

Ep 163 Erin Keating

Tue, Jun 04, 2024 4:22PM • 50:16

SUMMARY KEYWORDS

women, feel, hotter, podcast, anne hathaway, story, started, pleasure, conversation, give, career, movie, work, edibles, guests, kids, midlife, hear, listening, younger

SPEAKERS

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 gorgeous guest, her name is Erin Keating. And Erin Keating makes hot stuff for women over 40. If I do, whoo, I think you might know where this is going. That she is the founder of hotter than ever, which is a company that she just created about a year ago that has media experiences and products and events that empower and light up the lives of women over 40. So we love this you already know you're gonna love this conversation. And her mission is to help liberate women in midlife to break the unconscious rules we've been following to become freer, happier, sexier and more self expressed. Whoa, can I get to hell? Yes. Amen. Sister. Oh, and Aaron's got some fancy credentials. She's an Emmy and Peabody award winning media veteran. She's worked for Comedy Central IFC, and she created original content for Snapchat. And she's the host of the hotter than ever podcasts, which yours truly was just on a few weeks ago. And she has a weekly substack newsletter called hotter than ever. And she's going to tell you about all the wonderful things she's got cooking for all of us women over 40 during the course of this interview, and she's just a delight. She's one of us, she is a entrepreneurial, badass in her 50s doing the thing, doing it scared showing up, knowing she's got a mission. And she's here to serve all of us. So I'm just so excited Aaron to have you on the show today and cannot wait to dig into a juicy conversation. Let that be a little double entendre.

02:43

Oh, Jen, I love you. Thank you so much for having me on. I'm so excited to dig into everything. We're

Jen Marples 02:50

gonna dig into all the things. So let's start with your story. Because you are a kind of a baby, new entrepreneur, you've been in business for about a year. And so you haven't always done this. So we're gonna There's me a lot of lessons to extract from you in that regard. And of course, dig into what you're doing what all the stuff is all about. So tell us how this all started. Where did you start? How did it come to be? And what's sort of what is the future look like?

03:12

Thank you, teed up beautifully. You know, I was a direct deposit girl. I was a 20 year media industry executive. I've started my career at Comedy Central and sort of worked my way up to running scripted originals at Snapchat. So lots of stops in what used to be called the cable industry along the way, sort of, if you've mapped my career, it maps to how media has changed through every era. But what happened to me was really the beginning of this new chapter was I got COVID. So I was working really hard, really hard in my last job, and giving it you know, 150%, like we do, and I have little kids and an unhappy marriage. And I was sort of the anchor for everything and everyone holding it all together. And the thing that was getting neglected was, you know, me, so I got sick with COVID. I ended up with COVID pneumonia. I had to go to the hospital. And the thing that happened to me in a private single room in UCLA hospital was it felt to me like Canyon Ranch. It felt to me like, Oh, my God, I can breathe. I'm in a place by myself where other people are taking care of me. I'm not well, but I'm going to get well. I could hear my own thoughts for the first time. It was so profound. All the flowers that people sent the biggest bouquet was from my job. And that is a metaphor. And, you know, I just started thinking different thoughts. I got in a fight with my husband the day that he was playing came me up from the hotel slash I mean hospital. And I just thought, This isn't how things are supposed to go. This isn't the life I want. And I started to have all these big thoughts. I think it started with the marriage, which had sort of been on the rocks for five years, and I had been trying to keep it together. And we agreed to go to couples counseling for the last time. It didn't work. I hoped it would. Like I had hoped all those other times, it didn't work, and my husband moved out. And I started to sort of rediscover my self, and my sexuality, which had been dormant for 10 years, no sex, last 10 years of my marriage. So I started to date when we can go into that and what that looks like, been a wild ride. And then I got laid off from my job. So it was like everything that was sort of underpinning the foundation of my life, all these good girl things that I had done, right, the good girl career, the climbing the ladder, the marriage, the children, that everything looks good from the outside, that what I call the Keeping Up with the Joneses life, I'm just gonna bring that phrase back into common conversation. You know, I really had the opportunity, as I sort of stood in the middle of the ashes to say, what is it that I want the rest of my life to look like? Who do I want to be now? You know, it's such it's so incredible to have a clean slate. Two weeks after I left the hospital, I turned 50. I think that was also a huge part of what catalyzed my change. So I went on a retreat in Italy I did a little Eat Pray Love action, did a week in Umbria with Sherry salata who your listeners might know, she was one of Oprah's partners in running her cable network own and she was at EPA on Oprah Show and Sherry. You know, Sherry helped me to put together really to unearth the vision for what I wanted to do next. And I knew I wanted to do a podcast. I don't know how or why I knew I wanted to do a podcast, I was listening to them. I loved them. I'm a media maker. That's what I know how to do. That's my training. That's my, you know, 1020 30,000 hours, I thought, well, I can do that. It's got to be easier than television. I did that. And you know, we're we're off and running. And I knew I wanted to talk about pleasure. I knew I wanted to talk about reinvention. I knew I wanted to talk

