

Ep 105 Jennifer Kem

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SPEAKERS

Jen Marples

00:00

I feel like I'm forever 29. And I wouldn't actually want to be 29. Again, I think I'm 33 to 35 I got a lot of wisdom, not just because of the life experience that I shared with my story. But I realized, well, there's so much left inside of me. And I think that if you're listening to Jen's podcast right now, you're probably a woman who definitely has a little bit of not a little, probably a lot of ambition. You're not done yet. You want more. And I think that the biggest challenge is not listening to the noise, that we don't have something to contribute even if it's a subconscious noise.

Jen Marples 00:48

Hello, and welcome to the Jen Marples Show. I'm your host Jen Marples, a champion of midlife women and cheerleader for all women dedicated to helping you embrace and rock the second and best half of life. Each week, I'll bring you conversations with incredible women who will inspire us educate us and motivate us to live our very best midlife. I'll also pop on solo to share my best advice, tips and tricks to help you unapologetically go for your dreams, embrace your age and become unstoppable. If you are itching for a change, ready to pivot, or looking for a second act, stick around as this is the show for you. And know this you're not too fucking old. Hello, everyone, and welcome to the Jen Marple show today I have a beautiful guest and it's another Gen you know, there were a good like five or six or seven years there in the late 60s, early 70s, where everybody was named Jen that this is a Gen Chem and she's fabulous. And I have to say before I say anything about her is that she is a fellow Hawaii girl. And when we met, we have one degree excuse zero degrees of separation because she went to high school with my brother, and her cousin is the best friend of my brother. So it is a zero degree of separation here. And I just love meeting a fellow Hawaiian. And um, of course another you know, badass midlife female entrepreneur. So Jen is the CEO of the master brand Institute. And she is a serial investor and a serial entrepreneur. And she's going to tell us all about that because her whole shtick and her whole thing and her whole reason for being is starting businesses and helping women get paid for what they do. So we'd love to hear that. So she's going to take us through her history and all that kind of good stuff. Before I go on. I just want to welcome you Jen to the show. I'm so excited to have you here today.

02:41

Aloha Jen, I'm so excited to be here. It's so fun to be with another sister from another mister who clearly his parents had to name us, Jen. I was like, so annoyed when I heard that. Jennifer is an old woman's name. Now I was like, fuck that. That's wild and crazy. So Gen Xers are hot and amazing. So thank you fellow Gen for having this gen on your show.

Jen Marples 03:07

Gen Xers are hot and amazing. And run with it people. All right. So take us through I know you had many businesses and you started a long time ago with your entrepreneurial spirits. So let us know kind of where you started and what you're doing today. So it is

03:23

a long winding yarn. But that's what happens when you've been on this planet and doing your thing for a little bit longer than other folks. And I always like to say that I'm not a spring chicken, I'm a seasoned chicken. And those of us that have that life experience and expertise are very tasty. So people should come and partake more often and what we got going on. So in terms of that long, winding yarn, you know, I started becoming an entrepreneur in I chose the entrepreneur life in 2006. And growing up in a small town in Hawaii, on literally a plantation house. My grandparents immigrated to Hawaii from the Philippines and worked with plantation fields. And I always thought I was a total alien growing up in my little town like I loved being where I was from, and I loved our family unit. But I also felt completely alone and didn't know where I belonged. And so when you fast forward, all I wanted to do was make my family happy. And so I pursued a very ambitious course in Silicon Valley and grows very quickly in the corporate space in strategy and marketing, go to market for big brands, et cetera. And the only reason I left in 2006 Was I really thought, Oh, I'm going to become the next CEO of Google or I'm going to be like Marissa from Yahoo and run a big tech firm. I was passed up for promotion in 2006. And it was promised to me if I had worked on this incredible project, which is now known as streaming aka Netflix or Hulu so I was one of the team leaders to bring that to the masses. When I got pasture for the promotion, I realized, you know what? All this ambition is not giving me what I really crave, which is autonomy, which means for me being completely in control of my future, and I think when you're ambitious women, we're all control freaks to some degree, and we want to completely control our destiny. And I realized, Okay, I'm gonna do it. I'm gonna do it now. And I was in my mid 30s At the time, you know, and it was scary. But I leaped, I started a retail business first in Hawaii, in the underwear business because they wouldn't have Victoria's Secret there. I'm sure you remember that. Like we didn't have anything. We didn't have a Macy's in 2006. Okay. And so for me being somebody who can smell the money, that's what I'm known for. I can smell the money and see the future. Those are two my two gifts. And I knew that that was a category that could win. And then, by serendipity sake, Oprah had her bra fitting special at Nordstrom. She introduced Sara Blakely is Spanx. I was the first person in Hawaii to carry that. And in 18 months, we were already doing \$10 million in sales, I had expanded my stores. And I honestly I have no background in retail except for the fact that I actually shot okay, but I, I think that part of picking a winning idea, because we have a lot of ideas. I say that I'm a multi hyphenate entrepreneur, I am interested in a lot of things. But I also like to choose the ideas that I feel are worth implementing. So anyway, that was 2006 2008 people remember 2008 If you were in retail or real estate, which I was in both of those industries, you got zonked. There was no bailout for small business. And I lost everything. I lost my business, my home, my marriage, and even my grandmother died at that time. And she was my like, She's the woman I still aspire to be every single day. And so fast

