

Ep 164 Stephanie O'Dell

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SPEAKERS

Stephanie O'Dell, Jen Marples

Jen Marples 00:10

Hello and welcome to the Jen Marples Show. I'm your host Jen Marples, founder of the Jen Marples agency mentor to women worldwide and your number one champion cheerleader dedicated to helping you embrace and rock midlife. The Jen Marple show has one goal to empower you so you can go out and power the world. So each week I'll bring you conversations with incredible women who will inspire us, educate us and motivate us to live our best lives. I also pop on solo to share my best advice, tips and tools to help you unapologetically go for your midlife dreams, embrace your age and become unstoppable. If you are looking for a change ready to uplevel your life and business or pivot into something new, then this is the show for you. And know this, you're not too fucking old to step into the midlife spotlight and claim all that you desire. It's your time to shine. And I am so glad you're here. Hello, everyone, and welcome to the Jen Marple show today I've got a wonderful, beautiful guest. Her name is Stephanie O'Dell. And she is the founder and owner of celebrate the gray, which is a modeling agency among other things, but her whole company is for and about women 50 plus. So we love that already. And so it includes models, content creators, and influencers. So she is all about empowering women 50 Plus to go out there and you know, slay and be represented. And then also on the flip side, she works with companies to help place all these influencers and models over 50 real true bonafide women into advertising TV and film everything that you see, because we all know you all know right now we're not represented near enough. And so Stephanie is part of that movement to change that. So I'm going to let her go into that with us today, you're going to love everything she has to say. And she is not only a fabulous entrepreneur, she's a six year old entrepreneurs, we're going to talk about entrepreneurship. Today, we're going to talk about women being represented all out there in the media TV film, and how people aren't serving us and how they need to be serving us. And we need to change the conversation. So she's doing her part, I'm doing my part. And I think we're gonna get riled up during our chat today, because we had to cut ourselves off to actually start recording because we're like, Oh, my God, we have so much to talk about, you know, we just want to change the world. So that's it. It's a small goal. But we're gonna we're gonna dig into that today. But Stephanie, welcome to the show. I am so excited to have you here today.

Stephanie O'Dell 02:46

Thank you. Thanks for having me. Yeah, we're we are trying to change the world. But it takes all of us to do it. I always say, you know, we have a collective of women that celebrate the gray 300 Plus, my voice is one voice. I always describe it. As you know, the Horton Hears a Who, Dr. Seuss, nobody heard Horton. But as soon as he got all the who's to come along and speak up, then they finally were heard. So it takes all of our voices to be heard and all of our stories because my story may not resonate with somebody, but somebody within the collective story is really going to resonate with somebody that's sitting there on the sidelines, kind of figuring out, is this it for me, like, have I done all that I meant to do? You know, we've raised our kids, we've had careers, we've had relationships, whatever it may be. So hearing someone else's story, gives that woman the permission to think about aging differently, and to think about positivity and aging and possibility and aging and not the limitations that were served so frequently in marketing and advertising, and our friends and family, our society, all of the above. But thank you for having me and celebrate the gray is born about the 50 Plus woman, I did not set out to open an agency, I had done fashion sign I left my career when my kids were born. I remember my daughter being six months and my son being almost four and sitting at my desk trying to write a newsletter for my company I was working for and trying to entertain them. I was working from home and thought, you know, I'm not doing either of these Well, right now I need to give one of them up, and I wasn't gonna give my kids up. So I gave up my job and became a full time mom thought, you know, that was what I was put on this planet to do. And really felt my husband and I have raised really two kind, amazing kids. So I felt like, if that's all I do, that is a really good thing in the world. But in my 40s, I kind of started to have those little thoughts in my mind is this. Really I said to myself, is this as good as it gets? And it was pretty good. I'm not saying My life isn't good. And we've we've built a really beautiful family and have a nice home and I have a good relationship. So I'm very fortunate, but I did have those kinds of questions in my mind. This is is as good as it gets. But the problem was, I didn't even know how to start. I didn't know what I was good at anymore. I didn't know what I was passionate about. So it was a scary situation in a situation to me that I couldn't even wrap my brain around. And I remember doing a Oprah quiz in a magazine. And one of the things was tuning into what you loved when you were a kid, and things that kind of filled you up. And it was a small starting point. And that was kind of the thing that I realized I had always been more of a let's get to the end, and be successful, lets you know, what's the goal. But this journey was really one of small gradual steps, acceptance of new feelings I was having about who I was becoming, and being open to being vulnerable, I think, and asking for help, which I had learned, being a mom that I didn't ask for help, and which I'm sure many people can identify with. So I went back to work, I ran into a friend, and she was opening up the first Athleta store gap had bought Athleta, and athletics and athleisure line owned by the gap. And so they're opening their first store and she said, Oh, I need to talk to you. I'm gonna ask that all my life. And she said, I, we, I need to talk to you, because you're our customer. Think about that, like a brand, actually saying you're a customer, I need to talk to you. So I ended up going to work for Athleta. And worked for them for five years, found a love of helping women embrace their shape and understand their shape and learn how to dress their shape, and not hide their shape, because there was parts of their body that may have changed. Did that work for Stitch Fix when they first launched, which is an online styling site, and just found a knack of really helping women see themselves differently. I had my own styling business. And then about six years ago, my older clients said to me, the fashion industry has forgotten us and we feel invisible. So that was my starting point. And I had a friend say to me again, this was one of the key things I think in entrepreneurship is talking to your friends and talking to those people that may see the version of yourself that you're starting to think about and asking for help

