

Episode 10 with Becca

Tue, 10/19 7:00PM • 36:02

SUMMARY KEYWORDS

people, business, women, co packer, day, life, love, kid, product, helping, embrace, listening, support, learning, food, feel, structured, mom, started, becca

SPEAKERS

Becca Salmonson, Jen Marples

Becca Salmonson 00:00

What I see and in my age and in my friend group is that a lot of times, you don't feel you're allowed to do that, right? Because you have been given this role of Mom, I realize some people don't have children. So it might be, you know, a pet mom. But you've been given this role of nurture or you're responsible for other beings, and you're not really seen as being allowed to have that of your own. And I think a lot of times, and I won't personally say men, but I will say men have more of a problem with that. It's like wait, because they they're comfortable doing their thing. And like we as mothers are nurturers have been handling so much, and then we decide that we're going to do something well, Something's got to give, right? So what's going to happen and who's going to pick up that slack? And I think a lot of times there's that fear. Well, if I do this, then what's gonna happen is gonna come my husband will come in and help or I can't get anyone to come in and help us people are kind of just afraid to step in and do that. And I think society kind of puts that on us because we've had this other role and then all sudden we want to take on a new role now I wait, hold up. I don't know if that's okay. But it is okay. I mean, if it like if it's something that you want to do, we're women, we can multitask.

Jen Marples 01:21

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 in 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 this you are not too fucking old Welcome to the jennamarbles show everybody Today I have an amazing guest Miss Becca salmansohn She is a southern Spitfire in the food business a crazy awesome working mom of three teens and is a lovely human being and you guys are going to love her and I'm going to hand it over to her to give a little bit of a background so Becca tell us all the things Who are you what do you do how many kids do you have What's going on?

02:37

Oh my god. Okay first of all, thank you for having me I love sharing my health and my my passion for anything health and wellness so I'm totally down to chat any day all day so hit me up in my DMS after this people because I just love love love it like you said I have three kids. I'm actually a southern transplant I'm from Alabama and I moved out here Mediterranean moved out here probably 1994 so then I have quite a while but I love Moran Hartman I just love the health and wellness aspect of this county and the area there's so much the state has to offer and I'm not knocking on the south I always have to carry a piece of the South with me because growing up in the south you know food is my love language so that's kind of the long road that led me to where I am now I started out in the corporate world working for the gap and I was in merchandising and design and then after my second or third kid I was like okay, I can travel to Asia for you know weeks of time anymore so I moved into training and development so I really do love teaching and helping people and then that kind of morphed into my whole side hustle of being a personal chef and cater for people that would come into work and they'd be like oh wow but what do you what do you have there and it's like oh it just made something and they're like looks really good. I can't possibly be healthy I'm like well actually is in there you know it's not that hard because you know better for you food or healthier ways. And people were like well will you make something for me? I'm like yeah, of course I'm gonna do whatever you want and they're like no, we want to pay you and likely what rewind Do you want you want to pay me and make you feel like that's weird. Like I said it's my love language so you're paying me to love you that's just odd to me. So anyway, I accepted and I started building a client base and then ended up having a lot of clients in it and then the special needs came like dietary need that I would eat blood type or I'm diabetic or I'm celiac or I'm you know, intolerant to greens or etc etc. and I thought you know, I need to know a little bit more about what I'm doing. So I went to holistic nutrition school to kind of learn about the dietary theories and have little you know, I love learning so I want to know more about what I was preaching right. And that just morphed into my business now because when my workout partner was diagnosed with cancer, the studio We worked on it, they came to me and said, Hey, we need help with his nutrition. And so I partner with his art, his dietician, and what are we going to do? And I was like, We're going plant based baby. And so we just kind of tried to get him as much nutrition as we could. And the chemo was really a tough one. I think because your body really craves sugar. And that's the devil standard, right? That's a no no when you're going through cancer. And so he was like, well, I really want granola. So I kind of like reverse engineered one of his favorite granolas. And then it kind of became the snack I believe on the counter. And people would come in, they want sound they're like, what's that I'm like, touch the jar. I'm gonna break your hands. Like, I love you, but I'm gonna have to hurt you. And so then I was like, you know, I'll just make it for you. They're like, really? Like, yes, I'd bring it in the studios would work out we would, you know, we'd all have like little parfait. And so people were like, you know, you should sell this. It's like the age old, like your friends and family, you know, encourage you to sell your, your stuff. And I'm like, No, no, I made this for Kevin. I didn't make this to like, sell or anything. And then when he passed away, I just felt compelled. I'm like, Oh, my gosh, no, this guy has this young son. And what's he going to do? You know, what's his wife going to do? And I thought, I am going to sell this. This is a way to honor my friend and to help other people, you know, live happier, healthier lives, like you can have this thing that you think is kind of naughty, or not necessarily naughty, but you don't mean it's almost like taking junk food and making it better, like take the junk out of the junk food. And so I kind of morphed into this whole life. side hustle for me and you know, like you said, I have three kids. So it's been a longer road for me like I've been taking like the normal entrepreneurial path, I don't think because it's like, you know, you're trying to juggle, oh, wait, I have a I have a meeting with a buyer. But

