

list

# Ep 153 How to Step Into the Sp... Heard, Paid, & Make an Impact

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## SUMMARY KEYWORDS

midlife, women, podcast, messaging, talk, showing, establish, business, social media, feel, today, pitch, message, tips, instagram, big, clients, world, couple, spotlight

## 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 and 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.

01:07

Hello, everyone and welcome to the Jim Marples show.

### Jen Marples 01:11

You've got me today. Hello, how are you? How is every one doing I am so excited to be coming to you today solo because I have got a jam packed masterclass of a podcast episode for you today. In celebration of my shiny new gen Marples agency that I just launched. You guys have heard me talk about it, you've heard me tease it. If you're on my newsletter list, you've seen the big announcements. But today, you know it is official, we are up and out and launched and I am so excited about it. Because you know me, I've got one mission in life. And that is to help all of you to realize and understand and appreciate and know in your heart and soul that first of all, you're not too fucking old. And the second part of that is to step into the midlife spotlight, my agency is poised to help you do that. And I've got an entrepreneur program called Stepping into the spotlight, which is a bit turnkey. And it really gives you all the tools that you need to get out there to get seen, heard, paid and make an impact. So on today's show, I'm going to take you through all of it, I'm going to give you so many tips and tools, you're going to want to refer back to this episode many, many times, because I'm going to run through it. I'm going to

run through everything that you need to step out and step into that spotlight and feel confident in your messaging and your presentation and how you're presenting yourself to the world. So you can make the impact you want to make get those clients you want to get you want to sell those products, and basically serve all those beautiful people that you want to serve because I know all of us, midlife women, women over 40 We are mission driven. I am 100% mission driven. I wish I was money driven, but I am mission driven, I need to be making an impact on the world. And I know you want to make a big impact on the world. So I am here today to give you tools to do that. So I'm so excited. You're here. And I just love speaking to you now more intimately every other week. I'm so excited. I decided to do this again. Because if you've been with me for a long time, you know, when I started my podcast, I had two episodes a week and I spoke to you once a week. And while that was amazing, it was a cadence that I couldn't quite keep up with. So now I love this new cadence. If you get me one week, the next week, you get a fabulous guest. Every time I'm on you can count on me to give you tips and tools and knowledge that I know on how to live your best life, how to live your life, business and all of that. So without further ado, let's get into it. I talk to so many women, I talk to you, I talk to my clients. And I know one of the hardest things about getting out there is the mindset and feeling scared and feeling fearful of actually going out there and spreading the good word. And that would be the message about your business. I want to tell you that you're not alone in thinking that I feel the same way I've got to shove the inner critic off my shoulders and just have courage. It really is all about having courage to get out there and shine but you know the society probably talked about this a million times they haven't made it easy. Women it's not been okay for us to step up and out. We've been told to go sit in the corner. Don't shine too bright. You might ruffle some feathers. You know what's the the line from Dirty Dancing? It was you know, nobody puts baby in the corner and that's what I'm here to talk to you about. No one's going to put you midlife baby in the corner. This is all about us stepping up and out. I just want to talk to you a little bit about the importance of having courage overconfidence So, once you do a lot of the tools that I'm going to lay out today, you will get confident over time. But when you're starting something new, you're pivoting, you've decided to take a stand, and go off in a new direction, or even go for a new position at work, you're gonna have shaky nerves, you're not going to feel confident doing it. But what you need is courage. And if you took one little courageous step, today, you took another little courageous step tomorrow, all of a sudden, you're gonna have all these steps underneath you, and you're gonna go like what like, it's hard. But guess what, here's the the punch line, once you get to one certain place in business, like say, I've got this podcast, and I'm going out speaking, and then the speaking thing for me was very scary, it's going to be scary every time you want to do something new and level up, it's going to be scary. So if you wait for that competence to happen, it's not going to happen. You just have to have that bit of courage. A lot of what I do with my clients, and you here, and I'm going to be working on with you all now is the mindset piece. So now a couple of things, you're worthy, you have an important message, you have an important business, you have an important product, you have an important service, you have something out there that you want to give to the world. And you owe it to yourself, and you owe it to those people that you want to help to get out there. So just know that right now, you deserve to shine. You deserve to step into the spotlight, you deserve to take up space, you deserve to get heard. And guess what you deserve to get paid for your expertise. And for whatever it is that you're selling, you do. And as a little sidebar, I'm going to have someone on the podcast who is going to help us get what we are worth, I'm going to have this woman on who is a money experts, and she is going to help us overcome our mindset and our beliefs around money and charging what we're worth. That's a complete other discussion, but I've got you that is coming up. But I

