

Ep 94 Katie Fogarty

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SPEAKERS

Katie Fogarty, Jen Marples

Katie Fogarty 00:00

My business grew and evolved and incredible opportunities came to me because I was willing to be uncomfortable. And that's something that I 100% only learned in midlife that you can be wildly uncomfortable and make it through the other side and then you know you're no longer is wildly uncomfortable the next time that you do it and things weren't always perfect and you know, on the outside I might have been looking like oh my god, look at Katie she's doing all these different things now, but every single time I did want to do new things, and it felt uncomfortable and hard until it became easy.

Jen Marples 00:43

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 too fucking old. Hello, everyone. Welcome to the Jen Marple show today I have a beautiful guest Her name is Katie Fogarty. And she has a fabulous podcast herself called a certain age. And she runs the reboot group which is a communications consultancy. So basically what that means is she helps companies and people tell fabulous stories. So we are kindred spirits in the sense that she comes from a communications background like me, and she's got a podcast like me. And she's also in a networking group that I'm in that we realize this. We're both in New York together a few months ago. So that was another happy accident. We figured that out. And I just want everyone to know that there is power in getting to know people virtually online on social media, because you never know where your connections are going to land you and who you're going to meet because I was able to meet Katie after like a year probably knowing each other on Instagram and kind of playing in the same midlife community. And when we had this big meeting of the minds in New York went to the new pa symposium, you've heard me, we've all heard me talk about that. That Katie was one of the lovely women I mentioned that I got to meet in person. So we had been having this online relationship. And

then I had the absolute pleasure of meeting her in real life. And so now we are here together. And I'm so excited to introduce you to her everyone because she's fabulous. And Katie, welcome to the show. And I'm gonna let everybody you know, get to know you. But I just want to say thank you for doing what you're doing out in the world because you we are kindred spirits in the sense that we're both trying to push the agenda forward to the midlife women, give inspiration, give information and a lot of tips and tricks just to help us learn to live our best life and make really solid positive decisions and realize that the second half can be the best half. So thank you for all that you're doing in this midlife realm. So welcome to the show.

Katie Fogarty 03:12

Thank you. I'm so thrilled to be here. It's, it was such a treat to meet you at that Naomi Watts event. It was such a pleasure to connect with all of these women that I knew as squares on Instagram, basically. And then to have you walked by and I was like, hey, Jan, I know you. And then we had the pleasure of sitting down and having breakfast the next morning and catching up and learning that we had all of these connections. From our past we had the same sort of line of work and we evolved to launch your midlife podcast. So it's such a treat to be with you today. Thank you for the invitation.

Jen Marples 03:43

Thanks, Katie. So take us through what you used to do, because you've got the reboot group. And you've said you've had that for about 10 years. So walk us through sort of your career, how you ended up pivoting into entrepreneurship, and then how you ended up starting the fabulous podcast.

Katie Fogarty 03:58

I love these questions. So yeah, I do wear two hats right now. I still am the founder and CEO of a communications consultancy called the reboot group. And I'm the host and creator of a certain age podcast, which is the midlife show. I have had a 20 plus year career in communications of all stripes. I have a master's in broadcast journalism. I used to write the morning news here in New York. I work for CNN, I've worked for big and small PR firms, and I basically had a career of telling different stories. I was telling news stories. I was telling stories for PR clients, and I was doing a lot of freelance work when my kids were young. And I made that jump because I had been working in a newsroom. I was getting up at four o'clock in the morning to write the morning news here in New York. My mother kept saying why are you going to work so early? And I'm like when those morning news anchors open their mouths you know, they're not riffing somebody's written everything they're saying and that person was me. So after getting up at four in the morning, lost its luster I'm moved to PR firms. And then I was home for a couple of years when my two older children were young, I took several years off to be a stay at home mom. And then after my third was born, I loved to return to work. So I was doing a lot of freelance communications work, I was writing everything from marketing collateral for yoga studios, I was writing website copy, I was writing blog posts for a big office supply company, you name it. And one day, I had a very dear friend say to me, I need help with my LinkedIn profile. I know that the editor of Forbes magazine looked at my profile, I'm totally embarrassed because it's a big hot mess. It's like a big, hot, dusty mess. She just hadn't really done anything to it. And she said, Can you fix this for me? And you know, Jen, I know that you've worked as a consultant when a client said, because I was working with her creating her web copy and her marketing materials. And when your client says, Can you do something, you know, you figure it out, and you make it happen. So I said, Of course, I can tell