about Gen X and kind of where we are in this moment. And then I realized the audience for the show could be even wider than that. And that there were a lot of millennial women who were also feeling the things that I was feeling. So that's kind of how it got started. And then the vision for it has grown and grown. So it started as a podcast. It is a podcast, it is a substack. But I also am planning to develop a slate of Film and Television under the banner of hotter than ever, I'm doing live events. And I'd have have some amazing product ideas, and a fun product mix, which I'll pitch to. But yeah, I really see the brand as something that can be celebratory and positive, encouraging and empowering, but not full of shit. I think there's a lot of fake gurus and wellness stuff out there. A lot of self help influencers out in the world, where they don't have the full conversation and they don't dig into all the real stuff for us. So what I really see harder than ever as being pro pleasure, pro power, which is about your agency and your voice and what you want from your life and profound, because you don't get to this age and want to have shallow conversations. No,

Jen Marples 08:49

we're done with that. Yeah, we're done with that. First of all I need to get we need to give a shout out to Sherry salata, because when you mentioned her, I look at her emails. She was really one of the first ones who had a podcast for women over 50 I can't remember what she called it. It

09:05

was something about turning 50 being 50 and she did it with her best friend. Yeah, yeah.

Jen Marples 09:09

And then and then it changed because then she turned 60 But she was really and I started listening to her going deep around the COVID time to when I was going through what what am I have these ideas where is this all gonna go and she was really one of those first voices so I'm gonna say the shout her out for one second because she I know she's continuing to do work and retreats and all that kind of thing when she doesn't have the podcast anymore but because I too thought about podcasting for years. So she was one of my muses way back when and you're just reminding me that and I say this all the time to my listeners that you never know where you're gonna get ideas we have to open up we've got to listen to a lot of women hear a lot of experiences because we can get a lot of support from women we don't even know and that's such a beautiful thing about this life and not being so connected. What I really love is that you are focusing in on what I think We really tend to ignore, which is first putting ourselves first. And then obviously, you've named everything hotter than ever. So let's just let's just take a pause for that for a second because hotter than ever, you guys when I met Aaron, I was like hotter than ever double entendre on purpose, right? She's like, Oh, yeah, I'm like, because we truly could be hot if we don't have our hormone patches on. Right. But truly, when you get to midlife, I actually feel hotter than ever. I just don't give a shit anymore. And we could we could have a whole podcast episode dedicated to that. So I just love that play on words, because it's true. And I we both want women to believe that and I just got off another conversation with somebody about the same thing. The only reason why we're not feeling it, it's because the patriarchy and just how we've been raised, I'm firmly steeped in Gen X. And we've been told we're put out to pasture after 40 Hell even up to 30. I mean, when you look around, all the models are like 19 and 20. So we were feeling old in our 30s. So now we're all in our 50s. And what are we looking at? What's the representation? Right? So I love that part of what you're doing is wanting to create content for us.

11:05

Yeah, I want to put our stories out there. And I want to tell stories to us about what's possible for us. Because just speaking on the media side, having been a TV executive, most of my career, I programmed to younger men. In the comedy world, I programmed to Gen Z on Snapchat. I've never programmed for this audience. I've never liked the way we were marketed to with oxygen and lifetime, I was felt like we were sort of ghettoized. And what has happened is that the programming that is made for us is about crime. So the Law and Order SVU is the 600 episodes of snapped 600 episodes of snaps, where women kill their husbands because they're being abused. I mean, every true crime podcast, there is so much of the stuff for us. And even things like nine perfect strangers or whatever, that sort of feels like, oh, that could be great. It ends up being a crime story at the end of the day, because I think, consciously or unconsciously, the culture is invested in this narrative of victimization, and revenge. They feed us this stuff that makes us scared. And then that keeps us from claiming our power, when how many 1000s of other stories and topics and thrilling things could we be talking about in the media? I'm excited for what is possible, when we can show women of our age being as sexy and self expressed, and powerful, and cool as we actually are. That feels like a much needed piece of the puzzle in terms of how we reframe aging in the culture. Hallelujah.

Jen Marples 12:52

When you were saying that was making me think of, you know, the older days of Sex in the City when Samantha Jones who was always, you know, she's at least what, eight to 10 years older than everybody else. Remember, she was like the first one to turn 50 Yeah, and she made her own money. She wasn't relying on anyone. She lived life by her own rules. And like, she's like our avatar, her character is sort of revolutionary. And I wish too bad. She's not on the reboots. Because I just I loved her character. She's actually I think, the most soulful, heart centered character on that whole show. But she was the one who was working in making her own money and making her own way and creating the rules and living living how she wanted to live.

