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SPEAKERS

Laurie Bishop, Jen Marples

Laurie Bishop 00:00

The terms show up in your power is used a lot and I think can mean a lot to several people. But I want to break that down a little bit because being in your power doesn't mean standing on a pedestal with your fist on your hip in your Superman shirt. That is not what it means it means a transition from having your warrior shield up removing it. Let your vulnerability be available to you, like Come find a safe space, and then play with that. So it's really about letting who you are your most aligned self. The person that you were when you were a little little kid that you cover up until you're 50 and you decided to uncover and reveal

Jen Marples 00:53

Hello, and welcome to the Jen Marple Show. I'm your host Jen Marples, a former public relations agency owner turn 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 this, you are not to fucking old Hello, everyone, and welcome to the Jen Marple show today I have a beautiful guest. Her name is Laurie Bishop. And she is incredible. And what you need to know about Laurie is that she has the become photo studio. And her whole focus is photographing women over 50 in business. And I love it. And I love this focus because she's so passionate about it. And not only does she photograph women, she also does these beautiful write ups about women. So you're going to need to follow her on LinkedIn and Instagram as soon as you listen to this interview, because she goes above and beyond. So it's the photo which she really talks about the woman and the experience and sort of what unfolded and how all these women that she photographs are just kick ass. We're all kick ass. But Laurie, with her extreme talent and vision really brings women to life. I mean, it's just been amazing thing to behold. And I have experienced her photographing women in real life and sidebar, she's going to be photographing me soon, we have to get that on the calendar. So she's got a photo studio located in Northern California. And she also runs a design agency called element design group where she does graphic design and branding. So the photography piece

really marries well with what she does with the creative agency. So Lori, with all of that, welcome to the show. Thank you for being here, and I can't wait to dig in.

Laurie Bishop 03:03

Thank you. I've been listening to all of your podcasts from the get go and have felt so informed and inspired and excited about meeting common minds through your podcast that I'm thrilled to be here. So thanks for the invitation. Yeah,

Jen Marples 03:20

I love it. I love it. I love it. And like I told you all Laurie I feel like she has something's gonna happen. I feel like there's a book in you there's something a gallery showing, there's something like in the future for you featuring all these wonderful women over 50 Because we all know to genmark will show your not to fucking old and Laurie is very much in that camp. Because again, we're who she photographs and these beautiful women doing amazing things to every time Laurie showcases somebody that she's photographed. It's just so inspirational. And I love it. And the work is so important because we talk about it a lot, just you know, empowering women over 50. But it's not out there as much as it needs to be. So we're doing our little part here on the world to just bring women forward to help them find their power get them seen Laura's Instagram was called become and be seen. And I just love it. So Laurie, take us through like where did you start with your career? I know the photography better. That is something you've recently added. But give us a little overview of how you started and how you kind of made this pivot into photography in addition to of course your design business.

Laurie Bishop 04:24

I would love to and maybe this will inspire other people who are considering pivoting. I've always loved graphics and design since I was a little kid no big surprise you know, drawing I was definitely supported in exploring my creative side within my family that was very supported. So fast forward, I discover that graphic design is a thing. I went into college for Bio Sci and I'm like, wait a minute, what's that thing over there? And I discovered graphic design and I fell in love with it. websites were being born In software was being bought, I absolutely fell in love with communicating through this medium. I love working on the computer, I love two dimensional design. And I started my firm in 2006 element design group and grew that I'm still running that. So grew that and responded to that need of myself to be a designer. And then I sort of passioned out. And now I run the company. But what I started looking for was my next thing because I know that feeling, I know that feeling in my heart, I know that feeling in my bones in my stomach when I'm completely engaged. And I was looking for that next thing, it probably it took about five years of just searching. And as things go, it was a little bit strange. But my dad passed in 2013, which was life altering for me. And he happened to have a huge interest in photography, and I have all the siblings, I was the one most likely to inherit the cameras. And so it was actually part of my grieving process was picking up the camera and just getting deeply into it. Again, I've always done photography as part of design, but got deeply into it again, with the caveat that I would never photograph people. Hell, no way too scary. Three years later, there I am going, I think you should photograph people. And here I am 10 years later, deeply passionate about photographing people, photographing women very specifically and photographing women who I relate to, I just turned 60. And I feel like I'm becoming visible. And I want that for other women so much. So, so much so that I've named my company become studios, because we're always becoming and I want you to be seen, that

is my hope and desire for all women 50 Plus, who are feeling a little invisible. That's my nutshell, there's, of course, there's a lot of details in there. But that's, that's how I got to be where I am today. And I'm in love with it. I love what I'm doing.