you your your professional story on LinkedIn. And I did and I helped elevate her her profile, I learned a lot about the platform, she started referring me to her clients, her friends, etc. And, you know, it was like a happy accident, I really fell into this particular line of work right around the time that LinkedIn was exploding. You know, it wasn't this weird thing that a handful of people were on, it was really becoming an important part of your career toolkit. And I started doing these, you know, basically LinkedIn ghost writing for people writing their professional story, retooling their profile. I did that for a couple of years. And then LinkedIn itself evolved. And when LinkedIn evolved, my career evolved. LinkedIn became a very powerful publishing platform, it became much more than simply a digital resume, it became a publishing tool where you could communicate with your clients or customers share story, it became an important network networking tool, an important business development tool. And so the clients that I had worked with one on one started saying, you know, Hey, come on, in, and, you know, train my team, make them better brand advocates, make them better on the platform, make them, you know, be able to share the story of what we're doing in our organization with a larger audience. So I started doing that I evolved to do trainings at companies like Google, Dow Jones, American Express, I would go in and do workshops with teams just to make them better at sharing their professional story. And I did that, really, up until the pandemic, I was teaching a class twice a month in New York City on LinkedIn, I was showing up at organizations to train teams. And the pandemic sort of brought that to a screeching halt. And then I got busy again, helping people with sort of job hunting on LinkedIn. Because, you know, as we all remember, and the the early dark days of 2020, you know, people were losing their jobs left and right, it was a bloodbath. And so I was very busy. And after six months of just sort of non stop work with clients, and nonstops, you know, Clorox and my groceries, and like scouring the Great World Wide Web for toilet paper, I was like, I need a break, I need a career, like, I need a creative outlet, I need to be doing something that feels joyful, versus like, just like survival mode. So that's how I came to launch the podcast, I said, you know, I'm sort of kicked around the notion of having a podcast for a bunch of years, I, I kind of felt like it was a cliché, I almost didn't do it. I'm like, everyone's got a podcast. But I'm so glad that I, you know, jumped into the pool and launched a certain age and August of 2020. And it's been incredible. So that's how I came to be wearing two hats. One was just sort of an accidental entrepreneur in some ways. And to was just recognizing that I needed a different creative, professional outlet for myself.

Jen Marples 08:58

I love that we have so much similarity in our stories of coming up and sort of, you know, public relations and writing and media and all of that. I love it, and then sort of having that kind of crisis. And let's really think about all this and evaluate what's happening during the pandemic's, my very last PR clients I had at a firm shut it down, but then was just kind of doing some consulting on the deal. And of course, all those clients like yours, everyone was in a crisis in 2020, going into 2021. And it wasn't joyful. So I very much relate to what you're saying. I do have a question. So you could have done a podcast about a bunch of different things. So how did you did you wake up and you're like, I want to do something that celebrates the midlife woman and kind of demystifies How did you actually zone in on the certain age or a certain age? I

Katie Fogarty 09:45

should say? Yes, absolutely. So this is such a great question. I kicked her on a couple of different podcast ideas. And really it was I had this conversation with two women in my life one week that made

it clear to me that I want to be having conversations with women who are aging out loud. And I'll tell you why. So in my day job of helping very senior executives, and very established professionals at gigantic companies share their story I hear every single week a steady drumbeat of fear around ageism. Everybody thinks they work in the most ages, industry, technology, fashion, beauty, you know, retail, whatever it is, whatever have you everyone thinks that their industry is the most ages every single week, people tell me about their fear about admitting their college graduation dates. They want to knock older jobs off their resumes, they're afraid that they're no longer relevant or marketable. Or if they get fired after a certain age, do they feel sort of stuck where they are because they're fearful of job hunting. So this steady drumbeat of fear was starting to, you know, bummed me out, honestly. And then one week, I spoke to two women. For an article I was writing about creative careers and midlife. And one of the women is a dear friend from high school, who has she's a chef, she has had several restaurants in New York. She's such a talented chef that she was awarded a Michelin bib gourmands, which is a designation for a lower price point restaurant valance. It's extremely prestigious, so she's good at her job. And I also spoke to another woman who had two books on the New York Times bestseller list. And I asked them both for quotes for the article I was writing. And each of these women or both of these women rather said to me, no one can know I'm over 50. And I was like, this is literally insane. You have two books on the New York Times bestseller list. She writes young adult novels, I should say. And she was like the why a industry is so ageist and my friend, the chef was like the food industry is so ageless, you don't get to age as a female chef. And I was like, This is fucking batshit crazy. I know I can say this on your show. But it's literally insane. These women are by any stretch of the imagination, incredibly talented. They are rock stars in their field. And if they can't admit publicly to being 50, what hope does the rest of us have? And that's what I said this is that I am talking to women in midlife, not just about midlife, I'm talking to women who are willing to age out loud who are saying, I've gotten to be 4045 5060 65, my oldest guess is 73. These women are at the peak of their careers. They are reinventing, they're helping other women thrive in midlife, every single week, I'm incredibly inspired by the woman to come on my show. So that's a very long story to a very short question. But I, I just had one too many conversations with people who felt like they needed to hide their age and that were ashamed of it in some way.

Jen Marples 12:47

I'm so glad you said all that. And there are no long answers to questions because that's where we get the best information. Yeah, it makes me it gets me fired up. And you know, it gets really gets me fired up because I've had a lot of the same conversations. And you know, I remember talking to a woman was about a year and a half ago, and I'd met her at an event and she instantly connected actually just saw her and I'm like, have you gotten over this fear and her fear was turning 50. She was like, I just don't want to turn 50 I said, I understand and appreciate what it means. But if we don't one by one, like embrace, like you're saying, we if we don't embrace our age, and what we've accomplished, you have no shame, no stigma around it, and just like fuck all of this shit. I mean, this is you know, you're not to fucking old is the tagline of this podcast? That what, where's there's no hope for anybody. There's no room for our kids. Like, we're just going to keep these these conversations. You know, the status quo is going to be what it's going to be like, there's not going to be anything shifting and changing. And like, unless we're doing like, what you're saying, we're like, aging out loud. And going, Yeah, I'm doing all this Hello. And I'm 53. Like, I'm constantly shouting my age. And I understand that it is hard for a lot of women listening. And I just had this conversation earlier that Oh, Jen, it's easier for you. It takes work,

you know, you've got to get comfortable with it. And there are very real realities. And I want to ask you this question. So for the women in the corporate setting, when really jobs could be on the line, if people kind of knew their age, like what do you what do you say to them? Or what are the conversations you're having with them? And I know that's illegal, by the way, like ages and legal. So that's that, to just write this or somebody who was just saying that we have to stop saying Boomer, was that you that I just saw on Instagram?

