

Ep 159 How to Become a Midlife...luencer with Stung by Samantha

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SPEAKERS

Samantha, Jen Marples

Jen Marples 00:10

Hello and welcome to the Jen Marples Show. I'm your host Jen Marples, founder of the Jen Marples agency mentor to women worldwide and your number one champion and cheerleader dedicated to helping you embrace and rock midlife. The Jen Marple show has one goal to empower you so you can go out and power the world. So each week I'll bring you conversations with incredible women who will inspire us, educate us and motivate us to live our best lives. I also pop on solo to share my best advice tips and tools to help you unapologetically go for your midlife dreams, embrace your age and become unstoppable. If you are looking for a change ready to uplevel your life and business or pivot into something new, then this is the show for you. And know this you're not too fucking old to step into the midlife spotlight and claim all that you desire. It's your time to shine and I am so glad you're here. Hello everyone and welcome to the Jen Marples show today I have a gorgeous guest and you might know her. She goes by stung by Samantha on Tik Tok and YouTube and Instagram and she is a bonafide midlife over 54 Real influencer. Samantha is fabulous. She is as fabulous in person as she is on the interwebs. So when I talk about authenticity and showing up as yourself, my guest today shows up as herself. She's as bubbly and cute and lovely and amazing online as she is in person. Lucky me. We're both in San Francisco. So I get to see her at places and events. So I know I'm blessed in that regard. But you guys are all going to fall in love with her today. You're all going to follow her. One thing I love about Samantha is that she hustles like nobody's business and she cranks out amazing content. And we're going to talk about really what it takes to be a midlife influencer today. So just thanking you so much for being here. Samantha, you give us all hope over 50 hot stuff, telling it like it is but also, I can tell you care so much and all the content that you put out about beauty and lifestyle and your love of San Francisco just so we can all live better lives. So with that whole preamble, welcome to the show, and I'm so glad that you're here.

Samantha 02:30

Hi. Oh my gosh, thank you so much for having me on your podcast and super excited.

Jen Marples 02:37

I had to do extra makeup today and try to do my hair because you always look so

Samantha 02:43

beautiful viewtiful You look beautiful and

Jen Marples 02:45

total sidebar because you know Samantha is an influencer. And there is a thing and I'm gonna link this in the show notes. What was that hair eyeshadow thing that I bought that I can't remember the name of right now me cosmetics me cosmetics. So what happens in life, a lot of us are losing our hair, or we get these weird receding hairline things happening. And she was talking about it one day, I was like, Oh my God, I need that. So I've been religiously using it now for a month and I can't imagine my life without it.

Samantha 03:14

It's the best, it's when you can see your scalp. Because your hair is thinning so much. And especially in San Francisco where the wind blows, and you get the dreaded part in the back. You can put the meat cosmetics powder to kind of cover up the scalp showing and it makes your hair look fuller and thicker. So it's the best I love it recommend it for everybody. It's waterproof to have

Jen Marples 03:37

it on I go to yoga doesn't come off. And yeah, it's just one of those, you know, the indignities of midlife. I mean, there's all the positives, but you're like, wait a minute, one minute, you look in the mirror, and you're like, I kind of have some bald spots around my face, what the actual hell. So thank you for bringing that to my world because it is totally game changing. And I can't tell you how many people I've recommended it to. Before we get into all the influencing and everything that you do. I want to understand because I don't actually know this. We haven't talked about it, how you got into it to begin with what was your career before? And what led you into? Because you've been doing this a long time. You're a pretty long time influencer. And you've got a great rabid following. And you get awesome brand things that you're doing. You're going to tell us all about it. But how did you get into it? Yeah, so

Samantha 04:25

I think I've kind of always been an influencer in my mind since I was little. And then in my 20s I was like that person that if you wanted to go shopping, you would call them out that I would go with you. I would do all my friends makeup. And then when I got into my 30s I would make everybody work out with me. I'm like, Come on, do a workout with me. And they're like, do I have to I'm like yeah, come on. I'ma show you how to do some ad moves. So I just loved it naturally. I want to share everything with anybody who will listen anyone who shows me interest. So I think it's always come very naturally to me and even when I was little like I remember in second grade I would look in the mirror and do my hair and 10 that I was actually talking to the mirror as an audience and showing them how to do my hair. And that was like second grand. I mean, I'm really remember this. So I think it's always been a thing. And then it didn't actually become real. Until I separated from my ex partner. My daughter was 5050. And I was like, What am I going to do with my life, like my whole life kind of flipped upside down. I had five days by myself, with no child. And I was freaked out, I felt like I had completely lost everything. And the only thing that gave me comfort is watching YouTube videos on makeup and hair. I always wanted

to do it. But finally, I was given this time. And there's one great thing about being a single mom or having 5050 custody is that you get all this free time that you've never had before. And when you're in a relationship, sometimes, well, it was for me, I put all the energy into the man, he got all the energy, the man and the daughter. And there was nothing kind of left for me. So when I had all this time, I was like, You know what, this is the opportunity. The universe is telling me do this dream, get a camera, turn it on, do your first YouTube video, do the thing that you love the most. And that's kind of how it really started. And I think if you've talked to any influencer, there's always kind of this deep story behind it, what really made it come to life. And that was my story.