Jen Marples 07:10

I love it. And I know your passion show. So there's a couple of things. So I want to go off on a little tangent about what you specifically do. Because this is the show, you know, for women wanting to pivot, and also who are entrepreneurs, let's talk a little bit about the importance of having a personal brand. Because I know this is you know what you focus on. And obviously the photography piece is the expression of your personal brand. So you're gonna have to work on your words and all of that. But I know, in this day and age, you need to be seen if you're in business, people need to see you out there, they want to see you it's absolutely critical. And if you're feeling shy about it, you've got to like work on getting over that and understanding that there's people out there that need what you have to sell or what you have to serve. So let's get into a little bit of that, and what you've seen and kind of some of the work that you're doing to help empower women and really foster these beautiful personal brands.

Laurie Bishop 08:03

Oh my gosh, where to start, I might be talking for hours. So I'll try to limit it. When you are seen, and you are willing to be visible. Whether you're selling hotcakes, or the CEO of a company, you are drawing in the aligned clients, or patients or people whoever you're trying to align with, the only way they can find you is if they see you. And if they see a veneer or the version of you that is I should have I should look like this. This society says this is what things should or people should look like, this is what you should do, especially over 50 You're not going to align with the right clients. So when you decide to really hunker down and sit with the words, like you said, Jen, maybe you're maybe you're a speaker, maybe you're a writer, but you sit down with the words and figure out who you really, really are at your absolute core. And if you look at images that represent you, like you Jen, you know, you've selected hot pink, which is knowing you that is high vibration, that is your energy. I've selected a color scheme that's more earthy and more teals and blues and earth tones. That's just me being my Taurus self. That is definitely me that's a representation of who I am. So all those things put together the colors, the words how you come across in photography, whether you're doing selfies or you hire a professional, it all wrapped into a feeling that you give to the world so they can find you and align with you.

Jen Marples 09:51

In my masterminds. Yeah, I will teach a little bit about personal branding and it's just really important because how we do business today is so different how we did business 15 Years ago, when we, you know, my first company I hid behind the company. And it wasn't even intentional hiding. I didn't, I simply didn't have to be out there. You know, or running a PR firm. I was putting my clients first, but it wasn't about me. But if I had that same business today, different any business today, different people are going to want to know me, what do I stand for? And this is what it's so important for women. And I think a really good piece of advice, too, is if you're starting something, but you don't know where to go, it's just to kind of have that initial thought process of like, what are my core values? What I want to share? Who am I kind of pick a theme, so it's not you're not hot pink one day, and you're not like black the next day? And yeah, whatever, because everyone is visual on Instagram. So just to kind of clean it up, it doesn't have to be perfect doesn't have to be beautiful. But what Laurie does, and I think is so incredible is that

to be able to sort of have your essence and that authenticity shine through. And I think now you'll agree with me, it's like it's all about being authentic. And what you already basically said it stepping into your true self. And we can all think about the corporate portraits that we all did with like, bad lighting and the clothes. We didn't like the chin grabber.

Laurie Bishop 11:09

Yeah.

Jen Marples 11:10

And it's like everyone looked the same. And so what's so exciting now is that when you look at photography, and especially working with somebody trusted like you that women can really step into their power if that's because you have dreadlocks, do you have tattoos? Do you want to show your wrinkles? Do you want to show your bowtie, whatever it's like whenever you are just go all in. And I know that might be easier said than done. And there's a lot of discussions about this. I was just listening to a great interview with Tracee Ellis Ross and saying how just the whole thing with passion and how that can really help you step into who you are. Because all of us back in the day, mid lifers we all had to wear pantyhose in the early days of corporate America suits all that stuff. And you just felt like who is this? It's not me. It's not you. It's not any. So I think some of that beauty is we have that freedom now that authenticity. And that's what people want. So what would you say to women right now who are kind of like starting out, they don't know where to begin? Do they go out and do some branding photography? Do they sit with their words? First? Is it both? If they haven't done anything yet to date, and they're just kind of kicking off something new? What would you say to them?