Katie Fogarty 14:27

Yes. Didn't LinkedIn news reached out to me because they were writing an article about our generation, our age jokes in the workplace ever. Okay. My response was, No, first of all, most of us left me in middle school jokes behind a middle school. And we would not poke fun of somebody's race, religion, gender, skin color, you know, wait, you know, these are things that are just sort of defining characteristics of who one is as a human. So we don't we don't make fun of that. And ages is one of those things. That's a defining characteristic, you know, there's not thing more natural than growing older, it's something that happens to all of us, you know, from the jump, like, that's all we do is age, if we're lucky. So yeah, we need to, we need to sort of let go of some of these jokes. But to, you know, to circle back to your question about, you know, what's the reality about aging out loud in a corporate setting, you know, age is a protected status under federal law, you can't in theory be fired for your age, or you can't be discriminated against for your age. But you the reality is, we work and live in an age as culture. So you know, I think everyone needs to decide for themselves where they land on this personally, like, I want to encourage people to age out loud, because that's how the narrative shift will happen. But I've never been in the business of telling people how to live their lives. So everyone needs to evaluate their own unique circumstances and their own work environment, I would encourage you to, to be honest and transparent when you can. Or if you're truly super concerned about your age, and having it be an obstacle or barrier to opportunities for advancement or to pivot or to continue to remain marketable and relevant, I would encourage you to familiarize yourself with some of the myths around aging, and what it means in terms of your your talent and your ability, because no one is ever going to ask your age in a job interview. But what they are going to be thinking are some of these, they'll have unconscious bias around some of these myths. And the myths are, as you get older, your skills become dated or irrelevant. So you know, keep keep this in mind, you may need to rescale or upskill, you need to remain conversant in technology, it's never been easier in the history of humanity to learn things, we have the Google, you know, we have so much education, even as technologies make it very easy to learn them. So make sure you know it's incumbent on you to remain relevant, and keep your skills fresh, too. The other myth is that as you age, you become very expensive. There's probably a kernel of truth to this, you know, as you as you advance in a company or in a workplace, your salary expectations are probably higher than those of somebody who's just starting up. That's the reality. But you know, it's up to you to make sure that you're continuing to offer value in your career, and that you're communicating the value that you offer, right people are going to hire you promote you award your budget become your client, when they are convinced you're going to solve their business challenge. So as long as you can make that happen, you have value to offer. And so again, you need to make sure that you're able to deliver on those promises. So you're not, you're not necessarily expensive, if you're valuable. And some of the other myths are maybe that you're not the right culture fit that you're not going to get along with younger colleagues that you may be not willing to report to somebody that's younger, that maybe you've got one foot out the door, because you're looking at retirement, and you

need to figure out ways to, to communicate that none of those things are true. So you know that, again, that's going to depend upon your unique work environment. But when you familiarize yourself with the myths that can get in the way, you can figure out ways to communicate in your existing workplace that that kind of push back against these, these false narratives.

Jen Marples 18:16

Oh, that's really, really, really helpful advice. And I know some other guests have said a couple of things you said, but I think no one has ever said really thinking about those myths, and really having sort of those countermeasures against those myths. And coming in and it really just reminds me to have it's almost the same technique you would use to get jobs when we were very, very young, when you had zero experience, right. And I used to counsel, you know, I was always the woman who everyone came to, like, how do I get a job? How do I network? How do I do this? I write your resume. It's like, there's no accidents, and I'm helping my family business coaching and helping them step out and like step into entrepreneurship. And I was I'd always say to women, back then I've just said it to women recently just go in like guns blazing, like I've got everything. And if you think I suck, fire me in 60 days, and guess what, you're not gonna suck. You know, it's like, you've got so much experience, we've been around the sun a million times, if you're like staying well versed in the tech, like you're saying, which it's very easy to do. Because back in the day, when we were in our 20s, you had to like go look at magazines and go to the library to research things. So now there's like no excuse you can take like, you could take 50 classes and a watch

Katie Fogarty 19:22

things like print, you know, print paper.

Jen Marples 19:25

Yeah, it was like it was a great mystery. And it took you a long time to do that. But there isn't any excuse now, but it's just going in and knowing that you're valuable and that I love and also expanding horizons. I love getting to know younger people and older people and that's what makes the world work. And thankfully, I have watched a lot of you know, some of these big leaders go out and say like it takes every generation everything like that big all the pieces of the puzzle together to make companies work. We can't all be the same age. We can't all be the same gender. We can't be all from the same place or everything would be really boring. There would be no innovate. Asian. So you're we're going off in a little bit of a tangent here. But I think it's very valid advice. And of course, this podcast is about entrepreneurship. So at the end of the day, too, if you don't want to deal with any of that stuff and start your own thing,