Jen Marples 06:32

I love it. I had never known that. And that's so funny. Because you know, back in the day, when we were in second grade, we're about the same age there was no influencing there was no nothing. But that's so fun that you were pretending to do that on camera all those decades ago. And then here you are now. And this is your livelihood, and you're sharing so much valuable information with everyone. I love this story. To go on a little tangent. Before we get into the nitty gritty of influencing you brought up something that I think is really important for women to hear. And I just want to underscore it that there can be a lot of sadness when that comes with midlife. And that I know there's a lot of women who are divorced and are listening to this and or they they're shipping their babies off to college or like the last baby's about to leave. And women are just sort of like, Whoa, now what I've got all this time, so it could be a career shift, or a lot of women, like you said, focusing on the kids focusing on the home focusing on everything, and there's this slow losing of yourself. And you're like, What the hell do I do now?

Samantha 07:34

Yeah, well, we're such caretakers, you know, we care for everybody else. Like, I was always making sure his life was happening and daughter's life was happening. And I was just the scraps, I was the leftovers. So my blessing was I don't know, I'm I got this time to be alone. And I got to really, those five days, it was all about me, I don't even remember, it had been like 20 years since I had just totally focused on myself. That was kind of a blessing for me. And it turned into this incredible career. This is the best thing. This is the most proud I've been of anything other than of course, having my daughter being a mom, but it's the most proud I could be of anything I've done in my life.

Jen Marples 08:10

I want everyone to really like listen to that, let that sink in. Because these are two women in their 50s talking and I feel the exact same way about what I'm doing now, I've never been more energized and more excited and more on fire and ready to frickin dominate and take over the world. But all in the service of helping women. And you're doing the same thing. And if anyone could take one little bit today, it's like you're not just black and gold and you matter. And you get to do the thing that makes you happy. Because guess what, by you actually saying yes to yourself. Because everyone's got that I've had a lot of other guests on here that have had us try to figure out what our why we all know deep down inside when we listen, there's something there. And that's something there has translated into a thriving business for you. So I love this. I'm so happy that you shared that.

Samantha 08:58

I'm so glad that I've followed that intuition that dream. It's been a dream forever. But I'm so happy that I actually went for it just dome in terrified. All of it just absolutely mortified, terrified to think about what my friends would think about me, my family, my coworker. I mean, it took a lot of courage, but I'm so grateful I did it. Best thing I've ever done. Let's

Jen Marples 09:23

dig into that just a little bit. Because I'm gonna ask you super deep and deep and dirty questions about like the day in the life of an influencer and all that, but it's that beginning piece. It's that overcoming the fear and having courage and we talk a lot about that on this show because that is the thing that kills the dreams. It's the fear and the what people are going to think and all of that and you and I both know once you take that step you take another step that all of a sudden you're like why was I even caring about all those people because they're they're not even who I'm talking to? I'm not talking to those people. What would be your your biggest piece of advice to Women listening right now who are sitting on a dream because I know even if women are in business right now there might be something they want to pursue even more add something or there, I know that there are women listening, who are contemplating career changes, and they have something I know all you beautiful ladies listening, you have something deep down inside you want to birth, what would you say to them?

Samantha 10:19

I would say you have to just go for it. You can't sit around and plan. Okay, next year, I'm gonna buy a camera. And then next year, I'm gonna learn how to do YouTube or next year, I'm gonna get a business plan, you just can't. And if you do that, you probably won't ever do it. So you just have to dive in. And I remember the first time I made my first YouTube video is so bad actually had to take it offline. It was so bad. I mean, it's just the lighting is trash, right? But when I hit that, publish, I was shaking. I just have to do it. I didn't tell anybody. The only person I told is my mom. I told nobody, not my best friends. No, because I didn't want to hear what they have to say. I don't want them to judge me. But really, so really just have to go for it. dive right into the deep end. That's my best advice.

Jen Marples 11:06

You brought up a good point, you're overthinking it, you're gonna sit on that dream. And then what happens in five years, and you're not sitting on your dream that just makes my heart hurt. And I'm actually one of them. I sat on the podcast dream for years. What am I going to die if I started a podcast? No, but it is scary. When you hear yourself first you press play, you show up an Instagram, whatever it is that you do for the first time, it's terrifying. But you got to go do it. Because everything you want is on that other as on the other side of that.