forward from that moment, like the darkest moment and asking myself should I go back to corporate because I was scared, you know, I mean, I had two young girls to feed. And I was at that time I thought, I'm midlife. I'm too old, like I was 35. And I thought I'm too old. I shouldn't go be wild and crazy. I had my one chance. And I did it. And then I failed. And I had a real like, Come to Jesus universe, Mother God moments where I was like, wait a minute, no, remember what your highest values are, which is you want autonomy. And if you've done it once, you can do it again. Right. And so fast forward now, between 2008 and today. I run for companies I have Kham Kham, which is a go to market and strategy and branding firm for corporate, I have a same thing for entrepreneurs, I right size, those strategies for entrepreneurs called MasterBrand. Institute. And then I have actually a vineyard property and a wine company, and even a crystal company. I call it like a rituals company, but and I'm launching brands every single day for our clients. And so that's where I'm at. And that's what I do. And I moved back to the Bay Area about five years ago. And I love it here. And I'm so glad that Jen, we're kind of neighbors like it's a it's kind of a long stone's throw but we are neighbors. So just

Jen Marples 08:13

across the bridge, we're close. Yeah, close, we get to see each other. Well, what an exciting story. And it was, you know, when you said 2008, and sort of the crash that I was brought back to that spot to I had my PR firm at the time, and my husband was in real estate. So our family definitely was like I became the sole breadwinner for a while there. And I had three small babies. And so I get you and I think a lot of women listening, if you're all at midlife like us, there are some punches that we all took back in that day. And so you know, what doesn't kill us makes us stronger. And here we are. And you said something earlier that we're seasoned. And these are the things that make us tough and give us that gravitas that we're talking about in life that a lot of women think that it's over. And it's just beginning because we have that life experience where, you know, in any company, I mean, it takes all of us, right? It takes all of us in any type of life, business, whatever to get. So I'm not bashing young people are really nothing. It takes all of us, because we all have that unique perspective, right? And so I remember reading something about just this. And they said basically, it's the case for bringing the midlife and the older sort of generations, the boomers like back into the workforce, because we've been through all those ups and downs, so many ups and downs and we didn't die. We all learned how to pivot. We all had to dig deep to figure it out. Right? And so that can't be discounted. So when you said that it just kind of made me have that whole train of thought of this is why we're so amazing right now because we've been through it. We survived. We've walked through fires, flames, you were able to get out of it. You had young kids, I had young kids and we did it because I just love hearing that. So and I'm so glad that we're connected Because another Hawaii girl makes me so happy. You all know you're gonna hear me say time and time again, there's a very special bond and connection that you get when you meet other people from Hawaii. And I do want to say one thing, too, when you said that you felt like you were sort of on your own growing up in the town that I knew you grow up grew up in, I felt sort of the same to the certain degree of, I never felt like I totally fit in. I was actually pondering this the other day. And it just takes a while sometimes to find your peeps. And this is what this whole thing is about. It's finding yourself and you know, stepping into your power and going for it, not questioning it, knowing you're meant for more known you want to do more. So with all of that, let me ask you this question. What do you think the biggest challenge is for women at midlife right now?

