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## SPEAKERS

Jen Marples

### Jen Marples 00:00

We are absolutely better and stronger together. So go out there today and support your fellow women in business and in life. Hello, and welcome to the Jen Marple Show. I'm your host Jen Marples, a former public relations agency owner turned business and life coach and motivational speaker dedicated to helping female entrepreneurs achieve the business and life they desire in their 40s 50s and beyond. Each week, I'll be bringing you conversations with incredible women who are rocking entrepreneurship, and taking courageous action while also dealing with all that midlife entails. I'll also be dropping in solo to share thoughts, advice, tips and tricks that will help you live your best life. If you are thinking about pivoting in your career, starting a new business or looking for a second act, stick around as I guarantee you will be inspired. And know that you are not too fucking old. Hello, everyone, and welcome to the genmark will show today I am breaking up my meet in Malibu series just to pop on and share some really great words of wisdom about how we can do better to support each other. So my my topic today is women supporting women, we must do better. And I actually just gave this talk to a women's group. And people really loved it. And I talked about it all the time. I've talked about it actually on this podcast before. But I thought you know what better time than now to really drive home the fact that we try to do better supporting each other, we all can i Can you Can we all can. And it's not to say we haven't been trying. But this is just a quick chat today to really bring this to the forefront, to get us to really think about how we can do better to support each other. My whole theory about life is, the more you put out, the more that comes back to you. And for me, personally, I'm doing this whole podcast and so much of what I'm doing to support you, obviously, and this is my life's calling. And it feels really, really good to give it feels good to give, it really does. So with that as the foundation, I want to take us into 10 ways we can right now today do better in supporting each other. So these are my top 10 tips for women supporting women and how we can do better. Number one, notice if you have a negative thoughts about another woman, just notice it. We have been conditioned by society to have negative thoughts. So you're not a bad person, I'm not a bad person. We are just been conditioned. So if you see a woman walk into a room, or you see somebody next to you getting a promotion, you're wondering why you didn't get that promotion, really just flip those thoughts really quickly, instead of going to the Who does she think she is she's walking in here like she owns the place. Instead think she is walking in your leg? She owns the place, good for her. What could I learn from her? Same thing with you see somebody getting promoted? Don't automatically go to the what did she have that I don't have etcetera, etcetera,

we all go down that rabbit hole instead go. Alright, so what was she doing that maybe I'm not doing? Maybe I could talk to her? Is there a way I could learn from her. And this also goes to, if you see a friend of yours rockin a bikini on the beach, and you think maybe she shouldn't be wearing a bikini or whatever, let's just get rid of all those negative thoughts and instead go Good for her. She's feeling so confident in her skin that she is rocking the bikini or the high heels or whatever it is that she's wearing. Go get it, we've got to stop these little microaggressions these little judgments against our fellow women. And again, you know, you're not a bad person. We have been programmed by society to think this way. It started since we were young. Number one, just notice a negative thought and go oh, gosh, I'm having a negative thought and flip it to a more positive thoughts. That's number one. Number two, normalizing asking for support. So if you see someone fabulous, and you're like, What is she doing? Ask her. Ask her what she's doing. And ask her maybe to give you a tip. So if it's your friend who said hey, you know you're really showing up say I'll just use a LinkedIn as an idea. I see that you're really showing up on your hard charging on LinkedIn. Like what do you what are you doing that's helping you or you see somebody showing up an Instagram and you don't even like the filters she's using or someone has just rebranded ask a question, ask for help. And conversely, say how can I help you? So this is where a lot of times we get it wrong, where we've all been in that position where we've been asked for help people come To us, but then there isn't that reciprocal. So we just want to get into this loop of Hey, Jen, I'm going to ask you a favor or question or can you direct me somewhere to something? Sure. Happy to help you. The next part of that should be now how can I help you? Is there something you need help with? So we're always asking and reciprocating, asking, reciprocating asking, reciprocating, so it's never one way. So let's just get into that loop. And just think of how much we're gonna accomplish, if that's the way we go for it. Number three, surround yourself with positive women. So the way you're going to help support each other better, and help yourself to, is getting into the room with a wonderful group of women. Now, you can do this by networking groups, you can do this via masterminds, you can do group coaching classes, it can even be a gym that you join, and you just love the energy and the vibe of the women there, depending on what goals you want to achieve. Because nothing is going to be more helpful, more positive to you, no matter what type of change you're trying to make. If it's business life, career, weight, fitness, whatever it is, you want to surround yourself with other positive women. And then when you're in those groups, again, it goes back to how can I help and encourage you, and then you're going to get that in return. So you know, there's that whole thing of if nothing changes, nothing changes. So if you're around negative vibrations, negative groups, or women who aren't seeing potential and are always saying that the glass is half empty, you got to find the glass half full people, and really tripled down on those relationships. Number four, wildly promotes other women wildly promote other women, like your life depended on it. Because guess why? Like I said, it's all circular, it's all gonna come back to benefit you as well. And it makes you so happy and makes me happy to shout people out to support people's businesses. And I know I can make a connection for somebody, I'm going to make that connection for somebody. So I do this all the time. And it's really how I've always been, what's one of my superpowers, I constantly see people like, Oh, I saw two women, one woman who I knew from a yoga class, one woman from a networking that complementary businesses, as you guys should partner together, at least have a coffee and see if you can work with each other. Because I think you could refer business to each other, they went off and had coffee, now they've got a relationship, you've got to look at those connections and making those connections happen for other women, more actually, than you're looking at it for yourself, because it's all going to come back to you. If each of us just once a week, tried to connect a woman or shout out another