and advice. And she said, I said I don't know, I just know there's something either to fashion line, I don't know, she goes talk to 100 Women's, just find out what the reality of fashion is for them, find out what the reality of aging is for them. So I did and I met these amazing, powerful, vibrant, strong women that were 50 60 70 80 90. And had, you'll have these aha moments in your entrepreneurship journey or your journey in your aging journey that you really need to pay attention to. And one of those moments was, if I saw these women in marketing and advertising, I would personally feel completely different about my aging. They were finding such joy in what they were doing for themselves. There was a lot of self care and self discovery as they aged. And I just thought, Wouldn't that be amazing messaging to be given as you age versus this you're not pretty enough your hair isn't your hair is gray, your body it doesn't look the same. You have wrinkles, whatever it may be. I got some local press. Because we did a photoshoot. I had a great friend here in the area that a lot of people donate their time. And she donated her time and a makeup artist I donated her time. And we did a photoshoot with six of the women. And I saw that theory and practice. I saw these women in modern styling and hair and makeup that work for their skin see themselves differently. It was this moment of realization that this is what women need. They need to see people that look like them sound like them, to give them that permission. So I tried to find an agency to partner with and I was told by the modeling agencies and look we've got our two older models. And it's not really a demographic brands are interested in. And as you know, there's trillions of dollars that are undervalued, underrepresented. So I went to a small business association that the state funds here in California and I started taking classes. How do you start a business? What's an LLC? How do you even apply to for an agency I had to go through getting bonded and getting insurance. And those are all things that are not in my bandwidth and things I don't enjoy doing. But six years later, we have over 300 models influencers content creators, we work with brands to really understand who we are as a consumer. The Collective is a very strong and powerful group of women that are very vocal and visible about who they are and how they're aging. And we're getting brands to take notice. I would say the brands that are really doing a fantastic job are those brands been started by the 40 Plus is a woman that knows the importance of authentic representation, and storytelling with real women. Big brands are coming to us and we're having the conversation. It's just they're still so hesitant to put money behind campaigns. But I think we're getting closer.

Jen Marples 10:18

Wow, kudos to asking for help, because we talked about that a lot on the show. It's one of my platforms, you've got to ask for help, because we are not going to wake up with an idea and know exactly how to implement it or executed. So we need all sorts of helps when you classes. We need friends, we need masterminds, we need coaches, we need all these types of things to help us get something off the ground. What I love so much about what's happening in this, we'll call it the midlife space. And this renaissance, because we've been here the whole time. And we are so many gazillions of women, if we're just to count just in the US, what is it like 40 or 50 million women in the US that are considered like men growing and growing, and we have money to spend. We want solutions. We want to see representation. And you all this is what Stephanie and I were talking about before we started recording, really, we gotta start recording because we have so much to talk about the fact that we're just being blatantly ignored. Because if you would think just from \$1 perspective of somebody crunching spreadsheets and numbers and seeing where the money is and seeing what solution starts from that perspective, you think we'd be talked to, but then, of course, then we need to go the step further as we

want don't want to be talked to with women who aren't us. I remember to remember more magazine. What was it more?