10:47

I think you touched on it a bit, and I'll just kind of bring it forward is that we've been trained by society and whatnot that women today who get pregnant at 35 are called geriatric pregnancies. 35 years old. And now looking back, I'm almost at the 50 mark, I'm a couple years away from that. And I feel like I'm forever 29. And I wouldn't actually want to be 29. Again, I think I'm 33 to 35, I got a lot of wisdom, not just because of the life experience that I shared with my story. But I realized, well, there's so much left inside of me. And I think that if you're listening to Jen's podcast, right now, you're probably a woman who definitely has a little bit of not a little, probably a lot of ambition, you're not done yet, you want more. And I think that the biggest challenge is not listening to the noise, that we don't have something to contribute, even if it's a subconscious noise. I think also that with technology, sometimes it can feel like, do I have to keep up with the social media Joneses? Do I have to go and like dance on tick tock? Am I the kind of person that in order to be seen and recognized and respected still and contribute? Do I have to become a performer? Do I have to become performative. And I think that one of the things that we need to just be aware of is that we are overqualified for what's next. And so that's really exciting for me

Jen Marples 12:24

to take note, everyone were overqualified for what's next, I love that. In that same vein, then so the woman out there, and I know they're out there, I talk to them all the time, the woman who's sitting on the sidelines, who hasn't worked for a while, or who's in the corporate job and wants to pivot. But let's focus on the woman who hasn't done something for a while. Because I think that's it's harder to go from zero to get your foot back in. Because I'll put myself in that camp. Because when I shut down my PR firm, I had to shut everything down, I had to stop. And then it took a little while to get some momentum going again, and keep going. I kept adding things. So I think I want to go from that perspective, because I know you're gonna have something really great to say. So for the woman who's sitting out there, yeah, Jen, you just said, you yearn for more. I'm yearning for more. But where do I begin? How do I get started? How do I know what to do next? What would you say to that woman?

13:21

I actually that time, even when I lost everything, I took nine months of being not just in the poop, but also just not doing anything. And I moved back into my grandma's house. And you know, and I remember one exercise that I did, that a friend told me to do that really helped. And I think it would help today, if I were in the same shoes as the woman, you're talking about Jen? And she said, why don't you write a list of how much experience you have? And how much expertise do you have? And those are two different things, experiences life stuff. And we've, whether it's you've had babies, or you chose not to have babies, whether it's stories about where you were growing up, and all the other things and then expertise is the actual things that Jen, when you took off for a little while after PR you clearly have expertise in PR marketing, working with brands, right, these are still things that are least so happened. It's basically your awesome list, like Hey, I am awesome at this. And let me just list it all out. And I think too often we don't celebrate how far we've come. We don't actually look at it in black and white. I like to say that I want to see more women be well bragged. Meaning we're afraid to brag, but when you're writing down the truth, and that is the truth what you've written down, then we should be celebrating it and the first person that needs to celebrate it is you like who cares about everybody else, but we've got to sit there we've got to acknowledge that we've done things so even if you've sat on the sidelines for a little while. Why choice are not by choice. There are Are things in your life that make you worthy of

what's next 100%. And just like anything, I hate to use this metaphor, because, you know, I don't want to talk about like, I want to be body positive, but I think all of us have been like, especially premenopausal women, oh my goodness, it's like it's so true, like, gaining 10 pounds and losing 10 pounds is so much different than 30 to 40 to 50. And I think the same thing is when you are sitting on the sidelines for a while. That's called atrophy, right. And so the muscle has to learn how to get back into the rhythm. And you don't start with trying to lift your bodyweight. You start with a one pound weight, or just taking a walk. And I think that transition to like, Hey, I'm on the sidelines, and I'm going to that if you pair your awesome list with one step, every single day, that ambitious woman, she's in there, she's going to come through and she's going to remember because muscle memory remembers who she is and what she has to do. And that's obviously the hardest part of the whole thing. But if I were starting over or talking sorry, with a woman like that, that's exactly what I say I did. And it really helped.