Katie Fogarty 20:12

yes, I was just gonna say that because, you know, I think it's smart to recognize that, at some point, the runway like really does close down, maybe in corporate in the corporate world. And so you're smart to build yourself and off ramp. Entrepreneurship is a great way of working for yourself, you know, you're not gonna get yourself fired. So that's a wonderful kind of off ramp. If you continue to make yourself marketable. I want to say to anyone who's listening right now, who's thinking, I get what they're saying, and that's fine for them. But I'm still nervous, and I'm so worried, you know, I would encourage you to think of your age as an asset versus a liability, because my favorite yoga teacher always says, If you

think you can't, you're right. So let's stop thinking you're too old to do things. Number one, you know, mindset really does matter. I know that sometimes mindset feels very woowoo. But it's truly so critical to think, don't think that you aren't starting like behind the eight ball, because you're a certain age, you have to, you have to think that your age is an asset. And, and I'll just give a quick example of my work. And I definitely want to dive into entrepreneurship, since that's such a passion. But, you know, my my day job, as I said, is helping senior executive share their professional story, could somebody younger be doing some of the work that I'm doing, of course, anyone you know, who's a good writer, or a good critical thinker, a good communicator, could be doing some of the work, but the nuances and the lived wisdom that I bring to the table, you know, I work with very senior leaders, you know, there's, there's so many different ways to share their story, there's so many different ways to position them selves, and somebody who's a lot younger, probably wouldn't have wouldn't bring the same nuances to the table are the same perspective to how they shape and share their story, how they advocate for themselves in the workplace, simply because they haven't yet had the experience. It's not that their age is a knock against them. You know, I think that ageism swings, both ways people get discriminated against because they are too young chronologically. But the simple reality is I bring, you know, 30 years in the working world to the table, I bring 20 plus years doing this type of work to the table. And I simply have more experience and greater perspective because of that, that I offer. And that's why I get hired the clients that are hiring me that are in who are paying me pretty handsomely, I truly believe that they wouldn't choose to work with somebody. years 23 even 33.

Jen Marples 22:37

I love that you said that. Because there is that it's that gravitas, I think is the word I was trying to grapple with. So it's the gravitas it's the years in. And it's the same thing, you know, with me if anyone listening. And it's and I need everyone to know, too. And you've heard a lot of my guests say that they would hire specifically a midlife woman every day of the week and twice on Sunday. And these were all you know, I email, you know, entrepreneurs, because we know we just get shit done. And you have that wherewithal. And we also have, it's just that processing ability. It's like, we've been through this, we've dealt with this thing. So it's like, boom, boom, boom, it's done. It's taken care of next, it's not you got all these years and decades in this experience, like you're saying, and this perspective to call on versus it. And that just comes with years of experience.

Katie Fogarty 23:23

Totally. I had a wonderful guest on my show a woman named Tracy Chadwell, who is a VC and she funds a lot of businesses. She was an early investor in Beautycounter. And she shared that she loves to invest in older founders, because they don't panic at the first you know, fire that they need to put out because they've put up plenty of fires in their lives. You know, they have, they've been through crisis's. They know how to handle things. And she'd rather invest with somebody with that type of perspective than somebody who's new that she might need to coach through all these different challenges because every single business has challenges.

Jen Marples 23:57

It's a really good point. Because yeah, when you get to our age, everyone's been fired. There's been recessions, there's been 911. I mean, we've have all these different crises that have come up and everyone's pivoted, we've all survived. And it just, you know, their battle scars, but every one of those

aspects makes you stronger, and gives you that perspective. That's a really, really, really great point. It's like probably why our kids think every single day minute of every day is devastating. And like you guys, you just don't know, because they just don't have the years. Sure. They just don't have the years. So let me ask you this. When you were changing and deciding to go off on your own and work for yourself, was that seamless? Did you have any challenges? Or were you like, I'm just off and running? And I'm going?

Katie Fogarty 24:39

No, I mean, I think that there's constantly a learning curve and maybe just by personality, but I like learning curves. You know, there have been plenty of bumps along the way. When I launched the reboot group. I was looking to sort of organize my life I felt very disorganized because I had three young kids and I was writing all different types of work for all different kinds of things. I answered, I felt like a hot mess a lot of the time. And I was so stressed out that I would literally be getting up at like three o'clock in the morning with this, you know, massive to do list in my brain and I would write for two hours for my client, a client or for like from three to five in the morning. And then I would like to fall back to sleep and crawl out of bed at seven when the alarm went off to get the kids up and out the door. I mean, this was not not a good way of living life. But I just had too many balls in the air. So you know, stress got me up and got me working. So I guess this is just a way of saying that. I think when you're launching and trying something new, when you've got a lot on your plate, it doesn't always feel organized. And maybe it's not always organized. I've actually I hit a better rhythm I got the childcare that I needed, I was able to figure out my life and not be up at three in the morning doing my work. But my business evolved. Like I said, I additionally work more so LinkedIn ghostwriter, telling people story, when I was asked to do other types of projects for clients, like go in and train their teams and presented different things, I'm going to admit that I was really nervous, I was anxious about walking into, you know, Google and having 50, senior leaders, you know, at a table and sharing my you know, my training in leading them through a two hour session on, on telling your story and LinkedIn. And there have been times when I've launched, you know, different service offerings that I felt anxiety and around those so, but my business grew and evolved and incredible opportunities came to me because I was willing to be uncomfortable. And that's that's something that I 100% only learned in midlife, that you can be wildly uncomfortable and make it through the other side. And then you know, you're no longer as wildly uncomfortable the next time that you do it. And things weren't always perfect. And you know, on the outside, I might have been looking like, Oh my God, look at Candy. She's doing all these different things now. But every single time I didn't want to do new things. And I felt uncomfortable and hard until it became easy.

