

# Ep 134 Midlife heart-to-heart with Jen

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## SUMMARY KEYWORDS

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## SPEAKERS

Jen Marples

**Jen Marples** 00:00

Think about where you are right now. Think about what you want to accomplish. And let's do it together. Because if we do it together, you're going to get there faster. And you're going to have somebody at your side who's going all right. What are you looking at? What are your goals for 2024? What are your goals just for the next six months? What hell what are your goals for the next three months? And let's put together a strategic plan to get you there. Let's do that together. Hello, and welcome to the Jen Marple Show. I'm your host Jen Marples, a champion of midlife women and cheerleader for all women dedicated to helping you embrace and rock the second and best half of life. Each week I'll bring you conversations with incredible women who will inspire us educate us and motivate us to live our very best midlife. I'll also pop on solo to share my best advice, tips and tricks to help you unapologetically go for your dreams, embrace your age and become unstoppable. If you are itching for a change, ready to pivot or looking for a second act, stick around as this is the show for you. And know this you're not too fucking old. Low beautiful ladies, welcome to the Jen Marple show. You've got me today a solo episode and I'm calling this the midlife heart to heart. But before we get started I just want to offer you a warm welcome. And to let you know that you are in the right place. This is one stop shopping here on the JennaMarbles show for all things midlife where our motto is. And you heard it in the intro that you're not too fucking old to go for whatever the f you wants. I am a self proclaimed champion of midlife women and cheerleader for all women. And my mission in life is to help you realize, understand and know and embrace the fact that the second half of life can be the very best half of life. And in case you didn't know, I used to work in PR and marketing for over 25 years. And I took myself through a little bit of a burnouts and my own midlife pivots a number of years ago, and I actually have a whole podcast episode dedicated to that it's number two, if you're interested, I share my whole story of my kind of breakdown, which led to my breakthrough, and was the foundation really for all the work that I'm doing in the world today. It's a good one. And so you know, I've packaged up all my talents and my passions and wrapped it up in a little bow. And so what I offer today is business coaching. I do career pivot coaching. I plan events, I've got something called the midlife conversation with my friend Lizzie Bermudez and we go live on Instagram at 12 noon pacific time most Fridays to talk about all things midlife. So that's a nice add on, in addition to this podcast, I plan events and I am basically also the self proclaimed leader and founder of this wion CFO, you're not too fucking old movement. This podcast has been around for two years, if you can believe it, or over 130 episodes and, and I really created this