wait, my kid has an orthodontist appointment. You know what I mean? So it's kind of like, what do you do? But anyway, that's a very long answer to your question, but that kind of came full circle to where and what I'm doing today.

Jen Marples 06:59

Well, I love it. And the name of your company is Becca's petite.

07:02

I don't think you mentioned that is not i'm not i was

Jen Marples 07:07

waiting for it. But I gotcha. So I'm mentioning it now. So I just love the fact that you were doing something that came from your heart and your food is your love language and then turned that into a business and a passion based business. Yeah. Give everybody a little information on how you structured your business because I know you donate you continue to donate a portion of the proceeds from what you make from Becca's petite, back to a charity or nonprofit,

07:33

yes, I don't take a salary. I don't pay myself anything. I've completely bootstrapped this I'm still so low. So I put the so low in a solopreneur. It's just me, myself and me pretty much every day. And so for Kevin, his son, they set up an Education Fund for k k and education was so important to him. And you know, this is my dear You know, my friend, my workout boy for three years and just just adored him. And it's like that, I know that that's what he would want for his son. And that, you know, he spent his life working for nonprofits. And so that's kind of where the year I was true story. I'm in the hospital with a kidney stone. I like having kidney surgery like and I tell my husband, I'm gonna do it. He's like, you're gonna do it. Yeah, we're here in the hospital. We're getting surgery. We're doing it. I'm like, No, no, I'm going to start a business. It's like what? And I said, Yeah, I'm gonna, I'm gonna start the business. Everybody's been wanting me to sell, you know, the snack mix, I'm gonna sell it and then we're gonna send, we're gonna help to take a to college. And he goes, Okay, and I'm like, Oh, God, okay, I guess I have to do it. Like I threw it out there. It's been said it's, it's manifested or it's been declared. And so that's kind of that's what I do it structured wise, I did structuring as an LLC, and I have like, the name format code kitchen, LLC is my overarching name because I was like, ooh, grimeca a haven for all things, you know, gourmet and food because I didn't have visions of wanting you know, to branch out and have more you know, so whether it's because of my merchandising background, you know, it's fun aprons or, you know, kitchen line or what have you. But right now, it's definitely just on the Boucher is definitely our backup for a second and I did neglect to say what my company's name was sorry. But I named it the product for in honor of my mom, because my mom is a French descent and my mom passed from cancer as well. And so it's a way for me to, like carry a little piece of her with me in every bag.

