

Ep 158 V2 Jen Solo

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SPEAKERS

Jen Marples

Jen Marples 00:10

Hello and welcome to the Jen Marples Show. I'm your host Jen Marples, founder of the Jen Marples agency mentor to women worldwide and your number one champion cheerleader dedicated to helping you embrace and rock midlife. The Jen Marple show has one goal to empower you so you can go out and power the world. So each week I'll bring you conversations with incredible women who will inspire us, educate us and motivate us to live our best lives. I also pop on solo to share my best advice tips and tools to help you unapologetically go for your midlife dreams, embrace your age and become unstoppable. If you are looking for a change ready to uplevel your life and business or pivot into something new, then this is the show for you. And know this, you're not too fucking old to step into the midlife spotlight and claim all that you desire. It's your time to shine. And I am so glad you're here. Hello Gorgeous listeners. Welcome to the Jen marquales show today we've got a cell episode with yours truly. And we are going to go through my top 10 life and business tips. I felt like we needed a pep talk today. And usually when I get a hit of what I want to talk about, it's because I need to hear something too. We can never hear these top 10 pieces of advice too much, I can never hear them too much, you can never hear them too much. So that is what we're going to do today we're going to run through this fast and furious. But my goal for this week for you is to walk away with some great tips. These are tried and true. You've heard me say them before here and there. But they bear repeating time and time again. So without further ado, we are going to dive in. We're diving in ladies, today we're going in fast and furious with my top 10 tips for life in business. Number one, you're not too fucking old. Let's get that out on the table right now. That's why you listen to the podcast, we can never not hear that, because I got all the things going on in life just like you and we need to hear that we're not too fucking old. All the goddamn time. Sorry, we do. Because you're not. Again, I am 54 I'm 55 this year, and I feel like I'm just getting started and I'm just entering my queen season, the Queen season is gonna last for the whole of my 50s and into my 60s and beyond. So I just want to, like start off strong out of the gate to remind you all that you are not too late. Your time is not over. You can have multiple things happening from this point in time on. It's just a mindset shift. Instead of going I've missed the boat. Now it's time you get to design the boat, you get to sail the boat, you can be a passenger on the boat you get, I don't know where this boat analogy came from. It just came to me. You get to do what you want. And you're not too old. So let's get that out of the way. You're not too fucking old. You've got one life. So we need to seize it and live every day to the fullest and go for those dreams. And don't care what anybody around you is

doing or what those people think about you. Nothing, nothing, nothing. All you need to know and believe. Because it's true, is that you're not too fucking old. You're not. Okay, hopefully you're shaking your head. And you know, throwing your arm up in the car. Just scream it really loud with me. I don't care if your kids are in the car. My girls scream it with me all the time. I've got people I see out shopping and they'll be like, Hey, Jen, you're not you're fucking all in. You're like, You're damn right. I'm not. Let's just scream at you're not too fucking old. Woohoo. All right. Whoo. I've only had one cup of coffee today, too. That's settled. That was number one. Number two, courage. We just have to have courage to do whatever the hell we want. If it's to take that one step in business, to start a business to expand your business. To go out and find love to travel the world move to new city, whatever the hell it is. You just need courage. You just need courage to take one step. Fear is the killer of dreams. It will stop you before you start. So park it to the side. Think about it sort of clinically pretend it's not real. Because it really isn't. It's just how we've been programmed. So pocket on the side say hey, fear. I see you. I hear you but you are not welcome here, honey, because I got shit to do and you're not going to stop me. So give fear the middle finger. Give yourself that little pat on the back. Give yourself a little pep talk and go I'm going to take one little scary step today. One little scary step ladies. ONE SC Every step adds up to a million steps, and it pushes you into something new, it can push you into a completely different life, a new business, a new relationship, the sky's the frickin limit. All right, so it's courage. It's not confident no one's ever going to feel confident, I rarely feel confident, rarely. It might seem like I am at New. Once you do things over and over again, you'll eventually get a little bit more confident. I always have to have courage. I'm to give myself a little pep talk before I got into here to talk to you. And I've been doing this a long time. I've been at this podcast now for over two years. Courage, courage, courage. You just have to think about this one of my guests that and I got I can't remember who I think it was Natalie Nixon, you have to think about the pain of not going for something that you want. Sometimes that's what you need to think about to give you the courage to take that one step out of whatever situation you're in, or just if you're paralyzed to begin, how bad is it going to feel how crappy you're going to feel in five years? If you didn't take one step today? So here's my rallying cry. If you're thinking about doing something, go take one step right now. Don't overthink it. Just go. I think it's Mel Robbins says like three to one or 54321. Go, go send the email, make the phone call, text the person do the thing. Make the ask. Do it. Do it. Do it. Courage, courage, courage, courage, give fear the middle finger. All right. Number three, know you have what it takes. Know that you have what it takes for business and know that you are worthy and a fabulous wonderful, fully formed amazing, incredible human being. Nothing makes me like my heartbreak. When I run into talk to so many women, or I'm talking to clients, and we all have this crippling impostor syndrome and the Who am I to do this? Who are you not to do this? I was just telling a client the other day I said you're not 20 at 20? Yeah, we didn't have any frickin experience and didn't live any life at 20. So yeah, we could say I don't know what I'm doing. Not in your 40s 50s 60s and beyond new man. We have experience we have life experience. We have business experience, we have hundreds of experience, tons of smarts, tons of know how. So you've got what it takes. So let's get that out of the way. Okay. Number four, please do not compare yourself to anyone else. Comparison is the thief of joy. It's a huge freaking distraction. Social media is set up, actually literally to just distract us from going for what we want. Here's my challenge to you saying this as much to myself to limit your time on social media. And make sure you're only following your friends and accounts that are lifting you up that energize you that you're not going down some spiral rabbit hole, like why am I not in Capri, blah, blah, blah, yada, yada, yada, whatever, everyone makes up all the stories, but I have a couple hard facts to tell you. One is, there are people out there that have boatloads