Stephanie O'Dell 11:32

Leslie Jane Seymour? Yeah,

Jen Marples 11:34

Leslie Jane seamers magazine. I remember reading that magazine. Think I was even in my 20s or 30s reading it because I just thought it was so smart. And so interesting, and just, you know, showing women killing it. It was so revolutionary at the time.

Stephanie O'Dell 11:48

Yeah, she was ahead of her time. She totally was. And she has cubby club now. And she and I have done some work together. And she's lovely. But she said they had subscribers. I think they had over a million subscribers. I forget the numbers, but brands were not willing to put their product in the magazine. It's so

Jen Marples 12:05

it's just so shitty. It's just there's no other word to describe it. I was like, looked at the ceiling for a second. Like, is there another word to describe it? And like it's not. So I love you know that things are changing. And it's just gross. I'm like, come on. But now fast forward today. Now we're seeing models, you know, older models and fashion shows and things like that. Great. I'll take it actually, I had a friend on Lizzie B. We just had a conversation about this exact thing of representation in the media. And I think within a week a couple things that happened like Sex in the City. You know, the reboots. Carrie was too afraid to talk about vaginal cream or something on her podcast and like honey, I will talk about about vaginal creams all day long. And you should be talking about them because if you're ever fit, I mean vaginal crepes. And then think all the old the older supermodels, our generation of supermodels like Cindy Crawford, never they were just on the cover of Vogue. And remember, there's a whole lot of who who like them, maybe they were airbrushed. At this point, I want to take it I'm interested in your opinion, too. It's like I'm going to take right now, whoever is in this over 50 realm however they want, if they airbrush them, I'd rather that they didn't. But let's start there because it starts at the top with the most well known and then it's going to trickle down to us. Because to your point was, you know, more magazine, there wouldn't have been a 50 plus 5556 year old Cindy Crawford in more magazine repping Revlon or, you know, whatever the you know, the products were at the time. So what are your thoughts about how women are represented from a macro level right now? Do you care that they're being airbrushed? are you just happy that we have some representation also in film too, because, you know, we love seeing, like the Jennifer Aniston's of the world that day and kittens of the world out there. What are your thoughts on all that? Well, yeah,

Stephanie O'Dell 13:54

I mean, there's a lot of controversy and a lot of opinion about airbrushing in the Sports Illustrated with Martha Stewart last year and Gayle King this year, I say, any representation and as a start, we all know that magazines, airbrush, they airbrush, 20 year olds, so that is the reality of what magazine covers look like, but to have an 80 year old in a bathing suit on a magazine. Yes, it's a male driven magazine.

And yes, she's in a bathing suit. But she looked beautiful, and she's a beautiful, older woman. So that is a start that there's some representation and talk about the conversation around it and the exposure around it. So I think representation is great. The airbrushing thing. That's reality, I know that's happening. Would it be great if it wasn't? Yeah, but that's not in their mindset to have them put an older model in quite a few older models is a step forward in my mind. Because

Jen Marples 14:48

it has to start at the top and then we you know, we've got our actresses out there too. And, you know, I'm women supporting women so I really don't care and this is not gonna be a conversation. I get Botox whatever I think everyone does what they do. Yeah, I just think in general, it's showing that women over 50 are vital. We don't somehow become less vital. We're smart. We're savvy, we can start businesses, we can do whatever the hell we want. I mean, that is why I'm doing this show. It's like you're not to fucking Oh, that's the tagline here, not quick enough to do anything, right? And so I love and everybody loves even talking to the younger women. Everybody loves seeing these older women. It's very inspirational for the younger generations to see like Iris Apfel. Me she rest in peace. I mean, how wonderful and fantastic. Was her career trajectory, starting, I think was it like in your 80s, she started really going out and becoming this icon. And so we have 280 year old white guys running for office. So why would we be put out to pasture? If that's what we're looking at? You know, like, we don't it's just it's the patriarchy. Everyone's heard me rant and rave about it. And it's just the damn truth. So I think it's great. And I'm so thankful for what you're doing. Because we need to, we need to keep an eye Oh, God,

Stephanie O'Dell 16:01

what did you say? The who's the Horton Hears a Who? Yeah,

Jen Marples 16:05

I love that. Because it's an I know we're, we get in our own little world, we get fed our algorithms of I get all women's empowerment and menopause. And this thought the other and women, you know, over 40 Kicking ass. So that's because that's what I tap into. I realize everybody's not getting that message. So we always have to be aware that, you know, I talked to a friend and she's like, Oh, my God, my saggy knees? Or this? Or that? Or should I start a business clients who come to me that I'm working with every single one of them has fear about judgment? And am I too old to do this, and it really takes a lot of work. So if we see women out there in media, if we see somebody who's 65, like rocking that bikini, and that photoshoot, all those little things add up to gosh, I can do it. I'm not you fucking old, like, why the fuck not? It's just because we've been told we couldn't do it.