want you to know for the sake of today, that you are worth it, you deserve it. And it is your God given right to get out there and spread the message. Welcome in all those beautiful new clients and customers that are just waiting for you. They're just waiting for you to show up. And tell them how you can help them. So just please know that I've got many steps for you. The first step and stepping up and out is getting really clear on who you are. Who is your true authentic self. Authenticity has been thrown around, you hear it a lot. People are throwing it around left, right and center. And I feel like it's almost its importance. And what it means is getting diluted. Authenticity really means is showing up as your true self. And having no apologies for it. And standing in that truth and power. I've said this before, but society has told us not to be our authentic selves. And you're like me, you're probably Gen X. We're midlife women. And we were told to kind of conform and fit into a structure that was built not by us. So we were just operating under rules that weren't made by us. So you know, give yourself a break. I was doing it you were doing we were all doing it. But now, and especially in midlife, it's time to like, give zero fucks okay, this is we're not too fucking old. So we've got to step into who we are. Because once we do that you will attract your ideal people. I talk to women all the time. So if we dilute our message, and you try to be like an avocado and a margarita, we're not going to be avocados and margaritas, not everyone is going to like us, it's fine. The more you step into who you are, the more people are going to come to you. And the more people are going to run away from you. Great. You want that to happen. I'm going to use me an example here for a second. When I came out two and a half years ago, almost with you know launching the podcast and I came out with your not too fucking old message. I knew I was going to take a hit. I knew people. There are gonna be people out there who like oh god, she's laying me off word, you know, and they came at me. People came at me I had friends come at me I had trolls on the interwebs come at me. I knew I would lose people and it's fine. I stand behind my messaging. I stand behind it. I think you all know if you've been listening to me for a while like it is in every fiber of my being. And when I was thinking about that messaging, if you're not too old versus you're not too fucking old, you're not too old just kind of landed there. You're not too fucking old really packs a punch. And it was a rallying cry and it was meant to wake you up and to shake you and to make you like think God no I'm not too well if someone's just saying I'm not too old it's like just lays there but the not too fucking old. It was urgent. It was necessary it made you want to take action and so I you know I went all in on it and I actually have a trademarked and it's officially under percent. trademark approved is going through one or two fine a little stages internationally, but I went all in on it and threw money behind it because I was so passionate about that message. There is a caveat here. And this is a you know, I'm always going to tell you how it is. It's not always easy. I'm going to actually, I'm not gonna say it's never easy. It's really, truly never easy to step into who you are meant to be and who you truly are. It just isn't. Even with me starting two and a half years ago going in, and like, Here's my message, there was a couple points where I faltered, and I was like, Oh, I pulled back a little. And I was like, Maybe this isn't the message for me, went back in, pulled back. And then really, truly the past couple of months went all the way the app back in, and it happens, you get shaky, and it's because of all that programming and all the messaging we have been consuming, whether we like it or not, it's just in every fiber of our being, again, to make everybody happy and to be palatable, and to want everyone to like us and to just be the person who you know, has a million friends and all that. So that's just been drilled into us. And it keeps us small. It keeps us stagnant. Nick keeps us away from truly shining and stepping into the spotlight. So wanted to give you that example, once you've embraced this art of okay, I've got to be authentic, what is that message? You really need to sit with yourself and go, What am I saying? And who am I saying it to? So it's a two part process. So you've got to figure out who you're talking to. I clearly know who I'm

talking to. I'm talking to midlife women, entrepreneurs, women who are doing all the things, we've got aging parents, we've got changing hormones and bodies, we're thriving, we need to make money, we are have big purpose, big, big visions. So I'm clear on who I'm talking to. So you've got to get clear with that. Because then the message is with your person in mind. So think about your person, who are your people? Where are they? And then create messages that speak to those people and ones that you truly believe in, of course, because authenticity. You know, here's another thing like everybody else's, you know, there's only one you and if you feel like, oh, there's a million realtors, there's a million accountants, there's a million photographers, there's a million marketers, there are, there's a million of everything. There's competition in every business, but there's only one you. And that's why being the authentic you stands out. And by you stepping into that authenticity, and having crystal clear messaging about who you are and what you stand for, and what you provide. It's going to attract your people to you. You don't need everybody to come to you just need those couple handfuls of people to come to you. And in the case of products, you do need lots of people to come to you. But I gotta tell you right now, in this day and age and how we're doing business, you coming out as a founder, and this leader is everything and talking about failures, talking about bumps in the road. So I talk to you about all my bumps in the road, there isn't a straight path. There isn't like, oh, you wake up one day, and it's all pretty, pretty perfect. And it's all good. And there's blood, sweat and tears behind it. People want to know, because Gone are the days of oh, it's all shiny people can sense bullshit a mile away, they can sense it a mile away. Go ahead and be you. We've been pretending for too long. This is your permission slip once and for all, be you and talk to the people you want to talk to. So you have sit down and create crystal concise messages to speak to those people. A couple examples again, from me, you've got the you're not too fucking old. That one's loud and clear. I've also described myself as the self proclaimed champion of midlife women and a cheerleader for all women. That is sort of my overarching theme. It didn't come to me the first day I decided to lean in all the way on women, it came over time. And I've also got a second part of my message now that I've just added which is you know, you're not too fucking old. The second part of that is to step into the midlife spotlight. So that just came to me over the past few months. I'm telling you all this, so you don't stop before you start, you've got to start somewhere and understand that your messaging and this is going into personal branding is going to evolve over time. We'll talk about personal branding, that's number two. So you've got your messaging, locked in, you've got who you are, and who you want to speak to locked in. That is the core of your personal brand. And so then you're gonna add on layers to that. And so one of the layers, you've got messaging as your foundational core, and then you've got sort of the external, the look and feel. It's your fonts, it's your colors. It's how you're showing up or you're showing up like you know me, I'm in pink. It's energetic, it's vibrant. That's who I am. There's no bullshit. The way I talk to you here on the podcast is what you're going to get in person actually. Probably even crazier and more exuberant and person. Something about the podcast, you know, it sort of tamped it down a little bit, but I am who I am. I am unabashedly excited for every single woman that I meet, that's what you're going to see in person, I'm going to like cheer for you, I'm going to hoot and holler. That's who I am. Everywhere you go to see me, that's me. It's pink. The words match who I am. And so consistency is key. So you've got your words, you've got your core messages about who you are. I'll just use me as an example. I'm a champion of midlife women and a cheerleader for all women. Boom, that's everywhere. I'm a fierce supporter and advocate for midlife women, you can keep adding in messages, but you see where I'm going. And it is a process. So you're going to want to practice saying things out loud, you're going to write down different drafts, but just start somewhere with a descriptive key message that describes you.

