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## SPEAKERS

Jen Marples

### Jen Marples 00:00

I've interviewed so many female entrepreneurs. And I've talked to many women that you haven't heard from on this podcast. And every single one of them has one thing to say. The number one indicator of success and their number one business tip that they give to everyone is to align yourself with the right group of women who are in the ring with you doing the thing and align yourself with a mentor who is a couple steps ahead and is where you want to be. Hello, and welcome to the Jen Marple Show. I'm your host Jen Marples, a former public relations agency owner turn business and life coach and motivational speaker dedicated to helping female entrepreneurs achieve the business in 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 this. You are not too fucking old Hello, lovely ladies, welcome to the JennaMarbles show today you've got me. I really miss just talking to y'all one on one. So it's really exciting to sit here and talk to you guys today. I hope everyone's doing well. You know, we've had long weekends and summer and fun activities. And now we've all just most likely put our kids back into school. And we are sort of settling in for I'd like to think about it as that rapid fire. I feel like we're getting shot out of a cannon actually, that's kind of how I feel. You know, during the summer, you know, it's still working in everything things are really busy. But without the kids schedules and the soccer and the sports and I've got a junior we're doing college stuff and the 1000s of emails coming in from PTAs and soccer coaches and multiple teams and this and that and you're probably like me and going oh my god, how do we ever do this? And it's always a learning I think sort of getting back into the swing of things. I always think that you know, once we hit the days after Labor Day, it's sort of like a restart. We start fresh. I was kind of thinking about it as a new year and I don't know if I would think that way if I didn't have kids but you know, had kids for 17 years. So I always feel like the September timeframe is a good time to sort of start up again start something new start planning for next year and really looked kicks ass the last part of the year about in q4. I don't know what it just made me think about this. I guess I'm looking at my notebook as I'm talking to you guys because I love pens. I love notebooks. I'll never forget when I got my first planner I think I was in second or third grade and my mom always brings this up because I've always been Miss organization. I love my list. I know y'all feel

me out there and love my list sign up to cross things off my list. very organized person and Jen Marples got her first planner I think, I don't know something, something opened in me. I'm just I'm not dork loved. I love office supplies. I always loved school supplies. I love new notebooks and pens and writing and the opportunities and the newness of it all. Yeah, maybe maybe there's a support group for people like me out there. But even to this day, I go to CVS and I tell you guys, this, maybe I haven't told you all, maybe here and there. But you know, I journal and I write notes. And I have notes for meetings. And I have notes for my own journals I have different notes for or different notebooks for different things I'm doing and my desk if you could see my desk right now I have about six notebooks, all different colors, and they're just from CDs, cheap notebooks, and I get these wonderful packs of pens. And it just makes me so excited. It's an antiquated, maybe an antiquated system, but there is data and science behind writing stuff down it actually cements it into your mind better than if you type things out. I don't know, that's a whole other conversation for another time. And that's not what this chat is all about today. I just want to you know, talk about new beginnings and the opportunity that we have, you know, going into September and that if you haven't started something or you're wanting to start something or you know you've been in business for a while and you're like I just really want to get some stuff going You shameless plug here guys. I am launching my united and unstoppable mastermind. So it's going to kick off October 5 And it's going to go through December 14 And it's going to be three months of juiciness and I'm haziness. And I want you all to join me, because what this is going to be is unlike any other mastermind that I've seen out there, and I've been a part of two different masterminds, one for the last two years, and another group with the same third leader for the past, on and off in different sort of iterations for the past couple of years. And it really truly is what allows me to be successful and gives me Saturday gives me business tools, as well as a safe space, as well as the wonderful connections I've made with the women in these masterminds. And I'm just gonna, I'm gonna go off on a tangent really quick, and I'm gonna tell you all the juicy bits about it. But one thing I really want to leave you guys with today is the power of surrounding