Laurie Bishop 12:16

I think the first thing is to check in with yourself. See how your body feels, it might sound a little woowoo. But see how your body feels when you even say your desires and wishes out loud. And if there's a resignation, and if you feel good, start there. You can do some exploring and a variety of ways. I've done it through writing, creative writing, just sitting down at your kitchen table or wherever, wherever you have some time, and just set it free. Just what I want what I want to do, or you know absolutely no structure to it. That's one way to explore who you are. And it will help you distill down what you want and what you don't want. Another way This surprised me. Many years ago, I had an author come into my photo studio. And she had been writing a beautiful book and she said, Oh, now's my time for me to transition into being a public facing person because I have been hunkered down for years writing this book. So for her, the photoshoot was a transition from very private thinking to very public expression of who she is, as it relates to that writing. So I think a photo shoot and I've seen it many times that a photo shoot in my studio has helped somebody figure something out. And part of the reason is, it's so much more than Well, this is what I look like I'm just going to show up and get a 10 minute headshot, you can do that. But the discovery is in part of the process, I consider it a photo experience. And that's what's different than pop into a studio for a 10 minute headshot. It's perfectly fine if you've got your ducks in a row, and you just need that clean headshot. But if you're exploring, we're going to talk about who you are before we even get into the studio, who you are, what your desires are, what your favorite colors are, who you're trying to talk to. And from there, we're going to have a closet and styling session we get on Zoom and you go in your closet. Again, this is not about the veneer you might have stuck in there, like you were saying the pantyhose and the blazer, and you're no longer in a

corporate job. You got to try that stuff on and physically, like what does that feel like is that literally and figuratively who you are anymore. And you'll know you know if you're feeling all cramped and you're like, Oh my God, I don't want to wear that outfit anymore. I don't want to put those shoes on give me something comfortable. That is very telling on where you are in your life and what you desire. So we have a whole session doing that and then you come into the studio and you get to play. I love collaborating. I love talking to Women about playful side of themselves, I have a few things in my studio that you do like I want to put on that big purple skirt, or I want to put on that flowy dress when we're done with my headshots I want to play. And a lot of women have learned a lot about themselves and even taken aspirational photos of themselves to hang on their wall to remind themselves who they are. So there's a variety of ways to do this. The photo studio is one of those places to do some exploring. I don't have rules. I'm not about perfection. I love the creative space. And I love playing around.

Jen Marples 15:34

I love that you said that there's the women who they take photos and they have them on the wall as sort of inspiration. It's like reminding yourself Who the hell you are. Because yeah, you might not be I certainly don't feel like the gal on the hot pink skirt running down the street. I wish I did. Most days, we're all human, everything happens. It's my life, right? It's like the ups and downs and this and that. But you brought up another interesting point of how you can really find out who you are by exploring yourself through photography. And I can give you my own example of when I started being very public about a year and a half, two years ago. I look at those photos now. I don't even know who that person is. Yeah, he was like The Little Engine That was trying and figuring things out and then kind of like then the next photo shoot was something different. And you're absolutely right about clothing. I remember going to a photo shoot and putting one thing on and my energy changed. I'm like, This is not me like I had to rip it off. I'm like it's not who I am. And I don't even know why outfit. It was ripping off the I'm used to the Blazers and the button I still love a blazer. But now maybe I'll do strappy heels and a bold lip versus the neck conservative thing. So it's really probably see that all the time of women probably coming to life because again, it goes into that midlife thing of getting put in a box. And we've been told how we needed to be an act and feed on all of that when you're like you know, I'm gonna go to work with like bright colors on and my hair done the way I want to do with my long nails or whatever it is because remember, yeah, we're we're colored nails back then it was always ballet slippers, like, you didn't want to have color on your nails. And so now sometimes I even look down and like that can be revolutionary for especially for us who grew up in with all those rules and being like tamp down. And I've seen this with other people. And we have a shared friend who did a photo shoot with you. She told us that she didn't want to use the one of her smiling and laughing and she just posted and she's getting so many comments about people, her vitality, and essence of what we all see her to be is finally like being translated in this photograph. And I just think it's really something to behold because everyone is beautiful and amazing. And so I think by this, it's a really good tool to help you step into your power.

