

# JM Ep 27 Courage and Confidence WAV

Thu, 12/16 12:06PM • 18:02

## SUMMARY KEYWORDS

courage, courageous, confidence, women, confident, step, life, promote, midlife, podcast, business, feel, overthink, action, coach, events, dreams, client, serve, pr

## SPEAKERS

Jen Marples

### **Jen Marples** 00:00

You're never gonna feel confident doing something new, that's only going to come with action. So instead you have to think about being courageous and by courageous, you know that maybe can feel a little bit scary like Oh, am I gonna have the courage to just start posting on Instagram and putting my my shit out there for everyone, no matter what business you're in. You just got to do it Hello, and welcome to the Jen Marple Show. I'm your host Jen Marples, a former public relations agency owner turned business a 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 every week to share thoughts, advice, tips and tricks that will help you live your best life. If you are thinking about pivoting in your career or 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 to fucking old Hello, everyone, and welcome to the Jen Marple show Happy Monday, I want to talk to you all today about confidence and courage. I have this conversation with a lot of women. I am currently running a mastermind for small business owners. And so I get a lot of insights into sort of the mental struggles we go through as women, when we are trying to muster up the confidence to take action in our business. And I also have this conversation a lot just kind of in passing talking to women, about you know them wanting to make a change or start something new, and really finding this courage to take these steps. So I felt okay, if I'm having this conversation a lot, then more of you need to hear this, we all need to hear this. And really to sum it up, you're never going to feel confident doing something new, that's only going to come with action. So instead you have to think about being courageous and by courageous, you know that maybe can feel a little bit scary like Oh, am I gonna have the courage to just start posting on Instagram and putting my my shit out there for everyone, no matter what business you're in. You just got to do it. It's funny Mel Robbins who I listened to she's a what very well known life coach, he has this three to one method where it's kind of like three to one, just go three to one, get out of bed three to one, make the phone call three to one make the post. So I love that concept of what it really means is just don't overthink it, do not overthink it, if I can give you one huge piece of advice, do not overthink it, and just start going. And I can just give you my own personal experience in this. And of course, you know what I witnessed some other women go through probably was the very the very beginning of this year, I just decided to go for it. I am gonna say

I'm not going to care what people think I've got something on my heart. I meant to serve, I'm going to be loud about it. I have been serving sort of quietly for the past couple years via events and things like that. And you know, it's kind of testing the market to see what women needed. And then I decided to really, really go for it and commit to showing up every single day. And I haven't stopped. Was it terrifying? Yes. And so when I took that first step, I said, you know, I've got a claim my age at the time, I was 51 and said, I'm a 51 year old woman, I am going all in on serving women. And I wasn't sure exactly what everything was going to look like, you know, I do coach and I do run masterminds. But what has transpired over the past I want to say almost nine months is that it led me to doing this podcast, and is led me to open so many other doors that I would have never known were there to even open if I hadn't taken that first step to going all in and committing to showing up every day. And it was terrifying. I've spent my whole career promoting other people, I ran a PR firm. I didn't really talk about myself, I really didn't have to, and actually didn't have to promote my business a lot because it was all referral. I was so busy with my head down managing my team and managing my clients. I never had to really think about promoting and putting myself out there. I put myself out there in a different way I put myself out there on behalf of my clients. So it's a different thing altogether, to go out and promote yourself. It feels really weird for me. It's not my normal muscle. My normal muscle wants me to promote everyone else, which I still do. But now I'm also promoting myself in the realm of I'm helping all of you. So I need to promote myself a ton. So I can get this message out. So I can help all of you guys. But again, you all the key point here of that little minor ramble is, you can do it, you can absolutely do it, you can do whatever you want to do. But you cannot wait till you think you're going to be confident, because you're not going to be confident until you start doing. So it's again, it's about being courageous. And I see this happen every day, a gal who is in my mastermind, you know, we had a chat, and we were talking about some of the things that she was doing, and the business that she was promoting and showing up and she really decided, Okay, I am actually a business owner, I have products to sell, I am not ashamed of the fact that I am selling something that I've worked so hard to create. And I'm going to go out there unapologetically, and sell it. And that's also the beauty of working with folks too. Because sometimes we need to get that courage, we need that support of you know, these masterminds or networks, friends, coaches, all of that, it was really beautiful to see her just sort of step into it and go right, screw it, I don't care, this is what I'm all about. And she is getting a lot of really great response. And she's selling products and creating events. And it's really exciting to see. But you guys, none of that comes without having the courage to just go. And then we iterate. So you start going, you got the courage to start. And then you start doing. And then you kind of see you know what people out there wants, you're kind of, you know, testing your products and services and your message, whatever you've got out there. And then when you start interacting with folks, then slowly you know, that confidence is going to come because you're like, alright, you know, I got a response back from this, or someone responded to that. And then you're kind of having this real time feedback on whatever it is you're putting out there. And that leads you to doing the next thing. And they're like, Okay, well, I thought I was gonna do X, but all these women are coming to me about why or they're really needing X product or needing XYZ service, and then you will tweak again, and then tweak again. And then the more and more and more you do it. You're tweaking you're refining, you're iterating, you might be like it throwing something out, putting something back in, and then you get more and more confidence. And I don't think you're ever going to be fully confident. I don't think I am either. And I think actually, I was listening to something about narcissism, I think the most seemingly confident people, or maybe a little bit deranged confidence, if you will, are these narcissists who are just they have this inflated sense of self, and they