Samantha 11:34

Yeah, and I didn't tell anyone. So when I created my YouTube channel, I didn't tell anyone I went live on it. And it was up in public for six months. And then after six months, nobody knew it was all secret living in secret, I put an email out to all my friends and I said, I've created a channel, this has been a dream of mine for years. And I linked it up and kind of just, you know, God came out of the closet. But I will say that I have more support from my followers than I do from friends and family. And that's just part of this game that everybody has to learn. And it's pretty hard. But it's the reality people, sometimes friends and family don't want you to succeed, they want you to stay in your space, they don't want to see you go for

your dreams. And that was really hard for me to have to handle and acknowledge, especially from some really close friends. I

Jen Marples 12:25

am so glad you brought that up, because we have talked about that on the show. But it bears repeating time and time again. So there's two things here, you have to release all the expectations of the people around you and assume that everyone loves you. But they can't handle for multitudes of reasons. And there's I mean, there's deep, deep sort of therapy around this. But your family, they know you was one way. And it's kind of rattling to the family dynamic if you start showing up another way. I mean, I hear that story time and time again, certainly it was real for me. And then the people that are closest to and it's all based in has nothing to do with us, right? It's just other people in your realm who aren't pursuing something. So it's triggering. So it's triggering for you to be out there and be shiny and fabulous. Because that means it's triggering for somebody else to see a friend or an old colleague do that, because they want to do that. And we've probably all had those feelings about other people way back when so that is something very real. And I've Yeah, I mean, we can have a whole podcast episode just dedicated to that.

Samantha 13:28

Yeah, it's a little shocking, you know, because these were the people I thought who loved me, supported me always seemed that they wanted to be on my side. But then as soon as I started this, it was kind of like what happened, no mention of it. They don't even mention that I do this. It's so interesting. Same,

Jen Marples 13:45

same, same. And so I just look at it now is like, Okay, I just take a break from everything I'm doing. Let's just talk about what the kids are the weather.

Samantha 13:55

And let's not talk about what I do 95% of my life, because obviously you guys don't want to hear about it. So let's just talk about the things that you want to hear about. Right. Exactly. Yeah, exactly.

Jen Marples 14:04

And then your other point was that you and this is so in relation to the last guest I had on talking about storytelling and how you show up as your authentic self. All those people that are going to come to you are going to be your people. So you're saying you've gotten the biggest support and the interaction. And that's actually what you want. And those those women are going to be in your world. They're going to be thanking you for the hairs of the hair shadow for the bald spots on your head and thanking you for like the great fashion tips and all of that. And those are the people we want. We really have to focus on those people, our people, our communities and all that we're building. And just with love kind of just say everyone's at their own place and journey. They're never going to ask me about it. They're never going to talk about it and really truly, it will be the people closest to like your mother, your sister, and you just don't talk about it. You just kind of let it go. You're like alright, you kind of blessed and release it all. And don't let it take away your happiness and joy and focus on the people that are showing up and are coming indicating with you and you're helping Sally with a fashion crisis or whatever it is, you've given

her inspiration to do something. Or by us talking today, somebody listening right now might have some take a little bit of courage and go do the thing. No, yeah,

Samantha 15:13

I would love that. Do it, do it.

Jen Marples 15:18

All right, so let's get into the nitty gritty of what does it take to be an influencer? And what does it really look like? Because I think you make it look easy. And I know it's not when I see your stories, and there's been 1000s of them. And you're out there and you're so thoughtful, and you talk about the people that you're with, and there's, there's so much work. So I know, it's hard work. So what does it really take to do it? And how do you find success doing it? How do you be an influencer?

Samantha 15:46

I think the first thing is, you never get a break. It's like starting any new business, it's going to be constant 24/7 Especially with influencers and myself, I'm a lifestyle influencer. So everything I do, people want to see. So they want to see when I wake up, they're gonna want to see what I eat in the morning. So I could film that if I want to, they're gonna want to see what I'm wearing that afternoon, they're gonna want to see where I went on a walk in San Francisco because I do fitness content, it can be nonstop, I really have to cut myself off. And I'm practicing, trying to take a break on a Sunday, but it's an every day 24/7 We're always online, there's so many platforms, there's Tik Tok, I have to do a real every day, I have to do maybe two reels a day. And then I have to edit those drills, the YouTube video, it will take 20 hours just to shoot, plan, edit, upload 20 hours, that's if I do one a week, just that right there is gonna eat up all the time. I'm on my phone all the way until I like pass out. Because then I need to catch up on all the other creators, what they're doing what's trending, what's hip, you know, then then Instagram is constantly changing what it needs. So I think when people see me, all they see is Oh, you got a lot of free products. I get that the most Oh, wow, you just got a bunch of free product. I'm like, oh, no, that is not how it works. I just worked for years and years and years and years to get that free product. And that product really is not free. Because that brand wants me to post about it. So that's not free. It's a ton of work. I think when my friends just see me doing a real and just seeing me tagging and the research alone, it just takes so long people don't understand it looks very glamorous. And part of it is very glamorous, but the majority is us with our readers on punched over the heading all day long. And then, you know, there's a whole business side of it, which is contacting brands all the time. Cold calling cold DMing, emailing brand deals. So it's it's a lot of work. But I mean, I love it. But yeah, it's 24/7. With social media, there is no break, you don't get to sleep. Sometimes a brand will miss that I tagged them. And they're like, Oh, you tagged me in something and then you know, a story only stays up for 24 hours. And they'll say you tagged me in something can you repost it, I don't know. Because social media doesn't go to sleep, you should have been up when I tagged you. Because that's how it is like we don't sleep. It's 24/7. And I think that's what people don't understand.