13:28

Well, I have a lot of agency, which is something that I'm so interested in, she was saying how her life was gonna go, she was not following the rules. And she was hooking up this young guy. And, you know, she was following her own Muse that shows a gay male fantasy, but I want to make the version of that show that reflects the archetypes of the women that really exist today.

Jen Marples 13:54

Right? I think it's such it's such whitespace because you either have reality shows which of course aren't reality, and it's about women tearing each other down, which you're not about I'm not about like

14:05

housewives. How retrogressive is that I

Jen Marples 14:07

mean, I just, I, I can't with all of that. And there's so many incredible productive, amazing women right now. And for the women listening, if you're not doing something, this is not pressure to have to do

anything, either. It's really all about stepping into who you are and doing whatever the fuck you want. Yeah.

14:24

And it's not judgment for enjoying the media that you enjoy. I just have a perspective where I can see what's not there. I'm a development executive in my core. So every time I meet an incredible woman, I think, well what about her story? What about her story? I can't help it. I just want to tell them, I love

Jen Marples 14:41

it. You're the woman for the job because storytelling is everything and your whole concept of being profound. And it's really to me that means being authentic agree we're done with the bullshit. We need deep true conversations and connection with other women and to ourselves. So we're just we're done with that surface level stuff, it just doesn't serve anybody anymore. It doesn't serve as public service. No, in private, it just it, there's just no place for it anymore. And so that's one of the drums I bang really loud. I want to ask you this question. So hotter than ever, you know, you're creating all this content. Why do you think it's so important for us to be tapping back into our pleasure? Because I know, we've tended to put ourselves last, you know, to date with the kids and the partnerships and work and all this stuff. And probably a lot of women listening, and you got emotional when you're talking about your breakdown, and you're on the hospital and like being just connected, and I've cried many tears about it, too. It's like this depth of like, who are we? How do we come back to ourselves through pleasure?

15:41

Yeah, I love this question, Jen. Because I was like a head without a body. for a really long time, I was just what I could accomplish, how I could serve, how I could parent how I could wife how I could work. And I really only had time to be a mom and a worker, I barely had time to be a wife. And I didn't really want to be a wife. But the person that got lost in all of it was me. And you know, we are all sexual beings. Because we are human beings. That is how we are made. We are all built with senses that can light us up. And pleasure for me is like a wide range. I love sex. And I'm pro sex, I'm all about it. But I'm also Pro, sitting in the sun, and eating delicious food, and taking edibles and feeling different feelings, on pro experiences. And getting out there and living your life and following your bliss. So I feel like pleasure can be a lot of different things. But what it isn't as cookie cutter, what it is, is personal, how you connect to your pleasure is going to be different than how everyone else connects to their pleasure. So for you, there may be a specific sensual experience, like everyone was heard about Oprah would take these baths and there would be 30 candles all around. And that was like her pleasure zone. There's that or you're into a particular kink, and you go out and investigate that. Because you deserve to identify your desires and fulfill them, you get one life. When we look back in our 90s, God willing, when were 120. And we look at how beautiful, and how vibrant and how healthy and how sexy we were in our 50s and 60s and 70s and 40s. Do we want to have deprived ourselves of the things that are just being a human being on planet Earth, our senses and experiencing life, beyond just the intellectual beyond the achievement beyond capitalism? I just think we deserve to feel good. And so for me, I had kind of lost my orgasm. Over the course of the 10 years that I didn't have sex, I had been a sexy kind of slightly younger woman, and proud of it. And losing that part of myself, was heartbreaking to me. It just made me feel like wait, I liked that person I was when I was 27. And so figuring out my way back to pleasure.

And for me, you know, it's come through a lot of different modes of pleasure. But sex specifically, that was so incredible, because I was like, oh my god, I'm a wife. I'm vital. I feel things. I'm capable of so much pleasure. And we all are. And so that was kind of the gift that I started to give to myself was like, I didn't remember that I was this person. I didn't remember that I was sexy. I didn't remember that I was attractive. And I started to walk around like a taxicab with the light on that. Like, if someone's looking for a taxi cab, they're gonna see me because I was lit up. I figured out how to light myself back up. And how fucking amazing is that? You know, I want that for every woman who feels like, Well, I'm a mom. So I'm just wearing my sweatpants. And, you know, a friend of mine I had lunch with and she said she had been really successful in her career as a choreographer. And once she had kids, she was a stay at home mom and a friend of hers came to visit who she hadn't seen in a while and her friend was all like dressed up and tricked out and all like sparkly. And she was like, I'm gonna put on my good sweatpants because I'm just a mom now. And it's like, nobody's just a mom. Nobody's just done anything. After she met up with her friend her friend called her and said, I'm worried about you. Where are you? You're gone. You don't have to wear this mask this costume this you don't have to take on all these trappings. You know you can hands still be a version of who you were. So I was very moved by that story. And I felt like God, there's so many of us who can relate to that.