Jen Marples 09:30

But I love it. And we were discussing earlier before we started recording, that you have structured the pace of your business in a way that you when you look at some contemporaries in the food business, they're a bit farther ahead of you, if you will, maybe in sales and just distribution, but that's because

they're younger, they don't have families and they were where we were made, you know, 1520 years ago with not a lot of distractions. So can you tell us a little bit about like how you're structuring things and how you have you told me Putting your family first and that really impacts the growth. So I think that's really important for people to hear that you don't have to go out and do things the way they've always been done, you can actually live your life. Yeah,

10:11

I mean, you can go as fast or as slow as you want. And for me, my kids going, it's not about I'm not like having to put food on the table, you know, knock on wood, thank goodness, it's not like I'm not the sole provider for our family. So I have more leeway in that sense to where Yes, I work hard. I don't want to like sugarcoat that like I'm up till two in the morning pretty much because I'm do it online to do the emails and the marketing and logistics and everything involved in that. And so I just structured it more to that my family comes first, if there's ever a choice, you know what I mean? Like I'm saying like, okay, you have a buyer meeting or I need to input all this information, I have to go ship something or work with the logistics guy, I'm like, okay, you're gonna have to wait till 1030 because my kid has an orthodontist appointment. Or you know, my daughter is a on the Junior Olympic Gymnastics circuit. So we travel a lot there all over the country. For her we travel, it's a lot of travel. I just think this last year in the pandemic was kind of nice to travel and go inside, she was the whole year of her career, but it was kind of nice, not jumping on a plane and she's in Hawaii or Texas or Utah or Vegas, and you know, it's all over. So it's kind of nice having that that actually, you know, I just tried to put them first but I also you know, my business is very important to me because getting out that message, you know, my mission is literally feed your hunger to live well. And whether that's with the food or the information or you know, the inspiration that I can share with anyone in my lovely 51 years. today that I've had. So I'm a Virgo through and through so it's kind of like I want pins to be great. I say great because I try to stop saying perfect because nothing's perfect. That's one thing I think I would advise people out like you can't wait till things are perfect, right? Because if you did, you'd never do it. So I just try to say Great, let's just get a great you know, that's one of those things. Like I always tell my kids make your day great. It's like the last thing I say they get so annoyed like when the car door shuts they're like yeah, I know make my day great. Instead of saying Have a great day, because I want to teach them like you have the control and you have the power to change your attitude you may not be able to change what happens around you, but you have the power to react in that way so you can make it great turning lemons into lemonade, that kind of thing. I love

Jen Marples 12:33

that because that's putting them in the driver's seat so even if something falls or something bad happens they have the power to turn that around and make it a good day.

12:41

I love that right Have a great day. I like that that

Jen Marples 12:44

you're like flipping that on them Can you tell us what some of your biggest challenges have been launching the business so being an older woman in the food business there's a lot of hustle I know it's super competitive and crazy out there and now you've gone to food shows and you have just been

selling your granola like one bag at a time and just so you guys know it's like it is it's like crack it is so good and so good for you. I know I happen to know that industry very well I know it's crazy and it's really competitive so can you share with us a little bit of your a couple of your challenges and maybe how you overcame them

13:17

yeah well okay first of all one of the challenges like he said is that there are a lot of younger companies or a lot of ELS like millennials if you will you know they come up and they know the language they know this social media aspect way better I'm like a self proclaimed dinosaur because I'm like, you know, I'm learning as I go like in the beginning for example and this is not a huge obstacle. My biggest obstacle is a co Packer but we'll get back to that but in social media like I didn't know the advocate or if someone tagged you or you know what you're supposed to do for like for so great and I'm like oh wait a minute I'm supposed to come in you know, I had no idea what this is all new to me this is not something that I grew up within in the corporate world we were always you know, get 200 plus emails a day so I'm great at you know, answering on firing away on emails that that whole social part and putting yourself out there was like very different like very new to me that I would take the bigger challenge for me was the CO Packer so like I had a kitchen here certified all that and I could keep up with the vintage demands got too big, like I started growing too big for my britches, if you will, and then it's like, Okay, wait, I have this order. I got orders. Like I can't do this. So I need to get a co Packer and that is one of the most under rated obstacles you can go through. It is so hard. I mean you're finding it's almost like you're finding your mate. Is it like a dating a giant dating without being like, because you don't really know where to go. You don't know where to start. And you just kind of have to literally just like start doing Google Search like who made similar products to me and just started cold calling When people and then I visited I probably vetted about six or so before I landed on my co Packer.

Jen Marples 15:07

So it sounds like you kind of did everything yourself. So did you have a mentor or a resource that you tapped into so you're really truly figuring everything out on your own?