podcast. So you would all have the most beautiful and amazing women as your guides. I extract the most salient points from these women. And they all come on here. And these are leaders in industry, these are doctors, these are authors. The one thing that they all have in common is that they're all in midlife. So I do not interview anybody who is younger than 40. On this show, everyone is 40 plus and well beyond I've had 40s 50s and 60s. And beyond on this show. I've actually interviewed my mother and she's 77. So the whole point of everyone I'm bringing on is that everyone has varied life experience. And I extract that life experience from them. So you are all in the know and have at your fingertips, many, many different viewpoints of women who have walked different paths to get to where they are in mid life. So I'm very proud of this show. And I actually had no idea where it was all going to end up and how many beautiful women I was going to meet. And one of the things you'll always hear me say and ladies even listening for a while you know that you got to take that one tiny step towards whatever it is that you want. And that got me to where I am today, which is business coaching and helping so many of you start businesses grow businesses find new careers. I'm a podcaster. I thought about this for years and finally after I hired my own coach, I said alright, I'm going off on a limb here, and I'm going to do something and I was scared I of course I was but I just had that courage to take the first step. And here I am two years later, having had the most amazing experiences With women all over the world and meeting the most incredible women, so everything you want is on the other side of taking one little step, I'm going to get into a little bit of rah rah, and a little bit of tips and tricks and things for you today. I haven't spoken to you one on one for a while. So you know, grab a cup of coffee, or hopefully you're going on a long walk. So we got a couple things to discuss today. I also want to let you know, in case you're new is that I'm also a mom to three teenagers, and oh my God, Lord have mercy. And my oldest, my son is a senior. So we are also going through the college application process. So I'm like many of you who are scratching your head and wondering where the years have gone. They seem to fly by and we've just got to grab on to every moment and be present in every moment. The other thing you need to know before we get started today is that it is menopause awareness month, the month of October is menopause Awareness Month, and you probably all know it's Breast Cancer Awareness Month. So I'm going to start out this heart to heart solo episode with a plea. And that plea is for you to put your health first. If there's one month out of the year to sit down and carve out an hour of your time to book these important appointments for midlife women and I'm going to tell you what they are. This is the month you need to get a breast exam, but it makes sure that mammogram is at the top of your list. And I've done a lot of research on mammograms and I've actually had a guest on here talking about the benefits of ultrasounds. I've got dense breasts, so I need to do regular mammograms and I also add in an ultrasound. If you have dense breasts, that's something you need to do. I'm not a doctor and not Doctor Marples. But from everything I've read everything I've heard from experts, that's what we need to be doing. So make sure you're doing that. Okay, that's number one. Of course number two, make sure you're going in for your annual checkups and getting those pap smears. Third, because it is menopause Awareness month if you're listening to this show, you are most likely in perimenopause or your post men a puzzle. perimenopause is all the years leading up to menopause and menopause is actually one day, it is the day that you realize if you've counted all those days that you've not had a period for a whole entire year. That's one day menopause is actually one day and then after that you're postmenopausal. I have a doctor coming on next week to talk about menopause. So we're gonna get deep into the ins and outs. And I've had doctors on the show already talking about pre menopause and menopause and other experts as well. So what's really important for you to know here, and what I'd love for you to walk away with is ask your doctor for inflammation. Look at your doctor, as a colleague,

and partner and vibrant health at midlife. Because if we don't have our health in check, ladies, if we don't put our Health First, we got nothing. We got nothing. We can't work. We can't make money. We can't take care of our kids. We can't take care of our homes. We can't take care of our parents, we cannot do anything. So you've got to make these appointments, talk with your doctors and get the help that you need. Full disclosure here. I've talked about my perimenopause journey. I'm going to talk a little bit today about my menopause journey. But I'm gonna get into that one really next week when I've got the doctor on. What I do know from talking to so many experts and talking to so many women is that everybody's journey is different symptoms are different, how you deal with things and what presents you know, one year will be different than next year. It's a little bit of a wild ride. But you don't have to suffer, you do not have to suffer I have just started a whole new estrogen patch. So I do that with progesterone at night because you need to do that I've got a uterus. So I need to do the progesterone at night, which helps prevent cancers. If you have had any type of cancer, you're going to need to talk to your doctor about alternative treatments. Everything I'm saying right now, this is not prescriptive. I'm just telling you what I'm doing and exploring right now. I had tried the patch right after I got off birth control pills and just never had a period again. So when I was still in perimenopause, because again, it's that year that you don't have a period that you're officially in perimenopause. And I had a lot of ups and downs my body has always been very sensitive to hormones. So I kind of what I tried when off, tried went off. And then I really found myself these past couple months kind of struggling with a little bit of this brain fog and this inability to focus and just feeling like things were harder than they should be. I talked to my doctor at length they put me on this protocol. So I've got this patch and I've got progesterone and I'm also taking Gabapentin to help with hot flashes at night because what's been happening for me and probably for a lot of view is that I can't get a good night's sleep. And if you can't get a good night's sleep, it pretty much spirals everything. Everything kind of spirals out from there. You don't have your steely reserve you can have higher levels of anxiety Add, let's face it, we can all remember, if you have kids being sleep deprived back in those days, and you can't make sense out of sense out of sense when you're not getting quality sleep. So I've just been on this protocol for a couple of weeks, I can already feel a little bit of I want to say like a softening and a little bit more of my reserve is back, I'm definitely able to sleep better at night. I know the progesterone really helps with that. All this is to say, if you're having any symptoms, and you just don't feel like yourself, take this time now this month to talk with your doctor, and doctors on what's going on with you. Next, we are talking about all the midlife checkups and things we need. I've also got my colonoscopy scheduled for a couple of weeks from now. And that is another sort of non negotiable thing that you need to do. I've never done one and I'm almost 54 years old. So I'm already a little bit behind the curve. And I'm kind of slapping myself about that. So, but better late than never. And again, I followed, experts done a lot of research, the best awareness and the best results of a colonoscopy, you know, is talking to your doctor, there's all different levels of checking for calling cancer. And it doesn't need to be as invasive as a colonoscopy. But we've had some cancer in the family, my husband, I both do. And so we got moved up that list and kind of went right into colonoscopy territory versus some of this pre testing. Again, talk to your doctor. Finally, this is a good month. If you're all set with everything else to do your checkups, get your blood pressure checked, do bloodwork, kind of get a lay of the land and see where you are cholesterol, all that kind of good stuff. Because if this mothership, even if you don't have kids, you are a mothership. Because we are all mothers, we are mothers, to so many to colleagues, to employees to the women, we mentor to our communities. If we go down, everybody goes down. So we need to put our health back up to number one. And I practice what I preach one morning, it's easy, you have to block out the