Jen Marples 20:08

So many, and I've had some other guests and it's, I feel like we can't stop talking about this. I shouldn't say some, I've had a few who've just really talked about by us tapping into our pleasure and who we are in unpacking all the shifts. Yeah, that we need to unpack to get to that place. The world doesn't want us to do that. Because when we do that we are in our truest power, and that's not power that puts other people down. That is power that lifts everybody up. Yeah. And for you know, I'm gonna get all it's amazing. It's on me, like, I'll anti patriarchy, this conversation, but that's rattling to the status quo. Because when we're in our power, and in our truth, and we operate a different way, it's scary for the powers that be. It's like watch out world once we actually all step in, and I do my heart when you talk about like that woman who's in the sweatpants. And I'm just a mom. And first of all, just saying just a mom. It's bringing me to my knees. As we record this, my son is graduating from high school in two weeks. I mean, parenting is no joke. So we have to get over the just and I hear this all the time. And I said, Women, whatever you're doing, stop belittling yourself and what you're you don't have to do a goddamn thing to be worthy in this world. Not one fucking thing. We all lose ourselves. Well, I think we all have a story. So I'm so glad we're having this conversation and that you've got your podcast, and you're going to create all this for us because we need to be reminded, because once it's like a muscle, it's like that muscle memory once you don't do it, like everyone, it's like kids and work and this and everybody's first and you're like pleasure. And immediately everyone just goes to sex. And you're not even saying that that's a nice sort of cherry on top, I guess. But it's having that time by yourself. You're getting a massage, having having somebody else touch you, like, rub your head, rub your feet, whatever that means walk in the daffodils. But just to come back to yourself and take time for yourself.

22:02

Yeah, I mean, and I think for those of us who sort of prioritize career and success and all these things, there's just a lot of lying, we do to ourselves about what is making us happy, and who we are and who we have to be. And I just spent so many years lying, just because I was so scared. I had built this whole thing and built this whole structure. And, you know, I had been really successful in my career by selling

my voice and my advocacy and my evangelism to companies. And I just started to feel like where am I, in all of this. I took great care of my kids and my husband, my household, I was in charge of everything, except me. I think it's possible to be successful and to have a happy marriage and to be a great parent, and also feel lit up about yourself and your life, and your sex life and your body. And to be much more integrated than I think we let ourselves just sort of be parceled off to all these other people and things in our lives. Aaron,

Jen Marples 23:18

you're bringing something up that I think everyone deals with the disconnection, the playing life by the rules that we didn't create. It was the thing that was supposed to bring us ultimate happiness. And we woke up and realized, oh, gosh, I'm in a hospital thinking it's Canyon Ranch. I have been there. I actually have a story. It'll be in my future book. Were no joke living in the city at the time. I had three kids and diapers because my son was two my girls were newborns. And we're being in the kitchen going. What happens if I punch out that window? I get to go to the hospital. And have everybody leave me alone. Yeah, I know. You're so passionate about what you're doing because of what happened to you. Same as me. We I don't want any woman to get to that place and certainly ignore and then I kept on going for 10 more years. Yeah, just about before I really it all sort of crashed and burned. And I talked about that on your podcast. Ladies listening. If you find yourself in that spot right now just go get the help and know you are worthy of receiving it. Before I forget to ask this, you know your podcast, you have so many incredible guests on the show. They kind of span you've had a Brodsky on so you're talking about you know, basically our on all of our unpaid labor, gendered

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division of domestic labor is a big one. A huge

Jen Marples 24:39

one. You've got women coming on to talk about sex, you've had an empowerment and all of that. So when you're going to put together this show and everything that you're releasing, how are you sort of zeroing in on the guests A and then B. What is it you've learned from interviewing all these incredible women throughout the last year of your pod? fast.

25:00

The booking process is very intuitive. Man, it's relationship based. So you know, I get my best guests from other guests, because I say okay, like, you know what the show is and what we do here, who else should be in this conversation? I am always looking for people who can talk about career reinvention, life reinvention, I am always looking for people who can talk about empowered sexuality, and pleasure. I'm always looking for people who can unpack some of the bullshit we see out there on social media. There's a lot of sort of mental health garbage out there. And one thing I've been doing recently is, you can't get to your pleasure and your power, if you are struggling with childhood trauma, or psychological stuff, you know, so I've had someone on to talk about, like, why we fall in love with narcissists. And what about nervous like you hear about the nervous system dysregulation? What is that? What do you mean? What is trauma, what is PTSD, let's really understand it, understand how to help ourselves, understand what's available to us out there, and what the new thinking is around how we heal, so that we can get on with the business of having fun and having an awesome life and enjoying ourselves.

