

Ep 200 Celebration & Julie

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SPEAKERS

Julie Gordon White, Jen Marples

Jen Marples 00:10

Jen, hello and welcome to the Jenn Marples Show. I'm your host. Jenn Marples, founder of the Jen Marples agency, mentored to women worldwide and your number one champion and cheerleader dedicated to helping you embrace and rock midlife. The Jenn Marple show has one goal, to empower you so you can go out empower 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 up level your life in 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, you gorgeous ladies, my beautiful community. Guess what? You are listening to episode 200 of the Jen Marple show. 200 episodes. It's insane. I launched this podcast in September of 2021 and I just cannot even believe something that I had dreamed about from years prior. I'm sitting here telling you this is the 200th episode. Now look, with all things me and all things you're not too fucking old. I want this episode for you to be the one that puts you into some action. Because guess what? Honeys did I think years ago that I'd get to 200 episodes on a podcast, did I think I was going to start a podcast? Did I think I was going to meet the most amazing women on this journey? No, I had no idea about any of it, but I did have faith in myself to take one small step, and that's really what I want you to take away. Today, I have a beautiful guest today who's going to join in a bit. Julie Gordon, white, one of my OGS on this menopause, midlife journey. She's the founder and CEO of mana. Well, energy bars, power for the pause, beautiful energy bars, and hold one up for you right now. Mana, well, boom, boom, boom. If you're watching this on YouTube, you can see it. She's going to help me celebrate today. Lizzie Bermudez, Lizzie B, who is another friend of the Jen Marple show, was supposed to be here today, but she had a family situation to deal with, so she could not be here. But that's just indicative and representative of midlife and we flow and roll with the punches, because they come, they come from, you know, up and down and left and right at this time in life. So I'm sending you some love, Lizzie. **But guess what? Y'all 200 episodes. 200 episodes from September 2021, we have been collectively shouting, you're not too fucking old out there to the universe. We got hundreds of more episodes to go and so much more work to do to spread the message and to dispel all the myths about aging and what**

you know being in midlife should look like because, although it should look fabulous, because that's what it is, but we got a long way to go, and I'm just so honored that you've been here, and you've been part of this journey with me, and you're all my home. Girls, all right, we've all been in this, we've been in this together. And I appreciate each and every one of you listening. I know there's a million things to do, a million places to be, and I'm just honored to have been part of your life for 200 episodes, 200 episodes. I can't even believe it. Like, do I like? Do I throw glitter? I don't have any glitter at home, unless I throw some glitter. I will tell you I had pink pom poms. I was in Vegas last weekend for Tamsin Fadals, the hottest menopause party. I was in the live audience, and they passed out pink pom poms. And if you haven't seen my Instagram, please go check it out and check out the real I posted because I'm twerking. I'm shaking my pom poms, and I'm twerking in front of 60,000 people. Little did I know that the audience was being recorded when I did this, but I was being, you know, challenged to the audience is being challenged to a dance off to win something. I'm like, you don't. I don't have to win anything. But if I'm challenged to some type of a dance off and I got ping, POM comes and I'm in Vegas and I'm highly caffeinated, watch out. And so it's the torque that's been seen around the world, one that is horrified my son. He's like, Mom, no, please. Literally, like, no. You have to take this down, which only means that I need to keep posting and reposting and probably put it on my website. I said, Sorry, son. And if you have friends following me, like, why are they following me? Who's even seeing this? Come on now, but you all love it. So I was getting messages left, right and center from people watching online. I'm like, Oh, my God. 60,000 people saw it's working. I. But I think if anything, could really demonstrate who I am and what you're not too fucking old and why ntfo is all about that's it, twerking at nine o'clock in the morning with ping pom poms at the hottest menopause party in town in Las Vegas, because I don't give a shit when anybody thinks and this is the time we get to have for ourselves, and we get to rock it, and gets to be whatever we want. So that moment was, that's it, that's the brand. That's it, done and done, done and done. This is your permission to twerk. I had so much fun. I'm just going to get do a little little overview of the Vegas weekend, I flew in for 24 hours with my friends, Joy and Judy from the Stronger Collective, Kim from the Stronger Collective, couldn't make it. She was sick, which, again, midlife, she had a sick. Kid couldn't come. The kid got her sick. I mean, we roll with the punches, but rolled with them, and met up with Julie and a bunch of friends and people I haven't seen for a long time. And we saw Tamsin Tamsen interviewing on the podcast, and she's going to be on very soon. And they, you know, Tamsen and the team did an amazing job, and did this whole menopause broadcast to the world. Brought on so many experts, so many doctors and experts from the audience. A dozen or so women dialed in from all over like Naomi Watts and sex with Emily Emily Moore's like beautiful women. Halle Berry dialed in to spread empowerment, spread the message, educate us on menopause. So it was really fabulous. And I'll do some of these events out of town every now and again, because it's also great for me to go out there and meet a lot of these women that I collaborate with, and women I've had on the podcast I want to have on the podcast, so just stay tuned. Get ready. There's gonna be so many amazing women coming on the podcast. I met Stacey London. She is every bit as adorable as you think she would be. She's fabulous. She's got a clothing line right now that she's selling on QVC, and they did two beautiful makeovers from audience members, which of course, made me cry, and I'm going to tell you about that, because it's really about my why. It's about women finding that beautiful strength and courage, either to reach out for help or just to be reminded and to know that they're not too fucking old. They get to look good, they get to feel good, which makes them show up differently in the world. These two gorgeous women came up, and they were telling their stories to Stacy, and then she did a she used to do what not to wear. So now it's like, now wear whatever the fuck you want. And I