woman and go God, that woman is doing something really amazing. She just launched something or she just opened up a new business, help her out, support her. And it takes being very intentional. Because you know, we scrolling, we're all busy with our own lives. I know we are. But if you consciously think once a week, like maybe dedicate a Friday to it, that you are going to promote somebody, maybe I'm going to start a movement fan girl Friday, and we're just going to be doing this for each other. Because the more we can spread the word about each other's businesses, our successes, whatever it is what we offer, the better the world is going to be. Because remember, we're stronger together. No one's taking anything away from you, by you promoting another person's business. I'm so crazy about this. I was at a networking at a networking event, I was actually speaking at a group a couple months ago. And there was a woman sitting there who, you know, do coaching and you know, stuff that was pretty like minded. And I just kept pointing to her saying, align yourself with someone like x over here. And most people would have been like, I can't do that. Because maybe we have sort of complimentary or the same type of services. No, there is more than enough to go around. So we just have to get rid of that scarcity, lack mindset and know the more we promote, and support are sisters, the more than it's going to come back. And by the way, it also feels good. And by the way, we need to as women be promoting other women, our businesses, because we just have to do that for society. Because when more women are out there kicking ass running businesses and being successful, guess what, we also help other women. It's great for society. I'll leave it at that. That's a whole other chat for another time. Number five, networking. So I've kind of mentioned this before, but really go all in on networking and look at not just traditional networking groups to do it. You can look at sort of the PTA. If you're on the board of a charity or you're doing something at the kids school, every opportunity is an opportunity to network. But here's my one tip on this. When you are networking and talking with people and you say you need something you would love to have more clients or you would love a favor or love someone to shop at your store or whatever it is. Just don't come in so hot. I've had this happen where I walk into a room I meet somebody for two seconds and they're like, Oh, you have a podcast. I'd be a great guest on your So, you know what? Maybe you wouldn't be. But can we get to know each other a little bit first, it's like that coming in hot. And this is just kind of business one on one. Let's get to know each other a little bit. Let's have a breath. Like let's start dating. Tell me more about you. So there's some context here. And I do this all the time. So like, here's another example. If there's somebody you want to meet, or do business with, don't go right into that ask, like I'm saying, I'll use social media for an example. Start noticing what she's writing on social media comment, share posts, you know, if you see a friend who might really benefit from an article, somebody wrote that this person you're following wrote, start engaging with these people start caring about them, and really care, you know, don't just do it, because like, oh, I want to get something for somebody. This just is how life works. So it's that reciprocal thing. So I do this a lot. I've done this in when I had my PR career, it's the same thing. It's reading the people's publications, it's reading the articles, it's commenting, it's going, Gosh, I really love how you covered XY and Z. And then, you know, months down the road, when you go in for an ask, or you're pitching your client, this was in the case of my PR firm, you're not coming in cold, like who the hell is this person? Oh, this person has been engaged, she's been reaching out, she actually helped me coordinate an interview for something that had nothing to do with her. You see where this is going, then people are people, we're all human. Don't look at people as like, what kind of get what can I get? What can I get? Think about how can I give. And then when you go in, and you do have an ask, it's a really warm ask because like, I know, Jen, she's been promoting my stuff. She's liking my posts, she's giving thoughtful commentary. And so it goes. Number six. And I mentioned this a little bit before, but I really want to go