Jen Marples 18:08

So how can you know women listening? I'm thinking of a few people out there who are trying to do some things. Is there a secret sauce? Is there a method? Or is it really just does it just take years to build up a profile? Because I know, you know, there's micro influencers? Right? You have a big

following. And now I'm hearing about micro influencers, so women with just you know, maybe under 5000, but they have a very specific niche target market and of course, in the whole midlife over 50 space. Now that's becoming really big, like actually, people are paying attention to us. Like what so if someone's just kind of starting out, and they're gonna go and look at your numbers and look at other people's numbers and go, Oh my God, how long is it going to take? Are there sort of exceptions to the rule? Or what would someone do to start

Samantha 18:51

I would just say start, the sooner you start the better start yesterday, you should have started yesterday, the sooner you start the better because then you can have the experience because I do think being in front of a camera or any type of influencing job you have to get the experience behind you and that takes time that takes getting in front of a camera if you're an artist they say you have 1000 bad drawings and knew you know you got to get those out. So get in front of the camera start talking like get better at it you just have to practice so I would say dive in and yeah, take for years it's like any business you have to build experience. But I do think you can make an influence with a small following you know under five you don't need to have a big following to make an influence and be a successful influencer.

Jen Marples 19:35

How do most influencers make money? Because if you see a bunch of different things of course, you see there's unboxing there's this there's that there's Amazon stores. So if you could walk everybody through the top ways that people actually make money influencing that would be fabulous.

Samantha 19:51

So it depends what type of influencer you are. Do you want to be a content creator? Do you want to be an influencer an influencer? It's more like you not a celebrity ask but you know, you're you're showing your face, you're the brand, whereas a creator is maybe talking more about a product. So you want to think about it like that. Which one do you want to be? So when I first started, I would definitely serve as more of an influencer. So I was getting a lot of money through brand deals. So a brand would come up to you and say, Hey, Samantha, we really love you. Well, you talk about this product, and then you negotiate a contract. And that used to be big money. And I'm talking pre pandemic, when influencers what made a lot of money. Nowadays, it's really kind of done on one ad, it's changed a lot. So a lot harder for influencers to get those brand deals, and we're dealing more with making money through affiliate links. Amazon, YouTube is great for Google AdSense, it's a great way to get money coming in all the time by creating videos. But yeah, the big the days, the big brand deals are not really happening anymore. Go

Jen Marples 20:54

into affiliates a little bit, because there's probably a lot of people listening who don't know what that is. So I know like in fashion, women have the like to know it sort of their tagging their fashion. And that way I see some women with Amazon stores, or Amazon shop. So can you explain how, how that all works?

Samantha 21:12

If a brand that I really liked that I was working with, they would say to me, Hey, would you like to become an affiliate? And I would say I would love it, and then they would create a unique link that I

would use, I would sign up on their website, which could be ShareASale, it could be Rakuten, there's many different big named affiliate marketing company. And they would either give me a percentage of the sale. So that could be really low, it could be 5% 3%, we don't want those are up to 10 or 15%. And then I would always ask for a unique discount code like Sam 20, for 20% off to kind of drive business in and also to give my followers a reason to actually buy that product from me. Or they could just buy it from the store. And then you know, the more product that you sell, you get a commission based on that.

Jen Marples 22:02

Interesting about the Well, first of all about how you used to make more money, and then not anymore because I know you and I had this conversation at a party we were talking about it. Something that came up to me this was the question I was just thinking about, do you have to kind of be because you you have a lot of different things that you sort of talk about. And I know you're kind of like h&m and Zara style and fashion brands can kind of run the gamut. Do women have to really kind of focus in on sort of one person? Or is it possible to go from high to low and kind of do everything in between as long as you sort of have your brand partnerships and these links and affiliate links and things in place? Everybody

Samantha 22:42

says to niche down you know, even I'm doing too much because I'm lifestyle and everyone's always like No, Samantha just do one thing. Like, if you're going to do beauty, just do beauty. The audience tends to like someone who just sticks to one thing, but I don't like that for myself. I really enjoy having beauty and fashion and Fitness and Lifestyle. So for me, it works. But I would say to niche down like get right into that one thing. So if it's just fashion, just focus on fashion. I like that I'm doing everything because I get bored. If I'm just doing beauty constantly, I can't see one more foundation, I can't look at one more bronzer. So recently, I started getting more into fashion just to like shake it up. So I love that I have a broader range of things that I can talk about and shoot and edit because I do get bored.