time block out an hour or two because sometimes it takes a long time to book appointments and schedule. And sometimes you need to make appointment number one, maybe get a referral for something else. But set aside quality time. After you listen to this to go get it done. Please, I urge you that is my plea from my heart for you to take care of your health because I see women left, right and center who are suffering, and they don't have to be suffering. All right. So I'm going to pivot now. And I want to talk about a conversation that popped up a couple weeks ago on Instagram. So if you follow me on social media or anywhere on the interwebs, you might have heard me talk about this. But as I know even if you do, information is fleeting, and you know, you're lucky if we get to see on social media anymore, that people that we follow because of the algorithm. And we're just being shoved ads and all this unnecessary information. I wish we could just see the people we want to see a last this is why I want to talk about this, because it's really important. So it's this concept of duality. And that is the thought that there can be two things true at once. For example, you can be devastated that your child has flown the coop left the nest, gone to college or is fully launched from college and is you know, living and working on their own. And you can simultaneously be happy for what they're doing in their adventure, and that they're at the beginning, really of this great new, exciting time in their life. Two things can be true at once. I've seen this play out especially this was running in October, that I just witnessed so many women dropping their kids off, this will be me next year at this time. And sobbing in their Cheerios be feeling a sense of loss and a big shift, but also being insanely happy for their kids. So two things can be true at once. Another example, and this speaks to me is that you can be really happy about what you're doing for work your career, be really jazz be really juiced about it, we can simultaneously be worried about a kid or an aging parent. So these two things can be true at once. So it's navigating these two realities. Finally, and as I record this, there's just a lot of turmoil in the world. You can be optimistic about your future, your children's future, your family's future, but you can simultaneously wonder what the hell is wrong with the world. Again, this duality, two things being true at once. So there's a lot that comes at us in life and I never want to sugarcoat of course you know I am like I said I'm the self proclaimed champion of midlife women and a cheerleader for all women. So my natural default is rah rah, I want everyone to win. I'm here to support you. But it's also Oh, hold on, I want to say this. There's like a grounding in that. So it's not just, hey, everything's wonderful. I know it's hard. I deal with hard things all the time. And I talk to you all about it. But I want to remind you that we've been through a lot. If you're listening, you're probably 40 plus 50 plus 60. Plus, think right now, of something hard that you've overcome, you've overcome a lot of hard things by the time you've gotten to the age that you are. So we have more of this steely reserve. And we have more of a foundation to deal with what life throws us. And I am not here to tell you that anything that's happening is minimized. Because we have the stealing reserve. I'm just simply saying, we have experience and we also have tools at our fingertips. And I do firmly believe that we don't have that knee jerk reaction like we did in our 20s and 30s, that the world is ending, we can actually say, Okay, how did I get through this before, and I can lean on friends, I can lean on family, I could lean on my communities. I can lean on therapy, whatever it is, to get me through whatever it is, I'm going through. And I gotta tell you, you hear me say this all the time. Our midlife friendships are everything. And this is why because we're in this duality. And we want to be talking about it. You want to be sharing openly with everyone. That yeah, hey, yeah, work is really great. But guess what? I was up all night worrying about my child. We need to be talking about things like this, because when we do, we feel more connected and less alone. We're not meant to be doing life alone. A friend of mine who's lovely, and she's been on this podcast, Cherie Haley. She said it really at midlife. It's all about learning to ride the waves. I love her surfing metaphor to the why