love that, because Hello, and these women were just up there, and they were just standing different, and they were glowing and wearing these beautiful outfits that really reflected who they were. So it was just this. I'm just still on a high from it, as I'm recording this to Monday. I got back late Saturday night. Cool out Friday afternoon. So it was a crazy 24 hours in Vegas. I was being lifted up by contortionists. By 730 in the morning, I was like sweating. You guys follow me on Instagram. You'll see I'm posting a bunch about it, and you're gonna see exactly what happened. But you know what this is, midlife, you're not too fucking old. 200 podcast episodes. We don't give a shit what people think, and that's why my kids were really horrified, and my son in particular, and I say, what they don't understand is that they care so much about what other people think, that they don't get it when mom's twerking in the aisle with her hot pink pom poms, not giving a shit, I wish they could have some of that, but I know it's just probably it's not possible for them in their teen years to have that. And I said, I wish this for you guys, but sorry, no, I'm not taking anything down. This is this is me. I'm sorry, and we should never do what our kids tell us to do sidebar. Long story short, it was such a fabulous weekend. It like, tied into this 200th episode, and like riding high on the energy, like tripling down on everything I'm going to be bringing to all y'all, you're here for 200 we're going to do 200 more, and then some, because we have got work to do to spread this message. I've got many more beautiful guests to bring on more solos, to keep you all pumped up, and just to let you know that what you're not too fucking old to do whatever you want. You are not in torque if you need to. There are a couple little 200 episode favors I would love to ask of you. This would be a great time, my friends. If you are sitting on rating reviewing this podcast, can I ask you to do that? We're 200 episodes in. I would love to see a review from y'all. If you would be so kind as to do it, you can only leave a written review on Apple, so just leave a five star rating, leave a beautiful written review, and then just tell me, You know what this podcast has meant to you, that would just mean the world to me, and that it also helps me spread this message farther and wider and impact more women. So on Apple, you can leave a written review and a five star rating. On Spotify, you could leave this five star rating if that's where you listen, if you watch this. On YouTube. Hello. Can you please subscribe to this channel? I'm going to be mixing it up a little bit more over the next, you know, the coming weeks and months, and please share it. Share it with a friend, because sharing is caring. Share this podcast with a friend. It's all I ask something little. I don't ask very much. And if you listen to last week's episode, I also mentioned a survey. So a little plug for the survey. I'm just trying to hear y'all and really plan things that mean a lot to you and also help you no matter where you are in life. So if you could just take a quick 10 minutes and fill out the survey, I would really appreciate it. The link is in the show notes, and you'll be entered to win one on one time with me and some new y n t, f o merch that I'm going to be throwing out into the world, so you'll be the first to actually experience it. Now, all you need to do is fill out the survey. So thank you in advance for doing that. There are a lot of exciting updates coming, you know, in the coming weeks and months, in the y n T, F O world, there are events coming up again, March 29 in San Francisco. I will be on a panel speaking alongside Tamsen and the women from MIDI health and joy, who will be moderating from the stronger collective. So that's March 29 at the battery in San Francisco. Use code y, N, T, F, O for 20% off your ticket. I'll put that those links in the show notes. There's also going to be a free event that same day, March 29 at book passage in Cory. Madera Tamsen is going to be there for the book reading, and I'll also be on a panel. And so we're just going to, you know, gather a bunch of women together, our favorite thing to do, talk about midlife. So please check the link in the show notes for all that. Now, I told you, we have a special guest lined up today, and that's Julie Gordon white, and you know, she's my meno OG BFF and again, Lizzie couldn't make it today. And you know, I wanted to bring them on today, just to really celebrate because