Stephanie O'Dell 16:55

Right? I think something you said that's really important, is not hanging on to the things that you don't have. I don't have the education, I don't have the money. I don't have the expertise, whatever it may be all the knowledge and wisdom, you have out ways that the ability to articulate what you're trying to do. And that's a big part of it, too, you know, in the small gradual steps to finding what you really want to do. I still, when I started, it's taken me five years or so to even kind of fine tune and I kept trying things and fine tuning and, and I always listened to my gut of like, what fills me up and when I speak about it, what excites other people like what's resonating with other people. But you know, in the beginning that

asking for help, I remember DMing, every gray haired influencer model I could find and asking for help. You're modeling, what are you paid? What's your contract look like? And they are so excited about the space being normalized and the space expanding that they were super generous with their time, and their expertise connecting me with people. So I think when you listen to your gut, and you really go into a space that fills you up, it doesn't have to be big or huge. It could be walking dogs, it could be taking classes, it could be helping your grandkids, whatever it is, you know, we I think women's intuition is something to really pay attention to.

Jen Marples 18:24

I'm glad you said that on my podcast that's running right now as we are recording this with Shireen at Tucson, we've talked a lot about the intuition. And a lot of my guests have talked about it. And it's really important that we listen to our intuition. And you'd mentioned something earlier that I wanted to mention, and that was when we get to now there are those threads that you're going to find if you really listen. And I'll use myself as an example, that there's going to be these threads that we've had since we were young, you'd mentioned that yeah, I was always a gatherer, I was always the rally, or I always had tons of different groups of friends. I was always bringing people together. And I was the one whenever one graduated from college, helping everybody get jobs and writing the resumes and this is how you landed an interview. And and then you know, I ended up in a PR career for 30 years. And so everything's kind of capitalizing and now I'm like really just unfocused with all those skills, all those things that I naturally am wired to do with who I want to do it for, and that's midlife women. But I didn't come to that realization until I stopped and got quiet and listen, and you're like, these are these three lines. It's been me my whole life. Yeah. And so listening and getting quiet, and not tamping it down, because the more you tamp it down, the more you're just going to kind of go through life, asking those questions like Is this all there is you mentioned about getting help and tapping into people. So I just want to underscore two things. You've got to tap into the right people for support. So you want to be tapping into women that are building and that are engaged and want to see you succeed, but you told me a story about when you were starting your business, how you got some, we'll call it negative feedback from somebody very close to you tell us about that, and how you overcame it. You

Stephanie O'Dell 20:10

know, in the beginning, I think of any journey, be it starting a career or starting a business or relationship, you're going to hear a lot of opinions about what others think you should do. And that's true about dressing and about your hair and all of it. And in the beginning, for me, personally, I had a lot of self doubt, I can't do this. I don't have any experience all the you know, things I just said that we tend to use, I used and had a good friend that said, basically, you have a great life and great kids, a wonderful husband, and why do you want more? Why are you striving to create this. And in the beginning, I didn't even know how to articulate what it was, I just knew I was had started the blog, I was starting to kind of have these aha moments in this kind of realization. And back to the intuition, like listen to that, and try not to let your community your friends, your family, society, talk you out of something that's feeling good. That's feeling like this might be my purpose, at this point in my life, and I need to really see this through and I had many moments of you have your peaks, your plateaus, your down big down hills, and a lot of times was like, why am I doing this? I you know, talk myself out of it. And then I think the driving force for me, yes, I had some friends that didn't support or didn't see the version of myself that I saw of myself. But I had my husband and my two kids that were my biggest

cheerleaders. So to your point, look for those people that will cheer you on and see what you see. And you can find them on social media. I mean, social media has opened up a huge opportunity and community for women that wasn't there before you start following people that resonate with you that will lead to other people, DM people that interest you, or something that they say really motivates, you tell them, you may start a relationship or communication with somebody. And that could be the turning point for you taking an idea and a thought into some sort of action.