Laurie Bishop 17:48

Oh, it absolutely is. And that's where, really, it's my deep love of working with other women. I just feel like I'm working with sisters and friends. And that puts a very relaxed vibe in the studio. I love having a sense of humor, and we're gonna play around. So, you know, the nerves when you walk in? And you're like, am I going to do this? Right? I think we all like you said, we have this idea of what you're supposed to be and what you're supposed to look like. And so you're gonna bring that stuffy blazer. But once we

start playing around, and you rip it off, and you're like, let me put on the purple tulle skirt and my friends striped shirt. That's me, you're being seen by yourself, and you're being seen by me in a different way. So it's a very sacred space for playing around and exploring yourself.

Jen Marples 18:37

So there's a lot of women obviously listening who unfortunately can't hire you, because they're not here. What's your advice to them? So if they're going out, and they're just starting, they haven't done any branding photography, what are some of the top tips they should be looking for in finding a photographer?

Laurie Bishop 18:52

To find the best photographer for your personal branding? I would talk to them, you may have a budget, so price matters. But I wouldn't lead with price shopping. Unless that's the number one thing on your list and you're you know, you can't push it one way or the other. I always have a free 20 minute call. And I'm hoping most photographers to take this to heart. Do the find out if you're a fit. And by a fit. I just mean, do we like each other? Are you going to enjoy being in the studio with me? Do we have anything in common? I mean, even if it's like we both like the same cocktail, we want to have something in common because that's what makes you come alive in the studio. Because we're going to be having a conversation, we're going to be laughing together. You're going to be changing outfits. When you look at the photos that I've taken that is what is starting to happen as I'm connecting with people and we're having a lot of fun doing it. So talk to the photographers before you hire them. Once you do hire them, be prepared. Not everybody He offers guidance on wardrobe and brand and color. And you know, they may not be thinking that they may just be experts in their field of beautiful lighting and taking the photos. So be prepared. And that runs the gamut, right? Try your clothes on before you grab them and go to the studio. I've had so many people show up with ill fitting clothes. You know, COVID did crazy shit to our bodies. And they're like, Hmm, I lost 50 pounds, and nothing fits me anymore. I'm like, Well, maybe you should have tried the jacket on at home. So try your clothes on at home and see how you feel in them and see if they fit you. So that's one thing is being prepared. And knowing what you want, do you need something for LinkedIn? Do you just need the headshot? Do you need something for all your social profiles? Do you need a banner for your website that's not very tall, but it's wide and narrow. Someone needs to know that the photographer needs know ahead of time, what they're shooting for, what kind of mood they're shooting for, you know, dark and dramatic, light and airy, bring all that information. So they're informed in the vibe that they're going for. And lastly, once you're in the studio, assuming you found the right photographer, give in, give up control, play, experiment, and let somebody guide you, that's going to give you the best results, be a collaborator in the studio.

Jen Marples 21:28

I love that. And I would in my own personal experience now having been photographed for like two years now is that it's a very intimate relationship. Yes, you can make you feel very vulnerable. Even for someone like me, who has probably more than average confidence when you're still there. And it's you and somebody who is used to putting other people in front of the camera for years, I was always doing that and organizing photoshoots for clients and things like that to be on the other end. daunting. And so I know that you might not even get like your best shots, but you got to start somewhere. And I just think it's fun. I like like to look at my old photos of like, Oh, God, what was I wearing my hair, it's got to start

somewhere. So don't let anything stop you. But it is the gal who was photographing me was a friend and I felt very comfortable with her. And so we could be intimate and do things. So that's a really important point you bring up and like they will have she had suggestions you have, every good photographer will have suggestions, and then take them because they know what the end results gonna be. And so just like step out of your comfort zone really got to step out of your comfort zone. And if you're doing things outside of a studio, that's a whole other level of comfort, because now you're in the public and people are staring at you like who the hell is doing what?

Laurie Bishop 22:42

Yeah, that vulnerability is is a big piece of it. That's why you need to talk to your photographer ahead of time to see if you're a good fit. Because if somebody gives you just the wrong vibe, or you know, they're just not a fit, you're not going to want to be vulnerable. And then you lose the connection piece, which, you know, the Your eyes are so important when you're taking a connecting portrait. The other stuff to your body will stiffen up, you know, and someone needs to see that. And the thing I didn't, I've always loved them a very physical athletic person, I always have been. And I do a lot of rock climbing. And that matters because details matter when you're climbing. And if I'm trying to teach someone to climb, I have to look at how their bodies moving. It's almost like a dance. So I've been doing that for 30 years. And so I'm watching people's bodies when they're moving, and I'm seeing their cheeks tighten up, I see their hands tighten up, we all do it in front of the camera, you just get self conscious. And I'm looking for that stuff. So if you don't have someone guiding you, again, to say, oh, you know, just take your hands out, loosen up your hands, close your eyes for a minute, roll your neck, stand up, sit back down, because I just made crazy stuff by giving you 17 pose, you know, points. You just have to be really familiar with how to watch people and help them loosen up their tightest parts. Because no matter what if you're being watched, you get a little bit in performance mode. And they try to soften that up with some humor and having fun in the whether you're on location or you're or you're in the studio.

