[00:00:32] Welcome back to another episode. We are so happy to have you here today. We are going to be talking about midlife. I wish there was a better word. I don't know. But we're happy to have you. Here we are. We both consider ourselves midlife and Teri, what does that even mean to you? Give me one word, one word.

[00:00:59] I need [00:01:00] three words. I'm going to say perspective forward well at the same time looking back. Awesome. That's good. I picked one word, but I need more than that too. My one word would be opportunity because midlife, you either see it as a life half empty or a life half full, right?

[00:01:24] And I choose to see it as an opportunity to fill the rest of life with good stuff. So I hope that's what it looks like in actuality . But my long answer. What is midlife technically? If you're listening and you're a midlife person, you're a midlife business owner you might be saying, I don't like that word and I don't like it either.

[00:01:49] I really wish there was something better, like full bloomed or something. That just feels better. Technically [00:02:00] midlife people are young boomers. That would be me. I was born in 1964, so I'm like the tail end of the whole boom. Boomer generation. All of Gen Z is now in midlife. I remember when y'all were kids and even older millennials, so we're talking 1980, 1983.

[00:02:23] Older millennials are now in that midlife phase of life where you have a story, you have experiences, you have wisdom. You've gained some perspective, and here you are in midlife with a whole lot of life ahead. I think that's part of the midlife, right? Is that you have a story when you're younger.

[00:02:46] Have you ever read a book like an autobiography of somebody who's younger and then you get done with that book and you're like, yeah, they don't even get it because Uhhuh, they haven't really lived enough of life [00:03:00] to to tell about it, that there hasn't been enough time passing. To really write their story yet.

[00:03:09] I agree. And that's not to dismiss people who are younger. Oh, totally. You have a backstory. At this point, you have a backstory, but the story, we don't know where it's going. And when you're in midlife, you at least have a trajectory of where that story is headed. And actually, when you're in midlife, you get to be part of co-authoring where it's gonna go for the rest of the story.

[00:03:35] But when you're younger You don't really have that kind of looking back. You can look back at your backstory, but you don't know where it's gonna end up. You don't know where it's gonna lead you. My oldest is actually gonna turn 21 next week, and so he's that young adulthood and there's a total [00:04:00] beauty in that age.

[00:04:00] And the beauty I think is when I'm with him and his friends and his girlfriend. Their rule is so open and so full of promises and opportunities, and in those ways, the kids that he's with they're lucky. Their life hasn't really been jarred by a lot, so it's very fun to be with them, and it's really refreshing because the rule just seems so full of opportunities and

[00:04:32] they never think what's gonna stop me along the way because they're just at the brink of really exploding into their own lives. So true. And I have seen autobiographies come out like a 23 year old, and I'm like, your brain isn't even fully formed. I don't know. I don't know. We can learn something from it

[00:04:53] but I think that person likely has a whole life ahead of them where they can learn and grow and experience new things. And [00:05:00] yeah, it's like a prologue. That's what I view. Those types of autobiographies. Yeah. So when you look at midlife, and we've been having some discussions about midlife in our work and who we're talking to and who we're having discussions about clients that we wanna work with.

[00:05:20] So when we talk about midlife, every part of life has two sides to the seesaw. So what are some of the best parts and the worst parts of midlife in your opinion? So the best parts are knowing yourself and really getting that it's okay to just be you and it doesn't really matter what other people think, you get to just be you and that's fine.

[00:05:50] And also being able to have that whole story behind you. Life experiences, you've likely, when you've gotten to be 40, [00:06:00] especially 50, experienced some deep pain of the things that happen in life. And you've navigated that. And while those things are really hard, they teach you resilience and they teach you who you are and they teach you character and strength.

[00:06:17] And so you have all of it to take forward with you for the rest of your life. And so that is a real positive for me. The negative, and I think this happens with a lot of people, is you start to notice yourself getting older. Like things hurt a little bit more. For women going through menopause and all of the

[00:06:41] lack of control that can bring. And then, now you have to learn tech and it's not as easy as it used to be. So there's a lot of things that just are a little bit harder as you get older. And that's not my favorite part. So there are certainly things that you can do to mitigate all of those [00:07:00] negatives and to stay on top of them, but they are definitely there and present.