we have been on this journey together for a couple years now, and just to really underscore the fact a couple different things. One, your friends are the ones who are going to get you through day in and day out. And don't be afraid to make new friends. Don't be afraid to reach out. Don't be afraid to DM somebody that you like on Instagram. Don't be afraid to connect. Ask somebody to meet you for coffee or a zoom tea. Don't be afraid to do any of those things, because I have met, literally, some of my new BFFs and the people that mean the world to me, and now we're like, collaborating and doing things together, just by having the courage to go out and do that. So Julie and I talk a little bit about how we met, and so neither of us, none of us, want anyone to feel alone, and just want you to understand that beautiful, amazing women are out there for you to meet. So on that note, make sure you show up to some of these events. I will be doing some online virtual events too. So for all of you who aren't in the San Francisco Bay Area, and I know there are many of you who are not, you know, stay tuned. We're going to be planning some more fun things. So again, thank you for being here for 200 episodes. We're just getting started, literally just getting started. So stay tuned for exciting updates, for more exciting guests. I've got so many fun things planned and in store for all of you to help you y, N, T, F, O, your life. It's like a noun and a verb, and I'm just honored to be doing this alongside you and again. **So can't believe it's 200 200 freaking episodes, and so let this episode be your permission slip to take one little tiny step towards something that you want to do. If you're sitting on something, go do it and tell me about it, please, because I'm going to be your number one cheerleader, as evidenced by my dance and my twerk in Vegas with the pom poms. So it's official. Now I am a cheerleader. So in case you missed that memo, I am officially now 100% your number one midlife cheerleader. It is cemented in stone. Thank you all for listening so much.** And we're going to dive into my fine conversation with Julie, my nearest and dearest. And also stay tuned till the end, because we have a special giveaway that we're doing in celebration of this 200th episode. So enjoy, Julie. Stay tuned to the end and see what you could win. I love you all, Julie, welcome back to the Jen marble show. You're not too fucking old. You have men are well bars in your life, in

Julie Gordon White 14:27

the house. So good to be here.

Jen Marples 14:30

You all know Julie, everyone. Julie is a friend of the Jen Marple show. She is early guest. She was number 16, and she's like, my Oh yeah, you're number 16. I can't

Julie Gordon White 14:40

believe that it's been that long. What isn't that crazy about to have a huge moment here. Episode

Jen Marples 14:45

200 we're celebrating 200 episodes. Wow. Julie and I met, I think we met, you know, Episode 16. So that's going to be like 2023, 20 When did I start this thing? 2021?

Julie Gordon White 14:57

Yes, in 20. 21 past week. Yeah, it's crazy.

Jen Marples 15:01

And Julie started her business and started manifesting it during COVID. You'll have to go back and listen to the original episode to hear all about mana well bars. But I'm holding her mana well bar here because these powered me. We both just got off Vegas trip, 24 hours in Vegas for tampon Fidel's hottest menopause party. Tamsen is going to be on the podcast soon, and so we're still recovering from Vegas. 24 hours in Vegas was a marathon.

Julie Gordon White 15:25

We had to check in at the studio at 7am to four or whatever. It was incredible. She did an amazing job.

Jen Marples 15:34

She really, really did. And it was hysterical, because we're all Rolling in with, like, our business hats on, because we're going to the menopause party, but it was, we are coming to see all of our contemporaries, our colleagues, all of our collaborators, all these beautiful women in the midlife world. And what we roll into Vegas, and you're kind of like, well, this is Vegas. I'm not here for a bachelorette party. I'm not here for like, a girls weekend, right? We're here for business, and it's menopause, so we're, like, getting hot in Vegas. I did sneak to the pool for a minute, Jed, you know that you did, and I did hit the relented table because my son said I had to gamble. And of course, everybody he'll, of course, I lost \$100 but it was fun. It was for the experience, right? And like Julie said, we had to get up so early and be there, so we all had, like, a 530 wake up call. So we're walking, I didn't tell you this yet, but we're walking through the casino. I stayed at the window, and it was really interesting to see who was still standing at 630 in the morning at the casino. Yeah, and we all come out. We're all in our pink and going to the conference.

Julie Gordon White 16:38

And they look like they slept in that that chair still pulling the arm down, like, come on, seven.

Jen Marples 16:44

It was just there's three guys still drinking cocktails, and there's three in my party, and we're all in pink, all heading to the menopause conference, and we're like, what is happening? And then we roll up to the studio, mentally, I'm like, It's nine or 10 o'clock in the morning, but it was 7am right, right.