Because for me, at the end of the day, that's what it's about. It's about, how do I have the best possible rest of my life. And so I have learned so much. One thing is that none of these incredibly accomplished women think they're all that accomplished, which is sort of part of the disease of self esteem that lives in women, where we are just, it's tough for us to believe in ourselves. But I think at this point in our lives, our expertise has proven to us that we are qualified, we do check all those boxes on the job description. Whereas when we were younger, we would check five out of the 10 and be like, Well, I'm not really qualified, I'm not going to apply. Now. It's like, oh, yeah, I've done that. And I can do that. Yeah, I want to do that. But I don't want to do that. I've done that. And that didn't feel and I'm gonna go this way. And so I just feel like we know ourselves so well, at this point. And we're starting to feel especially as our estrogen drops, more confident, less focused on accommodation. So a sex therapist named Eva clay came on. And she deals a lot with women in midlife. And she told me this thing that I've thought about every single day since she said it, as our estrogen drops, our desire to accommodate others, also drops because you need to accommodate others when you are fertile when you have children. But at this point, we don't really meet that, we are free to step into whoever we want to be, without needing the approval. And the accommodation of the culture around us. shares a lot of said, everything is a love problem, and only you can solve it. I think for me, that means it just everything comes down to loving yourself, your self talk, how you take care of yourself, you do all of those things, you do everything to nurture you, you show up totally different in the world. I also loved and shoket. She was the editor of of 17 Magazine. Now she runs a networking group for women. And she talks about women and power and how women don't do power like men do power men do power over women do power with and how collaborative we are, and how our instinct is to help and support each other and encourage each other. And Jen, you're the perfect example of this. We really connect with each other and then want to bring each other up. So there's just been all of these beautiful gems in these conversations, and a lot of humility from using readily accomplished incredibly successful people who have a lot of expertise to share, and also are on the same journey that we're on. I really always want people to talk about their personal experience and what brought them to where they are. It's easy to come on and preach your expertise. But I want to know, why did you get called into this? Because I think that's what I want us all to be doing is listening for what we're being called to in this chapter of our lives.

Jen Marples 29:33

Oh, we're such kindred spirits in this regard. God, there's just so much there. First of all, I have to say, with the women, everybody and I'll put myself in that camp as much as I'm confident in certain areas. It's just been drilled into us to question to a certain degree because again, we were playing by rules that we didn't make. Oh, and we can't win, and you can't win. And so now you might as well and I tell everyone it's like you just you just got to be you and then the right people We're coming to you. But I get calls from colleagues all the time women, like you're saying, even with your guests, and I know some of those guests that you've had on, on paper, like why the hell would she be humble? Or why would she be questioning herself? We all do. Yeah, we all do. And we all and especially we have those, maybe it's not every day, but we have those days, you're like, What am I doing? We're so hard on ourselves. And I think truly, it is a product of how we were raised. I kind of was going deep into this whole I was I was watching a movie about venture capital and women the abysmal amount of money that goes to women founders. They say investors invest in men based on their potential, and they invest in women based on what they've done. And the same thing holds true with jobs. So when you're talking about those little

job categories, a guy will be like 20 jobs, when I've won, I'm totally down for the job. What's not to love? A woman is 20 out of 20 is still going, Oh, maybe I need one more PhD. Or maybe I should have been three years at Google not 2.75, right. And it's just a bunch of bullshit.

31:00

It's a bunch of bullshit. And the gift of getting older is the bucket. For me. I never had the bucket when I was younger. I started as an actor when I was in my teens and 20s. And I never could say fuck it in an audition. I could never just go in there and leave it on floor. You know what I mean? I was like, Do they like me? Do they think I'm fat? How do I please. And that's how you fail. Especially as an actor, when you're supposed to show up revealed, you're supposed to show up with all the juice and all the real stuff. And I did not have the bucket until this chapter of my life. And it hit me like a ton of bricks in that hospital room was just like, What am I holding myself back from? Why am I giving it all away for free and not keeping any for myself. And now I just feel like, you know, it was scary to launch a podcast and also to talk about my personal life. It's pretty confessional. But I do it because I think other people need to hear the truth. And they need to hear vulnerability. And because fuck it if no one tells the truth, and everyone just keeps lying. And if everyone just keeps lying, we stay unhappy. So I'll go first, I have a friend who says leaders go first. Okay, fine, I'll go first. It's uncomfortable. I want to though. I want to because fuck it. I'm here got one life, got this voice got this experience. I want to use it for good.