And then layer in how you're showing up. Is it blue? or yellow? Are you pink? Are you gray? Are you subtle, I've worked with so many clients, and everyone thinks that personal branding, it's about like being really showy, and out there and loud and this and that. It's not, it's just about being your authentic self. So I'm working with someone right now who's in financial services. And she's very client forward and focused. It's a regulated industry, and her color palette. Her words are, first of all, there's a formality to them. But there's also a warm and welcoming nature to them, because that is who she is. And her color palette is steeped in a little bit of those blues. But the agency we're working with on her grand look and feel, is putting together this beautiful design where she has blues, there's a little bit of colors to warm them up. But it's still kind of rooted in financial services, yet it's adding her own personal spin and her personality on it. So it will be memorable. And people will identify her as the woman to go to who's not going to be mansplaining financial Realtor in the world of investments. to women, she's the one who is going to be looking as an equal partner, she's going to be the one who is sitting beside you during your life's journey. So part of her messaging is I'm here for all seasons. So start with me now. And we're going to be working together for decades. It's all very intentional, just want giving a couple of those examples to kind of route it down. Because sometimes talking about personal branding and messaging, it's hard to kind of think about that without some real world examples. And another important thing about your personal brand, as it's something that stays with you. So if you're in a company, so you're working at Google, you're God knows where you are, you also have a personal brand. So think about how you're showing up, is it really company forward or have you started to establish your own thought leadership, and your own personal brand. So a friend of mine who's very high up in a big tech company, right now she's got a very solid personal brand. She's a big muckety muck at a company, but her personal brand is also includes Dei, women's empowerment. And she's a leader like women leadership. So she's got a couple different buckets underneath her that she really focuses on, and she's got some big goals, she might not always stay at this particular company. So that's the important thing about a personal brand, your company can't take it away from you. So if you're going to another company, you've got your brand of who you are. Like, I'm Jen, I'm me, I'm pro women, I'm pro equality, I'm pro a lot of things that doesn't go away, because I you know, leave a company. So think about that. So this friend in particular, she wants to sit on boards, we're getting to that phase right now, ladies out there, you know, we're midlife. So you've, you've established yourself, a lot of you and big, long careers, and you want to go serve on a different level. So a lot of women want to go sit on boards, they want to go do different things. And so this personal brand helps you get to those places. And it helps establish you in this area that you want to be establishing and establishes you as a thought leader. And so I'm gonna tangent right now about thought leadership, that gets thrown out a little bit. So tossed around and people were like, we just thought leadership, really thought leadership is picking really an area that you want to be seen as a leader in but we don't go out and say, Oh, I am a thought leader in women's empowerment. You just start go doing the thing. You know, behind the scenes, you are establishing your thought leadership. And so you'll do that in a couple of different ways. I want to explain a couple of those to you today. We've got many avenues available to us. Luckily, business is done so different now than it was many, many years ago. So we've got an opportunity to establish ourselves as a thought leader by showing up on social media. We do it by having a newsletter. We can do it by having a podcast, doing Instagram lives doing LinkedIn lives. You've got so much at your fingertips to establish your thought leadership that you actually don't need You need anybody else to help you. You can go out there right now and just say, Hey, I'm going to be a thought leader in the health industry, I'm going to be a thought leader, in marketing, whatever your expertise is, just say it to yourself, and then just start