[00:07:05] Yeah. How about for you? For me, I think the best part of midlife is that I do have some wisdom that's been gained by years of living. And the things, I can look at things in a different way than I did before because I can base it off of things I've already gone through. And I think the greatest part about wisdom for me is that

[00:07:32] I have made it through that and I'm still here and I'm still going forward on those really hard days to be like, you did get through some hard things, you're gonna get through this too. And I don't think, maybe when I was younger, I didn't have that outlook because, It was the first time I was experiencing heartache or the first time I'd lost a good girlfriend, or all those different things that happen throughout life for different reasons.[00:08:00]

[00:08:00] Now I can look at it and say whatever happened in life served a purpose with my life, and it's serving where I'm at right now. I think the hard part for me is sometimes trying to keep up, and I don't mean keep up in a bad way, but there's times like when I will be in a room with all the kids and they obviously, are talking in their generation and they're talking about things.

[00:08:30] They can sit down, basically all five of them and have a discussion about, I don't know, about something on a TikTok. And it was all these things. And like the minute that man's name was said, it was all of them, all four of them that are home chiming in. And so sometimes I think part of it is, do I really wanna keep up with that?

[00:08:55] Probably not and it's feeling that their [00:09:00] generation is a different one than mine and of course you know that. But when you start really hearing the discussions and you really realize you're on the outside, you're like it feels like you're like Saturn. Like they're Saturn and you're on the rings, on the outside floating around them.

[00:09:16] You know what TikTok is, but you don't really wanna invest too much time in it. That is, those are the discussions that they're gonna have and they'll carry forward into their midlife and remember that. And so I think sometimes it feels a little bit like, because the rule does change so fast, it's like how am I going to keep up?

[00:09:36] Do I wanna keep up? How am I going to keep up? And it really is not important, because my friends were not talking about TikTok when we get together. Yeah it is saying how does it impact my business? Do I need to know that for my business?

[00:09:54] And if so, great. Now it's another thing to learn. It's always another thing to learn and alright, I gotta create some space [00:10:00] in my brain to squeeze that in there and be able to access it again later. I feel like my brain is full sometimes. Yeah. So I think that is part of midlife too. Yeah. I feel like I wish we could go and dig in our brains and just clean 'em up and the stuff that doesn't need to be there and fill it up with important things.

[00:10:19] But I saw something on Facebook. I actually posted it to my stories because I really related and it was a millennial saying you people who talk about when you were a kid being able to drink out of the hose, did you not have sinks? And then the guy answered, saying yeah there were sinks, but we weren't allowed to use them, the houses were for grownups and the outside was for children, and children were outside.

[00:10:44] And so if you wanted to take a drink from the water or if you wanted water in our day, you drank it out of the hose. You didn't go in the house, track dirt in the house. That's where the grown ups were. You just stayed outside all day long and you drank out of the hose. And [00:11:00] then you went on to say you don't be the first one to drink out of the hose because it's too hot.

[00:11:03] Like you leave that to the younger kids, you have wisdom, you drink last when the water's cold. And I was like, oh my gosh, I must be so old because that was my life. That was. You just get up in the morning and you go outside and you come in when the lights turn on. That's just the way it is.

[00:11:20] And kids now they don't understand how we could have possibly lived like that and how we didn't just die, and we didn't. So how does this midlife play into being an entrepreneur? Because entrepreneurs, we really have to be, and I feel like this is my opinion, but we have to be on the forefront.

[00:11:43] I think the minute you get stuck and are like I'm not gonna do that, then that's when the wheels start falling off. Like you have to be always willing to learn, always open with an open mind. So how does midlife play into it? Yeah. [00:12:00] So yes, you have wisdom, but you have to be a lifelong learner.

[00:12:04] You have to be willing to learn and be discerning about what you need to learn. You don't need to learn every single platform that comes out, let it prove itself if you wanna do that. But things are changing really fast, especially in the world of ai. and do you wanna learn how to use that or do you wanna just keep on doing things the old way?

[00:12:22] Like eventually you're gonna be the old guy with the manual typewriter, and that's how people will view you if you don't go along with the flow of how the world is changing. One of the things I was thinking of that might be really helpful is to find an assistant or find someone to be on your team who is there to help keep you updated on how to use new things,

[00:12:48] So that's their job. They learn how to use it on their own, like it could be a contractor. They learn how to use it for their own business, and then you sit down once a month and they teach you new things. Like [00:13:00] these are the changes that Facebook has made. These are the changes that Instagram has made.