Jen Marples 22:18

I'm so glad you said that, because I have mentioned that a lot on the show. And I mentioned that to clients. I mentioned it to anyone who will listen. You know, there's a lot of negativity about social media. I personally love it for all the reasons you mentioned. Because I've met so many people and become aware your person I became aware of through social media. And it's a beautiful thing, because we can't get out to every single event. We're not always across the country. So we do have this opportunity to be connected to so many fabulous women. Of course, we have podcasts so we can educate ourselves, we can meet people, I've had so many podcast guests on and met women through LinkedIn and Instagram and establish relationships, we've collaborated together, I've seen women go into business with each other. So there is this whole wonderful, beautiful, amazing community out there. And I like to always say, if we have the mindset, that we're looking for a supportive, beautiful community, that's exactly what we're gonna find. Yeah. So if you got negativity and thinking, Oh, women are Catty, and this is that near that you're going to find that. But if you come and going, I'm here in this room, I'm at this event, I'm going to make new friends and meet amazing women. Guess what, that's what happens.

Stephanie O'Dell 23:28

And if you feel deserving of it, yes. I think something too, that you said that I want to just follow up with a thought is the through lines that we don't give enough credit to in our lives. And somebody said to me, I remember years ago, in an interview, she was telling me what she had done and, and they were all such different things. But she said, You know, I always feel like they're pieces of a puzzle. I don't know what that final puzzle looks like. But I know they're all going to connect at some point. And for me, what I'm doing now all those through lines, all those puzzle pieces have come together and you see the value of all the things you've done, you know, even the PTA president even volunteering, you know, my customer service work, all of those things that I liked, and felt I was good at really have combined into what I'm doing now. But it was being open to seeing that and putting value on those things that I done that made the difference for me.

Jen Marples 24:27

I love that the whole value and worth and getting paid what you're worth that's that's it's a whole other that's another podcast episode. But there is you know, exercise women you guys all can go through right now it's you write down sort of what you're good at and you're gonna see the like we're talking about these three lines while the things that you're naturally good at. So yeah, if you've, if you've done the fundraisers at the schools, or if you plan to the big events for your company, or whatever it is, write that down on one column and you write down the other column what you like to do. So what you're really freaking good at I'm what you love to do, and then sort of cross them and then all of a sudden you're gonna find ideas for a business or ideas of ways or to add something in that you're not currently doing. It seems very simple. But if you don't take actual time to do it, you're just gonna keep going

about your life. Because remember when I did that exercise, because this is the thing we all do we take for granted the things that we're really good at, like, what can everybody do that? Actually, no, they can't?

Stephanie O'Dell 25:24

Yeah, and also your friends, asking your friends, what do you think I'm good at? What do you see as my strengths, very beginning of when I was starting to kind of think about, is there a career beyond motherhood? For me, I had a small group with two other women, and we would meet once a week, and we would just give each other action items to go and do it might be, oh, I'm gonna research small business, how to start a small business, or I'm gonna volunteer, I'm gonna see about volunteering at the dog shelter, or just having an accountability partner, and also those friends to say, Oh, my God, you're so good at connecting people you're so good at following through, it's like, oh, really,

Jen Marples 26:05

I take that for granted exactly what you're saying. And there's a cost for that. So the thing that it's a natural instinct put in the 1000 hours, there's that 1000 hours theories, we put in the 1000s of hours doing these exact things. I love this conversation, because so many women listening are waiting for permission to do something or they're sitting on something. So I guess to summarize, like for the women who are, because I'm going to get into some just kind of juicy little, you know, crazy conversation about the patriarchy just a little bit because I have you **if someone's just like right now sitting on something, and marinating, starting to tap in, but it's just really too scared to get started, what would be your top pieces of advice for them?**