Jen Marples 24:12

What's been you know, because you work with so many women and you're working with and photographing women over 50 What do you think the biggest challenges that you see with women right now?

Laurie Bishop 24:23

Wow. I think the biggest challenges with women 50 Plus is how they feel about their bodies. Because our bodies are changing like crazy. And I definitely get stuck in this mindset where well my body was doing really fine when I was 30 What's going on now? Why is my waist getting thicker? Why is it so ridiculously impossible to feel strong and fit? Why does one glass of wine kick my ass now? You know, just things like this and I'm like who am I? You almost feel alien to yourself. So getting really present with them. That's such a term, but just noticing yourself and going, Okay, this is version two of me, this is what we've got, let's work with this. I'm not that 30 year old anymore, I'm actually better. But I'm not that physically. So I think physically, there's a lot of challenges. And to go along with that isn't the stuff if you're not getting any good sleep, if you're having hot flashes, and night sweats, and God knows what, you're just not going to feel your best. So you need support, you need somebody to point it out, like we were talking earlier, Jen is you got to inform the people around you about what's going on. So they don't think you're, you've lost your marbles. You know, you just, you need somebody to support you and say,

I've noticed you haven't been getting very much sleep, maybe you should go take a nap. You know, all watch the kids, or all wash the dishes or whatever, you know, that's just at home scenario, but get some support, and some perspective from other people as well, in that time, and I think also just as entrepreneurs, women entrepreneurs, especially when you're changing and pivoting and transitioning is operating solo, feeling alone and actually being alone. That's a huge challenge, because you're going through your physical death. And you're also going through entrepreneurial learning all by yourself. So find someone else to go through it with, you know, there's tons of groups, there's tons of masterminds, there's all kinds of women who can support you and help and family can actually help if you explain yourself, again, being vulnerable, I think is part of that.

Jen Marples 26:41

Yeah, I love that. So it's seeking out what you need, giving yourself a break. And then finding that that sort of that like minded community. I've talked about that ad nauseam on this show, but I think we're in several community, same groups together too. And it's just it's really important. And just, you know, really going all in on that. And there's a lot of solopreneurs that listen to the show. I'm one, your one. And we all need the support, we only can be aligned with other women who are kind of in that ring doing the same thing, only they will understand what it's like. And then we just need that perspective. And we all need to have a laugh every now and again, for God's sakes. It's like a rite.

Laurie Bishop 27:21

Yeah, come laugh with me, please. Dear God, what would be your biggest

Jen Marples 27:25

piece of advice right now for the woman who is on the sidelines right now and wanting to pivot, but not knowing sort of where to begin being a little nervous about it, and just hasn't made a move yet? What would you say to her?

Laurie Bishop 27:37

Gosh, for the woman who's just deciding to make a pivot or thinking about it, I would say make sure you are focused on the next thing that makes you come alive. Make sure there's no shoulds in there. Because if you love your next idea, or your next step, or your next pivot, whatever you're kind of looking at in the distance, you will get it and slow down. And you know, don't be in a rush. That's the other piece. I've called myself a slow food photographer, even though I'm taking pictures with people, I move very slowly. And I like it that way. I like being certain. And I like taking calculated risks. So I would say do operate at your pace. But make sure you're focused on the thing that you absolutely love. And that's going to take you miles and miles and just give yourself five minutes every day. 10, whatever it is to think about it, every baby step. Like I said, I started this photography business 10 years ago when I was 50. And it really started blossoming a couple of years ago, but just take it slow and steady. And you absolutely will get there and get a lot of perspectives. Listen to a lot of podcasts, if that's your thing, read a lot of books get into a very positive space about it.