Julie Gordon White 17:00

Where's the coffee? Where is the coffee? Tamsin,

Jen Marples 17:04

where's the coffee? Because none of this happens without coffee. And y'all by 730 I was being lifted up by these contortionists because it was Vegas, so they hired all these like, Yeah,

Julie Gordon White 17:13

remember I said, Jen, hold on, let me fix your jeans. Because you know when your girl is having a moment, sitting on top of these cute guys wearing T shirts that say my wife is hot and Jen's on top of their shoulders, but your jeans are rolled up. I'm like, wait, hey, let me get that for you. Perfect. You are directed

Jen Marples 17:29

that shoot there and there, because it was hysterical. Look, do you want us to lift you up? I'm like, Well, I get It's Vegas. It's a menopause party. Yeah, lift me up. I was you guys. I was sweating. It was so hysterical. And I'm like, Whoa, yeah, you're not too fucking old. Like, let's you look great, and

Julie Gordon White 17:44

you did not look old at all, Sis, you look hot, hot, hot.

Jen Marples 17:48

You look hot, hot, hot, too. But all this to say y'all listening is like, Julie is my girl, and we have been to the swell conference together, and our friend Lizzie was supposed to be here too, because she is one of the our little trio, og trio. We have just been kind of at this for the same amount of time, and as midlife calls, Lizzie had to tend to a family situation, so we roll with it. That's what we do, and that's the lesson here. Because I think back in the day, any one of those little things kind of would have stopped us dead in our tracks. I've been like, oh shit, I can't do this. And it's just one of these things. Even at that menopause conference, they just said, Hey, we're going live. Things can go wrong. Let's roll with it. And I just think that's a really good That's probably a really good lesson for everybody to take

Julie Gordon White 18:31

away. Well, Jen, let's go back. That's how we met. Because actually, Lizzie was going to be on the show I do on Instagram, the meadow lounge, and she wasn't able to make it, and you were there, something you know happened came up at last second, and you were there in the audience. I'm like, Okay, well, we're gonna just have to shoot from the hip. The show must go on. Would anybody like to come up? And there you are, raising your hand with emoji or something. I'm like, okay, Jen Marcus, let's do this. And that's how this whole craziness started. Oh,

Jen Marples 19:02

I love that. So, you know, there was somebody else who had said, get ready for your Oprah moment. And I think it's really just an attitude, right? And this is what we want to impart with all of you today. And this is why Julie's on before we even got on, y'all because I called Julie coach. Julie, even though she's like, the CEO and founder of a consumer packaged goods company and doing huge stuff, but she used to be an executive business coach, and so I was like, oh shit, Julie's gonna see right through me and tell me things I need to do. And y'all, I have, like, sticky notes here already filled with ideas and things I need to do. You're just from five minutes with coach, Julie, because you're my coach,

Julie Gordon White 19:36

I just reminded you what you already know, Jen, that's all on the mirror to remind you what you already know. And I hope I ask permission before coaching. I don't think I do anymore. I'm just like, Jen, how about the this, this, this, we

Jen Marples 19:50

got too much going on. Just lay it in. Just, just lay it in. Lay it on the permission is there. And I think that's what's so beautiful about this whole thing, and what we wanted. I was like, what you know? My intention. I always have an intention. Y'all, before I record anything. And, you know, we were talking

before she got on, I just said, you know, I just want everyone to walk away because we're so pumped up from this Vegas thing, because we around so many women doing amazing things. And we've been with a lot of these women, kind of from the beginning when this whole, like menopause, midlife movement has happened, and we've seen how it's just grown and expanded. And on this virtual event, maybe some of you watched it, there was like 60,000 people on it, and we happened to be in the live studio audience, and wow, there's maybe, what, 100 150 people? There maybe 150 people, something like that. Yeah, the audience was super engaged, and it was really fun. So we just juiced up, because we're in mid life, and we get to do we want, and we want you to know, like, don't sit on anything. Don't sit on it, because I'm here now. 200 podcast episodes later, Julie is here with men. Oh, well, that's being sold on Amazon, and she's making huge moves.

Julie Gordon White 20:53

It's my third company, and then I started at 55 that's why I love everything you do, Jen, you're never too effing old period to start to jump, to leap into whatever dream is still stuck in your heart. We have plenty of time. And even if the energy is little less than what it used to be in our 30s and 40s, I definitely have less energy than I did with my first two companies. But I say I have better energy, because I get to leverage all of the Been there, done that's to make better, faster, smarter decisions this time, so nothing is wasted. Just go for it. If it's still stuck in there, stuck in your heart, stuck in your body, we have to follow it. So that's why I love what you're doing, because letting women know they don't need permission from us, but sometimes they need reminders. Women need reminders to jump in. So that's why you gotta keep wearing your y n t f o necklace, Jen, just to remind everybody I every time I see it, I'm like, oh, I need one of those. Merch is coming soon, merch. Get the merch. I'm gonna rock in your merch. Come on, let's go. And so I especially need a pink trucker hat for sure.