of fucking money. They have whatever the hell is going on. And they get to have that. It's great. But when you're looking at your life and business and going, Well, gosh, I'm not that person, you can do two things, you can take the blessed and release while they're having a great life. That's amazing. Bless, I'm happy for them. Because if they're living in abundance, that guess what that means I can live in abundance. So have this positive mindset around it. The negative mindset is, oh, they have this, this, that and the other it's so easy for bla bla bla bla bla, that's rarely ever true. It's just the stories we make up. So we can assume we know anything about anybody's life. So just don't compare yourself to what other people are doing. But here's the biggest thing I want you to take away. A lot of us I put myself in this camp a couple years ago, you will kind of obsess and spend a lot of time thinking about what some other people are doing. Don't. Yeah, so and so might have more money that's invested in her startup or so and so and might have had a windfall or so and so over here might be in some type of a different situation and has more money to put back into her business. Whatever the hell it is. You can either talk about it, lament about that and waste precious time on something that's not going to do one bit of good in your life, thinking about other people, which by the way, have no idea again, what's going on in people's lives. Because you're seeing highlight reels, no one's really telling it like it is out there. Or you can block that out of your mind and just focus on what you're doing and get clear on what you want. And align yourself with other people who are doing the thing that you want to do so it's dating. I don't know go attach yourself to a group of women who are like a divorce women's group or something like that. If it's for business, you got to be around other entrepreneurs or solopreneurs, you can't be around the friends who, if they're not striving and building right now, those aren't going to be the right people for you to surround yourself with. So we waste a lot of time thinking about other people, which is going to be funny when I bring up another point later. Just stop it. You've got what you've got to work with. And you can be really scrappy, align yourself with the right people. You're listening to this podcast, listen to other podcasts, if you want to listen to ones on finance and like mindset, surround yourself with virtual people like me in this podcast, get in touch with real people, you can always DM me DM other people, get involved in groups in your community, look for business groups. And just don't compare yourself to people that you have no idea what's going on in their lives are not at the same place that you are. I really hope that sinks in because the funny thing is, now I'm gonna talk about number five, which is not caring what people think. And the SEC, I always say that those people aren't thinking about you anyway, some are, because you're thinking about some other people, we all do it. You're probably stalking people on Instagram or LinkedIn and going, Gosh, how do they do it? I'm not enough. I'm not worthy. I'm not like them. I'm not producing, I'm not outputting all the content they are, whatever the hell it is. We're all kind of doing that. But for protection we have so we can go forward and have that courage to do things. We can't care what people think. And if there are people thinking about us, it's exactly what I was saying to you before, like, why are they think so it doesn't matter. Just like those people shouldn't care what we think about them, we can't care what people think about us, it's going to stop us dead in our tracks. And when you tend to care about what people think is really the people that you know, and the people closest to you. Spoiler alert, I was just talking to a dear friend about this. And she was saying, you know, it's really hard. It is hard. And she's very public person. It's hard not to care. And it just goes to the deep programming that we want everyone to like us. But the most beautiful thing about not caring is not that you're crass and callous, and you don't actually care. Like I care what my kids think about me, I care it my husband and my best friends think about me, if they say, Jen, you're being an asshole, I'm gonna listen, I'm talking about the general public. And actually even close family, I'm going to amend that because we all have maybe family members who will be put in a mode of either