yourself with the right women cannot be understated as it relates to you growing as a human being and the success of your business. In both of these masterminds, I've been in, like, come on and been like, hey, the world is great. And this just happened and you know, things are going really well. Other days. It's like, Hey, can you guys give me some feedback on this? Because I'm about to go out with this, whatever it is. Other days, yeah, cry, and every mastermind. Every single, I'm trying to think every single woman has cried at one point in time. Because guess what, it's life. Please, we're not all like so strong with our capes on every single day. You know, we'd like to be that most days. And I like to always joking. You've heard me say this before. You know, Sunday's were Beyonce. And you're like, what? Like, it's hard. Other days, you're crying in your, you know, cappuccino in the morning? Because you're like, what the frickin hell am I doing with my life? Who am I to do this bullshit, do I suck, etc, etc, etc, you know, just pile on that negative self talk. And the beautiful thing about being in these groups, is that on those days, when you need it most, they're there to remind you how fabulous you are. And that you're in a smart, intelligent, amazing woman who's meant to do big things. I can't express my gratitude. Enough for the masterminds that I've been in, I'm still in to the same and to myself. And this is why I want to bring my mastermind to you and a call to United on unstoppable because I always say I want, I want to share everything that I'm doing that I've learned along the way, of course, all my areas of expertise, because you all probably know at this point in time that I used to run a PR firm. So this mastermind is going to focus a lot on just having you become unstoppable. What does that mean, it's being really clear in your message really clear on who you are, what you're presenting, either for you or your company, or both out there into the public.

And we're going to really dig deep into that. And you know, I'm going to give you all sorts of business tools, one to one, but the beauty of masterminds is it's not really just me talking at you. That's not what this is about. It's this group collective coming together. You know, we have sort of a mini lesson on something, if it's public relations, if it's marketing, if we're going to do something on social media, I'm going to talk a lot about content creation, say is a podcast right? For you? Do you need to be writing a book or pamphlet? We're gonna get into tons of that, because in this day and age, as a business owner, you know, we all know content is king, we need to figure out, you know, what's right for your business? Like, do you need to write a book, I'm personally in the process of writing a proposal myself, because I do know what's right for my business. So I'm actually going to bring on a lot of experts to talk to you about these types of things. We're gonna go, do you need a podcast, do you want a podcast, we're gonna get into it, book, we're gonna get into it. I'm also going to bring in other business leaders based on the makeup of who comes into the group. And I've already got a couple ladies in, I'm going to bring in women that I know who are already running successful businesses, and then they're going to share their knowledge with you. So I'm really excited about that point. Because it's one thing for all of us to talk amongst yourselves, which is so important, but it's always nice to hear for some other women. And as you know, you're listening to this podcast, I've interviewed some amazing women. So some of these women who are guests, you can count on some of them being surprised guest speakers during this mastermind. So I'll get into some of the nuts and bolts. Like I said, it's going to be three months and I did three months. Intentionally. I've done shorter masterminds. They're great for like a short bursts. But I think the three months is great for a couple different things. One, there's a lot of stuff going on right now through the end of the year. So masterminds are great for number one accountability. So if you show up and you're going to declare sort of what you're going to be working on, you know, week after week, you're going to come back to the group and sort of report back and don't let that be scary. Because of course, nothing's gonna happen if you don't do your thing, but a lot of us need accountability. Like I said, I was just I'm in this book writing class, and I needed to sign myself up for that pay for that show up every week because I needed the accountability because when in the love of God, am I going to carve out time to write a book proposal? Right, you see where this is going? You're also going to get this wonderful support of these wonderful women that are going to come in. And because we're all so busy, and we're running around, and sometimes it's really hard to focus, and we, you know, when you're running a business by yourself, it's hard because we don't have a sounding board. And sometimes you just need those other sets of brains, eyes, ears, and all of that, to look