girl in me, I can really embrace it, because you don't know what's coming. But guess what? We know the waves are coming. We have to get rid of this notion that it's smooth sailing. There is no smooth sailing ever. And there's certainly no smooth sailing at midlife, but it's learning to ride the waves. And guess what if everything was smooth sailing, it'd be boring. You'd be stagnant. We'd get sunburned, we wouldn't get exercise and let's just keep rolling with the surf metaphor. It wouldn't be good. You wouldn't be having any fun. life wouldn't be worth living. So again, it's learning to navigate and ride those waves that are coming. And when it gets hard, you know, throw out the life raft. Throw up your hand and say I need help. So lean in to friendships, lean in on community lean in on that connection. It's so important. Another midlife Muse of mine series. One of them is Glennon Doyle, who you've probably heard of her. And she said, I can't remember which book or when this came up. I've been following her forever, that life is beautiful. So that's a combination and beautiful and brutal at the same time. She nailed it. And I think that's really if there was another word for duality, it'd be beautiful, because it's these two things being true at once. So lean on those people and this is how we are going to collectively navigate and thrive in midlife. Trust me on this one. To this end, I wanted to give you I love tips and I love a list and I love sort of actionable tools. So I wanted to give you my 12 middle life pro tips, my 12 midlife pro tips that are tried and tested that will help you live a better, more amazing, more fruitful and bountiful midlife.

18:43

So here they are. These are my 12 midlife pro tips. Number one, eat healthy and stay active. Number two, get rid of what doesn't serve you. Number three, make time for you and your passions. Number four, stop caring what people think.

**Jen Marples** 19:10

Number five, give yourself permission to try something new.

19:16

Number six, don't let fear stop you before you start. Number seven, be courageous. Confidence will come over time with action.

**Jen Marples** 19:31

Number eight, put yourself first. Number nine. Get rid of negativity from your life once and for all. Get rid of negative people. Get yourself out of negative places and negative situations and remove yourself from negative conversations. unfollow, delete, block.

19:54

do what you need to do. Number 10 Know that you are worthy just as You are number 11, you are qualified right now. So just go do that thing you want to do. Number 12 get help if you need it. That could be therapy, it could be a coach, it could be a trainer, it could be leaning on a friend,

**Jen Marples** 20:20

to get help if you need it. And here's your bonus. And you heard me say it before. Remember, you're not too effing old to do whatever the f you want. Remember, you're not to fucking all to do it ever the f you want, you are not. I love a list, I want you to go back and listen to those 12 tips and start implementing them into your life. I really do. Because you know, I'm here as your resource. I'm here as