Jen Marples 32:27

And you're being called. And I know I'm being called, the more we step in. So we're I like to say to that we're taking one for the team. Yeah, and going out. Because once you do, it's like not giving a book, mine comes out as you're not too fucking old, which is you cannot care what people think. And not giving up. It's a middle finger to the patriarchy. I actually was just at a memorial day party. And a friend of mine said, I don't know, Jen, if you need to hear this, if you need somebody to say that they're proud of you. Because I've done our kids have gone to preschool together. Now you know that her daughter's in college and my son's about to leave? And I said, I'll take it what do you got to say? She's like, you just don't care. And you're going out there and speaking the truth. And that's what you're doing. And I said, you know, thank you for recognizing that it wasn't easy. The first time the first time you get in front of a camera and mic because you know, especially with everyone knows my career, I was pushing everybody else forward my whole career. Same with you. So we're coming from behind the scenes and putting ourselves first or in front rather. And it's it's hard, but we're showing everyone the way and you don't have to go as crazy as we are and do podcasts and do all this stuff. But if you take one small step because you listened to Aaron, you listen to me you listen any one of the women out there who are doing this, and we've all done our job. Yeah,

33:39

I just want you to feel good. I want to feel

Jen Marples 33:41

good Aaron.

33:42

Oh my god, totally. And Chardonnay is just not going to cut it.

Jen Marples 33:46

On so many levels. We I've had the menopause doctors on to it's like it is not. Alcohol is not serving us. I'm not saying I'm a teetotaler, but it's not doing what we need to do.

33:57

No. And that's the only solution that's been offered to us, right? Oh, let's get our mom juice. Let's anesthetize ourselves wine and SSRIs Actually, no, actually meditation and journaling. You don't have to do it every day. I certainly don't do it every day. I am not great at routine. But when I do it, I feel good. I exercise now I didn't use to really exercise like I didn't really have time for that therapy, do that. And also, tick edibles or mushrooms and like, you know, micro dose fucking try something different. Try something different. There's so much fun to be had out there in the world and you can have it. You may not have to negotiate the time, and people might be upset with you. And they may wonder what the hell happened to you and why you change so much and how you're so different. They may not like that. They may love it though. They may love it and they probably will love to see you shine.

Jen Marples 34:56

I just want to say one caveat. Yeah, just so everyone knows but we're not anti, if you need any drugs or anything like you do what you need to do, all we're saying is that it's just having that self reflection and inquiry and the fact that it's what we've been marketed pills and booze as a cure all, which again, it's not because it keeps us small. Oh,

35:18

dude, I was on like the pro during COVID. I had never been on antidepressants before. But I was like, I hit such a low that I was like, Oh, I could use some help.

Jen Marples 35:26

And that's super healthy. Everyone needs to raise their hand and do that. The other thing is, you made me think of this. Because I do know. And we all know, if we look around, and our friends circles and social circles and things like that. Two things happen when you start to step up and out. One you sort of notice the women that are in pain and who really want to do since part of the reason I'm doing this show is to give someone a glimmer of hope that it can be different, just like what you went through, you don't need to go through life dead and put your literal Ph. D on a shelf and not use it. Because you're in service of your kids or your family. There is so much pain that I see around me of women not stepping up. And I know because we've been tamped down by society, we've been told, Oh, you've been out of the market for so long, you couldn't possibly go back and get a job or start your own business. I mean, there's so many messages, we're here to say, of course you can't. So it's time to start listening to the right people and surrounding yourself with positive supportive people. And the second part of that is, and I know this is a big part of what you like the whole profound thing of like having this deep connection and community and surrounding yourself by other women. We're sort of on this call it the self empowerment path, for lack of a better term, that we just need to know that women are out there. And if you put yourself out there, that's what you're going to find. If you think all you're going to find as depressed people or women who aren't on your side, that's what you're gonna find. And people think

it's revolutionary. But truly, if you walk into a room and go, I'm gonna meet amazing women today. Boom, you're gonna meet amazing women.

36:56

Yeah, yeah. And amazing men. Oh, if that's what you're in, well, yeah, a lot of people notice that light being on.

Jen Marples 37:07

It's super attractive. I'm going to completely pivot this conversation because I remembered something I wanted to ask you. I could talk to you for five hours. You know, you and I have talked offline about this. Could be you but you said man, and it made me think of the Anne Hathaway movie. I can't remember the name of it that just dropped on Netflix, Amazon Prime. You the idea of you Prime Video, right? My girls were like, Oh, we're not gonna watch it. I'm like, Well, I am. And I loved it. And even Kara Swisher loved it because I'm a total Stanford, Kara Swisher and Scott Galloway. Yeah, I just love this movie. And the thing that was beautiful about this movie is that Anne Hathaway is in her early 40s. And she has this torrid affair and love affair. Yeah, with this hot popstar. And it's just showing it's like revolutionary, all the the media out there. It's like, oh, I'm an older woman and a younger man. Like, really? Are we still having this conversation that this is revolutionary? But I was crying there because I was like, this is women. I'm gonna start getting emotional, like women are so fucking beautiful. And like, no one gets to tell us that we are done at any age.