comparison, or envy or discomfort when we are stepping up and out. That is very real. So when I say don't care what they think, you've got to practice this, practice this practice this lesson release, they're never going to ask me about my business or my life. If it's family or friends, they serve whatever purpose they have in my life. But when it comes, I'm just gonna use business as an example. First of all, they're not going to be clients. They're not the people I'm trying to impact. So I can just kind of put them out there in a little proverbial box and not think about them. And then when you don't think about those people, and you focus on all the wonderful people, if you've got a business right now, focus on those people. Focus on those people that you want to help and that you want to serve. All those people are going to come running to you. And that's what your business is all about. And that's what this podcast is all about. It's about getting the clarity, not caring what people think I'm clear on who you are. I had to get over that, you know, what's my college roommate going to think, or my mom or whomever, they're not my target demographic here. They're not the women I'm trying to help are the people I'm trying to help I'm trying to help you. So it makes it really clear. So I can show up. And I can be crazy and yelling and screaming and stomping my feet and saying you're not fucking old and listen to these tips. We're having a pep talk, because I know who I'm talking to. All right, I think I beat that one to death. Number six, recognize what season you are in your life. I know I've mentioned this before. But why this is important is because we are all dealing with different things. We've all been on career ups and downs, we've had kids, they can be older, they can be younger, there can be parents, there could have been a divorce. There's all this stuff. I'm in a Go season right now. But I also know that I've got three kids at home. So I can't and this kind of goes to comparison, I can't compare myself to somebody out there who doesn't have three kids, and especially one about to go to college, you know, that adds some mental load. So there are some big things that I want to do that I'm just simply putting off till the fall. That's cool. My focus right now is on my clients and my agency and building all this out. So I can help as many of you as I can. And I've got some other goals that there's a bandwidth for bandwidth for you all, as podcasts, my agency, my family. I'm very clear about that. And guess what having that clarity makes life so much easier. I was talking to somebody else to about this. They're trying to do 50 things at once. I said you can't look at where you are. In life, and I said, look at yourself in a year. In this case, somebody was dealing with a parent who was going into a care home. And this woman was fairly on dealing with a parent. And I said, you know, once this kind of gets settled, you can add a couple more things in, but right now you're focusing on your core business. And you're helping the people that you can help serving at the highest level. So you have clients, and you can pay your bills and do all that kind of good stuff. We always think the end is near and that you know, relates and we've got to do everything now. And it's just not the case. So just recognizing where you are, it kind of gives you some relief, because in this world that we're in, the world wants us to be kind of be everywhere, doing all the things all at once, and it's simply not possible. Okay? It's simply not possible. I think about all that I'm doing now. And I think about a lot of travel and things I want to do. And literally in two and a half years, all my kids are going to be in college. Whoa, think of all that time. So just recognize where you are. Give yourself a break. And if you've got a huge list of things you're trying to accomplish, take what I've said to heart and go if you're really dealing with some other stuff right now, or there's just a house full of kids or I don't know, there's other personal things going on. It's okay, it's okay to step back, it's okay to go, Okay, I'm gonna park these two things, I'm going to do kind of the bare minimum, or you know what things are good right now I feel energetic. Of course, as a parent, you're always waiting for another shoe to drop. But I don't like to think about the glass being half full and waiting for crisis to happen, you just kind of go and then no, you can pivot and go, Alright, I've got to change things around. So