Jen Marples 28:59

I love that. I want to ask you this question because you are with some the target market here of this show. It's like the midlife women, you see so many women? What has been maybe one of your biggest

surprises in working with sort of this age group? Does anything just sort of come out and really surprised or delighted you or blown you away? Because and I asked this question because everyone's gonna go follow Laurie on LinkedIn, because she really writes these beautiful write ups about the women that she photographs and they're, they're so inspirational, because not only you're getting this kick ass shot, but I'm getting to know the woman behind it. And again, we don't get to this age without having scrapes and this and that and the other and it's like it's all you know, we've got all that to get where we are today. And so it's always inspiring to see a woman stepping into her power and taking this great photo and you hear this background and you're like, wow, oh my god, okay, I've got like more energy now to go on with my day because if she can do what I can do Do it. So just wondering if there's anything that like popped out at you just with that kind of like framework.

Laurie Bishop 30:05

The things that have surprised me the most are several women who I've photographed in their 70s and 80s. That are starting new businesses, it may be still in their vein of work. But they saw something, they saw a hole, they saw something missing. And they they're starting businesses. I'm just blown away by how they're managing their lives, in order to continue to explore and expand and get excited and get passionate. It's not that I didn't think they could, but I don't know I thinking that maybe 70 or 80, you're kind of mellowing out doing something different, not thinking about a brand new business. But that's, that's been so inspiring, and so exciting. And I guess the second thing is, I'm always surprised at how nervous people get when they come into a photo studio, because I've been in the creative field forever. And I find it very entertaining to be in front of the camera. I mean, having photos taking of me, I'm like, Why the hell not? I'm just gonna go for it. I just don't have a lot of expectations around myself. So when I started to understand that people get really, really nervous and felt very vulnerable, I shifted gears and I started really taking care of them. But that surprised me.

Jen Marples 31:22

First of all, so motivating to hear women in their 70s and 80s. Starting something new, amazing. Just makes us feel like how young we are right now. Like 70s 80s. Okay, time and like, we don't have to have it all figured out. And we can keep going until you know, the good Lord says we can't go no more. You know, it's like there's there's nothing stopping us. The thing about being nervous is interesting, because saying like now I am like, Oh, you have a camera. Let me get into my post. It's all about the content. And Honey, there's some good lighting, I'm gonna step into that good lighting and take a damn photo, I'm not going to mess it up. If I have my hair and makeup done, like it's like I'm shameless now. But I wasn't that way almost two years ago. So I think it's like flexing any muscle, right? It's like speaking, getting in front of a camera writing pitching business to a client, whatever it is, it's like the more you flex, the more you flex, the more comfortable you get. But I'm glad you you know took the time, it's an important point to really understand your clientele. Because you've got to tailor your you know, your offering to them. Because it is sometimes it's like what like it's hard. Well, yeah, it is hard for people who are just starting but like for you now you're like throw some glitter and tulle skirt on and crank up the lighting.

Laurie Bishop 32:35

Oh, totally. Yeah, I love that I have my fancy things over in the corner. And you've come in and your suit. And I just see them eyeballing it. And I'm like you want to put it on? No. And yeah. And that's just

happened to me, I think it's just a total blast. It's so much fun seeing somebody, I guess I was maybe a third surprise, where there's one gal who came in for business, but sort of personal reasons to have her photoshoot. And she had a very conservative, just write long will like my dress. And she physically behaved that way. Subtle poses very quiet. And then we put on the skirt. And she turned into a dramatic theatrical kind of show girl. I don't mean kicking her leg up. But you know, I mean, she just came to life. And I was like, wow, the transformation was dark. It was amazing. So I love that people are willing to do that in the studio. That's what I would hope for that aha moment. That's so exciting to me. Just have people in front of me and, and trying something new and kind of getting it that is so exciting. And that's that photography space.

Jen Marples 33:48

I love it. And it's women stepping into their power. So there's a lot of work to be done. And even to this day, because we've been programmed. Again, I was just listening to this podcast with Tracee Ellis Ross talking about how she had her 50th birthday and how she wanted a costume changes. And she wore one of her mother's dresses and like, oh my god, where Diana Ross gown like woke me up. I mean, wouldn't ya get me into that Diana Ross energy, but it was I think we sometimes we underestimate the power of clothing and fashion and this and that. And this is a whole other conversation. But it's a tool I use, where if you're kind of having this down day, if you put something on that you know, brings you joy and kind of puts you into that person, that's the person you want to be. It's kind of like the lady who put the photos on the wall. It's the same concept. It's just kind of like dressing in and stepping into that. And then giving yourself permission even when I'm looking. I was looking at my Instagram today God's honest truth. And I'm like, it's amazing to me that I can have the photos that are on right now as a professional businesswoman. I care and I run things and do all this stuff, but I'm in a pink gown with like, you know, Jack and my hair's done. That wouldn't be me 15 years ago, so it's just that again nuts have permission permission to show up as we are. And that's going to attract the right people to you.