38:10

No, no, they don't. And, and I will say, if you are an older woman, and you want the Anne Hathaway story, and you are available to date, there are hot younger men who want you. But it is no joke out there on the apps. I set my age restrictions like over 40 and the number of guys in their 20s and 30s who are like, Hey, I'm a little young for you, but oh my god. I mean, they're so beautiful that they're so you know, lots of drawbacks to young men, but they're available is the thing. If that's your fantasy, it doesn't just have to be a fantasy. No, you live your life however you want. The great thing about that movie is, first of all, it's proof positive for what I'm doing. Right? Every single woman I know has watched that movie. And maybe it's a guilty pleasure because it is very Hollywood and it's freakin Anne Hathaway and she looks like she's 28 and is a movie genuine movie star. But the only thing I do differently with that movie is I'd switch the roles. She has a best friend in that movie played by Annie Manilow who co wrote bridesmaids with Kristen Wiig, who's also a comic and she looks normal. She looks normal. I would just have her be the protagonist. I would have her have her. Her dreams come true. And her fantasies come true. Because the fact is that you don't have to look like Anne Hathaway, to have a Torah drill, a 24 year old but we need these stories. We need these stories that weave it was written by CO written by Jennifer Westervelt and Michael Showalter who directed it Jennifer Westervelt made a movie called Kissing Jessica Stein 20 years ago, and she's been making a movie that reflects sort of the moment in her Life that she's in every decade. And I'm so grateful we have women filmmakers out there, like her who tell an empathetic and very true story, even if it has Hollywood candy coating on it.

Jen Marples 40:12

We need so much more. And we're going to get that from you. I know in the future. I think the Nancy Meyer movies are probably the Myers movies. But I loved all those one with Meryl Streep where she

was like, you know, having an affair with the ex husband and then with Steve Martin, and this and that. And she's this. Of course, she's Meryl Streep. But still, we're actually showing a real woman who is older, having pleasure. I've watched that movie. I can't count how many times I've watched that movie. Yeah,

40:38

totally.

Jen Marples 40:40

We just need more of that. Yeah. I want to ask you a question though, before we wrap up, because you are new to your entrepreneur journey. There are so many women listening who are at a crossroads. And they're just waiting to start and waiting to kind of get off the sidelines. You know, you've done it. And they're sitting on a dream. I was sitting on my dream of a podcast for years. And then I finally I just had to do it. So what would you tell say to those women, the ones that are sitting on the sidelines waiting on a dream, or sitting on their dream, rather, wanting to do something they know something is burning deep down inside, but they're just not going after it? What would you say to them?

41:17

Well, I would say to them what Sherry salata said to me on this retreat, which she said once and I have, it sounded to me, like she said it 100 times a day. How much time do you think you have left? Sorry, we're not here forever. And if you have something burning in you, something your intuition and your gut and your heart and your spirit tells you you need to do put one foot on the path. You don't have to invent everything today. Get out of blank document and just start writing. Give yourself permission to dream. Give yourself permission, to put words to a thing. Words are how things start to become real. I always find writing is the first step to everything. And whether that's like scribble, scribble in your journal, dumping it all in there, bulleted lists, post, it's your notes app, you leave yourself an audio. Today, I'm gonna give myself permission to talk about this thing that I'm dreaming about. Send it to yourself, the more that you give it space, time, energy attention. It's like anything in your life. The more you tend to your garden, the more it grows, the more attention you give your kids that's positive, the better and happier they are. So you deserve that. And I would also say, figure out where you're lying. Listen to yourself and the stories you're telling yourself about what's possible for you. Because for me, I was like, I could never be a single mom. My mom was a single mom, I did not want to be a single mom, I have twins like Eugen then I was like, what is that story? Maybe I can be a single mom, because I can't be in this marriage, you know, and maybe I can, I had a whole struggle about LinkedIn, when I first started the podcast, because I knew I was going to be talking about spicier stuff. And I was going to be really revealed personally, which I never was, professionally. I was collegial. But you didn't know what was going on behind the mask. And then I just took the mask off and started talking about what's real and what's so in my life. And I was like, How can I put that out there to my entire professional community on LinkedIn. And so gradually, over time, I've sort of figured out how to do a little bit of that and use other mediums to to express myself. But any moment where this is like a sticky uncomfortable yuck. Or I can't or I don't know how you don't have to do it by yourself. And you can do it with baby steps. My strategy for life has always been slow and steady wins the race. I am never a person who feels like I'm going to be an overnight success. I'm 52. I'm just at the beginning of this journey. I'm going to build this thing brick by fucking brick, just by putting in the work every day. It doesn't magically

happen. That's not how things happen. Things happen because you do things incrementally. That's all you have to do. One little thing, give yourself permission to listen to that voice and take a tiny little step.