15:18

Well, for the most part, yes, I was filming on my own, but I did rely on some of my friends that were in the business, Mimi's pies there's that lovely lovely lovely friend of mine named Cora and she started making these pies so she's kind of like that she's my mentor so she's the one I'm calling What do I do okay on either a UPC code what was that you know I need to do so a lot of it yes I we do a lot of it myself because that's just kind of in my personality I love learning and so I'm kind of like oh, I'm all in I'm gonna figure this out but there are things you don't know you don't know what you don't know she's been a wealth of information for me and then other you know, other small businesses I mean, along the way, like, you kind of find someone who's slower and starting out and you kind of grow up together right? Like it's like you're in you're in it together. And so you just help each other and you're like, wait a minute, do you know how to use for trucking journeys for logistics? Or do you know anyone who's good at printing stickers or you know, that kind of thing and then I did join them the provender social club So I joined a Facebook group but you know, it's more like an email deal and you just throw out questions and every there's small businesses to large businesses in there in the CPG consumer packaged goods business Everyone's so forthcoming and so lovely with being able to help they're like oh yeah, I have

an extra pallet Do you want to come get pick it up our bagels was like oh, I have 50 pounds of pepper who wants it? I'm like, I've been shopping in my car driving to get 50 pounds of pepper to take to my co Packer.

Jen Marples 16:52

So I know that it's you know, the the business is very competitive, and you've been fighting to get on store shelves and things like that, can you share with everybody maybe when you felt like you were really rejected and how maybe you picked yourself back up, because that's the biggest, I mean, that's one of the biggest pieces of entrepreneurship and especially being a woman and being in midlife. I know that could probably stop a lot of people in their tracks before they even get started.

17:15

So yeah, every day every day there's rejection every day and I would say you cannot take it personal you just can't because you have to look at it if you if you sit back and you take your business hat I mean at the end of the day like getting on retail shelves, it's not about how good your product tastes it's not about how pretty your bag looks. It honestly is about the margin for that buyer and what they have opened they might have something else that your product might be incredibly delicious but they might also have another product is already on the shelf and in order to get you on the shelf they have to bump that person well that person has proved sells you don't yet they have they're taking a chance on you and that's great if they you know they do and you live up to the expectation that's fantastic but if you don't they will pull you off the shelf and so I was in one location and it was just not the clientele was not my clientele and it wasn't that my product wasn't good or my packaging or any of that it's just I wasn't the right product for that consumer which is fine so I had I said oh this means I'm not good at retail at all or nothing like I wouldn't be like today I'm in the fresh market which is so exciting. They're voted the number one retail grocery store in the US and so they're mainly out on the in the south and on the East Coast but kind of like the whole foods if you will of that era and so had I given up earlier on I would never even be out there you know what I mean? So you just can't You can't take it personal and you just have to literally just keep thinking okay maybe it's just not the right time because I have had people that have told me no before and then they come back to me six months I had someone come back to me two years later actually okay all right, let's do it. You know to me,

Jen Marples 18:59

I think that's just really great advice for everybody listening it's like not giving up not taking it personal and then I know you know deep in your heart that you wanted to do this and nothing was gonna stop you so right that's just yeah so taking the emotion out of it because I know women it's like oh, it's a rejection of your full self it's like no it's not a rejection of your full self it's just a rejection of the product at that time so looking exactly like looking at who the customer is. And is that the right is that the right format so that's I think that's really amazing and

19:29

yeah, what you just said is not a no it's not now that's how I look at it.

Jen Marples 19:34

So let me ask you this question. What do you think some of the challenges are for women today admin life starting a business if they wanted to start a business or actually changed careers because I know there's a lot of people listening we know a lot of people and our friend network and everything out there who people are maybe doing one thing they want to do something else or they do have a passion burning within them that maybe there's it's like they're too scared to get started. What Yeah, challenge and what would you tell them?