[00:13:04] This is what I suggest you change in your business in order to accommodate these new changes. This is what's working now. All of those kinds of things so that you don't fall behind. I think that could be really helpful. Yeah. And even building a team with different age groups on your team, because it just brings in a different feeling to the team and

[00:13:29] then, you already have that built in your team when you're doing new things, it could be easier for them to pick up on stuff where maybe somebody who's a little bit older in the mid-life range is as good at some of the skills that the younger people aren't.

[00:13:46] So you have the best of both worlds there. And that's a way to think about how you are going to hire your team. Who's bringing in what skills from what parts of life they're in. Sure. You could even set up a [00:14:00] collaborative mentorships where the older person mentors the younger person in some of those traditional work ethic things or the value of different character trait things.

[00:14:11] And then the younger person can mentor the older person in those things that are hard for them, that is, that are easier for the younger person. I think that could be a really cool thing to set up within. Yeah, I do too. I do too. And then I think the midlife sometimes holds big transitions in our life, whether it's

[00:14:33] becoming empty nesters or divorce or widowhood or even getting married again, and then transitioning into that and our grandparenting like that has to, how does that all play into it all as we run businesses and when we're going through life transitions?

[00:14:54] Because it feels different now than life transitions did in my [00:15:00] twenties. Sure. We had talked earlier about the financial risk that comes with being a business owner in midlife, and part of that, the transitions really play into that because you don't have the luxury of struggling with transitions like you have to navigate it.

[00:15:20] Because you have to keep your business afloat because you have to provide for yourself. There's no I'll just fall back on my parents. Maybe I'll move into their basement or there's time. We just don't have that luxury. We don't know how much time we have, and oftentimes when you come into a transitional period, you're not coming into it as oh, I've been a super successful professional business person and now I'm transitioning into my entrepreneurship and I have all this money in the bank and I'm good to go, and I'm just doing this for fun.

[00:15:59] [00:16:00] Most of us are in the entrepreneurial world because we need to provide for ourselves, provide for our families. Maybe we don't have a nest egg. Maybe we did have a nest egg, but now we're divorced and our nest egg broke in half. Whatever that looks like, we don't have the luxury of that time, and that's

[00:16:19] like you had brought that up earlier. And I just think it's so true. So there's that heightened financial risk that transitions of all sorts bring and I think really surrounding yourself with people who get it, whether they've had the same transitions or they've just been in transition and they recognize that there's a

[00:16:42] lot of weight on your shoulders when you are building a business in midlife, and I don't think everyone understands and recognizes the gravity of how heavy that can feel sometimes. So I think surrounding yourself with people who are in that place too, especially those who have [00:17:00] navigated it and maybe they're a couple of steps ahead, is really helpful to bring hope, to bring strategy.

[00:17:07] To just bring support while you're dealing with those things. Yeah, I think that's really true, and sometimes women live different lives throughout

their journey. And, some women have stayed at home with kids and then all of a sudden you have to figure something out that's like a whole stepping stone.

[00:17:33] And the other part is, some women now in midlife are going on the other side where they're like having to help take care of parents and all of that. Building a business with so many outside factors that you can't control is a lot different than when you're young and if you don't have kids and all those things you're not attached to, [00:18:00] you have more freedom

[00:18:02] financially. And we also talked earlier about the longevity of when you start a career in the middle of your life, a lot of us are looking at a long part of life, working in this career and this entrepreneurship. And so how do we keep it going as we age? And we have to stay on top of everything because

[00:18:29] these are our building years, financially. And sometimes I'll be honest, sometimes when I think about that, it's overwhelming. It's can be overwhelming to think about it even though I'm like you will learn, and I love to learn. But you also.

[00:18:49] Yeah. How it rests on your shoulders sometimes because it seems like your working journey may surpass other [00:19:00] people who have been in a business from the beginning and have built some financial backing. Especially when you're 20 and you start an online business and you build it up and you're like now I'm making a million dollars a year and I'm gonna retire when I'm 40 and I'll be good to go.

[00:19:17] And we're like, okay I Just started a business when I was 40 and now I have all of that catching up to do and it does feel heavy and yeah so maybe I'm gonna be working till I'm 70, maybe I'm not going to be able to retire and that can feel heavy because that's not the dream. Sure.

[00:19:36] I think that we can do some strategy and figure out how to uplift my business so I get to that place faster? And how do we make wise financial decisions even though we have a riskier situation. How can I make wise financial decisions so that I am set if anything would happen that I can't work anymore? How do I make sure that I'm covered?