showing up as that person. I'll use myself as an example, again, so when I launched this podcast a couple years ago, I was like, I want to be seen as this woman who's rallying. And this, again, this thought leader, but I'm not saying that out loud. I just wanted to be seen as a leader in midlife, women's empowerment, how am I going to do that? How am I going to do that fast, I had a real urgency about me a couple years ago, I still have it. But I was like, I was crazy a couple years ago, hence, why kicked off, you know, started this whole thing with two podcasts a week. And so the quickest way to do that, and to establish me as this new person in the world was to start this podcast. And I could have done a couple of different things I could have just focused solely on social media, writing started a blog, which has got to go out there and claim it. And there's power in claiming it. So if you're thinking about something right now, just claim it. And you don't need to make a big parade about it. Just start with somewhere, start with the blog, start showing up on social media, pick one thing, and then boom, all of a sudden, you're out there, building your thought leadership. And then soon, people are going to identify you with that thing. And so, you know, I will again, use myself as an example two and a half years into this of me, you know, going out publicly and supporting women, people come to me all the time. Because I've established myself as this woman who is pro mid life, pro women over 40 pro women, you know, anti ageism. So you know, people send me things all the time, they'll send me memes, they'll send me videos, there'll be like I thought of you when I saw this woman who was 85, starting a business. So that's really about when personal branding meets, you know, thought leadership, and everything collides, and people are identifying you with that thing. So let's dig into social media a little bit. There's so much that I want to tell you today, and I'm really going to be talking kind of top line about a lot of these things. And just as a reminder, if you sign up for my newsletter, I have got a guide. It's a guide that tells you how to step into the spotlight. And there's also another guide of pivoting. So there's the 12 steps to pivot there is a guide on stepping into the spotlight, if you sign up for my newsletter, you have the opportunity to download those. So I know you're gonna want to take a lot of notes. But this is again, another plug to get on my newsletter because I've got resources for you. And also every Tuesday, I come out with tips on how to uplevel your life and business. So I just shoot these things to you as they come into my brain and that if I if I get a hit, I know you need to hear it and it's gonna help you. It comes out. Okay, sidebar for my newsletter. Okay, social media, a lot of people grunt and groan about social media. But it's necessary for business. I happen to love social media, but you've got to put some parameters around it. And when you're if you're just starting out, or you're pivoting, or you want to establish something new, my advice is to start with one, maybe two channels, and really max those out and really get committed to being consistent and showing up and serving your people. So pick, let's say pick Instagram or LinkedIn, start small and say I'm going to show up three times a week. And be consistent with that cadence. I have another client, she's in the fashion business and was like, Alright, I'm pivoting and starting. And she committed to showing up every day on Tik Tok. Every day, she's like, every day she showed up, and she committed to it. And literally within weeks, weeks, and with almost honestly 1000 or less than 1000 followers on Tiktok, she got a brand deal. And she has worked twice with this one company to promote them cold, hard cash, honey, and that is the value of consistency and showing up. So don't overwhelm yourself and go I need to be on Facebook and LinkedIn and Instagram and Tiktok and do all these things. Because guess what, you're gonna get overwhelmed and you're gonna be crying in your Cheerios, wondering how to do at all. It's exactly what I did you pick one and do it really, really well and serve those people. And then once you've kind of mastered one channel, then you can open up another channel in the case of this particular client, and we just launched her Instagram a few weeks ago to complement when she's doing on tick tock under

strategies for each of those are a bit different. So and that's going to happen with you. My strategy on LinkedIn is a little bit different than my strategy on Instagram. It's different than my strategy on tick tock. So you got to sit with everything and go Who are the people I'm speaking to on LinkedIn who are the people I'm speaking to on Instagram, they're going to be a variation of the same person. But you might be trying to just grow a big base right now because you want to write a book and you need to sell a book to the big base or you've got a product company. So just be really clear on what you're trying to do and pick the channels that are going to support you in that. I'm going to use another client as an example, she's in the healthcare field, she uses Instagram more for talking about the clinic and what they offer and procedures and things like that. So it's a little, it's really consumer friendly, focused, here's what's going on, here's how this procedure can help you or this cream can help you. And then on LinkedIn, her strategy is more about her thought leadership in this space of being a 25 year professional in the field, that she's a trainer, she trains other health care professionals. She has papers that are published, she does research, she wants to expand eventually into another couple to different businesses that don't require her to use her hands. So it's very strategic and focused. And so when you know who you're talking to, and what you want to achieve, having that clarity is really going to help you get your message out on social media. So just don't say no, here's my one of my final points on social media don't show up and just throw things out there because you need to throw stuff out there, people can sniff through that, you can see that you probably have seen something this morning going, Oh, that woman just or that guy just put this out there. And it had really had nothing to do with what who they are, but they just did it to get likes, or they did it to get comments. But it's nothing related to what they're offering the world. I see it a lot. And it's just like an icky feeling it's inauthentic. So don't do that. So don't feel like you've got to post to post it's better, I'm going to tell you this right now, it's better to have one post per week that you put a lot of heart and soul into and meaning and you want to help somebody that's your whole driving force versus just throwing stuff up there to throw it out there. You social media just doesn't work that way anymore. It's hard to fight through the noise. So it's a slow build. And be intentional about it. And always remember who you're talking to, and who you are, when you're doing it. Okay. The other part is social media. And I'm just gonna leave it at this because I could have a whole podcast episode about this is this goes to your personal brand, is to make sure that your bio, everywhere that you show up on social media, you've got the same photo, you've got a version of the same bio, and your messaging is clear. And bonus points when you're starting out is creating your own hashtag. And that sort of establishes us who you are, you guys know what my hashtag is Y and Z fo. You're not too fucking old, that hashtag is everywhere. It's on every post I make anywhere in the world of social media, anywhere on the interwebs Why ntlf comes up and waiting for it to take fire, it will someday. But also you will see and you can have your community tag you, if it's your Y and CFO, whatever it is. That's how you're going to see how people are embracing and connecting with your brand. One final bits of social media to is focus on a couple of content pillars. So what happens is, when you follow people like this, I used to be this person, you're throwing a lot of stuff out there trying to see kind of what sticks. But what really helps is to focus on a few different content pillars. You're always going to get women's empowerment everything for me like left, right and center equality, an 85 year old woman who's you know, starting a business if there's some woman who's overcome odds I will post about that. That's one of my content buckets. Obviously another content bucket is my podcast so everything my guests anything I'm doing within the podcast, another content bucket is kind of midlife in general. So you know just identifying with all of you that midlife is there's challenges and we can laugh about it we can laugh about crazy husbands and spouses and partners and talk about Gosh, it's hard to

