, I started my tic tok channel at the age of 48 and a half, I am 50 Now, and people laughed when I told them that I was on tick tock, literally, they would laugh at me. So your age doesn't matter, you can still do it this, you're at the prime of your life now. So don't ever think that just because you're in your middle middle part of your life that you can't be passionate that you can't do it. Because now you can because you have experience. You've experienced hardships in your life and you know how to overcome them. So this is actually the perfect time for you to start.

Jen Marples 09:07

Thank you for saying that. Yes, so you're 50 I'm 52. And I think the thing that misses why women listen to the show, because it's we're not too fucking old. That is the whole vibe of this show that we can do whatever we want. And I talked to so many women, and it's really incredible how many women say, like one of two things I'm too old to start, I'm just gonna give up. Why I'm just kind of resigned to what I'm doing and or they are in a corporate job. I was just talking to someone recently. And she's like, I'm just afraid I'm going to get fired. Because I'm now 57 And I'm going to get let go. What would you say to the woman who is in the corporate environment feeling unsteady? Who's in her 50s Right now, what would you say to her? What advice would you give her?

Patti Ehsaei 09:49

First that you have to have confidence around what you're doing at work because it's very clear. When you're uneasy at work, everyone can smell it. So You have to be very confident in your abilities at work if you want to stay in that corporate job. So be confident and act the part, know that you're amazing know that you have something to offer them. And also, if you're passionate about something else, like we were saying, start to pursue that. So you don't have that fear, but stop living in the fear that you're going to get let go. Because if you can show that they are letting you go because of your edge, guess what, you can sue them that is illegal.

Jen Marples 10:27

Well, there's that. And you know, people have heard me getting on my soapbox. I think ageism is the last sort of piece of the DEI that we're not really talking about. And we're living longer. And we're vital, and sorry, but women have big fat brains. And there's no reason in health that we should be getting let go for many jobs. But the show was about entrepreneurship because I like the path to you know, success. And just to kind of getting what you want, coming back from yourself to yourself rather, and finding some financial independence is, is via entrepreneurship is a very good avenue to climb, or to explore rather. So let me ask you this question. What do you think women can do better to support each other?

Patti Ehsaei 11:07

One thing that I've noticed that women are very quick to do is to tear each other down. And that is really a shame. And I think we've been inculcated to do that, like, kind of be catty. Instead of that, we need to celebrate one another. We need to support women owned businesses. I do business with as many women owned businesses as I possibly can. If a woman asks me to do something, immediately I do it, be out there helping people and be a mentor. I think that's so important to be involved in a mentorship program for women, because I feel like I have something to offer the youth. And a lot of women out

there do use the knowledge that you have to teach a younger woman how she can be successful. I think a mentorship program is a really great way to start.

Jen Marples 11:55

I love that you said that. What do you wish for women at MetLife

Patti Ehsaei 12:00

I really wish the women understood how fabulous and smart and just badass they really are. I've always said this, The woman on my team outperformed the men by leaps and bounds. And it is because women aren't confident in their own abilities. And what they don't understand is confidence doesn't necessarily follow competence. So men are not that competent, but they're so confident. And everyone believes that they're confident, right? But I really wish that women owned their own power and understood the power they have and how smart and amazing they are, and just funneled that and channeled that into being successful.

Jen Marples 12:40

I love that. And I want you to repeat. So ladies listening, I just heard Patti speak on a panel. And I'm gonna have her repeat a little bit that she said about how women in general we hold ourselves back from trying new businesses or going for promotions or actually applying for jobs, because we don't think that we have enough experience. So I'm gonna let Patti say what she said, because it kind of was a mic drop moment. So Patti, please rephrase

Patti Ehsaei 13:05

that. I always say that men walk around in the office like they own the place, their head is up, their chest is out like they're walking into a way in, versus women are like the shrinking violets and the way you act as the way that people treat you. So you have to act like the men, you have to act in confidence, make your voice heard and meetings, if someone brushes off your opinion, call them out on it. And most importantly, apply for that next level position. And as I was saying earlier, is that Hewlett Packard did a study where they were surprised because women were not applying for the higher level positions. And they wanted to know why. So they did the study. And they found that in order for a woman to apply for a job, she felt like she had to meet 100% of the requirements, versus the dudes 50% As long as the man felt like, oh, I meet 50% of the requirements. They're applying and they're getting the jobs and the woman have even more qualifications than they do. So you have to throw your name in the hat, you have to apply for that job. And honestly, I have never been qualified for any job that I've ever gotten, ever. I've just had confidence in myself, I've thrown my name in the hat believed I could do it and nine times out of 10 they gave me the damn job. Of course they did.