go out there. And they're seemingly very confident, I think they think they're very confident, but there's nothing backing them up. There's nothing there. So it's like you're this really dynamic person out there and confident, but there's nothing sort of backing it up. So as much as I say, you know, the confidence is going to come, I do have this confidence as far as I've tested things, and I'm going out, but every single day, you know, especially in a being a business owner, being an entrepreneur, you're always going to be trying new things, always wanting to be you know, expanding business or expanding services, adding new products. And with that, it's going to your that's going to take a lot of courage. And then this confidence is going to come as you take these actions, but I feel like every single time that you keep going and adding something new, you're going to feel a little bit shaky, but again, it's courage, taking that action, feeling confident, and you kind of like hit one level, okay, now it's the next level. So we're never going to be sitting in some place of like, Oh, I'm just so confident. I'm going to do this, this, that and the other and it's all just going to come so easy for me. It's courage, confidence, courage, confidence, but we're keeping going. We're expanding. We're trying new things. I personally, you know, I've got a lot of really big goals for the next couple months, I've really big goals. You know, I want to get on stages and speak to people now. Let me tell you, am I going to feel confident speaking to a million women? That's my goal. No. So but um, am I going to be courageous? Yes. Am I going to practice? Yes. Am I going to test my concepts? Yes. Am I going to get help if I need it? Yes. And all these little actions are going to lead me to my desired outcome. I hope this is making sense to all of you because I really don't want anyone to wait to pursue your dreams, your goals for your business, or whatever you want to do. Because you feel like you're not confident enough or you don't have enough sort of experience. And so I'm here to tell you, you do. You do have enough experience because if you're listening to this, you're at midlife, so you've been around the block a couple times. If you're still working great. If you've taken time off great. You are a vibrant woman who has decades of experience You have tons of skills, you have gravitas, you have an inner knowing you're self aware, because that's what happens when we get to midlife that you do have what it takes to just give yourself a little kick in the ass. Meaning give yourself that little courage boost to just go out and start taking action. You guys, this is why most people don't do anything, it's because they're too scared to start. I've heard it time and time and time and time again. And I will raise my hand and be the first person to tell you that I you know, defaulted. The last couple years back into you know, consulting, I was doing PR and marketing consulting, just in a pretty quietly behind the scenes as I was, you know, I had a couple events that I was launching, and I was doing some events to bring women together online and in person, we went online after obviously COVID happened. And I didn't have the confidence in myself to go all in on what I'm doing now. And so it was earlier this year, I decided, alright, you're going to finish out what you've started. I was I had a couple retainer clients for some PR and marketing. And I said, when these are done, you're going all in on your podcast, you're going to go all in on supporting women, you're going to make it work. So I needed the courage to do that. And by having the courage to say no to renewing contracts, there was some new business coming in. And I sat there with myself. And I said, Jen, if you keep saying yes, the thing that's really easy, because I'm a professional at that, I've done that for 25 years, it's very easy for me to do that I can make great money doing that. But it wasn't filling up my soul. It's not what I wanted to do. So I sat with myself and I said, if you take on another client, you are saying you don't believe in yourself to do this other thing you want to do, which is your life's work and your passion, the one that wakes you up in the morning and gets you out of bed excited to help serve women. So I turn that one down. And I said, All right, I'm going all in and my whole Alright, goodbye money, goodbye, this goodbye that. But Hello, open space expansion and opening up this world of

