

JM Episode 30- Who's on your team

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SPEAKERS

Jen Marples

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You know, figuring out who's on your team is so important when you're in business or especially when you're starting a business. It's hard to go it alone. And one of the things I firmly believe is that we go faster and farther together 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 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 every week to share thoughts, advice, tips and tricks that will help you live your best life. If you are thinking about pivoting in your career, or 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, and welcome to the Jen Marple show, I am going to lay out one of my favorite things to talk about, which is who's on your team. I know so many of you listening, want to make big changes or are already working on your business, you are entrepreneurs, you're working hard, you've got a lot going on. So I want to discuss and really sink into many resources that are available to you that are going to help you succeed, help you thrive, help you connect, help you grow your business, and also help you have that wonderful network of women that really understand what you're going through as an entrepreneur. And or if you are looking to start something new. A lot of times when we go out to start a business, most people that we know don't have any clue what we're doing. They don't know how to help. And it's fine. And we need to seek out sort of a new group or new groups or new people that are like minded in the sense that they are other female business owners. And they are either sort of where you are, or they are farther ahead of you in their career and then can be very helpful to you. It's really interesting, especially this phase in life at midlife, you know, we're thrown together with so many women pretty much our whole lives until we get up into this point. And it's sometimes harder to sort of find sort of new friends or new communities that are going to be filled with like minded women, especially when you are working or wanting to start a new career or start a new business or make that big change. So I wanted to kind of lay out a couple options for you to all ponder as we go into the new year, because I know you're all working hard. I know you're all thinking about things, we've got the new year round the corner, 2022 November 2022 is not going to be 2020 2022 is the year of endless and unlimited possibility. And

I wanted to share with you things that I have done, as well as I do offer, you know, full disclosure, I am a coach, and I run masterminds and all of that. But I just want to lay a couple things out for you. So you can really think about when you're planning for next year, and thinking about your goals and what you want to achieve. And or you know, you want to accomplish something but maybe you're not sure how you're going to get there or you know, you need some type of supports. I'm going to lay it all out for you. So the first thing you can explore is working with a coach, you know, working one on one, either with a life coach or business coach, depending on sort of where you need the help in your life. But for today's chat, since I'm focused on female entrepreneurs, let's focus in on working with a coach who is a business coach. The beautiful thing about working one on one with a coach is that she is going to help you expand and help you stretch in ways you haven't been able to do on your own. And it's funny because a lot of people don't even understand what a coach does and or wouldn't think to spend the money on a coach because it seems sort of like a luxury. And so I would offer to you first of all, all the big business owners that you can think of all have multiple advisors and coaches that they work with. How do you think Tony Robbins made his like gazillions, it's because he's working with the world's leaders. They all have coaches, sports teams, everyone's got a coach. If you're training, wanting to do something new, you've got a coach, you've got someone helping you. But for some reason in business, it's like the last area that you would ever think to have a coach and it's really be so important. It's really so important and so impactful. So yes, I am a coach. And I also work with a business coach. And I strategically chose who I worked with, because she is where I want to be. And she's fabulous. And working with her has helped me bust out of a couple different of my old stories. And also just reframing and rethinking how I'm approaching this current business that I'm in right now, I came from a very service based business. And it's different than what I want to accomplish with this new business, and the change that I want to see in the world. And so when you work with a coach, not only do you get that support, you get the vision, you know what's possible, because they're already doing it. And they also can help you see something that you can't see in yourself, that is the most beautiful thing about a coach. And they're, of course there to support you. And you know, kind of pick you up when you're down, give you the kick in the ass when you need it. And I have I've had many kicks in the ass by my coach, it's like, Alright, it's time let's, you know, shoot or get off the pot. And so that's been very, that's been very helpful for me. And then the other thing about one on one coaching is that when you invest in yourself, when you invest in yourself, you show up differently in the world. So no matter what you do, if it's a coach or a group coaching, or mastermind group networking, and I'll go over those in a minute. When you invest in yourself, like into your brain, and into your productivity and into your vision and into your future. You show up differently. You just do. We don't think twice about buying a computer or buying a microphone, spending money on a logo, spending money on a website. Those things are like, Okay, those are like, Oh, boom, boom, boom, boom, boom, yeah, we need all those. But for some reason, there's a hang up when it comes to investing in yourself either on a coach or taking a class or joining a group or whatever it is. But this is the most important investment you will make. Because you could have the most beautiful website, the most fabulous logo. But if you don't have the confidence, or you're not clear on your goals and visions, you don't know who your ideal customer is, it's all gonna fall flat. It's sort of like having the pretty, pretty perfect house for a party, yet your music is wrong. And the wrong guests are there and no one's having fun versus Okay, the house is okay. But the music's right, the host is right, the guests are right, and like the roof is coming up. Because everyone's dancing and having the best time. It's really important to think of it that way. Because everything can be perfect. But if you don't believe in yourself, you don't believe in your mission, you don't believe in what you're