Jen Marples 27:02

I'm so glad you went off on a tangent of actually, you didn't go up a tangent because I felt these conversations while

Katie Fogarty 27:07

tangent, it was a very wild tangent, so crazy and wild.

Jen Marples 27:11

But I feel like conversations go where they need to go because you bring up a really important point. And that's being uncomfortable. And so I think that's what holds a lot of women back. And you know, I will agree with you, you know, on my second business now you got to walk through the discomfort. I don't think I walked through, I walked through discomfort for different reasons in my first business, but this stepping up and out and trying to be out there publicly. And it's there my thoughts. It's not client thoughts and client things. It's all on me. So it's exponentially scarier, but like doing it anyway. And that's the biggest thing. I think the biggest takeaway people can take that away from today. It's like, you're going to be okay. You've got to walk through that discomfort because everything you want is on the other side of that and you're like, gosh, I did this, and I can go do this other crazy thing. Because we I think as women, we just hold ourselves back because it's like, oh, that's just that's too scary. Or like she can do that. Or Katie looks, it looks like everything else. The other thing is that people often think it looks perfect, and oh, she just does it. And she's not scared. I've never met somebody who owns their own business or is doing anything that isn't scared on a daily basis for numerous reasons. Going into business or if it's clients or new product offerings, whatever it is, you've got to keep pushing, pushing, pushing to grow. So I'm really glad. I'm really glad you brought that up. So I'm going to switch it around us a little bit now ask you what you think since you talk to so many women in midlife, what do you think the biggest challenges are right now for women in midlife?

Katie Fogarty 28:34

Such a great question. There are probably so many different answers. You know, I would say that when I think about the I've, I've recorded 116 podcasts to date. And I know you're coming on in a few weeks, I hope and you'll be joining that number. So I've spoken to 116 different women. And when I see the downloads of the shows and when I get responses from readers and readers, excuse me, listeners, I know that the physical and emotional changes of midlife are things that that every woman struggles with shows when I have experts that come on to talk about menopause or sex and intimacy and midlife. You know caring for your pelvic floor caring for your, you know, osteoporosis, all of these sort of physical changes that are occurring. Those shows perform really well because they're so universal. Everyone is struggling to navigate sort of the physical, emotional sort of hormonal changes that occur in midlife, then I would say that sort of a secondary challenge that women have is you know, what's next? Things are changing. I say on my website, that change is not just possible. I totally believe that change is possible. If you want something in your life, you can make it happen. But change is not just possible. It's probable and so even if you think nope, I'm good. You know, I like my life just the way it is. I don't want to change anything. The reality is change is coming. Your kids are growing. If you have children, they are going to Your family dynamic is going to evolve. Sometimes marriages change, you know, sometimes they end, but sometimes they don't. And they need to be reinvented as the shape of your family changes, jobs come and go. So change will be happening. And so for women looking ahead and thinking, Gosh, and I see that coming, I don't know how to navigate it, or I'm not sure what I want. That's a big challenge, too. I mean, people want to feel purposeful and connected and, and fulfilled and fit and, you know, sexy and all these like wonderful things in the second half of their life, and they're beginning to struggle to figure out how to make that all come together.

Jen Marples 30:42

Who you said something that was really sort of made me like, sit up straight, that even if you think change isn't coming, or what did you say was like, changes

Katie Fogarty 30:49

change, it's not just possible, it's, it's probable, probable, right,

Jen Marples 30:53

it's going to happen and we see it all around us all any of you listening have to do is just think about your friend group. And the changes their marriages, there's been deaths and people are, you know, experiencing loss with, you know, I was just at a lady's lunch. And we literally reflected on the year and for women had lost parents. And because this is where we are in life. And there's other folks that are taking care of parents. And there's just a whole soup of everything, like you're saying, and so the only constant we can count on is change. And then I love what you're saying to is to really think about, we can't push off any of these changes. But it's a really good time. Because we're at this inflection point of, you know, we've been doing things one way if it's careers and life, and we're going into kind of the second half. So to really be informed, and thank God, your podcast is out there. And thank god, there's a lot of a lot of great information that's finally getting out there. I mean, we're kind of at the cusp of it. And so we're really dialed into it. So if you guys are listening, you're like on the right path, at least have this conversation going and seek out more information because information is power. But to really take this time to think about where you are in life, like you're saying. So all of a sudden, you don't wake up one day, and you're like, my kids are gone. I hate my job. What am I doing with my life. And I know you talk to a lot of women who have hit that I talked to a lot of women who are like that. But the good news is you get to change, you get to do whatever you want. And I too am a firm believer, you want something you can go out there and make it happen, you can absolutely make it happen. So in that spirit, so what would you tell the woman who's been sitting on the sidelines, maybe she hasn't worked for a while. She's like looking looking to do something new, doesn't want to do what she used to do. And there's a lot of women out there like that. What would you tell her because end of the first step is daunting. We already kind of talked about this, but what would be your biggest piece of advice to that woman who wants to start but doesn't know where to begin.