20:01

I think what I see and in my age and in my current group is that a lot of times, you don't feel you're allowed to do that, right? Because you have been given this role of mom. And whether it's, I realize some people don't have children, it might be, you know, a pet mom, or you like plants, your plants, but you've been given this role of nurture, or you're responsible for other beings, and you're not really seen as being allowed to have that of your own. Okay, wait a minute, wait, wait, you've been doing this this whole time. Now you want to do something different. And I think a lot of times, and I won't this only say men, but I will say men have more of a problem with that. It's like wait, because they they're comfortable doing their thing. And like we as mothers are nurturers have been handling so much. And then we decide that we're going to do something, well, Something's got to give, right? So what's going to happen and who's gonna pick up that slack? And I think a lot of times there's that fear, well, if I do this, then what's gonna happen is gonna, my husband will come in and help or I can't get anyone to come in and help us people are kind of just afraid to step in and do that. And I think society kind of puts that on us. Because we've had this other role, and then all sudden, we want to take on a new role. Now I wait, hold up, I don't know if that's okay. But it is okay. And you fit like, if it's something that you want to do, we're women, we can multitask. That's what we're built for. It's like, Man is like, even behind me, he was like, No, me, woman, me, me, fire me get wanted me make me take care of babies. away, like, you know, we are so good at multitasking, why can't we do both? There is compromise, I'm all set that there is compromise. And you do need a good support system. And if it can't come from your significant other, it's got to come from somewhere. But you got to dig deep, a lot of times, but you having that having the support of other women are found in the industry, like I'd be Chikara. And my other friends like that this book really helped helped me personally,

Jen Marples 22:00

I think that's great advice. Because there are a lot of women out there who are wanting to do things, maybe they're coupled up, maybe they're not. And so they're really looking at themselves. And they could be in a relationship situation. But they don't have a supportive spouse, or it's like, what do you think you're doing, like their own confidence, and it's just not coming from home. And so it's a really important thing that you mentioned that it's very important, I think, for women to have the support network. And if it's not your friends, you go out and find them. It's people in your industry, you join mastermind groups, you get a code, you do whatever you need to do, because anybody I firmly believe in you. I know you feel this, too. It's like if you have something burning in you, that means you need to do it. Yes. And so I'm just that's why I started this podcast, I don't want anyone to feel like they're too old or too anything to start something. Because if the good Lord put it in, yeah, like it needs to come out like you needed to be, right, you needed to be doing what you're doing, I need to be doing what I'm doing. All of you guys listening, you have something on your heart, you need to go do that. So I'm so glad you mentioned that, because the support isn't sometimes obvious, like you need to go out and find

it. So you touched on this a little bit. Do you believe in balance? Or do you believe that women can have it all?

23:14

Well, that's a very interesting question is like Why not? Why can't you know what is your all? That's the one thing is you have to decide? What is it that you want? What is it that fulfills you? What do you consider your all and I think that there is balance in getting there. Absolutely balancing getting there. So it's almost like I don't see it as one or the other. I see them as coming together. It's kind of like you need the balance to have it all. Because if you have it all, then I don't feel like you are balanced in your life. But

Jen Marples 23:48

I love that you said that because that's a really important point to be very clear on your why and like what is important to you. Because I think as women we do go out and we're saying yes to everything. And you're always going to I say no to everything at this point, like a lot of time. But you know, women, if you really go out and look at your calendar and what you're agreeing to and there's and you feel frazzled, it's probably you're saying yes to things that don't support you, and all of that. So if you do have something on your heart, it's important, like you're saying, figure out your why and what's important, and then get rid of trim the fat and get rid of everything else. Yeah. Because Where's your balance?

24:21

If you're saying yes to everything to get to all that you want, then that's what I mean about you're not balanced because you're saying you don't mean like you're saying yes to things and it's causing other repercussions down the line, whether it's pain, or you're going something else to get to that point.