possibilities. If I hadn't done that, and cleared out the space, I wouldn't have been able to do this podcast, there weren't enough hours in the day when I was doing this client work. So ladies, the key message here is I had the courage to walk away from something I've been doing for decades, and something I was really good at. And something I made a lot of money doing. Goodbye. And I chose to believe in myself. And then step into this new version of me, which is the version of me that wants to help women only women only. That is my passion. I want to support and help women I think you guys know this by now. And so with every step that I've taken, you guys launching a podcast, that was the biggest courage, it's all courage. There was no confidence there honeys, whole my word trembling in my boots, pressing play on the first one, but I didn't overthink it. And I said, you are going to do this and trust in yourself. So courage, courage, courage, courage, courage. I just want this for all of you. I don't want you to sit there and go, Oh, I have something burning on my heart that I meant to do. And I am too scared to do it. muster up a little bit of courage and take one baby step. Take one baby step today towards whatever it is you want to do. Two years ago, I took my baby steps doing some of these women's events and things like that yet I was still doing my the PR and marketing work full time. But the beginning of the year here thing was about February, I took a very bold step, a courageous step announcing my age noun saying what I wanted to do to the world. I want to go all in on supporting women and I haven't stopped and those baby steps turned into bigger steps turned into leaps turn into full on Sprint's This podcast was a huge sprint. And I love it you guys, if I didn't say no and have the courage to turn that one PR client down, which would have been fabulous, easy money, it could have killed it. I wouldn't be doing what I'm doing today. And I absolutely frickin love doing this podcast. I love it. It's like my dream come true. And I have so many more goals that I want to accomplish and so many more things that I want to do all to serve all of you. And I am very proud of myself for taking that step. And it's scary. I'm just trying not to think about it like Oh, it's scary. But I'm going anyway. Courage, courage, courage. Will I ever feel completely confident doing a podcast? I don't know. Probably not. Because as this podcast grows, and more and more guests come on, you know, you're only going to feel as confident is sort of your last win. So let's just maybe throw away the whole concept of confidence. And let's just really focus on courage. Because every day, you need to be taking courageous action. Every day, you need to be taking courageous action. So I would just urge all of you to really think about, are you holding yourself back? Are you scared to start something? Is it because you feel like you need this confidence, just toss it away. I'm just going to be courageous today and do one small thing, I'm going to sign up for a class, I'm going to get a coach and help, she's going to help me figure it out. Or I'm going to teach a class, or I'm going to host an event. I'm going to help my friend design her house because I have a deep desire to be an interior designer, and I'm just going to go try to do that. Whatever it is, you guys, one small step, one small courageous action or step leads to another leads to another leads to another leads to another and then you will feel confidence. You will you will feel competent in the steps that you're taking and the path and the direction you're going in. But courage, courage, courage, courage, courage, I think that's our what is it? The it's not the Tin Man, was it the lion who needed to encourage in The Wizard of Oz, I don't know why that visual just popped up. But courage. Let's all be courageous. So we can go after our hopes and dreams. And I will leave you with this. Not going to say that life is short, because I plan on living long. I think what we do with our life, I just read this somewhere. Someone said this quote was absolutely amazing. And it was something to the effect that it's not that life is short. It's that what are we doing with our days of the life that we've been given? You know, there was a real sort of tragedy that happened during COVID. And one of my beautiful neighbors lost her husband at 44 years old, he had a heart attack and died. And it was one of

the most awful things I've witnessed. I was there when it happened. And to just see this family's life shattered. And you know, in a matter of hours, it was maybe that last thing that I needed to have everything crack open and go. Alright, tomorrow's not promised. Next week is not promised. Next year is not promised. So let's not sit on our hopes and dreams and passions, because we're too scared to start. Just toss that aside, have courage and take some action and live the life that you want to live and go for those dreams. I am. I want you to do what you want to do. That's why I'm doing this podcast. I want you all to know obviously you know that you're not too fucking old. I want you to know that you can do it. So just have the courage to take one small step. Just have the courage to take one small step. I know you can do it, and then you'll be taking big leaps. I know you can. Alright ladies, happy Monday. I am looking forward to seeing you all. Take your courageous steps into the life that you deserve and that you desire. Have a beautiful day