Jen Marples 14:21

So I've been doing a lot of reading and there's actually a doctor that came out with a book and I've gotta have her on my show. And she basically said that women's brains at Nick life, we are actually really coming into our own that we're we have our ability to focus really intently like on one big goal because of you know, we're done having babies and biologically whether you have children or not, that's just not our goal. And actually, and then another doctor had said once we hit 70, our brains fire equally from both the left and right sides, which I found interesting. So what's really, you know, and of course, the

President of the United States, what is he at he's got to be or hovering around there. So again, It's just discrimination that we're dealing with, by and large outside. So we are more than qualified. And we have all women have all this life experience. And so women, especially if they haven't worked for a while, they're like, Well, I haven't worked or this or I've just raised kids or like you haven't done just done anything you've gotten to where you are, but taken many trips around the sun, you have grits, and you have all this experience. And so with that can't be, you know, underscored. What I want to ask you is, when you see women out there, and they're trying to get jobs, or they're trying to start something, and they're not feeling confident, what would you tell them because like you said, it's, you're not going to have that confidence. And I like to say, it just takes that courage. But there's a lot of women right now just standing on the sidelines waiting to do something, what would you say to them,

Patti Ehsaei 15:46

you have to jump, you have to jump. And you can just pretend to be confident, just acting like you're confident is half the battle. So act like you are fake it till you make it. I love saying that. And it's a muscle that you have to train, it won't come right away your confidence, you're not just going to feel like this confident woman right away. But if you just start building that muscle working on your confidence, and so many times, I am insecure about things right before I go up on a panel, I'm insecure, but you can't tell. And what I do before I do anything like that, I look at myself in the mirror, and I say why not me. And then I get myself together and I get right back in the game. And that is something you just have to practice over and over again. And really start truly believing that you can do it, fake it until you make it because eventually you'll start to believe it.

Jen Marples 16:43

I love that you said that. And some people are like, Oh, don't fake it till you make it. But I like to say but not fake it till you make it. I like to act as if it's like act as if it's a done deal act as if I'm just a frickin podcaster act as if you're a tick tock star. So I Councilman on that all the time. And it's fake. It's it's embodying that future self that you see yourself becoming? And just being her now? Yes, right. And it's just like putting on like the great outfit, the strong lip, whatever it takes, it could just be putting your hair in a ponytail. Everyone has that thing, that little bit that makes them feel powerful. So you just have to really lean into that. So I love that you said that.

Patti Ehsaei 17:19

So I want to tell you a story about one of the most successful magazine entrepreneurs in the world. Okay. When he was in high school, he was failing out of high school. He was getting all F's he was he was missing class, all of that he didn't care about success or education. His mom made him promise to take the LSAT. And if you know the LSAT, the highest score is 1600. Most people score about 1000. He took the LSAT, he came back with a 1480 genius level scoring. Okay. So his mom was like, Did you cheat? He's like, No, I tried it. This is a legit score. So he's like, Oh, I got a 1480 I must be smart. So you know what he started to do. He started to go to class. He started to pay attention. His teachers were like, maybe we missed the boat on the sky. They started paying more attention to him, he excelled academically. He went to community college Wichita State, then he went to an Ivy League is now one of the most successful magazine entrepreneurs in the world. So you may be thinking, Oh, this is great. He started to succeed when he realized how smart he is. That is not the story. 10 years later, after his success, Princeton Review sends him a letter. They do audits on the SATs. And the year that he took it

there were 13 people that got the wrong score. He being one of them. Instead of a 1480. He got a 740. Yes, a 740. So what does that tell you? That tells you that what you think and believe about yourself and how you act are the most important things in your success. He was always the 740 talent, overrated intelligence overrated. It's what you believe about yourself and how you act that is going to determine your success. So put your actions out there. Put your beliefs out there and let your success catch up to it.

Jen Marples 19:01

Oh, I love that. Thank you for sharing that story. I knew it was gonna be something was it like five like what happened? But that's amazing. It could also be surrounding yourself with the right people, right? So it's like you got that score. Because I'm always preaching this to women. You need to find the right women. No matter what kind of change you want to make in your life. To reflect back to you like how great you are. I'd like to say like one day you feel like Beyonce. Other days you just feel playing crazy. But the people that know you that you've chosen to surround yourself with will be like, Okay, you're down today, but you have to know you kick ass and that can't be understated. So let me ask you this final question. What do you think the best thing is about being at midlife

Patti Ehsaei 19:40

that you know who the hell you are? I finally know who the hell I am. I don't think it came until I was really in my mid 40s that I gained this confidence and I'm not trying to impress anybody. I am my authentic self. If I don't like something I don't pretend I do. I don't let anybody come in For me, I don't let any anybody take up space in my head that that shouldn't. And that is a gift that we have that we don't even realize we think we've gotten old. No, we're just experienced. And I think just knowing who you are and coming into yourself is the most important thing that can happen to anyone, especially women.

Jen Marples 20:20

I love that what a great way to and so my final question is Where can we find you support you and stalk your tic tock

Patti Ehsaei 20:27

my Tiktok and Instagram handle is touches of decorum all one word. These are the things that I talk about in my videos, so please follow me.

Jen Marples 20:37

Awesome, and we're gonna link all of that in the show notes. Patty, it has been such a great pleasure chatting with you today and getting to know you. Thank you so much for being on the show.

Patti Ehsaei 20:45

It has been so much fun. Jen, thank you so much for having me.