at things for you objectively and go, Hey, you said you want to do this. So maybe you need to prioritize XY and Z. There's nothing like that power of that supports that you receive when you're with other women. And the one thing I need to mention, too, with my mastermind, and the ones I'm involved in right now, is that it's important to come into these types of things, wanting success for the other women, even more than you want it for yourself. Because when you come in with that attitude, instead of what can I get, what can I take? And who's gonna give me what and who can I make friends with or make connections with, she can put me here and me there. That's the wrong attitude to come in with the right attitude is coming in going, God, I'm so excited to meet all these women. How can I help them? How can I help them? Can I make a connection for them? Do I know somebody over here? Do I have a thought about their business? Can I look at you know what they presented their website? Do they need help with messaging? And when you come in that way, it feels so good. It feels so good. And of course, if everyone comes with that attitude, guess what? It comes right back to you, then everyone's looking at you to going How can I help Jen? Where can I make a connection for her. And you guys have heard me

rant a ton about, you know, women supporting women, how we can do better. The beauty about these masterminds that I put together is that I think you're going to be blown away by the love level of support, and the camaraderie that you're going to receive from other women. I was actually talking about this mastermind with a dear friend of mine who's from the corporate world very high up and has a very senior position and really huge tech company. And we were chatting, we both used to work at a horrible place way back when it shall remain nameless. And what we were discussing was that, you know, if we had stayed in situation, that situation, we never would have known what it was like to be around really supportive women. Now she's in a company that has an incredible, incredible leadership team. And they they triple down on, you know, Ally ship and women to make very long story short, she's like, John, you've got to really let women know the power of this. Because I know a lot of you listening, you might not know, you might not yet know what it's like to be in the company of incredible women who want you to succeed, like if their life depended on it. It shouldn't be revolutionary, but I know that it is. And so I'm so glad she brought it up. Because I you know, I've been so far out of that sort of horrible environment, you know, 20 years, because I've been working for myself for 20 years. And I choose to surround myself with high vibe and high level women. Because it's feels good, first of all people. And secondly, I expect nothing less. So that's all that I receive. It's sort of like the low vibe, all of that can't even come into my consciousness anymore. Because I'm vibrating at a higher level. And I'm out to serve. And I'm out to be with women who are in this collective, we want to collectively see each other rise. So I really want to just, if you haven't been in a situation, where you've had supportive women in your life, in business, this is going to be for you. And I want you to know it's a really safe space, anything that I do. Security, confidentiality, the community, it's all very important to me. And we all have agreements, and we come in with this attitude of I'm coming in to serve. Yes, I'm going to receive and it's sort of like what happens in the mastermind stays in the mastermind. It's not like Vegas, but you know, if that makes it feel more fun, yes, it's like Vegas, what happens in Vegas stays in Vegas. And just understand that the power of this connection in the community is incredible. Like, give you a couple examples of what I've experienced in my masterminds, I've had been in business connections, I've had collaborations, some of the women had been podcast guests. And women have made other connections in the community. And actually, in a recent meeting we had we all came to the table with okay, this is what we're all working on. This is how I need everyone's support. How revolutionary is that? That's going to be what this mastermind is like. So imagine yourself sitting in a room with all these women going, Hey, I'm launching this, I'm selling this new product. I'm launching this new program, whatever it is, ladies, I need your help. Imagine what that would feel like to sit in a room with a bunch of wonderful women, having them help you. I'm going to be there of course leading. Like I said, we're gonna have all these mini lessons and all these very specific business tips, advice, practices, tips and tricks, all the kinds of good stuff like you're gonna Get all that. So never fear. And I'm gonna need like I said, I'd be opening up my rolodex. So Rolodex, when was the last time we actually had a Rolodex was that 80s Maybe I'm not sure. But I love that a Rolodex, opening it up. And then I'm gonna bring you all these fabulous women experts, I'm also going to be bringing in, because this mastermind is going to be, you know, it's united, unstoppable. And I want you all out there is fabulous, as I know you are. And I want you to get yourself out there in ways you haven't thought of. And one of those ways is traditional sort of press, all of us are really focused on, you know, social media and networking and all these types of things. And a lot of you forget, but not even forget, I shouldn't say forget, you don't realize what's available to you. And it's not going to say that it's super easy, but it's also not that hard. And of course, Jen here, you know, I ran a PR firm for 12 years, and I've done PR and marketing for 25 years. So I