selling, or what you're serving to folks. Who cares? No one's gonna come. So investing in a coach is one of the best things you can do for yourself in your business. And it's like put up or shut up. I mean, when you threw down, I threw down a lot of money for my coach. And I did that on purpose. Because it's saying, Okay, well, I believe in myself, I know I'm going to get to this place, and there's no stopping me and going for it. Alright, so that's a coach. If you're not ready for a one on one coach, and you're actually you're looking for maybe a little bit of coaching, but you want to be surrounded by other like minded entrepreneurs, a group coaching program, or a mastermind might be for you. So I'm personally running a mastermind right now that's very focused on female entrepreneurs. And the beauty of those is you come into a mastermind and you are meeting. masterminds can vary in duration, some can last two years, some can last a few weeks, some can last a few months. And the meetings could vary too. It could be once a month, once a week, once every two weeks. There's a lot of variety. But the goal is you are walking in there ready to really open yourself up and share the best of what you've got with the other women that are your that you're sitting at the proverbial table with. Most of these are on Zoom. So whoever you're zooming with, and they are also going to be doing that same thing for you. So you will be able to come into these masterminds and share your business problems. People can group solve the problems, or give group feedback on if you've got a new product, a new service, a new website, a new direction you want to take so you've got this really great group that they're in the trenches with you. They are in the entrepreneurial trenches with you. And the advice and the feedback in that connection is invaluable. Also the beauty of masterminds that I've seen in the one I run and I've also been a member I'm a member of two masterminds right now. I will never not be in a mastermind because they are so impactful is that you make these wonderful connections and then you can share connections and resources with each other And then that is also invaluable. And I've seen beautiful connections happen in the one I'm running. And then the ones I have been involved in, you know, there have been collaborations, people have been on each other's podcast women, you know, help promote other people's products or give just this wonderful feedback. So it's just a wonderful way to have that instant connection. Because one of the things to think an entrepreneur, as you probably know, or if you're considering entrepreneurship is that it can be very lonely. It's very lonely, when you're you are you doing everything for the most part, maybe you have people working for you, but you're still the one at the top running the business. And so you need other people that are doing the same thing you're doing, meaning the running a business to connect with, it's so important. I love when the group comes together to like problem solve, there's just nothing quite like it, they're magical. Number three, group coaching is another way to go. So group coaching can almost be like a mastermind lights, where masterminds are really about group problem solving and entrepreneurs coming in to help support each other and business group coaching, you can come in to learn how to do something is really what the group coaching scenario is. The group coaching is a nice way to sort of test the waters with somebody that you like that you've seen leading other groups, or that somebody that you're following on Instagram, or somebody who's run XYZ business, if they're opening something up for group coaching, sand marketing, or social media, or speaking and presentation skills or public relations, I mean, group coaching can be about virtually anything, what you do get is you get a lot of wonderful tactical information for your business. And then you also do get that interaction with other women in business. So it's nice to hear what other women are going through and some of their problems, or how their course correcting or how they're actually implementing things that you're learning in this group coaching scenario, I've been in those as well. And they're, they're really terrific because you're, you're getting a couple things accomplished, you're getting connection with folks, you're actually learning skills, and