have aging parents and things like that. A minor little content bucket in there I kind of have I call it sort of my catch all bucket is I pepper in a bit of my social life as it applies to empowering you. So I will you know occasionally pop something in about a kid and a challenge. I will occasionally pop and going to yoga or going on walks and things like that. But again, it's all through this lens of empowering you. So I don't talk about everything. I don't talk about everything no one wants to hear about everything. But I'm true to myself and to my people and your My people within those content buckets. I will use one of my clients as an example who's in fashion her content blankets are going to be obviously establishing herself as an influencer. And someone with something to say and how how to dress and so she does outfits of the day. Another bucket is talking about capsule collections and tips like so really achievable tips for women to help empower them to go out there and be successful using fat shunt as sort of underpinning, and then another bucket for her is going to be a little bit about travel, and family because travel is something she's going to actually want to be building into her business, that's kind of going to be the next phase. And then her general sort of out and about being a woman, sort of a fabulous woman midlife who's starting a new business and also, you know, shouting out other women who are doing the same thing. So she's clear on those buckets. So once you get clear, you get focused and and people know what they're gonna get when they come to you. And I think you know, you're gonna get a little bit of humor, too. And you come from me, I just, case in point, I just posted a funny video that somebody had posted just about husbands. And, you know, when you say, Hey, honey, don't look over there. There's like Bruce Willis or something. And your husband like, turns his head and goes, Wait, what? Bruce Willis? This is a true story. And in my case, it was David Hasselhoff, with my husband. But I posted that up there, does that have anything do with women's empowerment? No, but it's part of my midlife thing, and just being funny and relatable, because I have a crazy husband who's like, what and is embarrassed me nine times out of 10. And that makes people feel connected to you. It's no bullshit, it's not a weird story. It's, it's establishing a really deep connection with your audience. So it can't always be all serious all the time, people really want to know who you are. Okay. Now, you know, I own an agency. And I have done PR and marketing for 30 years, I would be remiss if I didn't dive into this a little bit with you all today to understand really how PR and getting yourself out there works. So here's a little primer. If you've listened to some of the marketing podcasts, you might hear people talk about this, but I'm just gonna be a little bit of 101. In the world of PR, there's like four different PR and marketing. There's sort of four different channels. Number one is your own. So your own channels are, if you have a podcast, a newsletter, a blog, do you do videos, do you do events do you do Instagram lives and LinkedIn lives, those are all things and outlets that you own, you've got control over, you create that content, you establish who you are via those vehicles, they're all yours. And they're beautiful and wonderful. And I pretty much got all of those and that buckets, you don't need to start with all just start with one, you can start with a newsletter. Number two is earned. And earned is really where PR comes in. So that's if you are a guest on a podcast, if you get featured in the press, if you get featured in the digital media. So that's really where kind of the traditional media falls in earned, meaning you got to earn it. And when you say earn usually in it takes a long time to get there. I'm going to go into that. And then, of course, you've got social media, which we just talked about. So that's all of your social media outlets. And I do want to do one caveat. And, you know, buyer, beware about social media, we all need to hear this every few months, is remember that you don't own social media channels. A lot of you listening have probably been hacked. And if you don't have to factor authentication on all your social channels, please do it right now. Because nothing is more terrifying and sad and depressing when I see dear friends. colleagues out there going my social media was hacked. And they're starting again from