recognize what season you're in life and give yourself a damn break. Number seven, get help when you need it, and bring in supports when you're at a crossroads. So this is really important advice. I've said it before, I'm gonna say it again, if you're really dealing with some personal things, and there's big life transitions, and you are just feeling like you are all alone, and you don't have the support, please go running, get a therapist and try to get yourself the support that you need. There's no shame in getting help game. If you're stuck, like the personal life and you can't navigate it and things feel heavy. And I know that we're in this phase of life where there is a lot of stuff going on. There's ups and downs, there's all reasons for needing help, relationships, kids, just your own personal stuff, unpacking past trauma, maybe it's rearing its ugly head, who knows. But that's gonna be the best money you ever spend is finding that support that you need. I've turned so many people on to therapy because I firmly believe in it. Now, when it comes to business, you all know I have the agency. And I sought out my own health back in the day, you've heard me talk about this when you know, it was time I needed to start this podcast and I've never started a podcast before. So I thought somebody out who was was doing the things I wanted to do. And by doing that, you're aligning yourself with people who know what the heck they're doing. And you can save yourself a lot of time and money. So just kind of figure out where you are, are you at a crossroads? If you're at a crossroads in business, you kind of keep banging your head against a wall, you're like, Why isn't this working? I'm not clear. I need somebody get that help. If you are like with your relationship with your kids, spouse or relationship with yourself, and you've got negative self talk, you've got to go get some support and help and get that sorted because you're going to keep having the same conversation. So yay, to help. And there's no shame in that. Number eight, surround yourself with the right groups of women, full stop. So no matter what you're trying to accomplish in life, there is a group of women waiting out there to embrace you to help you achieve those goals. I am in one leadership group that I make a priority. It's very important to me because I pour in so I get out what I pour in. It keeps me sane. And it also helps me be better. It helps me have better ideas and helps me see bigger and see the world through a couple different lenses. It's also nice because in this group of women, mostly women in their 40s 50s and beyond all these like badass women. We're also all dealing with the same stuff. Like I talked to you all about. We all have the family stuff, the relationship stuff, the kids stuff, just the life stuff. So it's find your people, find your people of course, you're in the right space here. So dive in, you know me, I have events and I do things and I'm going to be doing a couple of things this summer. You can count on me for that. But make that a priority in your life and you don't need a million you can start with one just start with one friend. You can reach out to somebody that you see on LinkedIn or Instagram and become literally close friends with those people, our accountability partners. It's amazing. You've heard me say this before. I've met so many incredible women, so many incredible women all over the country, just through social media and putting myself out there. So surround yourself with amazing women. Number nine, take a step every day towards something that lights you up. That could be business, it could be your life, it could be taking dancing lessons, it's going to change your life, when we get stagnant and stuck, and we're like in our closed walls, and maybe you work from home, or maybe you're not working at all, and trying to figure out your next career, if you stay stagnant, and you don't take steps to do something, it's going to be harder and harder to do anything. You've got no momentum. So it's kind of this theory of momentum. Like when I started out, doing things years ago, not knowing where this was all gonna go. It was step after step it was going to see a live podcast recording, it was coaching training was a big one that was a big investment and a big investment of money and time. And that was great. But that wasn't the first thing I did. And then it was, you know, hosting an event. And then it was this. And then it was that when