Jen Marples 23:30

And that's great advice. Because I think at the end of the day, we have to really like what we do, right? If you get bored, it's gonna start showing like you're saying, I got to talk about loops. Again, by the time you get to that 25th lipstick, you're like, I just really don't give a shit anymore. I've gotta go like the walk and show San Francisco. As far as the money making thing, let's be real. So if we're just to break it down, and someone's like, this is what I want to do. I've got to put in this time and effort. Is this amount of money that women could sustain themselves on? Is this something that they need to probably start doing on the side while they're maybe having a full time job or another part time job? What's kind of the reality of being able to support yourself as an influencer?

Samantha 24:08

Yeah, I would say it's a side hustle. It takes a lot to be a full time influencer, you would then need a team behind you as you have. You can't do it by yourself. Just like starting any small business. You may want to get an agent, but then they're gonna take 20% off the top. And then what are you left with? So yeah, it's a side hustle, and it's working 24/7 all the time, and it's difficult to be full time. It would be really, really difficult, but you can get there but I think start with a side hustle.

Jen Marples 24:39

That's really great advice because I think everyone's probably laboring under the oh, you know, I can just start showing up and then I'll be doing brand deals and I'll have you know affiliate links and depending on what you're selling, I mean, there's a couple people that you know, we see that they're growing and growing and then you know that okay, then now there's a team so it's there's some Much work sort of behind the scenes to pump out the content and you create so much content. And I'm glad I also wanted to talk about the fact that everyone thinks that it's easy, and it's so glamorous. This, this is a nice reminder for everyone to remember, you're seeing 10 minutes of 100 hours worth. Exactly.

Samantha 25:20

And we love to show up as the glamorous side. Last night, I was at an event in San Francisco eating lobster, you know, and oysters and I posted it online. And that was part of the gig. You know, it's amazing, but they don't see bags under the eyes all night and laying in bed or when you have a deadline from a brand. That's terrifying because you'll submit content and they'll say we don't like it, we shoot it. And then you're like, Oh, what if one day, you also have a life, I'm a mother, I have other things that I need to do. But I will say it is so worth it. It is so so worth it almost sleepless nights, it's worth it. But you have to be passionate. It's no you're not going to survive. If you're not 100% Love it, love it passion. You can't survive. And I you know, I don't think in any business really, if you're not completely passionate about what you do.

Jen Marples 26:05

I hear a lot about influencer burnout. I just want you to hear burnout, period. Even for someone who's not put themselves in the bucket of influencing I think everyone has influenced no matter what you do. But you know, there's me in this bucket of like, I'm here and it's for business, and I'm doing other things. And I don't we're all an influencer. But I get burned out. And I don't create nearly the the volume of content you do. But I hear burnout all the time. So no matter what anybody's doing. So how do you manage that? Because you're saying it's 24/7? Do you take a vacation.

Samantha 26:43

I don't even take a vacation because I'm going to England this summer, but it won't be vacationing because my followers want to see me in England. They're super, super stoked to see me in England, and they're gonna want to see, what are you gonna see in London? Every moment is a moment to film and that's where you have to cut yourself off. Are you going to be in the moment and enjoy that dinner? Are you going to get the perfect photo? Are you gonna get the content and you're constantly struggling? That's when people like having somebody with them or photographer if you could afford to do that? I can't. Who can do all that for you. So you can actually enjoy. But even then, if the cameras on you, are you really enjoying Are you in the moment. It's a balancing act. But as far as like getting burnt out. I love it so much. I've been doing this now for almost 10 years. I love it when I wake up. It's almost like if I don't get some content out, I'm not happy. I love it. I think it's a little strange, but I love it. Like I love makeup. I love fashion. I love fitness, I can't even sleep for the rest of my life. That's all I can talk about. I love it. So you do have to be very, very passionate. So yeah, I got burned out. But I wouldn't have it any other way. Because I love it that much. I love

Jen Marples 27:53

that you said that. And I think that kind of probably goes for everything that we're doing. You guys, especially in his life. And I've said this again, that if I didn't love what I'm doing right now with a passion because it is it's a shit ton more work. Like I could just decide that I wanted to work with women and kind of be quiet about it. But you know, I want to impact more women. And there's big things I want to do and go speak on stages and all that so I know the steps I need to take and it's what I work with clients on to what are your end goals. And you do have to show up, but it's managing your time managing what you're actually capable of. Because for you you're living breathing it just enveloping it. It's your air mask actually to do it, which I think is so amazing. I'd put me maybe in the middle I love doing it probably more than most and I'm I just think social media. In general. I'm an evangelist for it because I see only the positive of it brought me to you. It brings me to so many wonderful people. I've met so many amazing, incredible women because of all of this and I think that's incredible. Just everyone has to kind of manage and temper sort of what they're doing and like being in the moment like you said, if you are doing something then cutting yourself off maybe to then okay, content pieces done. And now I'm enjoying my life.