Jen Marples 44:21

I love that because we tend to get overwhelmed with results and perfectionism. And we could talk for three more hours about that. But those little baby steps turn into if you take one baby step every day, that's 365 steps in a year. What does that look like? What does that mean?

44:38

And you're not going to you're going to take more and more and more because the momentum starts to build and it starts to feel really 100% And you start to go, what did my intuition telling me to do next? That is my guide about people about partnerships about the direction of the business about who I have as guests. I really just, I let my intuition guide me in a way that I Never, I would override my intuition all the time. When I was in business working for other people. I don't do that anymore. Yeah, we're done with every time I do it, I took you

Jen Marples 45:10

regret, you know. And that could be its own topic for another hour. But if we don't listen to our intuition, it's our true knowing. It's never led me wrong. And it's the brain, gut, whatever x is the whole thing. So it's actually your brain, your brain is telling you, you exchange your danger. This is not a good thing. This is not a good partnership. That's not a good event. That's not a good guess that's not a good, it will never lead you astray. I mean, we could talk about that forever. But that was really, really great advice. So just baby steps, everyone baby steps, and give yourself permission. Yeah. So before I ask you my final final questions, what's next for hotter than ever? So you've got the podcast and the substack. So what's on your what's on Aaron's vision board?

45:56

Oh, my God, of course.

Jen Marples 46:00

A park my next year is mine is hot pink, someone just sent me one yesterday,

46:03

my husband magnet on the side. And so salary the number second write it off. You know, really, what I am doing now is I'm starting to put all my content on YouTube. So I'll have everything up in video format. on YouTube. In the next month, I'm loving doing the substack it's really fun to stretch the muscle of writing. You know what is coming down the line is filmed versions of the podcasts that look a little bit more like TV, the little bit more produced, continuing to sort of get out there with my message to this community of women in midlife. I'm also working on a live show about dating online, for women in midlife with an amazing friend of mine. Because I think we all just need to sort of debunk some garbage about what that experience is like. And also, I think it'd be a really fun night out. And then I'm building a slate of Film and Television and making plans for products. Okay, here's my product mix ready? Okay, I want to do a line of sex toys. I want to do a line of edibles. So that it's like, I want to feel sexy. This is a libido enhancing edible, you know, hotter than ever says take this, like I believe it, you know, I want it to

be featured in Oprah Magazine, if that still exists. And I want to do reading glasses. Because I can't see shit.

Jen Marples 47:22

I gotta make sure we're, you know, taking the right amount of edibles, but kind of put those glasses is very important. Yeah,

47:28

I mean, you know, everything I do has a little bit of a sense of humor. It's a little bit cheeky. But I believe that we can be deep and funny, and fun and sexy, all at the same time. And that's what I want to do. I don't want to there are a lot of people out there who are building communities, I want community to swell up around harder than ever, and I want to serve that community with content and products and experiences. That's what's on the agenda for me for the next 15 years. Oh, brick by

Jen Marples 47:58

brick and it will happen, it will happen. So my final question for you is, what do you think the best thing is about being in midlife,

48:06

just like myself. I like myself, I enjoy myself. And because I enjoy myself, I enjoy other people. I think my expertise and my wisdom having caught up with me and my age. It just feels really good. to own all of that. And to just show up as me in the world and not give a fuck. I'm just me and you're just you and we're not all things and not everyone's gonna like us because we don't like everybody. And I just don't feel like I have to be good or perfect anymore. I just don't. I'm gonna do my best. And if I fuck up all apologize. I just am so much looser and easier with myself than I was when I was younger. And it's so freeing. I

Jen Marples 48:51

love that. What a great way to end but you've got to finish the sentence that everybody finishes on the show. I'm not too fucking old to be hotter

48:59

than ever done.

Jen Marples 49:03

That was a slam dunk. Yeah. collab. There it is. That's the ultimate goal. Not to fucking old to me. Hotter than ever. Yeah, I love it. Well, where can everybody find you stalk us support you and get into all things hotter than ever. Thank you.

49:23

Hotter than ever pod on all the socials. I have a website, you can sign up for the sub stack there, you can go to sub stack and sign up for the sub stack and on my mailing list. Please come along for this ride.

Jen Marples 49:36

It's gonna be harder than ever. I love it. I love it. Well, thank you for being on the show. This has been an amazing conversation. We could talk for five hours clearly. I know the running joke is my my podcast manager always wants to get her on we can have a shorter podcast and like I can't open it up. If anything, they're gonna become a longer because it's really everything to get me to do on like in an hour because I just I love to talk to Why am I don't you know like it right funnier terms back and I'm going to talk as long as I want yeah well Aaron thank you so much and it has been a joy chatting with you today

50:10

you too Jen You're amazing thanks for all the great work you do thanks