Katie Fogarty 32:41

So I think that any one of your listeners right now, John, who's sitting here thinking, you know, I do want to figure out what's next for me, I think you should ask yourself two things. You know, the first thing is what have I always wanted to do that I've never gotten to. And the second is what is something that I've let go of that I want to sort of resurrect, because these are the two things that you could be focused on. And one of my early guests was a woman who launched an event planning company, after being a stay at home mom for 13 years. So she had been home for 13 years. And she launched this events company, which she grew into a multi million dollar events company, because she looked and said, I've always wanted to do this, I've never had a chance I run all the stuff at the PTA, all the volunteer things in my community, Now is my time to build my own dream company to monetize my my value my offerings. And she did and this woman actually three weeks before her first big paid event unexpectedly lost her husband who was only 40 He died quite young. And unexpectedly and she had everyone in her life say to her, you don't need to throw that party. They'll totally get it let somebody else do it. And she said no, you know, I'm doing this I'm because she was smart. She knew that resilience was a muscle and that if she did it, and anyway, even though she was struggling, it would just get easier the next time and she learned what we've all learned that you have to do hard things you have to get through hard

things. And everyone who's listening to the show has already, you know, been through something hard, you've been through the pandemic, you survived that so you have this resilience inside you that you can tap into, to do the things that you haven't gotten to do. Or for women who are sitting here thinking, you know, I am doing things already, like I am working and I don't love my job and I you know, want to try something next and I don't know what it is. There's something that you might have let go of, you know that you can sort of resurrect and put you back on your path. And I had a wonderful woman who came on she was a speechwriter. She was working as a writer because she was writing speeches at the UN but she, you know, sort of became disenchanted with her job like a lot of us do even even a great job. It gets tiresome after a while. And she said, You know what I've always wanted to do as creative writing I want to, you know, resurrect what I let go of and she published her first novel at 56. So, those are the two things to ask yourself. What haven't I tried that I've always meant to get to, and what have I let go of that I know lights me up that I should be spending time on. So those are the sort of the big ideas. And then then the practicality is you just have to get an action, you know, is that cliché, you know, all big climbs start with baby steps. So just, you know, put yourself in action, sign up for the class register a domain name. You know, when I launched my podcast, I told anybody that I was standing like too closely with next to, like, on the grocery store line, like, I've got a podcast, you know, I told all my friends, I threw my hat over the wall, I was very public about it. And, and that was my sort of getting action steps. So you know, figure out what, what's going to get you started and take those baby steps, because that's how change happens.

Jen Marples 35:44

Oh, I really love those. Because I think when we do, we kind of peel back the layers, there are going to be those things that bubble up that we've all been passionate about. And you even if you're doing something in one career, right now, there's probably some through line, I know, personally, there's a through line since for me in high school of what I've always liked to do, and bringing people together and being sort of the ringleader, and all these types of things. And when you really think about sort of what you're doing what your love, like you're saying, what's that thing you've never really done or taken out? Or that thing that sort of burning within? You can you can kind of trace it back. I mean, a lot of us I think can really trace it back to something that because of those questions when people ask you like, Well, what did you like to dream of when you're a kid I was didn't I always kind of hated those questions. I'm like, I don't remember what I wanted to be. I remember I was just wanted to bring people together. But it wasn't like, oh, I wanted to be a fireman, or I wanted to like, you know, like, I never sorted related to that. But when it's more about sort of qualities, and the things that you've done, you can probably piece together like you can look at where you are now. And then probably pieced it together from Oh, that's actually that's been there kind of all along. So I'm kind of I'm glad you brought that up. Great. Great, great advice. Such great advice.

Katie Fogarty 36:52

I think sometimes we know exactly what we want to do. And I would say like most people listening right now, it's like you already know what you want to do. Honestly, like, you know what lights you up. You know what, like, if you just won the lottery and can do whatever you want, like you want to know what it is that you want to be doing. But you just have to have the courage to go act on it and figure out how to act on it in a way that's that's practical with your life. I actually just interviewed a wonderful guest on my show, a woman named Netta Jones, who also has a midlife podcast called Liberty Road, and, you

know, netted us the great example of we often say you're never too old to do things, and it's true. But you have to be realistic with your life. So you could say I want to plant my climb on Everest. And of course you can but you have to recognize you need to be in great shape, you need to climb smaller peaks, you need to have the money to fly yourself there to buy the gear etc. So if you have a big, hairy, audacious goal, or dream or desire, you can do it. But you have to break it down into smaller pieces. And you have to be realistic about how you can incorporate it into your life today.

Jen Marples 37:51

I really liked that you have to break it up into those pieces, then it just made me think about a conversation that I had with another guest about also realizing sort of the season that you're in. And I think a lot of us, and I know I'm wired this way of wanting it now and wanting to build it now. And I know one of us now. And there's also reality, I've got three teenagers in my house. And so and I'm wired, I'm super, I'm like wired to default 280% And I have to pull myself back. So this is it's not doing a lot, but it's not the time to do, you know, say x, y and z, I can do like a, b and c, because I got these kids at home and it's a conscious choice. They're gone. I know you and I had this conversation at breakfast, like, you know, you've got two out the door and one home, I've got three just about to leave, so I need to be present with them. So it's understanding the season that you're in. If your kids are all out the door and you're like raring to go, you can gas on that fire think of all the time you have if your kids are younger, because I know it's interesting to at midlife, depending on where you had kids, if there's a whole bunch of women listening, or whose kids are still in middle school, like I'm not even in high school yet. So the road is longer. So it's like, you can start taking those baby steps and getting back to that passion and getting back to active pursuits. And I always say to it doesn't have to even be career. It's like, like you said, What did you used to like to do? Was it salsa dancing, was it you know, climbing was it yoga, like you can start adding some of these things back in that start bringing you back to yourself. And so then as your life kind of goes, then other things are going to open up for you but you've started the work and you're kind of like heading in that direction. Now you don't have to wait till like whoa, you know, when they're out the door, then that's it and then I can start thinking about me now. I'm always gonna be the first person to say like, it's always time to think about you and put yourself first because that's the only way you can actually take care of anybody else. So just talk to