Jen Marples 16:11

I love that. I love that. And I love that you mentioned to to celebrate, because we are really good at not doing that. And we're on to the next thing on to the next thing where some weeks, your celebration could be you know, everyone in my house is alive. I got them to where they needed to be. And I showed up and Okay, that's good enough. It doesn't need to be these massive things in these massive wins. There's a lot to be said for celebrating those small wins and just deciding to show up for yourself. Right. That's a small

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with and yeah, celebrate it. Living is a challenge, you know, especially in today's times, because there's a lot of noise, a lot of pollution literally in the airwaves. And so getting at peace and celebrating the small things like for me today, my win was I actually took a walk with my dog this morning. I've been putting it off for seven days. And I was like before I get on the phone with Jenn marbles, I'm gonna go and take a walk. And I, I didn't want to because I was like, Ah, got my makeup on. I don't want to get all sweaty. But I was like, I really want this right now my body wants it. Let's go. And I think that that's back to like, that's a small win. And the old me would have just been like so wet. Right? Wow, you did a big thing. But now I'm, I'm joyful that I can get up and go still. So I'm with you. Yeah,

Jen Marples 17:34

so celebrate those wins. And a lot of time, I'll go out there and Instagram and remind people to do that. And it's because I need the reminder. So you know, everything that I say to everyone, it's because I need to hear it to say that we're all perfect and doing everything, there is no perfection, we all need the reminders. We all have those weeks where we have our heads down, you're kind of crossing that finish line. Just look back, look back and go, you know, I didn't if you could just be sick, and you're like, Okay, I'm not sick anymore, when I mean, it doesn't have any have to be anything big. But certainly if you've got some big things, you made a big phone call, or you you reached out for that person for coffee, or, you know, when I was recording my episode for you know, celebrating my 100th. You know, I just said, I gotta make a big deal. Because the old me would be like, I'm next I'm next, I'm looking at the next thing. But you've got to celebrate those wins, and you have that appreciation, then it gives you that juice or whatever to go forward. We just have to do it, we have to be better, because we're so good at celebrating everyone else. But let's celebrate ourselves. So because I have you and you're a branding genius. And we were talking before we got on this interview about what you could offer the women out

there as far as advice, like top three or five bits of advice, and what it means to really have a personal brand. I think it gets thrown around a lot. You know, I certainly say it I you know, I run masterminds, we're kind of what's a personal burn? Why? How is that different from my company? And so I'm gonna let you answer the question and then take us through, you know, give us a couple bits of advice, like what does it mean? And how can how can we do this thing called Personal Branding?