Stephanie O'Dell 26:49

Well, I'll give advice in a minute. But **I have been saving this quote on my desk for about three months. And I want to say it because I heard it and I went, That's what people need to kind of shift their mindset of the, I always use my son as an example, in third grade, he went from being disruptive in second grade to enthusiastic and third grade. So it's the words you put on the journey. Like someone said to me, they were thinking about quitting their job. But it was so scary to think about finding a new job. And I said, I think it's exciting. Think about all the possibilities. So words are super powerful, first and foremost in your own brain. But somebody said this, stop sitting on your gift, get up, because there are things waiting for you. And I think that once you start to take a small step, and it may be damning somebody, maybe it's a health thing, maybe it's going for a walk, it's amazing what the universe starts to give you. And each little step gives you confidence to take a bigger step, and a leap. So don't think about taking that leap right now think about taking that small, little step.** And it may be something that you can manage right now you don't have the time, the energy, the money, whatever it may be. But you can do one small thing towards what you're feeling. Maybe it's just doing research online, it's not anything big, but it starts a catalyst of change.

Jen Marples 28:18

I love that. Because the little things add up to the big things we think about sort of some type of an end result. Well, first of all, you don't even know where it's gonna go, you can have an idea of what you want to do, but you don't know. And that also I get a little whimsical in that regard to where you don't even want to put limits to what you want to do. So taking, taking those little actions are really important.

And they just build on each other. And then it keeps going and you iterate and you decide, oh, I don't want you get more information. Like maybe I'll go this way, actually, that I didn't really like that. But now I'm, I've done this thing. And now I'm going off in this different direction. So you ask any entrepreneur, I have been through that whole journey, my listeners have heard me talk about it. It's any of us, we all have the thing that we thought we were going to start with and you pivot and you morph and the more you talk to people, you create new things. So it gets to be fun. I think that's the thing that's missing, it gets to be fun. So I love your idea or that quote that you said, of just changing the words of the ah, yeah, it gets to be exciting. And it gets to be fun. And there is opportunity. And the only reason why we think there isn't it's because of the how we started. It's the patriarchy and the people who have told us that we need to be put out to pasture, I think to the other thing I remember in the beginning, and I don't know if you experienced this number one question for most people, was not most people, but probably the people I was closest to, oh, how are you going to monetize that?

Stephanie O'Dell 29:39

And what's your business plan look like? And I'm like, I have no idea and I have no idea. But at the end of the day, I was doing the blog and I said if all I'm doing is making a woman be seen and we have a great conversation. That's enough right now. So again, focusing on what you can be successful with right now. So you don't get discouraged and you don't think, how am I going to make \$1,000 a month doing this, if you can not have to make money in the beginning, and you can just kind of try some things and see what really feels good to you. That would be a huge suggestion to.

Jen Marples 30:18

That's great advice. And I've talked to so many women about this to so many entrepreneurs. So there's a two ways to go through to go through it. If you're kind of sitting, you haven't done something for awhile, take the time. Or if you're working full time, you still need to take the time, but add those pieces in kind of as a side hustle, if you will, yeah, love that term, but just start doing things on the side, and then kind of see in tests. And so you don't put a lot of pressure on yourself in this idea. So you don't kill it. Because it has to mean something, it has to make money right away. If you need to make money right away, that's probably not the way it's the way to go. It is probably not to try something completely new, like lean into what you are really good at, you can make money at right now. Do that, that's fine. While you're testing out this other thing, the key message here is you just have to start and we're giving you permission to start because you're not too fucking old.

Stephanie O'Dell 31:09

Okay? And have patience, have patience in it. I've never been a patient person. But I've learned patience and belief that it may not happen right now. But down the road, people I've talked to two years ago, all of a sudden, they're back. And they're like, oh, you know, I remember you and I remember what you're doing. And so I think it's having patience around that and just believing in what you're doing. Patience

Jen Marples 31:33

is undervalued, because you mentioned this before about just most of us had this career trajectory, and we weren't really thinking about it. And it was about that end result and success and promotion, and this and that, and the, or the wedding getting new clients or whatever it was. And so I think we're wired

because it's the Western Way to be wired to achieve and grow and this and that, and there isn't any one said, you know, be patient. It's true, especially now, when you're building something, especially a passion filled, I'm as impatient as they come. I'm competitive with myself. And I'm the first to admit it. And it's how I've been successful in the past. And I vowed that I'm going to do this to new business and operate it differently. So it's more about allowing, attracting, building relationships and knowing what's meant to come as coming on a timeline that I'm not in control of. And that's what you're saying. So I think that's really powerful advice. What about because I would be remiss if I didn't ask you, for the women out there who want a model, and they want to, you know, grow their influence, and they want to step into this wonderful, magical realm of, you know, being a midlife influencer, a model, content creator. How does one go about doing that? Well,