[00:19:58] That there is [00:20:00] some sort of legacy for my business that I have a plan in place. I think those are important things to remember and to think about what's gonna happen if something happened. And part of that's building a team behind you and stuff. Can your business run for three or four weeks if you need to be gone without you in it every single day?

[00:20:24] Every single moment? I think there's a lot in that, and I think that's something that as midlife business owners, we have to think about. Have a team with us that can really do what needs to be done to get things rolling if we can't be there for some reason. Yep. And I think that's why it's really important to have a team, to have systems in place and to practice that take a vacation.

[00:20:53] Teri, good idea. That was to myself as [00:21:00] well. Give them practice taking leadership in your business by stepping away for a little bit. I think it's a good idea. Yeah. I don't know if I'll do it anytime soon. Let's see, what is our next question? Okay. As we think about midlife and working in a world that didn't look like it did in the Past, what must we do to keep up or stay present in business?

[00:21:27] We talked a little bit about that. This goes back to always being open. Yeah. The thing is, there's so many things you know you're on your phone and you wanna do this and that with your phone, instead of finding the person nearest you that looks like they might be of a different generation, you have to be like, okay, I can do this.

[00:21:47] I'm going to, we live in the world of google. I remember a rule before Google. You remember a rule before Google? Absolutely. And encyclopedias only went so far. So [00:22:00] like we live in a space where it is literally at our fingertips

[00:22:11] I love tech, but there have just been some things that I've been like, what? Why is this not working? And sometimes when there's people walking by me that look like they're in their teens, I'm like, but it's also that stubbornness inside of being like, I have to figure this out because I will remember it better.

[00:22:30] If I go through the steps to learn it. And I just wonder if there's something with our brains too, that if we really learn something, then we will be able to remember. And I think the other part about that, that might help us as we age, is teaching other people. Because when you teach other people, that's when things really get solid.

[00:22:54] In your brain? Absolutely. Yep. I 100% agree with everything you just [00:23:00] said.

[00:23:03] Yeah. I think being willing to learn, sometimes that means taking shame and putting it on a shelf. I don't like not knowing things. I will get to a place of shame like, why don't you know this? You're getting so old. Just messages like that to self. And just like putting that aside, knock it off.

[00:23:27] You've figured things out before, you've done hard things before. Do it again, sit down, give yourself some space and you'll learn it. And then once I learn it it's in there. And then if I was really on my game, I would write down the systems so that I could then teach someone else how to do it.

[00:23:44] Someday I'll get into the habit of doing that and not only writing down systems when I have to, but the other part is things change so much that even if you do that it might be different, [00:24:00] sometimes it's knowing the concepts of it, I remember the first time I built a landing page for somebody.

[00:24:05] I had no earthly idea how to build a landing page. I figured it out. It was a little rough figuring it out. But then you figure out, okay, if you know how to build a landing page in product A, you can do it in product, C D and E because it's very similar. A landing page is a landing page. How are we going to totally dissect that?

[00:24:25] To a point. Yes, there's little bells and whistles with everything, but it's bringing it into the other places, and I think the first time I did that, it took me way too long. I didn't know what I was doing. That client relationship ended up.

[00:24:45] ending probably because I took too long. But I always think about how it ended, but look at what I learned how to do and now I can do it for other people. And I think as entrepreneurs, the best words we can ever [00:25:00] use with a client is to say, I don't know how, because it's always good to be honest, but I'm going to learn and I'll figure it out.

[00:25:06] Or I just always say, I'll figure it out and I will, I'll figure it out. It's just that open. I think it's how we hold our minds. If we hold our minds open, the rules will help us. But if we close it off, we become very small, super fast. Yeah. You're never going to get the world to fit into the box that is you.

[00:25:26] This is the way I do it until the world needs to accommodate me because I don't wanna change. That's not what clients are looking for that work with you. They want you to be willing to just be honest and then just say I'll learn how to do it. And you know this from working with clients too.

[00:25:48] Like they're sometimes glad that, oh good, you learn it sounds good. We talk a lot about books on this show and expanding our minds [00:26:00] beyond our own little areas that we live in and everything we do like that just helps keep us more on the forefront as our bodies age, because that's just what happens.

[00:26:14] Yep. All right. Tell me what you look most forward to in this next phase of life for you. I love having one adult child. I have two adult children. One, they'll be graduating in May. I love having adult children. I love their brains. I love being inspired by them. I love seeing the fruits of my labor come to life with them.