know of what I speak. So I'm going to sort of pull back the curtain and I'm going to show you how it's done. And how you can build relationships with reporters, writers, people in the media so you can work to get your yourself and or your business products services covered in the press. And so I know that I've looked around that's not really covered anywhere in masterminds. And I'm very, I'm very excited to bring this to you, because there's nothing like a third party endorsement of your product. And as I record this, I actually just became aware that I'm in Malibu Magazine this month, and a lot of you who follow me know I was at this wonderful event, the modern day life event, I just came off with my mean Malibu series, I had a wonderful conversation with Barbara Burke, Thank you, Barbara for including me in the story. And of course, I went on my rant, the gym, Marcos rants about we're not talking all over the fuckery ones. And I just went on and on and had a wonderful conversation with her. And in I am featured in this month's magazine. And so it's it was a wonderful opportunity. And I knew exactly what I needed to say, I have my talking points and my key messages. And so that's what I'm going to help all of you guys work on. When you come out of the mastermind, you're going to know if some republication came up to you or somebody reached out to you, you would say, you'd be very confident in saying who you are and what you stand for. And those are your key messages. And we'll go on and on. But there's power in it. So when people go to look for you, they look at your website, they look at your social media, and they they see oh, she was featured in Malibu magazine. You know, my podcast was also in Marina magazine here locally, and it was also in my local Tiburon, Belvedere magazine, and I've got my own big personal goals, and I'm going to tell you how I'm going to achieve them. And I'm going to teach you how to achieve your goals as well, when it comes to the press. I'm just so excited about this. I'm literally throwing everything I possibly can in this 12 week container for you guys. And I'm so excited. And I hope that if you're thinking about doing something or you're like, God, I really need something, I need accountability, I need tools, I need women, I need support, you really want to achieve these goals that you I know you all have. For all the entrepreneurs listening, I know you all have big goals. And they could be different. Some can be financial goals, some are financial, tied to you know, to use a little technical term KPIs, guy that kind of makes me gag, but anyway, you determine what your goals are, is it I want to be on the cover of a magazine, I want to sell 80,000 of x I want to you know, Coach five people, I wants, you know, 50 new customers, whatever it is, you're gonna set those goals and we're gonna, I'm going to help you back out how you're gonna get there. So I'm so excited, I'm so excited about this, you all I just want to put everything together for it. I just was like, Okay, I'm gonna do this, I'm gonna do this, I'm gonna do this, and it's not going to be overwhelming, it's very methodical, we're going to start at a point A, you're gonna get to point Z, and you're going to be a different person, I promise you, if you show up and do the work, you're gonna be a different person, your business is going to be different, you're going to show up differently. I'm also going to, you know, teach you how to, I used to do media training, a ton of presentation training with executives, when I own my PR firm. And so I'm going to this is fun. I've done this in a previous mastermind, we're going to do on camera immediate training. So you're going to have your opportunity to pitch yourself in front of everybody. And it's amazing. Everybody needs this skill. Everybody needs a skill. It's so important. We have literal seconds to promote ourselves on social media. And if any of you are on networking groups, sometimes you have 30 to 60 seconds to promote yourself. So no matter where you are, you're going to have the confidence in what you're saying and how you're saying it. And those skills are just going to add these are going to help you for everything from here on out. You'll be able to do an interview, you'd be able to be on a podcast, you'd be able to speak in front of a group or just to show up and do a quick video on social media. You are going to be so prepared If you're going to be amazed, oh, and the PS stare is Aston.