Laurie Bishop 35:05

Yes.

Jen Marples 35:06

If I'm buttoned up and all of a sudden you think I'm some quiet person, I then I roll in like, hey, hey, you're not too fucking old and hot pink. There's gonna be like some weird disconnect. But now, it's now oh yeah, she's in hot pink. She's gonna swear, like, it's gonna be loud. Like, that's who I am. Like, I'm not right. We've been taught and trained. Our generations of like to be just in your little box and to do your little thing, and form and we're like, so fucking over that. I love her. This conversation has gone today, like I'm fired up like everyone, go take photos of who you really are. show up authentically.

Laurie Bishop 35:42

Yes, that's the thing. You know, the term show up in your power is used a lot and I think can mean a lot to several people. But I want to break that down a little bit. Because being in your power doesn't mean standing on a pedestal with your fist on your hip, in your Superman shirt. That is not what it means it means a transition from having your warrior shield up removing it, let your vulnerability be available to you, like Come find a safe space, and then play with that. So it's really about letting who you are your most aligned self, the person that you were when you were a little little kid that you cover up until you're

50. And you decided to uncover and reveal, it can be so quiet, it can be a book a poetry, or it can be a wild woman standing in the back of a horse with the tail waving. That would be a fun photoshoot. If anyone wants to do it, I'm in. But I think that it's nice to break that down a little bit. Because I think oftentimes, especially introverts can be like, What do you mean, in my power, I don't, I don't want to be a megaphone and screaming out loud. To me, that's not what it means. It just means absolutely sitting in your own energy, without apology, and with pride in who you are. And also without trying to conform to everyone else's shirt. And, you know, using your word fuck that we don't need to be in anyone else's should. That's what the system for the past 50 Whatever, 200 years, I know, our system has been promoting and if not making the planet a better place to be. If you can't bring yourself to the planet and help somebody and say it out loud so somebody can find you. That's a Deaf mark, you know, we've we've got to grow together. And to grow together, you have to show up.

Jen Marples 37:34

I love it. And like I was gonna ask the question, because you know, we've been talking a lot and but I love where this conversation has gone. And it's like the whole concept and what we can do better women supporting women, and I'm just going to answer the question for you already. Because one thing because we've had this whole conversation about stepping into your power and authenticity and whatever that is, whatever your vibration is your color scheme, it can be beige, it can be hot pink, yeah. Right. And it's, it's just being unapologetic about stepping into you. I would just say like, and we don't judge other women by stepping into their power. I have a woman who is a mom at the school who is like a senior muckety muck head of legal at a big huge fortune 500 company. She's six feet tall, and she has pink hair. And I think Oh, nice, cool, because you couldn't do that, how many years ago and it's like, she's got 80,000 degrees and all you know, gravitas and the whole nine yards and she runs the show whip smart pink hair nose ring who gives a shit like we're so past that now right? But we aren't we aren't because I know there is the judgment, but I think we as women, we've got to go out there and be like, yes, Lori is rockin her luck. Jen is rocking her look someone's like, over here like rockin that, like, there's no judgement. It's like, Who does she think she is? She's her go her. Right? It's just like, so we've gotten just removed that this is the whole conversation we're having. I mean, that's a really important piece.

Laurie Bishop 38:55

I think it's a huge, huge piece. And I would say again, when you're being seen, you're being supported, you know, with no judgment. If you have a friend who they're doing something that scares you. Try to hold that back and just say go for it. I'm here for you. In you know what someone else believes in you if you believe in yourself, but if someone else believes in you, that whole community of beliefs can help lift you up to

Jen Marples 39:20

Oh, I love that. What do you wish for women at midlife?

Laurie Bishop 39:26

What I wish for women in midlife is what I wish for myself. I wish for them to have clarity and focus. Because that's the only way to get where you want to go. Humor leaves their lord to belly laugh as often as possible. That is my happy place. I wish for them to have connection with other women really with

anybody but have honest connection. And I really want everyone to feel and experience visibility. That's what I wish you Whatever table you're at, that you are seeing and you feel seen, and you feel like you're contributing at your 100% capacity, just those four little things.