deep into this. Look for ways to connect women, and look for ways to help other women out. So I gave you that example of two women I connected. I'm doing this actually again, today, later on today, I know somebody would be great. And be featured in a publication, I just happen to have all these contacts because of my PR background, I said, I need to introduce you to somebody, because I do think that you would be a great benefit to their publication. So that's going to happen. Also look for ways so not only connecting via business, but if it's friendships, because there's a lot of women out there who are looking to make new friends, to make new contacts, maybe to join a new gym, maybe they need a new trainer, whatever it is just think how can I connect somebody? How can I make somebody's life better? Number seven. And this is really important. If you're sitting in a meeting, whether it's your own business, or you are in corporate America, I'm allowed. I'm not going to set my noxious but I've always sat at the table and you know, made Myself known and there's no way somebody's going to steamroll over one of my ideas. Not everyone is like that. So for those of us out there who are like me, we need to bring other women to the table a if they're not already there and be if they're there. And you know, they have these ideas, you know, they should speak up, say, Hey, I know you had a really great idea about that. Why don't you share that with the group. Let's be encouraging and make that happen a lot. You know, I've seen it happen in a corporate world. When I had my firm and I saw clients, I had a female client who was in a very male dominated industry. And I saw her get steamrolled by her colleagues, including women. And it was horrifying to me horrifying, I couldn't do anything about it. Because I wasn't part of the company. Had I been one of the executives at the table, I would have thrown a hissy fit, I would have defended her and helped her come to the table with her ideas. So just I'm planting that seed right now it can be anywhere, it could even be in a PTA meeting. Literally, it could be any any setting. There's always going to be the women who have fabulous ideas, let's help extract them and let's help include them in some of these important conversations. Number eight, we have to do this, we really have to triple down on this and that is going above and beyond to help him promote our friends and their businesses on social media. We all know social media is crucial for business today. It can be Twitter, LinkedIn, tik, Tok, Instagram, you name it. We're all on it for work. And we need to do a better job about supporting our friends in business. I'll tell you why. It's not enough to like, I'm not going to go down a hole social media algorithm type thing. But in short, it's not enough just to like the post anymore. It's not it doesn't help anybody. You need to add a comment better, you need to share it with somebody or share it to your feed or send it to somebody. The engagement is critical. It's so hard to get through the noise today that I know it's impossible to do it for everybody, but maybe make a goal of every time you go on social media instead of Mindlessly scrolling, go okay today, this afternoon. When I'm on for 15 minutes. I'm going to make three thoughtful comments or shares or promote one of your friends businesses. It's a very easy way to support without, you know, going out there and spending money and taking a lot of time it's like Hey, Jane, I love your product. I wish more people knew about it. That's it, that's about or I said the other day, somebody wrote about the topic of their podcast. And I said, I know that this is who you are, when I met you, we went deep, and we had a fabulous conversation, because I know that's going to help her posts get shown to more people, and then maybe more people are gonna listen to her podcast because of it. So it's just really being thoughtful about doing that. And making a point to do that either a couple times a day, or say, five times a week. Try it, and then it's just going to become part of your natural rhythm. And it won't feel weird anymore. So just remember, like, is not enough. I like the likes. But that's not enough. If you feel compelled three times a day, five times a week, comments, shares, or emailing that post or messaging that post directly to somebody who you think that impact, because it has a huge, huge impact on that person's business and their life. Number

nine, once a week, go out of your way and say, How can I help you? So ask a friend? How can I help you? I see you've been doing X, Y, and Z? How can I help? We've got to normalize that. I say how can I help? Once a week, you could connect somebody, once a week, you could leave a podcast review, you can leave a review for my podcast, that would be great. But you all know people who have podcasts or other things going on, leave a rating and review for somebody's podcast. Like I said before, share posts. And here's something that's very easy to do, that your friends are going to love. text them. Text Your friend who just started a new job or start a new business or who has been really super busy doing something, launching something coming out with a new product. She's just put on a big fundraiser texter tell her I see you, I see how hard you're working. Keep going, you are amazing. God that's gonna go so far. Number 10. And this is probably the most important one, please do not ask your friends to work for free. We've all done it. You've have a friend who especially friends in the service business, it's really tough lawyer accountants, me when I was in PR now coaching business coaching people and service based businesses get asked all the time, for free help. And you guys, that's how they pay the bills. You wouldn't ask somebody to give you a free house, a free shirt, you might ask somebody for a free haircut. But I doubt you would suggest would be really mindful of that. I always offer I'm always open for 15 minutes of free consulting, I do that for everybody. And also to see if people want to work with me. But I'm always there for 15 minutes. But here's the deal. We have to stop that. I do get asked a lot. And lots because service based businesses like for my whole career, I get asked a lot. And you have to realize, and I know there's a lot of you listening, and it's frustrating. And we're women and we're givers, we want to say yes, we always want to say yes, we have to put the boundaries around us and just know you guys, when you're asking somebody to give you work for free, you're also telling the universe that it's okay for everybody else to ask you to work for free. So just think about that. Say, Oh, I'm going to ask Sally or her advice on my taxes. Let me see if she can be 15 minutes of free advice. But by the way, I have a personal and professional services firm. And now someone's going to ask me for free advice. Do you see how that works. So just remember, there's bills on the other side of that free device that your friend has to pay kids to support? All of that. So this is how they make money. So let's stop that. Now your friends might offer like I said, I've offered. But do not assume and always go in for the I'm going to pay for your services. What do you charge? I'm actually so far along that i i see what friends are charging for things that I'm actually buying. And I say you're not charging enough you need to charge me more. That's where we want to get is also encouraging your friends to charge more if you see that they're not putting enough value on their businesses because again, that's a whole other conversation, women confidence, courage to charge what you're worth. But I will leave you with that. So you've got 10 steps today, ladies 10 steps that you can start implementing right now and just know when we light our own flame. We like the flame next to us. All the sudden it's a big old bonfire of fabulousness. We're just increasing the light in the world. We're not dimming your own light. We're making the world more abundant. We're making the world more vibrant. And I will leave you with this. We are absolutely better and stronger together. Don't ever forget that. We are better and stronger together. So go out there today and support your fellow women in business and in life. I love you. I hope this was helpful. Let's go get it