zero. So imagine right now, where would you be if all your social media went away? As much as social media is beautiful. I mean, you've heard all the news about tick tock who knows what's going to be happening with tick tock, I'm not a tick tock expert. And what's happening, I don't think it'll go away. But if your whole business is on tick tock, and you don't have a newsletter, you have to think about that. So just imagine right now, if all your social went away, how would you reach your people? Okay, that was my little tip for you today. And then there's paid and so paid would be advertising, advertorials, things like that. So if you flip through a magazine, and you'll see promotion, you see something that looks like it may be an article was written, there's going to be somewhere in there that says like promotion or special promotions, special section, things like that. That means that was a pay to play when you can, they're not all bad, but just giving you a little bit of an overview. So anything paid would be advertising, advertorials, things of that nature. So I want to teach you, I have been going on a lot, but I really want to teach you a couple little tips on how to get yourself on podcasts and get you out there in the press. I will tell you right now, the first thing you need to do before you think about getting on podcasts and before you think about being featured in the press, you're like I'm going to be in the New York Times tomorrow. No, that's not going to happen. You need to focus on all of your channels. First, how are you showing up on social media? Do you have a newsletter? How are you communicating with people? And I'll tell you why. In the world today of media, we'll just give you a little primer on the media. We have shrunken newsroom We have media outlets that are getting shuttered, left, right and center, this diminish has been happening the past 15 ish years ever since the interwebs sort of took off. Media has shrunk down, does anybody even get a newspaper delivered anymore? Think of how you get your little bits of information. Media outlets are dwindling, spaces dwindling. Everybody's fighting for two spots on the Today Show and five column inches somewhere like saying the Wall Street Journal, the New York Times, Elle Magazine, whatever it is that you have your eye on. And it's really hard to get featured. So the first thing you need to do is master your own channels, master your own channels, because then if you go to reach out to so we're going to use podcasting as an example. Because media or people to podcasters are people too. So they're going to look at you and go, What is this person's reach? caveat here, unless you have something earth shattering, I'll talk about that in a minute. But they're gonna go like, Look at me. Okay, how many followers does she have on social media? What does she do on LinkedIn? You know, how is she showing up in the world, because they're gonna want to see that you are a safe bet, you've already had kind of mastered your message, and you're getting your point out there and getting your point across, before they sort of take a shot at you. I'll give you an example. I get pitched all the time for people to be on the podcast. And I will look at folks who haven't even established their social media following and presence. And people I'm going to talk about pitching in a minute to and how to how to write a beautiful pitch to you that will get you featured in the press. But I've got to look to see also with my, you know, media had ongoing, okay, I've got this big podcast, I invest a lot of money into this podcast. And unless somebody has something earth shattering to say, I got to see how, and this is how everybody thinks they're going to be looking at your outlet. Like where you are showing up as an Instagram, tick tock LinkedIn, to see if they can reach new people, everybody right now just know this, everybody is trying to reach new audiences and reach new people. And the media are the same way. podcasters are the same way. So get your house in order first. And that's going to help you then get to the next level. Step number one, got your your internal house in order you're showing up, you're being consistent, you're establishing your personal brand, your thought leadership. Now you're ready to go out there, to pitch yourself for collaborations to get on the press, you know, to get featured on a podcast to get featured on the press. So start engaging with folks start engaging with

people. So somebody you want to be on somebody's show you want to be featured in their publication, start engaging with them, follow them, of course, comment on their posts, share them, support them. Everyone is trying to get seen and hurt. Everyone is scrambling. Everyone's trying to get those eyeballs. Nobody has a big attention span. We're all trying to do the same thing. So the best way and do this authentically Junko? Do you want to go into all this going, Oh, I'm just going to use that person and do this and not being authentic about it. Engage with people and really ask yourself, Am I excited about their content, which you should be because if it's somewhere you want to be, it's going to be in line with you know who you are, and your you know, your values, what you're selling all that kind of thing. So start engaging with them. And that's what I've done. I have relationships will build from years and years and years from owning my first PR firm. And I bought relationships that I'm nurturing right now. And I'm friends with these people. And there's no ask yet. There's no ask until I'm ready to make the ask. And I'm truly truly excited about all these people, I consider them friends, I share their content, if they're moderating a panel at an event, I share that, shout them out, do all those things now, in the hopes that maybe within six months to a year, yes, I said it six months to a year, you'll get maybe books on the podcast, maybe you'll get an entree into potentially getting featured, engage. I'm going to give you a story of one of the gals I had in my mastermind. And she's got a beautiful program that she does. And it's really important. And she was saying on on our mastermind. This was months and months and months ago that she's like, Yeah, you know, I emailed the San Francisco Chronicle and they didn't write back. They won't write back. And they're certainly not going to write back after one email. And so I said, Oh, bless. It's like, we all have to have that courage and not dissuading any of you from doing that. But just understand, like I said, before newsrooms are shrinking. The point I was telling her in, which I'm going to tell you too, is that it takes years to build relationships with some of these big, big outlets like that. And that's why people hire PR firms. So when I had my first PR firm, Whole Foods was one of my clients. And I was laughing with with my one of my mask reminders and I just said, you know, they never responded to me either. And I had whole foods as a client and you know, it took forever to get them to respond back and that is what the big client that they shouldn't be covering because it's food. So just understand that it's really hard. It's noisy. There's not a lot of space. But again, it goes to establish your own thought leadership through your own channels. And the odds are you might not even need any of this other stuff, because other stuff is going to be gravy when you get it. How do you pitch yourself, it is all goes back to being authentic, and having a great story to tell. And so tell your story. And before you even tell that story, understand and know who you are pitching inside and out, and the outlets that you are pitching inside and out. I can't tell you how many pitches I get pitching men on my podcast. I don't have men on my podcast, they call me by the wrong name. You can tell it's a generic email that was sent out to 1000 people. They don't send me anything compelling. They send me pitches, and then send pitches again, shaming me for not responding to them. That is a true story. Please don't ever do that. And so they're going about it all wrong. The right way to do it is you when you go into methodical order, like I've just told you, you establish your own thought leadership in your own outlets, show you know what you're talking about. Then start following and engaging with folks start listening to podcasts, read articles voraciously. consume, consume, consume, know these people know these podcasts inside and out. So when you go to pitch, it's better to, you're not going to get anywhere by doing broad pitches to people, and just doing them sort of generically. And this goes back to pr 101. We all learned back in the day. And that's how I was successful in this business is because you know, I'm not going to go to the New York Times with a canned pitch, I'm not going to go to the today's show with some canned pitch. I'm going to understand, study them and understand what they need and a