Stephanie O'Dell 32:44

I think everybody does it on their own, in their own way. I mean, I think you have to be genuine and authentic. I say this to all the women that joined celebrate the glory, I have a call with everybody that reaches out to me, if people are interested in celebrate the gray, there's an application on our website, you can go and look at all our models, and our influencers. See the type of women you know, many of the women have been models in the past or models with other agencies, never modeled, but just feel really passionate about who they are and what they're doing and how they're aging. And you can fill out an application, send in some pictures, I talked to everybody that reaches out to me, we are not a fit for everybody. We are a niche agency. We're a mission driven agencies. So we don't just work with any brand to work with any brands. So we're not money driven. We're mission driven. And the mission is to change the visuals and narratives on aging for women's so example of a brand comes to us and says like a brand did come to us and say we during the campaign, but the model needs to die there gray hair permanently Brown. And I said no, you can't do that. That's against our mission. The woman that had reached out to me was in her 30s So we had this long conversation about who women want to be and they they don't desire aspirational marketing. They really want real storytelling marketing that shows women that look like them and sound like them. Well then she came back probably about less than a year and and said, Oh, we're doing a great campaign now. So for me my part is education. And it's this patients less than than patients and it's a slow burn as I say because it happens shoot by shoot. But if you are interested in modeling or influence being an influencer, many of the women join just as a model and then we they branch into influencer work or content creation. Be careful about who you align yourself with. Don't over promote just to promote and make money because it will be very obvious to the consumer, the 50 Plus consumer that that is what you're doing but when she sees you, and here's about a brand that you're working with and maybe gets to meet the founder and why was the brand started. That is a great collaboration and partnership so that So what we look for, like we just finished up a partnership with a Canadian skincare brand called glow jar, we did four Instagram lives with two models and the models. One was in our 50s, I'm in my 60s, and the third was in her 70s. So we as a brand are really trying to make sure we represent we represent age, we represent race, size, and even gender, we have a transgender model, that's part of our organization, I'd love to grow that space. So authenticity, that's what we're about. And that's what people that want to get into the space should be about, there's somebody out there waiting to hear your story and how you are aging, and what your past and now present and future looks like because it will resonate with her. So I always say be as authentic as you can and just start sharing, you know, be careful about sharing your family, I tend not to share my family on my, my social, I would encourage you not to buy followers, there will be no

engagement brands are looking for engagement, we've kind of pivoted out of the influencer space because it's really hard to get a return on investment for brands were more in the content creation because it's very hard for brands to find content that includes older women. So you know, working with a brand and creating content, and awareness, just awareness in that space. Celebrate the gray also works with two photographers on SR stock photography. It's called SR stock photos, because brands are looking for that stock photography, and it's really hard to find or afford. So the collective actually is generating stock photography, and they are getting revenue on it. So I'm constantly looking at how do I create revenue for celebrate the gray for all the women that are part of the collective and give brands a resource that is affordable. So social media is a great space, it's a great space to connect with other women. If you're just starting out, DM other women that resonate with you ask, can we connect? Can I love to find out how you did what you're doing? And be as authentic as you can and tell what your life really looks like? Because all those parts are super important to somebody that's sitting on the sidelines, trying to figure out how the hell do I age, when there's no one telling me my maybe my mother or my grandmother or my aunt or my friends aren't aging the way I want to age? And I'm not seeing what the possibilities are. And I'm starting to buy into the messaging I'm given. But I don't want to.