Samantha 29:05

I will say though that a lot of thing that pulls me to do the content and the reward and the reward. I'm sure you get this all the time as the emails that I get you've changed my life, how can I change their life but that's what women are telling me. You changed my life You got me to work out you got me to change the way I look my do my hair. I've been in a slump. I've had the changes, emails, letters DM that I've ever received by anybody in my entire life from countless women over the last 10 years that keeps me doing this. I have a folder on my phone where I keep all those messages on the days that I'm burnt out on the days that I'm like, I'm quitting this shit. I'm done with it. I'm exhausted. What am I even doing? I pull out that list and I read those emails. And I read those DMS and I'm like, oh, that's why I'm doing this. I'm doing this because these women that I'm helping somebody and that's what keeps us going right? I am so

Jen Marples 29:57

glad you said that because lit Truly Patrice, who was on a previous podcast said the exact same thing. Oh, really? Yeah. You said she keeps a folder because all the entrepreneurs listening solopreneurs you're all listening to this show, every day you want to quit. I'm just gonna do something and just nobody knows me, I'll just go File insurance claims and I don't have to show up, you know, and I can, whatever. But you wake up and you look or you God winks, and you all of a sudden, somebody like send you a DM, you get a message on LinkedIn, like, this podcast changed my life, or I'm doing something because of something you said, and you're like, oh, exactly, I need to start a folder. I have things everywhere. But I need to have the Gen do not quit file. Everybody listening, do it. Put the you know, so and so do not quit file on your on your desktop. So you know, it keeps you going. Because even when it's glamorous, and even if it's fun, it's still work, it still takes a lot of time and life gets in the way our kids get in the way. Like I say get them get in the way and for the right reasons, because they're in our lives. There's just a lot going on. So I'm so glad you said that.

Samantha 31:01

And you question yourself, does it really matter about fashion? And for me? Beauty doesn't really matter. What are you doing? You know, I questioned myself all the time. But then I get the DMS and then I'm like, okay, that's what I'm doing. Yeah, so everybody started folder for sure. I work

Jen Marples 31:17

with women in all different industries, and all different types of women listen to the show, we should never second guess what we're doing what we're fired up for. And you just said it just make up really matters. It matters. And you care. And you're going at it because you want to help spread the light. And if someone feels better about themselves because of something you did, and shared, then they're going to attack their life or whatever they're tackling in a different way. We have to just give ourselves more credit for everything that we're putting out into the world because I think everyone's like if I'm not a rocket scientist, I'm not like a CEO of Google or something is anything I do matter. And it all matters, everything that we do matters. So I want everyone listening and you to snap but don't second, guess who cares? I'm here I'm doing my thing. And you've got great intentions. We all have great intentions, we want to help them we want to serve. So we just have to get over that. I think we've all been taught that. Oh, hair and makeup. It doesn't mean anything. Oh, please. course it does. I'm looking at myself right now. And I feel better about myself because actually did something versus if I if I just I wouldn't feel the same way.

Samantha 32:22

That transformation of when I do my friends makeup or I take them shopping and I put them in an outfit like they'll come out of the dressing room, literally as another person that how you feel when you feel beautiful, can change your whole mood, change the way your posture is how you talk, how you stand, how you act, how you feel. So it is so important. It's so much more than just beauty and makeup and fashion.

Jen Marples 32:46

It's so much more it is always so much more sidebar, I did a photoshoot with a client not too long ago who's going through a lot of stuff. And she did the hair and makeup stylists helped her. And she was looking at herself, you know, kind of when everything stacked against her and she's like, I'm launching this business, but there's a lot of stuff happening. And I could see that transformation and it's so important. And she showed up and you know, I got tears in her eyes and said Look at you, you can do this. And all these pieces were put together to help her shine, beautiful clothes, beautiful hair, beautiful makeup. And I think for a lot of us too. We're kind of segwaying into this. The mid life realm of when you know it is it's harder. There's just a lot. You know, there's a lot going on, we've got kids at home or divorce, maybe someone's died. My mom just had a heart attack two months ago, you know, my dad was sick all last year. She's fine. We have a lot of stuff, right? It's not our 20s and 30s where we're footloose and fancy free and all of our belongings fit inside a car. The stakes are higher now. We're caring for a lot of people and so Filoli any little bit that helps us live our life better it helps us be more successful in business. It helps us feel better about ourselves the better bring it on, bring it on and let's all align around each other. I want to see you like on a TV show or something I'm just going to put that out into the universe producers listening

Samantha 34:12

could do I have been approached quite a few times about doing TV I I know I come across as very comfortable in front of the camera. I'm also extremely nervous and shy it's kind of stopped me from becoming more successful because of that, but I have been approached I don't know if I would ever do TV although I was editing some of my reels yesterday I did a collab with a fitness trainer here in San Francisco and I was cracking myself up watch a guy go I heard a funny on this one. Maybe I should consider that. But you know again, when you when we second guess yourself like we were what we were talking about before like so don't do that. Am I comfortable doing that? Would I be any good at it when I suck?