things that you can implement in your business right away that are going to help you be more successful. And then you're also having connection, and then you can take those connections offline. And then those usually end up, you know, being relationships that you have forever. Number four, networking groups. So networking groups, I think I feel like especially with COVID, like a lot of these networking groups, people don't think about him as much as maybe they used to be thought of because they weren't in person. And right now we're seeing sort of a hybrid people are meeting in person and people are meeting on Zoom, I think it's great to do both, there's really nothing that compares to a face to face interaction with folks. But the second best thing is being on Zoom calls with folks, as long as you can see people's faces, and you can network, I think they're great. So they're all different types of networking groups, I am personally going all in on groups really focused on women, I tried some other groups. And this is the other thing, you just need to like, try. So a lot of these networking groups, you can kind of, you know, see if anybody if you know anybody in these groups, or you just you know, ping the organizer, and they love having guests join, and they usually won't charge you to do it. And you can come and join a meeting or come to a social events, and then see if that is for you. But when you're starting a business, and you're are really going all in, you need to network, that's how your business is going to grow. It can't all be just on social media, you need to do things in real life. In real life. I also mean zoom, you need to see people face to face and talk about what you're doing. And a lot of these groups are really great because it really helps you hone in on your pitch. Because all the groups that you'll meet, if especially if you're on Zoom, you'll have 30 seconds to 60 seconds to talk about what you do, who your ideal customer or client is, and be ready for referrals. So it's wonderful. And these groups are great, because they usually don't cost a lot of money. So it's a really low barrier to entry just to get your feet wet and get into something, start meeting people. And then a lot of them have opportunities to present. So once you decide you want to join a group, then you'll be offered an opportunity to present about whatever it is that you do, which is fabulous. And then you'll also sort of be held accountable as well on you know, some business that you might be referring to people or business that might be coming to you. So that's one of the cool things about these groups. Some are more sort of strict than others. But the point is a lot of these groups, maybe historically, they could have been a waste of time. But really now people's time is limited. Your are in a networking group, yes to meet new people. But yes, you want to get connections. And you want to find more people that are interested in your products and services for sure. So those are really great because they do expect members to refer business and you naturally are if you meet somebody who I mean, sometimes in these networking groups, you're going to maybe find your next acupuncturist you might find the next person who's going to decorate At your house, or the next person who might sell your house or whatever it is, whatever group you're in, it never hurts to look for a networking group. And so you can look at ones that are just sort of general and broad based on sort of, you know, just geography, you can look for ones related to the industry that you're in, or look at ones that are just a focused on women, and also within your geography. So sort of the sky's the limit on networking groups. And then the last one I want to talk about is just looking at your sort of circle of friends and sort of support systems. And so there might be friends or sort of acquaintances that you have, that you're not you hadn't been traditionally really close to, or connected to, that you will all of a sudden, find yourself more connected to because you are in business, or you've just started something new. And so and that is a beautiful thing that presents itself. And I've personally seen that happen, I've seen that happen with some other folks. And the other thing too, is to tap into your old networks, because you know, if you're midlife and listening to this, again, we've been in business for decades. So all of us have old connections and old colleagues that we have, you know,