your champion. I'm here as your cheerleader, I'm here to support you in getting what you want. Of course, regarding one of those last points about getting help, I always am going to be reminding you that I'm here for you. Okay, I can't help you. If I don't tell you that I am a coach, and I love coaching women. I love seeing you all thrive. And I coach in a multiple array of ways I do one on one private coaching, I do day long coaching sessions if you just need a quick boost with something with your business or with your life. And I also run, you know, masterminds and I've got group coaching programs. I've got nothing running right now. But I will let you know as soon as one of those programs comes out, of course. But I need to tell you that I didn't get to where I am today. And I was I would have been unable to make my pivot without help. And I had a lot of different help. I had a one on one coach, I joined masterminds, I joined networking groups, I threw myself into anything and everything that was going to help me is going to help me level up. I was going to be working with people who were doing the thing that I wanted to do I had never coached before, I had never started a podcast before. I'd never spoken to groups on stages before. These are all new things for me. Yes, I used to own a PR firm, I acted as a spokesperson for many companies. But it wasn't me that I was selling I was selling another company. It's two entirely different things and skill sets to be out there speaking to the world about a company or against the company I get, I can get behind all those key messages and talking points. But when you're out there, like so many of you, as the face of your business, the face of your company, solopreneurs or running small businesses, it's a whole different ballgame. My urge right now is for you not to hold yourself back. And I want you all to step into the spotlight. And I'm saying step into the spotlight because actually stepping into the spotlight has been one of my keynote topics that I've been speaking about to many groups of women, and I'm actually going to be speaking about this to big group of women in San Francisco in December. It's my first big huge keynote, in front of women leaders. Okay, let that sink in. I wasn't doing this two years ago. I've never done things like this. I've spoken to a lot of groups. I've spoken on panels. But this is my first huge keynote opportunity. And I'm thrilled, excited and completely terrified at the same time. And that's all normal. All those things can be true at once. But I'm enlisting help to make sure I crush that keynote. So those women walk away with what they need to go kill it at work and running the teams that they're running and leading the people that they're leading. I do not take that responsibility lightly. I'm sharing all this with you right now. Because I know so many of you out there right now listening or wanting to take big steps and you're terrified. I was there. I was right there with you. Two years ago when I was kicking all of this off. It's like, Can I do this? Can I have a podcast? Can I be speaking to women? Can I actually ask people to be guests? The answer to all of that, of course is yes. And now you see me 130 Plus episodes and and I just had Shannon watts on last week for the love of God. She is a national hero. I would have never been able to do that ask her or had the platform, the resources, the tools. If first of all, I didn't have the courage to say Jen Okay, thank you can do this and get some help, because I didn't know how to do it. So getting help is so important. I just spoke at a women's group a few weeks ago when we talked about stepping into the spotlight and the most beautiful thing that I saw, because I always focus on what I want women to walk away with and how they can just like when I'm talking to you right now. What can they take to immediately go out and improve their life and business. And within 24 hours, one beautiful woman went out. And she had never gotten on social media before to talk about herself and share her story. She talked about products, she talked about services, and all of that kind of stuff. But she went out. And she talked about who she was and a struggle that she overcame. And she had this huge, beautiful response. And I could see her elevating at a new level. And she actually asked her community, do you want to know more? And everybody said, Yes, of course. Of course, they want to know more. So this is

what I'm so passionate about right now is helping all of you step into the spotlight, that could be stepping up to speak on stages, it could be stepping up just getting on your social media. And speaking with clarity and conviction about what it is that you offer, the world could be getting clear on your personal branding. Who are you? What do you have to say, there's all these things that form the foundation of who you are, and what makes you magical and powerful in this world. And I want to help you extract that really good at it. I'm just gonna, like, tout myself for a second here. Because I ran a PR firm, I did this for 25 years for clients, and I've continuing to do it, I see women taking action within one speech, one hour of working with them. Because we all need a champion, we all need a cheerleader, and we all need someone who's been where we haven't been and who has the tools to help you get there.