[00:26:41] And that doesn't mean my children are perfect human beings, of course, but it is fun to watch them navigate the world. And so it's really been really fun. And the other part that I would really like to be a part of my story in this next phase of my life, [00:27:00] is to tell my story.

[00:27:01] To be able to, I would like to one day be a person that people can either listen to or read about or something and realize we can do hard things, we can move forward. Some of the most beautiful choices in our life can turn out to be really hard and can also make us who we are.

[00:27:23] So that's this next part of my life. That is a prayer to hope that I can tell my story to the right people who need to hear it and to be an inspiration. That is awesome. Love. What about you? So for me, I think the next phase of life is about there's a Bible verse about widening your tent pegs.

[00:27:50] And I think that's where I'm at, making a wider impact. The last, since [00:28:00] I was 44 is when I started being a therapist, when I was in my forties. And helping people have a better life. Helping people find healing. Helping people embrace who they are, helping people create lives of freedom has been my purpose and I feel like that is really expanding in the years to come.

[00:28:20] And so I'm super excited to see where that goes. So making a bigger impact, I think is what's ahead. And then I think also leaving a legacy, whether that is through a book or through our podcast or somehow leaving a legacy, not only For grandkids to get to know their grandma forever , but for others as well. Not that I need to be famous or anything like that, but I do, like you said, all of the hard stuff can be used for good to help other people [00:29:00] walk through similar stories. And I think that we are created for that. And so I think that's on the other side of 40 for everyone if they allow it.

[00:29:12] To be there for them. It takes a certain vulnerability. Yeah. And authenticity and bravery. . . And, but I know you have that in you I'm excited to see where that goes for you. And I know you're gonna leave a legacy because you do it with women all the time, so it's happening

[00:29:28] So we always finish out our show with a this or that. And so your question this week was, This or that? Would you rather have your 20 year old self or your 40 year old self and why? Yeah. I picked my 40 year old self because my 20 year old self was so dumb. My 20 year old self, trusted the wrong people, made a [00:30:00] lot of bad decisions.

[00:30:02] My 20 year old self, she can go ahead and make those bad decisions. Because she led me to where I am now. But if I had to go back and be one of those people, I would be my 40 year old self because that 40 year old self was a lot more confident and a lot more wise. And had I gone through a lot of healing and become a

[00:30:27] more open, kinder, freer, better mom. I was such a better mom at 40 than I ever was in my twenties. I don't know. There's a lot of people who aren't moms in their twenties, but I had my son when I was 22, so I was a young mom and I didn't know what I was doing. . But he and I grew up together and it all worked out well.

[00:30:48] So I would go back and be my 40 year old self cuz that was after I made all of my biggest mistakes . And just get those in the past and and start with the good stuff. How about you? I think, yeah, I would choose [00:31:00] my 40 year old self. I think my 20 year old self was very

[00:31:05] self-centered. Very much. I don't think that, and that's part of just being 20 in some ways, but I wasn't evolved. I didn't live with a body that had an evolved heart and I like having an evolved heart, even though I think the pain of an evolved heart just really stinks sometimes.

[00:31:24] But if I ran into my 20 year old self on the street I would just keep walking cuz she just was so into herself and to all her dreams and I don't think she really saw beyond herself. And I don't. And then 40, at 40 I was still I had four kids. I was in the adoption process of the fifth one, which was a hard fight for adoption.

[00:31:52] And it's been one of the biggest graces of my life and what's happened in my forties. So I [00:32:00] think the forties were really hard in some ways. And yet they probably were the part, I'm 48, so I'm still hanging on in my forties, but they have been the years of the most transformation for me and drawing a line about what's important to me where boundaries lay.

[00:32:22] And I really hope to be a much more heartfelt person than that girl who was. But I think you have to go through all the phases, right? To get to the

other side. I really think so. So if you're in your twenties and listening to us, which you're probably not no It gets better.

[00:32:42] So all of those hard things that happen to girls in our culture as far as self-concept and peer pressure and expectations and all of that stuff, it gets better. And yes there's a lot of pain that comes in that process, [00:33:00] but it gets better. You get better, life gets better. The future opens. It's all good stuff ahead of you.

[00:33:09] You have hard stuff, but also good stuff. Yeah, for sure. For sure. Thank you for coming and listening today. We're so glad you're here and we will see you next week. See you next week. Bye. Have a good week!