made throughout the years. So don't be afraid to tap into them and maybe see if they want to have a chat or just join you on a zoom for like 20 minutes to reconnect or a phone call. And just don't be shy about asking, I've never had anybody say no, and people have done the same and reached out to me. And it's really great. So I've actually, I'm not gonna say rekindled. But I have found sort of this new group with an existing group of women who are all starting businesses this year. And we've become each other's sort of accountability group and support circles. So it's been really a really beautiful thing. You can have those be more structured, you can decide you want to meet with this little group, you know, once a week or once a month, or just kind of do it ad hoc, knowing you guys are kind of looking out for each other, and just agree that you'll look at each other's stuff, or help kind of promote each other's stuff, or maybe join people's events or show up for folks, it's up to you to kind of decide how that how that goes. But again, it's just really tapping into the people that you already have in your life, and figuring out who those people are. That's a really great way to sort of get started, I have all that the five things I've just mentioned, I do all of them. And I've been doing them for years. It's all fabulous. I actually have there was a group coaching program, I joined right when COVID started, and I have a small group that I've been meeting with now for a year and a half. And we are already planning going to 2022 together. So we've created our own structure. I've got masterminds that I've been a part of will be another one that starts in January, I'm starting, I have my own coach. Like I said, I'm involved in a couple networking groups. And I'm also setting out a couple new networking groups. And I also have this small circle of entrepreneurial friends. That is another wonderful support system. It's all beautiful. Let's recap. So who's on your team. There's five ways to kind of look at things and there might be more, but these are the ones I found to be most effective. One is a coach, one on one, high touch, personal in your business, bigger accountability, big kick in the ass. Wonderful, usually bigger investment, but so worth it. Number two masterminds. So with your fellow entrepreneurial women, you're holding each other accountable, weighing in on each other's businesses forming connections. Number three group coaching around a topic. Subject, it's usually subject matter a topic, like I said, social media, public relations speaking, how to start a business, that type of thing. So you get tools immediately to use in your business. And then you also have access to this other wonderful group of people that you'll meet in the group coaching scenario. And if you're like me, you will form relationships with all of these people as well. And those will help you expand your network. Number four networking groups. Because they can be local, they can be national, they can be industry related, they can be related, just women, it's up to you to decide there are so many out there, and they are usually free to suss out. And again, another wonderful way to make some really wonderful connections and help refer each other business which is really important when you're an entrepreneur. Number five, look in your network and or your friends and see who is sort of where you're at. And you can form your own little group that will hold each other accountable. And you can determine sort of what that's going to look like and how you're going to structure that. Everything is fabulous. So in summary, you know, figuring out who's on your team is so important when you are in business, especially when you're starting a business. It's hard to go it alone. And one of the things I firmly believe is that we go faster and farther together. So I know I would still be kind of clunking along if I had invested and done a lot of all these things that I have just told you about. Because when you're showing up, you're putting your money where your where your mouth is, or you know, you have a networking group call that you're going to be on, you're like, oh, I need a 30 to 62nd elevator spiel, okay, well, you're going to get it done. Because you're going to be at that meeting, or you're in a mastermind, you're going to show up, you're not going to let the other women down, you're going to show up and you're going to be productive. And then they're also going to help you, if you're

investing in a coach, and you said, okay, she's holding you accountable to do XYZ, you're going to get XYZ done. So it's really hard to hold yourself accountable when you're an entrepreneur. And the other thing I like to say is, you know, we are always so busy working in our business, that it's hard to work on our business. So all of these items that I mentioned, having the coach and having the masterminds group coaching networking groups, or these personal support circles, these are the tools that are going to help you to grow your business. By investing in all of that you're looking towards the future, you're not in your day to day. So hopefully, that inspired you, as you look to you know, the new year and all the wonderful things that you want to accomplish. Just really look around, there's something for everyone. Not everything is going to be for everybody, maybe you want to do it all like I do, or just dip your toe into something. But just start thinking about it. Just start thinking about what you might need to take your business forward or to birth your business. Because I know a lot of you out there thinking about something, I have all these conversations all the time, oh, I want to do this. And I'm thinking about that. Starting to work with a coach say if you are in those really early beginning phases of not even knowing where to begin, that might be the best thing for you to start doing. If you are already in business and you are looking to expand your network masterminds networking groups could be the next most wonderful thing for you because that might lead to some immediate connections and some new business or some new clients. So just really think about what your goals are, where you want to be, and then back out what it's going to take to get there. All right, that was a big long winded spiel. I hope you took some notes. You can always ping me on Instagram at Jenn marbles with any questions or if you have thoughts or if you need help figuring out what your next move might be. I'm here for you guys. Alright, have a fabulous, wonderful day.