hole I'm going to fill. So think about you what value are you going to bring to their listeners? What is exciting about you your story, your book, whatever it is, why should they care? What is your story? Why should they care? Why should their readers care wires for their listeners care? Now I read every pitch that comes in? I do people probably don't think I do because maybe I don't respond, I'm certainly not going to respond to you. If you say hey, Jane. And you don't say Hey, Jen, that's an automatic, it's just going into the trash because you haven't even What are you even doing if you don't even get my name, right? I'll use an example of a pitch I have in my mind of somebody, I want to be on my podcast, she's really big and bright, and I want to be on her podcast someday. But I'm gonna invite her to be on my podcast first. So that's always if you have an outlet, and you have a way to help shine the light on somebody first. That's also a really great first step. I've done that a lot. And I intend to do that a lot. Just get people on your show, get people on an Instagram Live or LinkedIn live. elevate them. Before you ever ask them for anything that is a pro tip. And never come in hot. Like I said, Never come in hot, saying oh, I need to be on your podcast, or I need to be on this or I need to be in your delta. Why? Why? Why does anybody care? Instead craft something like this. Hey, XYZ, I've been listening to your podcast for years. I love it. And you are an inspiration to me. I've bought your book, I've given it out as client gifts. I've followed you on social media forever. And I consider you one of my guides in here's the story, I'd love to tell we have so many we have such a similar experience of owning PR firms and experiencing burnout and wondering what I meant to do, I'd love to share your story on my podcast because I think it would really resonate with my listeners. So that would be like me asking somebody to come on. And then if I wanted to pitch myself, I would say almost the exact same thing and say I think we'd have a really great conversation. Because I haven't yet heard on your show that you haven't spoken yet to midlife women and how you know the patriarchy has traditionally tamped down our ability to be seen and heard and that we've got a lot of historic sort of oppression that we need to shed. And I've got some really great tips and tools that I would love to share with your listeners on how to unpack all that and how to step into the spotlight and get seen heard and paid. And then you back that up with your bio and all your credentials. Other places you've been shown to put in your pitch any other places that you've been featured. So if you've been featured on another podcast, if you've been featured somewhere, do that if not just put in your all your pertinent details and then send it off. You might get a response you might not and don't cry on your chairs. If you don't, it's just not the right time. Continue your relationship with this person, continue supporting that person continues showing up and they know and then one day when they're like oh gosh, I really need to talk about x. You will be top of mind None of this stuff happens overnight. Once in million chance it does work if you have something earth shattering, or if you are a book author and you have the big shiny book, it's going to be a little bit different. I don't want to like rain on anyone's parade, I just want to give you the real 411 on how hard it is to get featured in the press. It really truly is. And it's noisy, it's noisy. So start small, that's gonna be my final tip for you is to start small focus on smaller podcasts. If you know somebody, a friend, a colleague who started a podcast, it's the same pitch, don't assume you're gonna get on anything. But start with smaller podcasts. Start with smaller media outlets. Start with just somebody who's you know, maybe complimentary to you in business and the hey, let's do an Instagram live together. Again, you just want to get in front of new people, and spread your message. So look at everybody, as a potential media outlet. It doesn't even have to be traditional press. So your friend with her Instagram is another outlet. So don't discount that. And that's also how you test out your messages. And you get more comfortable getting out there. I hope I'm not overwhelming you. But I really wanted to I really wanted to pour into you all today, because I'm so passionate about you all being successful and getting out there.