you're standing still and not doing anything, it's really hard to this is where the courage comes in, to start taking little action. So if you're at a career crossroads, right now, you're doing something right now, you don't kind of know what's next. But you know, something's burning every week, tell yourself, I'm going to take one step towards figuring it out. If it's listening to a new podcast, if it's taking your friend out for lunch, if it's you know, going to a lecture, if it's going to networking events. Once a week, put that as a challenge, once a week, I'm going to do something, how easy is that? Again, the courage is going to come back. But give yourself some type of a challenge. And if you've you're already in business, and you are, you know, say wanting to expand and grow, we'll then start taking some steps. Say every week, I want to talk to one new person, say you're in financial services, or some type of consulting business, say every week, I'm gonna reach out to at least one person, one new person a week, and figure out where that's going to be if it's a networking event, again, it's a lecture, it's sending an email to your friend group and saying, Does anybody you know need XYZ services, to start having these goals? And then it becomes kind of fun, right? You're like, Oh, I've got a goal, I want to check that off the list or check the box, did I reach out? Did I do one new thing, all those things add up, it gets new clients, it gets momentum going, and all of a sudden you're on this path. So just take some type of step every day. Number 10. So this kind of is going to close the loop on where we started from, you're not too fucking old, because you're not doing all of these steps and having the courage results in a life that you can like to see a life that you could only dream of, but it's the life that you deserve. And by doing everything I've said, step, tip number 10, is to remember that you're not going to die. You're not going to die. You're not going to die by taking a step by making a phone call by starting a podcast by starting a business by asking some guy out on a date. You're not going to die. The worst that can happen is somebody says no, who cares? Great. They said no. Do it again. Just keep going and know that you're not going to frickin die. You're not. But what will happen is your dreams are going to die. If you don't believe in yourself and believe that you're worthy. And you just really I just getting emotional here. I really want you all to know that you're fabulous and amazing and awesome. And that you get to be successful, wildly successful in whatever it is that you envision. business life, love. You can and you will. You can and you will we've just been sold a bill of goods that said that were expired after a certain age. No, no, I just watched a Madonna was a wrap up video. I think her last concert in Mexico City. I'm looking at this. And I was so energized. I think she's 65 I was like, Oh my God, that just fired me up. I'm like, I gotta workout more on like, I gotta take it up a notch. But I just get so excited when I see women out there and thankfully all the women that are out there and are being sort of loud and proud about their age or galvanizing role galvanizing around the concept. Finally, we're just not going to stand for this crap that were too old. You can always count on me for you're not too fucking old. But I really really truly truly truly, the reason I do everything is so you're shaken out of Any type of a stupid and it's not stupid to be negative towards you. It's the super that society and the patriarchy is put into us. It's put us in a stupor thinking that we're expired and that it's we're too old and it's too late. No, ma'am. You're not too late. Right on time. If you're listening to this podcast, you are right on time. You're right on time. And we've got so many years ahead of us decades. Ladies, it is always such a treat chatting with you one on one on my solos. But before I let you go, I just want to remind you, and let you know of a couple of ways that Jen Marples agency can help you. Number one, I've got my signature stepping into the spotlight program, which is really a turnkey program to help you establish your thought leadership and your personal brand. So we get in and out in a few months, and we get you established, and you're clear on where you're going, who you're speaking to. So you can get seen, heard and paid and make an impact. Number two, I also do one on one business consulting and coaching. So if you are in

business already, and you are kind of at a crossroads, or you're like Where can I make more money? How can I expand and grow, let's talk. Also, if you are thinking about starting a business, and you need to launch, please come to me because I love to help clients get their businesses off the ground. And it really does help save so much time and money when you've got someone advising you from the get go. And who also has access to other resources that you might need to get your company launched. So please let me know if I can help you in that regard. And then number three, I really love this I offer spotlight days. So if you're like Jen, I just need your brain for a day on my business and you can't commit to months and you're like I don't have time I'm really at a crossroads, I just need you for a day I got you. It's called a spotlight day. And we can do whatever you need. We can literally sit and do whatever you need. So if you want to deep dive on to in your marketing, you want to look at opening up some new line of business, you want to launch a podcast and you need a strategy to get going. And I can explain to you like how this whole the whole podcast thing works. If you are an author, you've got a book launch and you need media training, and speaking training, I can help you do that. So really there, there's really no end to what I can help you with. But the spotlight days are great. My clients love them because you're in and out. And then you also have access to me for 15 days after we meet. So if you have any questions, you can ping things off of me and we can review whatever it is that we did if it was like a marketing plan, or we were looking at your personal brand. I have also availed myself of this for my business advisors and coaches, and I will go to them often because you know, you're cranking along in business and it's nice to go Am I crazy? Is this the right thing? I need outside expertise just to shine light on me and go, Okay, this is what I'm doing. This is where you need to go. And boom, we're done in and out quick and dirty, and they're so incredibly effective. So if any of that resonates with you and you're like Ha Jen, I think I can use your help. book a call with me. The link is here in the show notes complimentary 30 minute call. Let's have a chat and I will let you know what I think is the best for you. And we'll just go from there. All right, I just wanted to get that in there. So you know, I am here for you. I built the agency to support you because I want you all out there getting seen and heard and paid and making the impact that you want to make. That is what fires me up. And so I'm here for you. Alright, ladies, have a gorgeous day and go out there and do the damn thing because I know you can you deserve it.