Jen Marples 22:04

That's coming. Okay? It's coming. It's coming. And again, I beat myself up. Bucha, why haven't done this before? It hasn't been the time. This is the year of merch. Timing is always perfect, that's what I say. And it's timing is divine. You just just reminded me of something I saw this clip that Brene Brown, she was talking and she said she really thinks that people experience like depression and anxiety because of unexpressed creativity. I think that is so important to know, because I think I know so many people I know I'm frustrated a lot. When I'm frustrated, it's because I have unexpressed creativity and things that I want to do and I'm not doing them, and then that you then you lash out if you get frustrated, and you lash out and you feel frustrated. And so I think the beauty of all of this, that I'm doing, what you're doing, is that this makes me so happy. So I've been thinking about a couple of these important things, so like the Brene Brown thing is that going side, like if we just tap into because we've put ourselves last. Historically, getting to midlife, we've put ourselves last. We've heard that all day on Saturday, it's our time to shine. It's our time to thrive. We have half of our lives left, so let's just go do it. And the only reason we're not doing it is because we're telling ourselves we can't, or society was telling us we can't do it, or our friends were saying, Well, why would you want to do that. Your life is great, you know, deep down. Everyone you know, deep down, if something's bubbling inside, and so I would just say, go for it. And another common theme that popped up, because there's a lot of startup founders, a lot of us have businesses, and we're all building the plane as we're flying it. We're building the plane. Yes,

Julie Gordon White 23:41

I mean, have a plan, but it's an outline, right? Because we can get so locked into a perfect plan, and a perfect plan is not going to get you to where you want to go. It just needs to be perfectly imperfect. You heard that before, and you have to start and then see what happens, and then you can adjust the plan. Because, you know, the plan we started out with, we start out with a different name. But if we were not nimble and willing to get out there and test and see, we would never have landed on the name that's actually perfect for what we do and the packaging that supports it. And you've done that also in your business, Jen and it. So you just gotta start. And it's hard to start out loud, you know, on social media, in public, but what I love about women in midlife is that we're all cheering for each other. I always say our arms aren't linked, and everybody's here and supporting, and you make a wrong turn, like, that's okay. I got you, sis, you know, how do we scoot you back on over here. It's a beautiful thing. It's the time to test and try, and it's okay to have to go a little sideways sometimes, no big deal. I think

Jen Marples 24:48

that's really important to hear, because same with me, we've all Nike's done it, you guys, every single company, right? Anybody doing anything has iterated and changed. And updated.

Julie Gordon White 25:01

Microsoft puts out software that has bugs in it all the time, you know? And that's why there's update 1234, 50,000 you know, it's just this is iteration. Is how

Jen Marples 25:11

you get better anyway, and you write up something really important. And I talk about this all the time, and stay tuned, because this is something I'm going to lean more in on this year, and that is the community and the collaboration and just sort of this attitude, and that was talked about a lot at that conference on Saturday, about collaboration. There's no competition here. That was, you know, I like to say I was so 1982 this new world of midlife and opportunity, like I met you, I met so many amazing women. I was crying a lot on Saturday. I just get overwhelmed by the emotion of it all, and women coming together, and I'm just like, look at all of us, and you just have to take the leap and the risk and know that you're worthy and that you will find amazing people. And I know some of these women that showed up, they got on planes from God knows where, and a lot of them came by themselves to show up to this event. And I just love that, because I know it can be scary to make new friends, and people think, Oh, it's too late for me. No, ma'am. I looked around that room and the people that I know and like the people extended, who were like writing us because they could see us in the audience, and I said I knew none of these people right before I decided that I was going to go out and do this thing. And my thing, y'all, as a reminder, wasn't even a podcast writing, was taking to Instagram one day in 2021 going, this is me. I'm Jen. I meant to support women. Let's see how it goes. Same.