Jen Marples 40:13

couple little things down. I love it. I love it.

Laurie Bishop 40:18

Yeah, yeah.

Jen Marples 40:19

What do you think the best thing is about being at midlife?

Laurie Bishop 40:24

Oh, man. I think the best thing about being midlife is experiencing courage and bravery. And coming back to myself. My experience was, I think I already said it was when I was when I was young, there were things I absolutely loved and loved being physical, I loved reading books, I loved stories. I loved hanging out with my girlfriends. And then I slowly built a tower of shoulds. And what society wants, it just built this tower around me, those things didn't show up, because I got poked fun at for X, Y, and Z. And once I started tearing those down, really in my 40s, I started tearing those down because I got more comfortable with myself. And that person was revealed. I'm like, holy crap, I still love all this stuff. I still love all this stuff. And I'm not gonna apologize for it anymore. Library is still my favorite place on the planet. I love animals. I love being physical. You know, it's all still me. And I'm like, Wow, you got I covered it all up a while ago. That's what I think is amazing. But I'm planning on living the richest most engaged, fearless life that I can until it's done. So it's a beautiful place. Beautiful place to be.

Jen Marples 41:49

I love it. And you bring an important point. I love that analogy of like the tower because we're told just young girls what you can't do and the judgment of this and then slowly we just get chipped away at chipped away at chipped away at and you forget what you even like, and it's really hard. And I know you asked when a question, what do you like, and people don't have to sit with it. It's like what lights you up and you really have to go deep and it's sad. But the good news is we get to like, rewrite the rules, and we get to tap back in and figure out what lights us up. So I'm gonna ask you one of my new questions that I've just added in that I'm gonna ask all my guess now moving forward, ready? So finish the sentence. I'm not too fucking old too.

Laurie Bishop 42:30

I'm not too fucking old to grow. I love it.

Jen Marples 42:34

There's no ending. But that's again, it's like what we said it's like college there's that you know, death and taxes. It's like new new you want to start that business at seven? Do you want to read all the books in the library? Have 10 other different careers? We can keep growing on a daily? I'm so glad you said that.

Laurie Bishop 42:51

Yeah, well, I guess grow and dream as well.

Jen Marples 42:54

Oh, dream.

Laurie Bishop 42:55

That's why would I stop wanting, desiring. projecting forward. I mean, being in a human body is pretty interesting. And they go out and do everything I possibly can while I'm while I'm in this body. That's what I want to do. I just want to keep doing I want life to be. It is exciting. And I want it to keep being exciting.

Jen Marples 43:18

I love that. What a great way. So my final question for you is where can we find you support you check you out.

Laurie Bishop 43:24

One of the best places to start is my website. And it's become the scene.com I think that's obvious how to spell but all one word, no spaces. You can check me out on LinkedIn. That's where a lot of information about all the women I'm working with and you're going to meet some pretty interesting people there too. So you can find me on LinkedIn, Laurie Bell Bishop, no spaces, and Instagram become.by dot Laurie be

Jen Marples 43:55

going to link all that in the show notes. Because so I do want to say everyone go to LinkedIn because there is this wonderful community of women through this midlife community. I'm in it, Lori's in it. And a lot of great connections have been made that way you wouldn't think so. But I have met I've said this before, but I've met so many lovely and amazing and incredible women through just connecting on LinkedIn in this regard. And that's also because there's also the topics of ageism in the workplace and this and that so it's a great place to be if you feel called and compelled to just connect with us there and then you'll see this kind of world that we're in and it's an amazing world to be in but again we'll link all that in the show notes but I could talk to you forever and lucky me you're close to me so I do get to talk to you and I get to book my become be seen photoshoot so I can't wait. Do you have a pink tulle skirts in the closet for me Laurie?

Laurie Bishop 44:47

Oh Lord, I've only have dark purple but I am all about making the pink one for you.

Jen Marples 44:52

I've got a lot of things so well just you know I'll go into my own closet. My husband's like how much pink? Never enough pink honey, never enough pink Don't ever ask the question

Laurie Bishop 45:02

yeah don't bring it up don't bring it up because we're not gonna

Jen Marples 45:05

talk about it like I don't I don't shop What are you talking about anyway it's been so fun Laurie thank you so much for being here today

Laurie Bishop 45:13

My pleasure it's been a blast