19:14

Yeah, well, I could talk all day about this. But let me first come up with some definitions so that we're all speaking from the same dictionary. Okay. So there are three types of brands, there's personal brand, product brands, and company brands, okay? All three matter, depending on whatever you want to do next, or what you're doing now. But a personal brand is main job is visibility. And that word is kind of scary for people. Right? And when I say visibility, not just being seen, but being heard and being heard for the experiences and the expertise, as I mentioned earlier, that they can share and bring value to people who are looking for that value, I always like to say that marketing, which is part of branding, it's not the same with marketing is simply letting people know how you can help them. And as a personal brand, if you overthink that statement alone, simply helping people know how you can help them. Generally speaking, when you're building a personal brand, you're doing it because you want to make visible, something that really matters to you. In this case, Jen, you have made it your mission to help midlife women know that they're not too fucking old, right. And that's so important to and it's so important to women like me to know that you're out there, shining the light on yourself and saying, I can support you with that if you're struggling right with that, because it would be normal to struggle. So I just wanted to kind of do some definitions first. Now, in order to build a personal brand. My personal brands have been around since the beginning of time. And this is a non religious statement. But Jesus Christ is one of the biggest personal brands to ever walk this earth. Adam and Eve are personal brands, they're in a story. They're in a book called the Bible. And they all have their stories at the end of the day. First, your personal brand is linked to your story. So if you haven't taken some time to do that awesome list, even as I said, not just the small ones, but what is your expertise? What is your experience that tie into what you think you want to do next, or maybe enrich what you're currently doing, but you're not talking about enough? The thing is, is that we all actually like telling our stories, stories are what binds humans together. They've kept us alive since the beginning of time. So first of all, with your personal brand to answer the question, what is your story and to organize it a little bit, think about your experience and your expertise, those two things in relationship to that. The second thing is, I'm really big on not keeping up with the social media Joneses, I say that a lot, because that's where we can get really tired and overwhelmed, and not take steps. And so I'm a big fan of not being present on any social media that doesn't have your audience in it. Okay, so generally speaking, if you're in the professional realm, LinkedIn is a social media platform, you, I'm just gonna say you have to get present on I didn't say you have to get good at it. I said, you have to get present on it. Okay, you'll get good, the more present you are. And that's the trick about building a personal brand. It's not about thinking. It's about embodying and then letting people know, and you want to do it. And messy is what I say like be willing to do it messy, imperfect, because it won't get polished, unless you're willing to be that diamond in the rough out there in the world. Okay. So if you're on the creative side, Instagram, Pinterest, and whatnot, but I really like if you're asking me from a professional standpoint, where I think personal brands need to be, I would say LinkedIn, and YouTube, everything else can be used as a secondary source of finding you. Okay, then the third thing is, you know, winners don't do things alone. Look, the fact that we are living

and breathing right now friends, and you're listening to Jen and I, right now means we're winning, we're here, we have something to contribute still. So what that means is, is that we need systems and my definition of systems are people process and technology that can support our personal brand getting out there. You know, people, if you follow me on social media, I get this from a lot of people like you're everywhere, I see you everywhere. And I'm like, Oh my gosh, do you know the systems I have in place to make sure that I don't get burnt out, trying to be seen, heard and paid. So things like at the beginning of the month, I work with my team, and as a team, you can be a part time virtual assistant could be your teenager who sits down with you and says, you know, Hey, Mom, told me the things you want to talk about this month and get it on the list and batch it like that, and then hire somebody online who can just distribute that content. And the more you start to learn about feedback from people like oh, I resonate with that, or you get crickets, you're gonna get crickets in the beginning. Nobody knows you yet. That's what I say, well, a personal project, nobody knows you, except for your kids, your mom and your dog or your cat like in the beginning when you're building a personal brand, but that was the same for Steve Jobs and Sara Blakely too. Nobody knew them. They had to be willing to be messy. And to do it wrong. I want to say a fourth thing is that you have to unlearn a lot. Because what got you here is not going to get you there meaning we learned how to be professionals or moms or household, all the things right superwomen we learned that up until this point. Now we want to make a pivot, right? We want to do something different or we want to expand what we're doing. Well, a lot of what that takes is unlearning because we learned a lot of shit that doesn't work anymore for us, you know, a, you know, we learn, we're learning how to use our voice. We're learning how to use systems to help bring our voice out there, we're learning how to work on the right heart things instead of trying to prove that we're worth it. And so the unlearning is just as important as the learning. So those would be like, I think that was four things. When it comes to your personal brand,