Julie Gordon White 26:32

That's how you and I met. That's how we met Lizzie. You know, it's just, did you meet Lizzie on Instagram that? Did you already know Lizzie? I met Lizzie as

Jen Marples 26:41

a refresh for everyone. Lizzie and I met way back when, when I had my first PR firm, so I had clients on her TV show, and then we reconnected a couple years later, when in 2011 we were going to be on a reality show

Julie Gordon White 26:54

together. That's right, I forgot about that, dang it. You guys got to find that footage. She actually, I

Jen Marples 26:59

think, saw some of the footage. I never saw any of it. And for y'all listening, if you never heard this story, it was code name San Francisco power moms and I owned my PR firm at the time. Lizzie was in broadcasting. There was a couple other people. It was fully locked and baked, and they were pitching it to Bravo and lifetime and this, that and the other. And then all the husbands started to get worried that we were all going to get divorced, because that's what happens in

Julie Gordon White 27:22

like, TV Land, because that is what happened. Just

Jen Marples 27:24

look at the house. Look at all the houses. We're all divorced. It's like, they glow up the husbands, and then everyone gets divorced, and then it just poof, went nowhere. Like a lot of these things do, but um, that's how we then reconnected. And then when we started all this, we had been connected on Instagram, and then we're like, we should get together. This was probably 2020 or 2021, like early. So we reconnected again under this new umbrella. So we went from like our different phases in life together, and then I love her, and so kind of this midlife influencing content creation, product world that we're all sort of in, and it's been just nothing short of amazing, because you can meet your new best friends just by saying yes to yourself and putting yourself out there.

Julie Gordon White 28:09

That is so true. I mean, look at the three of us walking through New York. You know, what is that a year or so ago? Like Sex in the City having the most fun all the women in my menopause, perimenopause, midlife circle I met since 2021 mostly on Instagram. It's crazy. I'm not even a social media person all the time. You know, that's just not really my jam. But I has become, you know, so much more so. But you just never know when you open yourself up and you really accept that we are not too effing old. You can do something new and you are willing to kind of go through the messiness of that. It's incredible the friendships I have now that I do not know any of the women that I hang out with on the regular text with, play, with, travel, with until I stepped into this at 55 so, and I was probably 56 by then, you know. So it's so cool, so cool. I love it. It's

Jen Marples 29:11

so cool. I'm glad you said that, because I just had a recent podcast talking about community and connection. And it was one of the I posted on Tiktok, and is one of the most saved little just little tick tock. I mean, it's just like a little reel. It wasn't that long, it wasn't the whole podcast, but just tips on how to find friends. So I know, because I check to see, you know, I make note of the comments and what people need. And that's truly one of the things that comes up a lot, is keep that community and

connection piece. You just go into it. I know a lot of you, if you've had girlfriend drama, or you have some type of a girlfriend wound from way back when, the beauty literally about now is, if you come in expecting to meet amazing women, that is exactly who you're going to find. And just look at the energy in that room, what we were in, and like everybody wanting to collaborate and support and uplift, and it's like we're all in this together. And I just love that. And. We also Julie, we go deep at this age, because earlier, I think our relationships were more superficial to I mean, there's some we have some of our ride and dies from way back when, but now there's no time to waste, and you can quickly go, oh, you know you're not for me, it's all cool. There's nothing crazy about it. But then when you find those people, you really go all in, because we went when we met and then, and with Lizzie coming on like we meet regularly, we support each other, run a Text group together. It's like, oh my God, in my life, who am I? Remind me who I am. You remind me all the time who I am.

Julie Gordon White 30:31

Hey, here's the beauty. When you remind other people who they are, you're reminding yourself every piece of advice coaching you give someone else, it's always for you too. So it's a give and take. That's the beauty of this. Jen, so, yeah.

Jen Marples 30:44

I wanted to also, you know, before we wrapped up, because this is just, it's kind of a fun 200 episode like, here we are, and we're still here. We just celebrate.

Julie Gordon White 30:53

We're still here. People have come and gone. And can I just say it's because not only are we passionate about our mission, we trust our decision, we trust our resilience, we trust our resourcefulness to get through the hard times, we're stocked out of our best selling double chocolate brownie right now, and have been Since December, due to manufacturing and just things happen. And when things happen, you've had things happen in your business, we can just roll over and say, Oh, I quit. And you know what? No judgment zone. If it's not for you, maybe that wasn't the thing. But most of the time, if it's in our heart, we can be resilient and keep going. So I just want to make sure we take a second and drop a little pin in the fact that we're still here. Jen, we're still here. We