Katie Fogarty 39:39

you just like reminded me of something I had the author e Bronski. On on the show Eve wrote the book, fair play and she also read a book called Find your unicorn space. She talks about not everyone wants to reinvent their lives or launch a business or, or you know, switch careers. I know a lot of your listeners do want those things because you share so much one It'll information about making those things happen, how to step into midlife entrepreneurship, how to change lanes. But some of your listeners may just want to reconnect with something that they're passionate about, you know, creative pursuit. And an IED makes the case that even if you are climbing the corporate ladder, or you're trying to like, launch a big brand and bring it to market, it's still so important in your life to have something that's completely removed from from work or paid work that just fuels you and lights you up. And that's something that I often will say to clients that I work with, you know, when I'm working with a client who's job hunting, job hunting is a marathon. It's a tough slog, and you can feel very demoralized. And sometimes you need to focus on what you do well, like maybe you sing in your church choir, maybe no one can make a better brownie than you, you know, maybe you're the best, you pick out the best gifts,

and everyone's always excited to see you. I mean, everyone's got a superpower that's completely unrelated to being paid money. And we don't, we should not let this wither on the vine. Because that's what makes us like a whole person. And when part of your life is being fueled in some way, via yoga, creativity, podcasting, whatever it is, it powers you in other areas as well. So thank you for reminding me of that. It just it's very important to find spend time on the things that make you feel joyful and make you feel like you. Because that just so key, we could

Jen Marples 41:25

have a whole podcast just talking about that topic. Because I know for a lot of women that I talked to a lot of women feel like to go back into something like you're saying, just to pursue a passion again, or take that time for yourself and go, gosh, I love traveling, maybe I'm gonna go take myself on an overnight. It's sometimes it can feel indulgent, and like, Oh, I've got all these people needing me and care and all these responsibilities that I'm going to put myself dead last. So it's really about thinking at the essence of what we're talking about, too. It's also putting yourself first and realizing you've got these other things you get to you get to be happy and add things in. And so if you like the yoga you like, take a writing class or go do something that doesn't have to mean anything except that you want to do it. Yeah, that is 100%. Okay, and that's going to have that ripple effect on your life. And like we could go on and on about this, but it's so important. Hopefully, you guys are taking notes on this. And this is spurring action in you to go do something. Yeah. So just a couple more questions. But this is one of my favorite questions. What do you think women can do better to support each other?

Katie Fogarty 42:26

I love this notion of sort of just amping up other women and shining a light on what they're doing and doing well. And, and I feel like there's something so actually really special about this midlife space. So you said at the top of the show when we first hopped on the mic here that we met in real life at the Naomi Watts new paws symposium, and walking into that room and seeing all of these women that I've either been following on social media or who have been guests on my podcast, or I've been guests on theirs, and just like getting to hug them and be in real life again, and to sort of share their stuff was so empowering. I feel like there is a lot of that generosity in the midlife space, you know, people are shouting, I just had a former guest on the show, Mimi Eisen, from the social account, hey, middle age, she's going on to another midlife platforms night to do some storytelling, I put it on my story, I'm trying to amplify that. So I think that you can, you know, anyone who's listening to the show is a fan of Jen Marple should be telling five of their friends to follow her show, that is a simple thing you can be doing, you can be hopping on Jen's Apple podcasts, and you can be leaving an amazing review for her show. That is a simple thing that you can be doing when you open a newsletter that she sends out. Or if you get something from her on email, you should be forwarding it to five friends. None of these things are hard. And it just, it's so generous because it supports Jen. Or if you're a fan of mine, he listened to my show to do the same thing. So it's so supportive, but it also is so supportive to the women in your life. It's saying I'm thinking of you. This lights me up, I think, you know, you're always talking about launching a business. I wanted to make sure this was on your radar. Women are very good about being generous. But sometimes we don't maybe apply it in these these ways. You can just look at the people in your life doing amazing things, or even people that you just follow on social media and sharing and supporting their in amplifying their work is one thing that we can all do, we can all do pretty easily.

Jen Marples 44:21

Well, thank you for saying all that. And it's funny, I was just interviewed on a podcast a few hours ago. And this was a big topic of just really going all in on like how we can do better. And really showing up in this. This came up this kit, this whole topic came up and we went into great detail about it. And I mean, you all who've listened I have a whole podcast and podcast episodes dedicated to this but even just once a week thing consciously of how you can support a friend even if it's sending a text saying I really see you out there like How was your big event? How was your big launch? And I know that there was this woman who I've been following on social media. I've never met her I might never meet her. And she just had said something and I've been following her for a long time and I love her content. I've tried some of her product she gotten vulnerable about something one day, and I just was like, you know, I'm gonna really just recognize her for that. And I just wrote like, five paragraphs from my heart. It just took intentional time. And she wrote back and we were jamming. She's like, holy crap, she's like, it makes such a difference in her life, just to be recognized. And just to say, because, you know, when you're out there and you're moving and shaking, and we're everyone's going 100 miles an hour for someone just to take the time, even if it's just a few minutes to say, I see you keep basically what I was saying is, I see you keep going, you're making an impact.