26:46

So I think you understand what I'm all about and what I offer. So what I would ask of you, is just to think about where you are right now,

**Jen Marples** 26:54

it's October, we've got a couple months before the year is over, Lord help us all. And I know you all feel like there's a freight train moving in it, it's picking up steam, like towards the end of the year, I feel it happening. And you know, once we get to Halloween, even if you don't have kids, it's just feels like Halloween is the real onset of fall and like the holiday season, and then it's we're out the door like rockets blasting off. And you know, sometimes crashing and burning to that finish line, Christmas and New Year's. So think about where you are right now, think about what you want to accomplish. And let's do it together. Because if we do it together, you're going to get there faster. And you're going to have somebody at your side who's going alright, what are you looking at? What are your goals for 2024? What are your goals just for the next six months? What hell, what are your goals for the next three months, and let's put together a strategic plan to get you there. Let's do that together. I have a couple spots left for one on one private coaching through the end of the year. I've got several women who have just come on board. And it's so exciting. And I've got a couple different options. If you don't want to do one on one coaching. Like I said, I can do power days if you just need a Gen deep dive and we need to like roll up our sleeves and look at your business and you need expert eyes on any number of things we can do that. Also, I do media training and presentation training. I just recently media train beautiful author who's been crushing her book tour. So I do that I used to do that all the time with my firm. And I've recently started offering it again. And it's so powerful. So when you go out there, if you've got a book, or you've got a podcast and you want to go promote your podcast, or you've got products and services, and you want to get yourself on podcasts, there's a skill to it. There's a skill to not only pitching yourself, and positioning yourself to be on other podcasts. But what the heck do you say when you get on there. So really being clear about your key messages, who you are your personal brand, your company brand is really, really important. You don't want to blow any opportunity, you want to go into these opportunities, and really nail them. And then you get to use that content. If it's a podcast, if it's you're part of a contributed article, if you've got to be on somebody's Instagram Live, you can repurpose that content till the cows come home, you see me do it, I will repurpose everything within an inch of its life. Because why? It gets me out there. It shows my thought leadership in the space that I want to be in. And it also helps me serve you all my people. So the more my content is out there, the more I'm helping women and the more I'm serving because I want to make that type of an impact. So if you want

to chat with me about what could be right for you just hit the book, a complimentary call link in the shownotes we can talk about it I will tell you frankly, where I think you should go and the offerings that I have if it's one on one or if we just need to do a quick deep dive and you know roll up our sleeves and get you off and running. I will tell you what you need. And then we can decide together. If you want to work together, which I would love, this is my most favorite thing. When I get emails, and DMS, from current and past clients, saying you'll never believe what happened, or thank you for being my biggest cheerleader, or thank you for introducing me to these other women. In the case of some women that were in a mastermind together, opportunities are happening, women are collaborating. And when you come into my world, you are in my world forever. Even if our engagement has ended, and you've stopped the mastermind, and we've stopped one on one coaching together, I'm always there for you. You can ask any buddy I've worked with and this goes way back to my PR clients. It started my PR firm in 2003. And I am still great friends with all my clients. We're still connected and still looking out for each other. You can't shake me is what I'm trying to say. So ladies, with all of that it has been an honor to be here with you one on one today. I love bringing you my guests. But I also love connecting with you and chatting with you, one on one like this. I've miss it. It's just an absolute honor to be in your ears every week. I take none of this for granted. And I appreciate each and every one of you. Every single one of you. I don't take it lightly. And it's a big responsibility that I have that it plays on myself to deliver you the best information, the most impactful tools and tips and to bring you the most incredible guests who are going to help you live a robust and fabulous midlife. So my final bit of coach Jen advice for you today before I let you go, you know get a kick out of this because your midlife you know what movie this comes from is that nobody puts baby in the corner. Some nobody's going to put your midlife baby in the corner.

32:11

I just want you to know that you're incredible. You're needed. You are loved. You are worthy. You have unique and important gifts that the world needs. Don't you ever forget it? Please don't you ever forget it. Alright ladies, I hope you have a beautiful day. I love you. Thanks for being here. And we'll see you soon.