Jen Marples 31:45

are still here. And I can't remember if I was talking to you about this. I know Anne Marie McQueen from hot flash, our friend at hot flashing kids, said this in a again, midlife. So we all have a bunch of shit. So her father passed away last year, and one of her newsletters were titled something to the effect that just having a year where you're kind of just barely hanging on, you're not like expanding, maybe not thriving, but you're staying the course. And I think that's going to be for all of us, especially business owners. I'd put myself in that bucket last year with, you know, my son leaving, and my mom having a heart attack and some other personal things going on. But I just know, and this is the beauty of when you listen to yourself, I think, and say, Yes, Julie, and this is what you're talking about. And you know, deep down, anyone who runs a business is close to quitting every other day. I mean, that's just the way it is. But you know, deep down, when you're like ready to sell the family jewels to keep it going, because you believe so much in what you're meant to do and offer to the world that that has kept me going. And I know talking to so many founders like you have to almost have that like crazy level. And now not

everybody has to go crazy and build big businesses. Y'all you can just be saying yes to yourself because you want to go do the damn thing, whatever the damn

Julie Gordon White 32:56

thing is, right, whatever that is for you. That said the thing about midlife, pick your own path. Pick your own adventure. My adventure is not your adventure. Jen's adventures not your adventure. Find find your thing and then jump in whatever that is. Before we

Jen Marples 33:13

sign off, I want you to, like, impart some coach Julie wisdom, of course, because we have coach Julie here, and I'm giving you permission to coach the people listening. So from a lady standing on the sidelines, they're like, ah, there is something. What would coach Julie tell them to do?

Julie Gordon White 33:28

Yeah, get quiet. Go out in nature. Take a walk. Bring your phone so you can record your thoughts, because you're going to get these bursts of ideas, especially in nature, there's so many downloads that happen when you don't have people talking to you, when you're not listening to something in your ear, other than Jen's podcast on the way back from your long walk or on the way so you can get inspired, maybe, but then you need to be quiet, because we all know what's inside of us just waiting to burst out. We're just not ever quiet enough to hear it. Connect with that, and then don't get stuck on the how this is where women go, yeah, yeah, yeah. Because they start going into, how am I going to do this? How am I going to make this happen? That can really create paralysis. Focus on who you're going to serve first. Why are you doing this? What is the mission and passion behind this? Make sure you have a mission and passion, because when the thing gets hard and it will, you need to have that to go to to get you through. So when we focus on who we're going to serve first, then the how starts to evolve, because we'll know where that person is. I like to you know who's like, the one person, if you think about us men, well and having an energy or protein bar for women in the stages of menopause, well, that's not every single woman, although every single woman could eat our bars, but we're only talking to. Certain group of people. So find your group of people, and then where does she hang out? Or he What do they do? What do they like? And that will inform your hat. So when you really focus on surveying and who you serve, what the thing you love, I used to call this the business love triangle, love who you serve, serve what you love and then serve it with those who love both that could be a partner, that could be a team member. And when you get that right, the how starts to just rise to the top, and then you just gotta take the job and keep on going and pivot when you need to. That's it,

Jen Marples 35:36

the business love triangle. I've never heard that before. I knew Julie, you would have something fabulous for us today. See, I learned from you all the time. I learned from you all the time. Y'all, I'm just going to show the menowell bars again. If you're watching this on YouTube, you've heard me talk about mental well before, and Julie and I have decided to do something super fun. So we're going to do a giveaway, and so in celebration of 200 episodes, all we ask, hold up some of your boxes. Box, right? So tell everybody your flavors. First of all, Devil

Julie Gordon White 36:09

chocolate brownie. This is blueberry lemon. I'm matching her today. I love your purple. Thank you. Me too. I was wearing lavender all weekend, right? Peanut butter, chocolate, my current favorite flavor. Now here's something, just short version. This is our vanilla toasted vanilla almond. I love her pinkness. However you either loved her or you didn't, and not enough people loved her, so we decided to discontinue her. Thank you for yourself. And she's the one in the pink box. Julie, she's gonna have somebody else inside her pink box. Okay, we're working on that. Jen, stay tuned. But you know, those are one of those choices and pivots. I could have just felt like a failure to know Alma didn't work. Or what could we do that's better? So there you go. So here's the pink box. She's gonna have a new friend inside. So she's

Jen Marples 37:00

gonna have a new friend inside. I love it, and really quickly, too, just for somebody who hasn't heard you on the podcast before, just talk about what's in the bar and why they're so fabulous, yeah,

Julie Gordon White 37:10

only the good stuff. So we have what we call a transition Trifecta right here. It's maca, which helps balance blood sugar hormones, gives you energy. It's an adaptogen, plus every bar has seven or eight grams of protein to help keep you full and boost your metabolism. But the real power is between the protein and the fiber. 29 to 32% of your daily fiber in every single bar for only 150 calories, so all the good nutrition, sweetened with dates or little sweetness, a little sugar, it has chocolate chips in it, like this one. But other than that, MCT oil, flax seeds, spinach, kale, only the good stuff, because that's what we deserve. We call it power food for the paws.