And showing up that, you know, I'll talk to you till the cows come home. It's actually joking with my podcast manager. And I know I've said this before, but I'm not the guy who's ever gonna have like a 2015 minute podcast, it's just not in me because I have too much to share. And I just love to talk. If you've ever met me in person, you know that I'll talk to you till the cows come home. And I'm the last one to leave a party, the last one to leave an event. It's who I am. I come from a long line of socializers and empower errs. And so that's me. So my final little tip, if you're still with me, again, you're gonna want to go back and listen to this a million times. I know it's a lot of information. But I wanted to have it on one episode. So you could go back into refer to refer to this a lot. Maybe in the future, I'll do one whole takeaway on one of these topics. But for right now I just want to pour into you so you've got everything that you need. My final tip is about just when you're showing up on video and showing up online. Just some basic tips so you can show up crisp, you can show up shiny and show up in a way that people are listening to what you have to say. And not distracted by dangly earrings or dark lighting or the glare in your glasses. So a couple tips. And these are tips I give in my media training, simple tips, lighting, make sure you've got good lighting. Now you don't have to have good lighting all the time. Like if you need to go do an Instagram story in your in your car. It's fine. But I'm talking about when you're filming sort of your premium content. Like right now I'm filming this podcast is going on YouTube, I've got a beautiful background. I've got books behind me written by women I admire. I've got pink roses, I'm wearing a pink jacket. watch this on YouTube, and you'll see my hair is tidy. I don't have dangly earrings, I don't have things that are getting in the visual way of you listening to my message. Most people listen with their eyes. And really what comes out of your mouth is a minuscule portion of what they hear. They're really looking at you. And they make judgments about you in that split second. Now, caveat, I'm not telling you to be somebody that you're not. I'm just telling you how to show up crisp and clean and not be distracted with blonde dangly earrings are your thing and you're selling jewelry. That's how you need to show up. I'm just saying in general, make sure there's a lot a lot of busyness going on. So people can focus on your message. So good lighting, see what your background is make sure it's nice and tidy. It's on brand for you invest in a good microphone, invest in a good camera. So I've got a great webcam. I've got a great microphone, obviously, because I'm a podcaster microphones, all these things are not expensive. I've also got a microphone that I use if I'm out and about. It's a little remote microphone that I'll use if I'm you know outside and it's could be louder, or I want to talk to somebody and interview somebody sort of on the fly. I've got a remote mic again, all these are very inexpensive. You can find them on Amazon. And so just get sort of that house in order. So when you show up or somebody asks you to do a live and I'm going to tell you a story right now, one morning, I was actually attending somebody else's Instagram Live and the guest didn't show up. And so my friend was doing this and she has a pretty big platform. And she's like, Oh, the guests show up. Hey, Jen, do you want to go live with us? You're like, wow, but I'm prepared. I've got lighting. I've got cameras. Thank God I brushed my hair that morning. And I said sure because you never want to say no to opportunities like that. So you showed up. I said just give me a sec. And I was messaging her so give me a sec. set everything up and we were good to go and I went live for her with for 45 minutes and it was great. I got in front of her audience. And this was a couple of years ago, I got in front of her audience, I was able to use that video and repurpose it, and show my leadership in the areas that I have talked to you about. I'm telling you that story. So just so you can always think about being camera ready. And don't ever give up an opportunity. Even if you're not, by the way, this all goes to establishing your brand and who you are. So you show up with intention you show up because you care. So the way I show up, so I care about you. I don't want to show up all disheveled and look like I just rolled out of bed, I care about you. I

want you to hear my message. Also, you put on a great outfit. I've got a stylist actually be coming on the show soon to talk about the power of fashion and how it can really help you step into your power and step into the spotlight. So we're gonna save that conversation for another time. But just a quick little bit on the right kind of clothing and things to wear. If you're on camera. Patterns are generally a no you want to wear solid colors. And working jewel tones are usually best. And you just want to have a lot of distraction again, going on. So right now as I'm recording this, I've got oh my gosh, you guys did a pink jacket on. It's not busy. There's nothing showy about it. It's just unbranded for me matches my background tidy. It's also this great, fabulous velvet jacket I got before the holidays, and it makes me feel great. So I put that on, I'm immediately transported and elevated into a different mindset. Instead of sitting here kind of recording in yoga clothes, like I wouldn't be feeling the same energy. And it would be I feel like it's even most disrespectful to you to show up that way. I'm showing up. Because I want to show up the way I want you all to show up to being in your power. So that's it, I think your heads are probably exploding by now because that was a huge dump. And that's just an insight of what you'll get. If you work with me, I really have got you covered front, left, right and center. All of what you heard is what I work with my clients on. So if you are needing help, and you want help growing your business, you want help stepping into the spotlight, you know where to reach me, you can click the link in the show notes. And you can book a complimentary call with me, I'm happy to help you. I'm also going to be coming out this year with some programs, I'm also going to be coming out with some digital courses and things like that. So I'm going to be coming out with a lot more to support you. Because I know you can't always take programs, you can't always hire somebody you can't always invest. I'm going to have you covered on all ends of the spectrum. But for right now for today, you've got this on the podcast. And I hope this was helpful. You can always reach out to me if you have any questions. But if you are interested, of course, in getting some help, please just book a call with me. You know, I'm friendly. It's not scary, but let's talk about it. And I'll tell you if you're ready for it. I have multiple ways that I work with people multiple ways. So don't discount yourself. If you're thinking you want to do something. Just go ahead and book backhaul. And we can we can talk because you know me I love to talk. **ll right, the final tip for you. final final tip for you. And Jen is going to shut up and let you go about your day is have fun, have fun. Think about this whole journey about stepping up and out is I get to I get to do this. I am in a beautiful place in time in the world where really the only thing stopping me is me. So I get to get up and out. It was so much harder 20 years ago to get seen and heard. Right now you can go immediately and create a video. You could go live, you could go write an Instagram post, you could send out a newsletter. There's so many things you can do and just say I get to do this. Life is rich, life is beautiful. I get to take up space, have fun, it gets to be fun. I find that if you marry your passion, with thinking about what you want to do, and does it sound fun, and can I help people? That's really the magic secret sauce. You really can't talk yourself into something if it's not in your soul to provide that. I can't dAo it. I can't do it. And I'm venturing to guess you can't do it either. And when you do crossover, and you marry that passion, with that aspect of fun and your expertise that is when magic happens.** All right, my dear, dear friends out there all over the world. Thank you for hanging in on this episode. I really hope you found it helpful. **I can't wait to see you all going out there and shining your bright lights. Nothing makes me happier than seeing you stepping into that authentic power and shining your bright light. It's our time. It is our time to shine.** I love you all so much. Have a beautiful day.