Jen Marples 34:50

Well, the answer is no. Because you have a huge following. You're already doing it but it's it's hard to step out of ourselves. I know that to visualize yourself. have out there, we'd stop ourselves like who am I to do that? If you've gotten some success, like, Dare I ask for more, and that's who I think

Samantha 35:07

I am. That's, I've said that to myself, hundreds of times throughout this career, who do you think you are that you're gonna be an influencer? And I kind of have to self talk. It's okay. You're good enough. You can do this. She's doing it. So she's doing it. Why can't you do it? They're doing it. So why can't you and I'm always talking to myself, calming myself down, self talk all day. Like to get me to continue on what my dream. This is my dream.

Jen Marples 35:33

I am so glad you said that. Because the thing that popped up for me, my listeners now, I've been saying this phrase this year, it's like, I'm too fucking fabulous for this shit. What that really means is for whatever's kind of keeping you down. And not going forward. It's like, I'm just too fabulous. And just too fabulous. Like, you're too fabulous to not be on TV. I'm too fabulous to not follow my dreams and give my TED Talk Sunday. Why the fuck not? Yeah, and that is the whole reason for what I'm doing so that you're not too fucking old by the buck. Not so and you're getting me fired up now. Because I know, we talk ourselves down. And it should be like, why not me and you don't need 1000 qualifications and degrees. And you don't need to have been in Hollywood or whatever, you can just go do the thing. And I know, it's easier said than done. But that's why you're listening to this podcast. That's why you're gonna follow Samantha. Because you've just got to do it. And I was gonna say to everyone, and you just said it. So now I can reiterate it that Samantha was nervous to be on the show. And you would never think so? Because she's out there all day, literally every day with the content with her face out there. Everyone gets the jitters. Everyone gets nervous about stuff. That's really great that you said that because we always be default going, Oh, it's so easy for her or Oh, she's got it dialed in. No, ma'am. No,

Samantha 36:55

no, no, no, no, no, I'm nervous right now. Right now. I'm like, keep a cough Amantha keep breathing. You can do this. I'm always nervous. Every time that camera comes on. I'm nervous. I'm nervous when I do an event. I push through. And I'm terrified all the time. But I want this so bad that I just can't let my fears get in the way of my dream. I can't. And I'm not going to. So thank you for having me today. So I can push through a fear which is podcast. Here's the pull up quote

Jen Marples 37:21

for this episode. I can't let my fears get in the way of my dreams. That's the only thing you all or took away today that just gave me chills. Because it's the truth. If you really think about what's burning, it's always going to be our fear that keeps us from doing the thing you were at that event I spoke at and the number one question when we're talking about women stepping into the spotlight and doing all the stuff like we're talking about today. The number one question was fear how to overcome fear? Fear

Samantha 37:50

is a killer. Yeah, it's a real killer of all dreams. It's a killer of everything. I mean, I have so many women always say to me, well year, you can do that, Samantha but we can't. And you can wear red lipstick, you can wear the outfit that would look really terrible on me. And I hear that all the time. That's my big pet peeve when other women say I can do it, but they can't. I'm like, Well, why why can't you? And then they just put themselves down. And so yeah, that I hear a lot. And that needs to change that shift, making sure you can do it, but I can't do it.

Jen Marples 38:20

That's hopefully why everyone's following you and listening to the podcast. And every time I go out and do something or if there's a when I'm just showing you you're showing your people I can do it. You can do it.

Samantha 38:32

Yeah. Why can't you wear red lipstick? Which was my number one question and I get so many comments. We can't wear red lipstick and we can't wear hats. I don't know why it's like red lipstick and hat. Women just say we can't do and I was like well, why can't you I was wearing like a platform kind of like loafer on him real knighted yesterday and my friend who I've known forever, she's like, I wish I could wear those. And I'm like, Well, you can Oh, I could never put on a that that would look right on me. No you can you can you the only thing is I put it on and you did it.

Jen Marples 39:05

Right this bikini? It's high waisted jeans. It's like long hair after 40. Or? Yeah, who the fuck is making these rules? Pardon my friends that gets me fired up too because it's, again, it's this. This is me getting on my google my rants about like internalized patriarchy of how we keep ourselves down. My listeners have heard me tell this story. But somebody I knew at yoga had just seen Madonna and I freaked out like oh, I wanted to go see Madonna because Madonna is her queen. You know she was a rule breaker. Yes. She was our girl in high school. We wanted to be Madonna. We lapped her up. We wanted to be her. We were her. I want to say doing Madonna might be like 65. She's in her 60s.