Jen Marples 25:20

oh, that's all so good. And I think that advice about trying not to be everywhere at once, and starting where your people are. And so that comes down to when you're kind of figuring out who you are, then you've got to that second piece, like you're saying, you've got to find out who your people are, and really zero in, and then you can't be everything to everyone. And then I love that you said, we have a lot of unlearning to do because we were told as women to do it alone. And I think the hardest thing for women to do is invest in themselves and invest in some work, because somehow, maybe there's a psychology of like, I can do it all myself, or I'm a failure if I need to hire somebody. But to get to where we all want to go, we're gonna need help. Like, I've got help, I've got help doing this podcast, I could have never gotten this off the ground. Without my team, there's no way that I knew the value in that. And again, if you're just starting out, like Jen was saying to you can get administrative help off Upwork, it does, you could have just a temporary virtual admin, that doesn't cost a lot. But who's going to be invaluable and just help? You know, free up some time, because a lot of us are busy. There's a lot of stuff going on. So it's focusing that time I could go on like, we could talk about this for five hours. Yeah, but I think what you laid out are really good first steps. And then I would just add to that, I know you say this, too. So you kind of just start when you said it, you said you got to start, yeah, your dogs gonna love you. And eventually, some of your people are going to come into your realm, and then it's going to go from there. But you're not going to get any feedback if you don't get out there and just show up for your people and be clear on what you have to say. So that was really, really great advice. Thank you for

sharing that with us. Here's one of my favorite questions. What do you think women can do better to support each other, especially along this midlife journey?

27:14

Oh, this is such a good question. And I grappled with that question in the last five years myself, because I love friends. I grew up in Hawaii, like Jen, and you know, it's part of our culture growing up there, it'd be weird if you didn't have a tight family and friend, ecosystem. But as I got older, and entrepreneurship in the beginning, especially if that's where you're headed, for example, or even if you want to start a new nonprofit, I like to call it the four benefits. That takes this what I call initiation energy, right? And when you're in the initiation energy, what happens is, you do still feel alone, because you're trying to figure everything out. But then what's really important is that when you come on the other side of it, that now it's not about what or how it's about who, okay, and the who is the shortcut if there is one. So you have to go find friends, colleagues, to be around who understand the challenges, who will cheer you on that. And sometimes you got to try those on to you have to unlearn. Sometimes you're in a group because of the mutual benefit it looks like and then they're just not the right fit for you. You have to get into another group or groups that feel aligned with your values, who are listening to what you need, and that you can have a reciprocal relationship with. And finally, I want to say this, as a woman and her midlife, making new friends is freaking hard. Like back to like, I came back to the Bay Area. And many of my friends back when I was here in the 90s they live in different places. So I have to make new friends and it's super weird and awkward to make try to make new friends at 45 so hard it felt so lonely to make new friends at midlife. But that's a story I tell myself anyway, because it was awkward and weird for me. Like, why would these women be interested in getting to know me? They already have friends. You know, they're they're in their mid 40s. Now they don't need another friend. You know, and there was a point in my life where I was team no new friends because I was busy. You know, it takes and I you talk about this a lot, Jen. It takes a lot of courage to even say to somebody, Hey, I think you're up to some dope shit. Like, I want to be a part of your life. And can we just have coffee? You know, and I was scared of rejection. And I gotta tell you, like, every single connection I've made with intention has proven out including JennaMarbles herself. We were made to help each other as the point we were made to be a village and we forget because we get so narrowly focused on every thing we're trying to do, but just be around sisters, who will remind you that being part of the village is important and in fact critical to your life. It's so

Jen Marples 30:10

important. And I'm glad you said courage because for some, it's easy to make friends and others, it really does. It can have you shaking in your boots. And especially if you're relocating back into new place, you find yourself in a new situation, and you're like, Okay, where do I begin? Why do I hold a sign up at Carline? Like, I need new friends or you know, walk into a cafe, like, Hey, I'm open for friend business. But you gave some really good tips. And at the end of the day, it's, it's being supportive, and also reaching out, but it goes both ways. If you see somebody who's new, you know, it's up to us to to kind of throw out that hand and open up the circle and be like, come on, like, come check us out. And see, we'll do that all the time, like, come to this networking group, or come to this event, come to that coffee, come to that book talk. And if you if you're open to it, like you said, and you go in with intention, I think that's a really important point to note. If you go in with intention going, I'm going to find really

fabulous women here. That's what you're going to find. Yes. And I think it can be as simple as that. I really do. What do you wish for women at midlife,

31:14

so many things, but the main thing I wish is that you knew how worthy you were of anything you want, period, you were worthy of everything that's happened up into this point, and that you're worthy of thriving forward. And that's what I want for my midlife friends. And I want it for myself to not forget that.