Jen Marples 24:38

Totally. What advice would you give to your fellow entrepreneurial moms out there right now what would be like your top say 123 pieces of advice for women, working maybe feeling like they're alone, that it's really hard, maybe on the verge of giving up or maybe starting just needing that extra boost. To get going

25:01

here well I think like definitely it's that you touched on this it's your why like if you stay true to your Why is your North Star right so stay true to your why and things are gonna come around for you but I think the biggest point is you've got to seek out that person or that support and a lot of times like I said y'all you got to dig deep and it comes from within but it's like I would not be where I am without Park like that is just hands down 100% the truth for my other you know my other friends like I've met other brands and even influencers it sounds funny on my head on social media that really are such great support group for me and I think for for women I think a lot of times it there's this sense of competition it's like why is it a competition there's room for everyone like it doesn't have to be a competition and help your fellow human right like it's just it goes back to being like how I was raised bitcoins, right just be kind and I think like you kind of like if you throw that out there you're going to get that back. And so people in our age it's definitely just a lot of times I think because we're older we're afraid to ask for help Don't be

afraid to ask for help own it you know it's like I don't know what I'm doing and that's the thing and with me You always turn fake it till you make it fake it till you make it I'm like no I can't take anything so I don't know how to make it so what am I going to do and so sticking out help it absolutely find out whether like one of the you know it's a mentor or a coach or it's like someone's You Know podcast you may you listen to like this or if it's you know a webinar like there's so many resources out there you'll seek them out and get that help and also that validation and then you will end up being one of those people that is helping someone else right so think about that like how far you come along. So when you're younger, you're learning and going through it and you have that older mentor so like I want to be the car for people right like the way car was for me. I want to be the backup. Like no go to Becca, she says are same as you how you want to help women. That's kind of like, I just want to help you live a better life. Let me help you. Right. I don't have it all figured out. That's for sure. Well, I

Jen Marples 27:11

love that you said that because obviously women supporting women and helping and we are so much better when we are together and supporting each other and lifting each other up And to your point exactly. And I know you don't go help helping people just to know Oh, well I'm gonna get it back. It's just in your heart and your nature and so find the same way and it's fun to help people. Yeah,

27:33

it's it's selfish a little bit though. You know what I mean? Like, cuz it brings me honestly, it brings me so much joy. Like that's helping someone makes me feel so good to help that person. That it's a little selfish.

Jen Marples 27:47

That's the whole I think that's the whole point of giving too. It's like if you you know, working for nonprofits and like donating time, or whatever it is, it's like selfish reasons, you really do receive more probably than you get. That's the beauty of it. What do you wish for women at this midlife stage? Oh, my big question, but I just love to hear.

28:10

That's a huge one. I would say that embrace what you know, and embrace what you don't know. And I know that's gonna sound weird and the dichotomy like both of those are the juxtaposition, right? Like if something that's not like the other city beside each other, but you need to have both and I would say I just wish that people would it's okay it's like it's like that vulnerability and confidence it's okay to have both and I think like showing that so like some people they just all they show is that it's like the false confidence. And then you have the other side where it's like all they're showing is like I can't do it, I can't do it or the or the vulnerability it's like how do you merge those two? And then it's like wow, like this is you're killing it, you know what I mean? And so I know that's kind of probably not what you're expecting to hear that it's an odd wish but it's like I wish people could you know, it's like embrace both sides of yourself. Now I

Jen Marples 29:08

think what you're saying is like just show your authentic self because we all especially back in the day you know, you and I are a product of the 80s and the 90s and it was like the suits and the buttoned up

and this and it's like we had to fit in the man's world or whatever that was for a long time we only saw one side of people but what you're saying is you know let's let's see the go getter like let let it all show like show that you're driving and also show that God This was a hard day I was I had my day set and then I had a sick kid or I had somebody other kid in a crisis. I mean, because it's just real life right?

29:44

Well, exactly like you're embracing that and you're saying it you know it's okay like cuz I don't always have it together. And that's all right. Then, you know, the other side is, you know, people only know the best way to say it, but I think you said The best is like yeah, if you're authentic, then people are gonna see through that, right they're gonna they're gonna see it or not. But I think if people can embrace that authenticity and embrace sharing that, you know, your vulnerable side, but as well as your as your competence side, I think that inspires so many people and just let you know, okay, you can be this middle aged woman. And you can do that and like, you know, the whole have it all. But it's like, really what is having it all, and it just embrace the journey along the way. And I think people will see that, and they'll respect you for it, and then they'll want to follow along.