Ladies, because I want you to do this so bad, and I want you to be successful. Everyone who joins the mastermind will also get to be on my podcast, boom, hello, you will get to be on my podcast in January 2023, upon the completion of the mastermind, which is going to be in the middle of December right before the holidays, so you're going to be super locked and loaded, prepped and ready to go for 2023. And you're going to already have something in the can, that's going to help you promote you and your business in January 2023. Can you think of anything more amazing than going out knowing Okay, I'm going to be on a podcast, you get to splash that all over the place. That's another piece of credibility for you being on a podcast is an amazing marketing tool for you. And if you follow me on social media, you see that I promote the absolute living crap out of every single podcast that I come out with. So you get obviously the podcast and you get to be in front of 1000s and 1000s of my listeners. And then you also get the Gen Marples PR machine and you're going to be thrown out all over the place LinkedIn, Twitter, Facebook, Instagram, Tik Tok, you will be everywhere, because me and my team, we're going to be promoting you. So that alone should get you like dancing in the streets. Whoa, that's so exciting. Because I just want you all to be successful. And you know, my mantra is, if I can do it, you can do it. So I'm in the process of building my second business. This is a global business, I have huge goals and dreams, like I'm writing books I'm going to be you'll see me on today's show, I'm going to have a TED Talk. I'm going big. I'm not going home, I am going big. And for my first business when I had my PR firm, co uk communications, that was a business that was based solely on referral. I did absolutely no marketing, none zero. And that was turning away business all the time, I actually had a collection of other PR firms that I would refer out business to all the time. There's an art and a science. And I want to share all of that with you. I want you all to be successful. And you define success how you want. So you are you have your own parameters that you define, and I want you to slay I want you to kill it. And I want you to be unstoppable. I literally want you to be unstoppable because you are unstoppable. It's just getting in that room, getting in the room saying yes to yourself, invest in yourself. And this is going to be the best thing you've done for you and your business. I promise you, I promise you. And I'll leave you with a couple of big tips. I've interviewed as you know, because you listen to this podcast, I've interviewed so many female entrepreneurs. And I've talked to many women that you haven't heard from on this podcast. And every single one of them has one thing to say the number one indicator of success. And their number one business tip that they give to everyone is to align yourself with the right group of women, fourth in the ring with you doing the thing, and align yourself with a mentor, who is a couple steps ahead and is where you want to be very, very important advice. And like I said, I have been doing this for two years, as soon as I you know, decided to launch this new business and change from PR and come into coaching. And speaking and writing a book like I went all in. And I needed the accountability. I needed the women doing the thing. I needed someone who was at steps ahead of me in the case that the coach I hired already had a very successful podcast was or was 10 steps ahead. So I didn't know podcasting, I needed to find somebody who was doing what I wanted to do. So it's so, so important. And then I'll leave you with this. I mean, you're going to join I know you are because you cannot because it's going to be so fabulous. Come into this. Also knowing that there's going to be these intangibles that I can't even articulate to you right now that will happen. magic will happen. You might find a new best friend, you might find a business partner, you might find five people you're going to be collaborating with, from here on out, you might end up getting featured in the press by somebody who's simply on the call. I've had that all happen. All of that has happened in previous masterminds, and the women continue to support each other. And so once we're done with this mastermind, there is going to be a way for all of us to be connected in something special that we'll be announcing later. So no one's

going to ever get left hanging. Like I said, I've been in my these masterminds, these other ones for two years and with these certain groups, because once you're in you don't want to let go because the supports and the tools and everything that you receive is so important and you're saving yourself a million steps. I have a chat going on with the mastermind right now. And it's like oh, what do you guys think about this? That's what it's about. Oh, I've done that. I've done this, okay, use this, this is great boom done, saves you hours research because somebody else has done something and boom, you've got that information right there. That's just one little example. Oh, I am so excited. Ladies, please join me. I'm gonna link all of this in the show notes. And if you follow me on social media, Jen Marples, you're gonna see it blasted everywhere, because I'm going out this week, when you're listening to this and screaming this from the mountaintops. And if you're not already on my newsletter, make sure you get on my newsletter list. So just go to Gen marples.com. All that'll be linked in the show notes. Because if you're on my newsletter list, you also get a special extra special bonus. And that's an extra 30 minutes of complimentary coaching, if you sign up, so everybody who signs up by September 15, for the