Katie Fogarty 45:31

I love that. Because first of all, I I adore when I hear from listeners, you know, where they live, they either DMA or when I look at and see an apple podcast review, I mean, honestly, it lights me up, it's so impactful to hear, you know, we can feel like we're like shouting into a void sometimes, and to have somebody say, I hear you, and I love what you're up to. So great. I would also say to listeners, now, you know, maybe if you're not active on Instagram, or you know, another way to be doing this is to do it on LinkedIn. And when I do a LinkedIn presentation, I talk about using LinkedIn from a place of generosity. I think a lot of times women don't like the idea of networking. They think networking is very icky. But women are very generous. And so you can be generous on LinkedIn. And you can like share other people's content, you can write them a thank you note, you can offer to make introductions. We'll all be you know, heading into the start of 2023. Soon, people are looking to make moves in their career, figure out if you can be helpful on that platform to the people that you're connected to. And that's another way to amplify and support women in their work.

Jen Marples 46:36

I love it. Such great tip. So everybody lean all the way in lean all the way in. I have two final questions for you because I could talk to you forever. But this was one of my favorite questions. What do you wish for women at midlife?

Katie Fogarty 46:49

I wish so many things for women, I wish women in midlife can see themselves as being as gorgeously and blue as I see them. And I wish that for every single woman that sort of a big picture thing. Another big picture wish for women is that they are able to be sort of economically, you know, healthy throughout their lives. You know, I worry sometimes, you know, we hear the gender pay gap and there's you know, pay inequities, women, including myself have taken breaks from paid work during their lifetime. So that's, you know, this is sort of like kind of a too big a topic probably for a question at the end. But I do want women to be able to support themselves in midlife and through their, you know, to

live as healthy a financial life as they do a life of wellness and at their lifetime. And I guess the other big thing I wish for women is that they would you know, join me in this idea of aging out loud and that they would be vocal about sharing their age that they would be vocal about letting people that are younger than them see midlife and aging as a as a as a period of vibrancy and in limitless possibility. I really feel like midlife is a time of limitlessness in my own experience, I am so excited about what I could be doing. I have so many ideas percolating in my head for creative projects, for collaborations for how I want to live the next part of my life and I'm excited. So I just I wish that for all women to to sort of be looking down the horizon and feeling a sense of optimism

Jen Marples 48:21

is so great. All of it. All of that that was so, so beautiful. Katie, final question. What do you think the best thing is about being at midlife?

Katie Fogarty 48:32

Oh my gosh, I love this. So, you know, there's like practical things like I have more time and I have more space, you know, I can go to the bathroom by myself. That was like, awesome. Like three kids, you know, fairly close in age I, I didn't go into a bathroom alone for you know, a decade. So that's just sort of like a silly thing. But I guess just sort of the best thing about being in midlife for me is that how surprised I am that I feel like I'm just getting started. I feel limitless in a way that I did not when I was when I was younger. So to me that's exciting.

Jen Marples 49:04

That really is resonating with me. I don't think I've heard the limitless but I'm feeling the exact same thing. And I think once everyone gets over that hump, and just really accepts where you are and you don't fight it and you really just go there's all this opportunity. I mean, I'm planning on going out at 100. So I've have my life a little you know, I've got 47 years left, I look at Iris Apple, you know with her collab with h&m at 100 I mean, that is a hashtag goal.

Katie Fogarty 49:30

Inspiration goals for sure. I know sometimes I joke I'm like, am I a midlife? I'm 53 so I'm I live in go 106 But, you know, I do feel like I guess this third act is I just feel like I could do anything I want and I didn't you know, I truly did not feel that when I was younger. So it's an exciting time. I feel like life is full of possibility

Jen Marples 49:50

filled with possibility and that's such a high note to end so let everybody know where we can find you. Listen to the podcast support you get more about everything you're doing

Katie Fogarty 50:00

fabulous so people can find me on the web at a certain age pod.com once you had their their links to all my social, I'm on Instagram and Facebook at a certain age pod. And you can find on my website I also launched a community platform which is a sister project to the podcast. It's called Let's age out loud. It's on Instagram, and I really want to share the stories of other women in midlife. My podcast is once a

week. Let's age out loud is 24/7 midlife awesomeness. I invite all your listeners to come find me there, share their stories and, and be inspired by the stories of other women.

Jen Marples 50:38

And it is also inspiring because obviously I follow you and I see what you're doing and I'm inspired every day. So thank you for all that you're doing in the world to help push this conversation forward. Of course, we're going to link all of that in the show notes. Katie, it has been absolutely like divine and amazing chatting with you today. And we are due for like probably five more hours of conversation. We'll have like,

Katie Fogarty 50:57

come on your show. Well, well, we'll continue the conversation conversation to point out John, this is such a treat.

Jen Marples 51:03

So awesome. Thank you so much, Katie.