Jen Marples 30:36

Oh, I love that. Okay, so I could talk to you for hours, talking for hours. But I have a final couple questions to ask before we wrap up. So in the spirit of, you know, sharing is caring with our community, can you recommend a favorite book or resource or anything or practice that has helped you? Because I know you've alluded to a couple things. So maybe if we could share something, maybe one of your go twos with our listeners,

31:05

one thing I love listening to part of my morning routine, and I listened to podcasts, I love listening and learning. And one of them actually is the doctors pharmacy with an F like farm FA RM. And it's Dr. Mark Hyman. And he is just full of health and wellness information. So for me, you know, being in this niche of the world, or my, you know, my business and stuff, I just love listening to him. It's just fascinating. He has so many different guests on and they talk about, you know, life and stress, meditation, diabetes, cancer, like all kinds of like, it's never a dull moment on his show. And I just love listening, listening to that books, actually, my friend, she just came out with a book, you can pre order right now actually, it is called a food story. And the name is Elise muscles. She's known, many people might know her on social media as kale and chocolate, this book is it will change your life. Because the whole idea is, have you ever thought about what your food story is? Like? Why do you eat the way you do? Why do you have this view on the way you do? And it's just, there's like a follow along section you can do and it's very, you're like, oh, wow, I didn't realize I had these idiosyncrasies, or I had this or that. That's where that comes from. You know what I mean? It's just kind of like taking the stigma away from what women have in this whole diet culture and trying to fit in and all that and it's like, embracing your food stories. I would say, that's something I'm loving right now, are those two things

Jen Marples 32:40

awesome? Do you have a ritual or a practice that you rely on to get you through every day?

32:47

Yeah, every day, I wake up, and I think, alright, today's gonna be a good day. I say God, today's gonna be a good day. And I have an infrared sauna. And so my husband's so cute, he'll get up and he'll turn it on, because he likes to get up and work early. So it's already heated up for me. And so I can get in and I just kind of decompress like deep breaths. I have nothing I don't get on my phone. I'm like in total silence for like 10 minutes. And then I do like this little kind of like a long workout routine to just do like some crunches, get the blood going and all that and then I'll listen to my podcast. And then I'm like, Okay, then it's time to come down. And then I look at my work emails because I need that decompress time. And then my like learning time because again, like I said, I love learning. I love information. And I love taking that in. And so I get that in and then I can come put out all the little fires that are waiting for me, because they're not going to go away. So I you know, I have to take the I take that time for myself every morning.

Jen Marples 33:47

I love that final question. What do you think is the best thing about being at this stage in life?

33:55

Oh, okay. Actually, when I turned 40, I call my nephew 40s. Because being able to say no, and being okay with it, like I feel like so much in my career before that, I always felt guilty if I said no, and I just was, there was this sense of, Oh, I need to do this, I have to do that. And now it's like, I don't have to do what I don't want to do. You know, it's like, I have this sense of, I've had I've lived, you know, a nice life. I have many more years to come God willing. But I have that sense of being able to say no, and I think for me, that's so impactful. And I love helping people so it was always it's always been a challenge for me to say no to someone but you know, I'm not gonna say no, someone really needs my help. But I mean to these other like tertiary things, and I'm okay with it. Actually.

Jen Marples 34:50

I love that and anyone who knows me knows that know is my favorite word and it's complete sentence. People. absolute joy to have you on let us know where we can find you on the interwebs and how we can support you.

35:07

Okay, well bekins petite, and that's the ECC a SPTIT. So expect us littles to kind of go back on French heritage and yeah, you can find me on, hang out a lot on Instagram, Facebook, I'm gonna try to embrace Twitter, more and maybe some tik tok hymns but yeah, you can also look up, my website is backseat calm. So it's pretty much pretty much where I am.

Jen Marples 35:36

It's all there. Woman It has been an absolute joy talking to you and you have just given the world out there some great pieces of advice so I hope everyone took notes if not go back and listen and jot down those notes and follow back as petites. And thank you for joining me today My dear and we

35:56

have a good one and they love it.