mastermind gets one hour of one on one coaching with me. If you sign up by September 15, if you're on my list, you get 90 minutes, you get an hour and a half of one on one coaching with me. And there's no deadline on that. That's if you sign up for this mastermind and you're on my list, you get a one on one, you can divide it up into 245 minute sessions or to 190 minute session with me that combined with the mastermind, will be incredible. My last group that I had, I had something similar that I offered time and time again, the women were like the combination of the private coaching and really digging into your business with the mastermind equals magic. So get on my list. You can find the link in the show notes. And then you get if you sign up you get 90 minutes of private coaching with me. Let's do it guys. I'm literally giving everything but the kitchen sink because I want you guys to win. I want you to succeed. I want you to see how amazing you are. I want you to know that you can do it. I want you to know that there's no dream that you have that is too audacious or too crazy. I have huge in dreams for me. I have the same dreams for you. I do I know you all can do it. And but we can't do it alone. We can't do it alone. We need to do this together. We need to do this together. That's why I call the United and unstoppable when we are united together we are on stoppable. So we are going to come into this. Open hearts open minds wanting to serve and give and we're going to receive so much kill it. Absolutely kill it in q4 and go into 2023 Ready to rock and go World Watch the muck out. Because we are all here and we're ready to roar are ready to take over? Can you feel it guys? All right. The power of women, the power of connection, the power of community cannot be understated. I will leave it at that. I think I've ranted on long enough, I think you get the idea. And if for some reason you don't have a business, because I know there's a lot of you out there who are waiting to pivot, trying to figure out what it is next. Never fear. I am creating something amazing for you guys. And actually this is that's the book I'm writing, that's going to be that's going to be the big thing that I'm going to be giving to you. But in the meantime, there'll be something coming very soon to help you all figure it out. So never fear. If you haven't listened to it. It's an earlier, I should know, I can link it in the show notes. It's 12 steps to pivot, I'm going to link it here. If you want to go to that one as a resource right now. Re listen to it if you haven't already listened to it. And I'm going to be building something incredible around that. So you will have you'll have your own thing coming up real soon. Never fear that is next. And that's going to be coming up in the next couple weeks. A final note for you is on my website. After you registered and signed up for my newsletter list, you will see on the podcast page. So it's jennamarbles.com/podcast We'll link it below. I have added a fun little voice note widget at the bottom of the page. So I'd love to hear from you guys. You can go on the website and just click on a little widget at the bottom you'll see

it's very obvious what it is. And you can leave me a voicemail. I would love to hear from you all I would love to hear from you. If you have comments feedback, or if there's a certain guests you want to hear from a topic you want me to cover. Or just say Hey, Jen, Hi, I'm so and so. And I live I live in XYZ I would just love to hear from you know where you're from, and what you'd like about the podcast what you want to hear Maura. I want to know who you are, and I want to hear from you. So if you want to do that, go ahead and do that we are that will be linked in the show notes. That's it guys. And if you want of course, more information on the mastermind that first will be links United and unstoppable. It kicks off October 5. It's going to go through December 14. We're going to meet on a weekly basis. It's going to be recorded. You're going to have so many bonuses and surprises and treats that I haven't even covered. And it's gonna be amazing. So please join me if you have even one little question in the back your mind doing it, just do it, go with your gut and do it. Someone who just signed up was like I had been waiting and waiting to be in a room with the right woman, and she just signed up. So she can do it, you can do it, guys, just jump off the cliff. Get into the deep end with a group of amazing women who want to see you succeed. Trust me that I will take you to the places you need to be. And I will be your honored guide, if you will on the path. And a lady with this once you're sort of in my world, I think many of you know who are in my world already. You never leave it. So you come into my mastermind. It's not like, oh, Sally was here. And then I forget about Sally, I'm always thinking about Sally and how I can connect her to something else or make a business connection for her. If I read something or see something, I will send it off to her. You're in my world forever. That's how I roll you're in it. Be prepared, because I'm not letting you go. That's how genmark was rolls. And I wouldn't have it any other way. All right. I love you all. I hope you have a fabulous day. And getting back to how I started feeling like we were getting shot out of a cannon and getting back into our routines and everything. Just take a deep breath. We got this it's all gonna settle in we're somehow going to remember our tools organization and you know, parsing out the emails that are for the kids versus things with work and other things and we'll all get done. We figure it out because you know, we can guess so there's that. Right. I love you have a fabulous day everyone. And please leave me a voicemail. Bye