Jen Marples 37:35

I love that. Well, that's what this podcast is all

Stephanie O'Dell 37:37

about all the time. Yeah, and find podcasts. Yeah, find podcasts like Jan,

Jen Marples 37:44

all the time, I probably overshare. But my whole mission, and everyone knows us to listen to this. It's like if I can do it, you can do it. You know, we're peeling back the layers. We all know this time in life can simultaneously be beautiful and frauds. We're all dealing with a lot of stuff, but two things can be true at once. And it's this this glorious time. And I think in so many women that are coming into my world, and I'm sharing them with everyone sharing you with the world that the more I love this, the more we talk about it, the more we just really shed all the bullshit. It's just all the crap we've been fed from the patriarchy. And growing up when we grew up, that we thought to be a certain way, this is the time to really step into who you are. Women are craving it. And I know it can be you know, it feels scary. Because for all this other years, and we couldn't show up as who we actually were at work and be promoted and do all the thing we were playing by the rules. So we're recreating or we are creating, I should say our own rules right now. And we get to make it look however we want to make it look rock the gray rock frickin purple dreadlocks, like do what ever the fuck you want. Like I'm so passionate about that. And so obviously, everyone's listening to the show for this reason, because the only thing that's stopping as well to pieces, we stop ourselves. But also, I know it's hard because of the messaging we've been given. So thank you for just being so honest about all of us stepping into that authenticity, because the more we do it, the more it's going to give somebody else permission to do it. And we're going to be all the who's out there. I talk about it all the time. I am proudly 54 And I say my age all the time and we just have to go out and be loud and proud about it. And the more we do that the more we make it okay for others to do it. And the more we change the narrative so I could clearly talk to you all day. Me too. So we have a last name is wrap it up but up to final one final question for you. And

then of course you're going to finish them out to fucking old statement. So my final question is what do you think the best thing is about being in the life?

Stephanie O'Dell 39:45

freedom freedom to be whoever the hell you want to be? And you know, not letting someone else define you but letting yourself define you love that?

Jen Marples 39:53

I bet I just got chills. Okay, so you got to finish this sentence. I'm not too fucking old to start to thing new. Boom, I love it. So where can everybody find you, uh, you mentioned filling out an application if anyone's interested in modeling, but just let everybody know where we can find you on all the socials and your website. We are

Stephanie O'Dell 40:14

celebrate the gray and gray with an A. And that's everywhere on Instagram, celebrate the gray.com is the website. We have a private Facebook group, celebrate the gray collective, if you're interested in joining and being part of that and wanting your voice and opinion to matter, you can apply to be part of that collective. But yeah, we're easy to find. And I'm you know, anybody has questions or wants to connect, feel free to DM me on Instagram, follow us on Instagram, we do a ton of Instagram Live. So to do one with Jen in the future that we bring, I bring just really interesting women and allow other women to hear her story because it's really easy to look at someone at the end or where they're at now and think I could never do that. But then when you peel it back and you find out, Oh, she sound just like I do right now of how she started this whole thing. So just peeling back the layers, as you said, of the stories. I love it citing

Jen Marples 41:09

so we're going to link all that in the show notes. Thank you for being on the show today. This has been such a great conversation and we're partners in changing the conversation. So everyone join this party.

Stephanie O'Dell 41:22

If we need to, and we want to meet you and you want you

Jen Marples 41:24

and we're giving you permission to also just you know step out there and be whoever you want to be like you said we're not fucking old were just notes. So just believe it and celebrate Greg. Oh, I did have one final question for you. I don't personally have a lot of gray hair then play tic after my dad not my mom's so does do you only work with models that have gray hair or celebrate the gray just sort of an overarching statement of 50 plus. Great

Stephanie O'Dell 41:49

question. So as you can see, I am slowly going gray I also you know not a I don't dye my hair. But I it's ironic. But my gray is my body. I've been an athlete all my life and changes in my muscle tone. So celebrate the gray is the gray of aging back to those words that we use, you know, if we thought about Gray, the gray of aging as a celebratory time to celebrate? Would we age differently? Would we give

ourselves different permissions. So celebrate the gray is all of aging. The model side we really focus on gray. That doesn't mean I don't have other women in my database that aren't gray. That's why we also branched into influencer content creators that are just over 50. And also, we started with 50. Because I believe 50 is that very pivotal time. You know, in my 40s, I still had kids, I still was very knee deep and doing things for my kids. But in my 50s my kids left menopause that transition and body changes. So that's really why we focused on 50 and gray to begin with, because it's also the most visible thing as we age that we're told you need to change the color of your hair if you want to be deemed beautiful. So visually seeing women with gray hair that were beautiful, was a powerful statement to start with. It

Jen Marples 43:10

definitely is Okay, well thank you for clarifying that. So everyone knows you're gonna go stalk her and be part of Stephanie's world and celebrate the gray egg and that'll be all linked in the show notes. But thank you so much for being here today. It has been a delight. And I look forward to many continued conversations.

Stephanie O'Dell 43:25

Yes, me too. Thank you so much for having me. It's been a great conversation.