Jen Marples 31:36

Love it worthy. What do you think the best thing is about being at midlife?

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I think so many things. Again, I think that we know a lot of things, and we're resilient and durable. And that comes in handy when we you know, we've been through some stuff. And so what I love is that we can also be great models for the women who are looking up to us, you know, people say that Gen Z's and millennials aren't, you know that we're not like them. And I always say, You know what, that's true. We're not like them. They want mentors, they want models. They're desperately seeking it. And I think genuine use and you got to reach back, we have to reach back to younger people, too, we have to reach back to millennials and Gen Z's and younger, and say, because they're living in a space where that durability that resilience comes through technology instead of real life experience. And that's what we have all these true sad epidemics of suicide rates, and depression and all these things. And actually, I think we're here to help assure wellness and self care and celebrating mental health as being a priority to this younger generation of women who are going to be leading the world. And so I just love that about us. I think that we get to be models now and mentors, and that's freaking exciting.

Jen Marples 33:04

Oh, I'm glad you mentioned that. Because with daughters, I think about it all the time. And I'll talk to teens. And I actually have younger women that follow me and they reach out and they're like, you know, this, this stuff that you say, and it says something to me too, because it's really a lot of what we all talk. I mean, it's all especially just anything in power minutes all it's even gender neutral, because I have men even reach out. But it's really important that the younger ones see us and like you say they have us as role models. And I think it's really important for them to see women at our age, doing what we're doing and doing new things. And it doesn't have to be big and running companies, it can just be going, I love to go salsa dancing. So Goddamnit I'm gonna go salsa dancing, I'm going to be happy, I'm going to be comfortable in my own skin and announce that you model for the women behind that we don't have to compromise. Because I think we all grew up it was more as more is more and we were never taught to question anything. It was just kind of like you're on that ladder and then all of a sudden, what does this all mean? Is this what I really want so there's beauty and now in the learning for them that week, they get to choose they don't have to do it. Society has said that they get to design their future and definitely the whole mental health thing. We could talk about that for five hours. But I just think to show women kicking ass doing whatever you want on your terms is powerful. For the ones coming behind us. It's so powerful. Oh, I could talk to you forever. But I want you to finish this sentence. It's my closing sentence. It's I'm not too fucking old to blank. So I want you to say it with your

34:37

word. I'm not too fucking old to do whatever the fuck I want.

Jen Marples 34:43

Boom. Mic drop. And that is the energy that we are putting out here on the Gen Marple show if you take anything away from this episode, it's that we are definitely not too old to do whatever the fuck we want to and it has been So amazing chatting with you. And thank you for all that wonderful wisdom and all your tips because that is definitely going to help so many it's going to I know it's going to help me. I took some notes, and it's going to help all the ladies listening. So where can we find you support you find out more about everything that you're doing.

35:16

Thank you so much. This has been so fun. You have such a great show. I just I can't wait for everybody to keep listening to this because there's some amazing humans on here. I was. I know I'm supposed to tell you what I like to how to find me. But I just want you to know that I found a lot of cool women that listen to this show. So anyway, you can find me I like to chat on Instagram. So if you really are listening, and you're like, hey, I want to talk to you. I love chatting and voice noting on Instagram. So you can find me at Jennifer dot Kim km, and then I'm on LinkedIn and all the socials at Jennifer Kim. Basically Jennifer kam ke M and then my website is Jennifer kim.com. So you can check me out in any of those places.

Jen Marples 35:58

Awesome. And we're gonna link all of that in the show notes well, from one Hawaiian sister to another Mahalo for being on the show today. I am so excited. We had this time together and Lucky me. I know I get to see you soon.

36:11

Yes, I'll see you soon. All right, thanks.

Jen Marples 36:14

Bye