Jen Marples 37:56

Power food for the paws. And you're all listening. And so we're all in the paws. We're in the perimenopause or the menopause. And Julie's bars. You've heard me say this a million times, and if you haven't say it again, these are the only bars that don't upset my stomach, because they don't have any shit in them. It's all those fillers and all that crap and all those other bars they make. I can't literally, one wrong type of food can send me into some dietary distress, and that is a sad thing about midlife,

Julie Gordon White 38:21

but that's why we have to be really thoughtful about what we put in it

Jen Marples 38:25

exactly. Well. Thank you for sharing all that. And ladies, all we need for you to do is we are going to do a giveaway. So what we need to do, or what you need to do, rather, is share this podcast episode. So just screenshot the episode. Share it with your friends and make sure you're following menowwell, and make sure you're following Jen Marples, and tag a friend. So we're going to put all this in the show notes. So you're going to follow Julie and my menow out at my menowel, hopefully you're all following me at Jen Marples. You're going to share this podcast, you're going to tag us, and then everybody who does that will be entered to win. So the week after, you know, drops on a Thursday. So within that week, everybody who does that will be entered to win. We're going to give away, what? Three boxes

Julie Gordon White 39:10

of mana. Well, bars. Pick your flavor. We'll ask you which one you want. So there's double

Jen Marples 39:15

chocolate brownie, peanut butter chocolate and the blueberry. The blueberry, I think, is one of my favorites.

Julie Gordon White 39:23

It's really yummy, too, especially in the morning or on yogurt. It is

Jen Marples 39:27

good with yogurt, yeah, and it's good because it kind of feels like a little blueberry muffin, but it's like so much healthier, exactly. So yeah, this is gonna be our first fun giveaway. So three boxes of men at Wall bars are going out to you guys, and all you've got to do is share the episode, make sure you're following us, tag us, and then at the end of the week, we're going to pick three beautiful ladies to win a box of men and well, bars. Thank you for doing that. Julie, that's gonna be so bad.

Julie Gordon White 39:51

My pleasure. My pleasure. Anything for you and your viewers, listeners and followers. Jen, because your people are my people. We're all the same. People together. We're all

Jen Marples 40:00

the same people, and we're all in this together. And we're celebrating 200 episodes. We're celebrating Julie's success at Mana. Well, so many years into it, and Julie just thank you for being a huge supporter. Um, you are so dear to me. And when I thought of the two women, sadly, you know, Liz, you couldn't be here, the two people I wanted with me to celebrate. I'm gonna start. I'm gonna get all Misty now, I wanted you to help me celebrate the 200

Julie Gordon White 40:24

love you so much. I'm so can I say proud of you? Is that okay? It's like such a mom thing to say, but that's how I feel. I'm

Jen Marples 40:31

proud of you too. Like it's a mom thing, but it's a friend. You

Julie Gordon White 40:34

mom me up a little bit. Yeah, I'm so proud of you for jumping in, following your intuition, making a huge change from who you were before to a new identity that is not easy, and doing it all in the mission to help women feel more confident, more inspired and more empowered, in a really powerful way, because you're not too fucking old, right? You're now

Jen Marples 40:58

too fucking old people. It's huge,

Julie Gordon White 41:01

huge, huge. So Jen, thank you. Thank you. Thank you for all you do,

Jen Marples 41:05

and thank you for all you do, and thank you. And I'm proud of you. I'm so proud of you. And that's the beauty of this phase, ladies, I you know, when all my friends are out there doing their thing, their success is my success. It's all of our shared success. It feels so good. Thanks for listening everyone today. And Thanks Julie for coming on. Oh my god. And Lizzie, we're sending you love We missed you. Lizzy.

Julie Gordon White 41:27

Love you, Lizzie. And thanks everybody for being here and listening. And I just encourage you to follow Jen everywhere she goes, because usually there's like a whole trail of pink sparkles, and they just get on you, and it just, it's just adds to the goodness. And in

Jen Marples 41:43

Vegas, we had pink pom poms. And if y'all haven't seen it, go to my Instagram, because cheerleader Jen with her pink pom poms getting challenged to a dance off. So of course, I went for it. And little did I know that the old entire

Julie Gordon White 41:54

60,000 people, 1000 people watching you. You know what? Twerking? You're not too because

Jen Marples 42:00

you're not too fucking old to twerk at the midline, right? Menopause, hot, menopause party in Vegas. So I will leave you all with that. But Julie, thank you for being here. Thank you for being a friend. Thank you for being a huge supporter. Thank you for being you, and I love you to the moon and back. Love

Julie Gordon White 42:17

you too. Thank you. Thank you. Thank you. Jen, bye.