Samantha 39:42

She's exactly 10 years older than me. So I'm 55 to 65. And that's one thing I always remembered about Madonna. 10 years older than me.

Jen Marples 39:50

And look at her. Okay, please. No one come at me with a plastic surgeon like please. That's again talking about other women like Who gives a shit? She's Madonna. We don't talk about Madonna. So this woman was saying, and I think she wasn't even recognizing she was saying this, but the concert she's so sexual. I just don't think we should be that way like 65. I'm like, why the fuck not? That's the patriarchy.

Samantha 40:11

Yeah, we can't do anything I will we can we can never win anyway, doesn't matter what age we are, you know, there's always gonna be some judgment on us of what women can or cannot do dress act like say, oh, you know, it's constantly, we can't do it. We're not allowed to do it. And I hear that all the time from my followers about what they're allowed to do how I dress showing too much body how I speak. It's always a judgement.

Jen Marples 40:36

And they probably don't, maybe some realize it, but I've gotten some of the same stuff too, especially with YOU'RE NOT TO FUCKING Oh, like, do you have to swear the clutching the pearls? I do. Because it's, for me, that's a rattling thing. Let's say it has to get us out of the stupor of exactly what we're talking about, of playing by these rules that we didn't make. Women didn't make these rules. And so when women come out your makeup or Yeah, showing skin, why, but you're also modeling what's possible. And it's really scary. So I know that from just and this comes from reflective self work and a lot of training, and I did coaching training, we all were probably in a judgement zone 10 or 15 years ago, but just having that awareness of understanding if someone comes to you and goes, all the things that they can't do, it's just their own thing. It has nothing to do with you showing your midriff, you are not supposed to dim our light that doesn't help anyone I always give with the Marianne Williamson quote, I give it to like all my clients, and I read it. If we stand in our light, we give people the opportunity to stand in their light. And we're not doing anybody any good by tamping ourselves down. But

Samantha 41:42

I will say that there is going back to influencing a lot of hate that comes in. So you do have to build a little bit of a tough skin, you'll get some people saying some really, really crazy negative things on the regular. And you have to learn how to shake off the haters. I mean, just yesterday, I posted a video, and just some random woman who doesn't follow me has no profile pic is like you're too skinny. When's the last time you ate? You know, just straight up mean comments all the time. And you just have to. I mean, depending on my mood. I was a little feisty yesterday. So I came back, I snapped back. Usually I either block or delete or just ignore. But yeah, I mean, it gets to me, gets to me that little comment even though I get hundreds of lovely, beautiful kind comments, that one, you know, it got to me, it

Jen Marples 42:29

does get to you. And we all know it's coming from a place where she's probably unhappy because unhappy people say mean things to people on the internet. And so you know, you can kind of understand that but I have sort of slapped back at people too. But just under the guise of this is a women supporting women environment and to come at anybody saying you're too fat or too thin. Anything you're anything about our appearance is not okay.

Samantha 42:53

No, I'm the third and there's something else you could be doing with your day. Yeah,

Jen Marples 42:57

so you just be blessed and release knowing like that person's in pain. But yeah, when it happens and I know you have so many people that are in your realm that it's common occurrence and you just have to let that block delete, like God bless, bless and release, you know, get the help you need. And really, it's truly that's just it's a reflection on on those people. So you have to have a little bit of a thick skin and now that person's not your person. And you just keep going but you're like thanks for the engagement hopefully my posts will get boosted now for that extra piece for that extra piece of engagement. Yeah. Oh my god, it's so amazing talking to you. I want to ask one final question before we wrap up because you are in the midst of everything style related beauty related fashion, all this stuff. What are some fun things right now that we should be aware of? We've already talked about the thing for the hair, specifically for mid midlife ladies. Maybe let's start with makeup. Are there like one or two products right now that you're like we all have to have them we can't live without

Samantha 43:56

Yeah. Well I don't like recommending one particular product because of the price range some are very high end and some people don't have the budget for that. So I think more about just the actual makeup product itself like for me bronzer I think especially in menopause we get a little dry skin we look a little sallow so bronzer. You know like you came back from vacation a little bronzer on the cheek my mom's 84 She loves her bronze to like Samantha What's that stuff called that I put on my cheeks. Bronzer just gives you the look like you just came back from Hawaii. That's that's what I recommend for everybody a little bronzer makes so much difference doesn't matter if you got to Walgreens or you got to add Sephora. A bronzer I would highly recommend and then in menopause especially get the dry skin so we want to exfoliate that could be a chemical or physical exfoliator physical would be remember like St Ives we still use it back when we're in our 20s It was the apricot scrub. So we don't want to use that anymore. But we want to use a finely milled exfoliant and you know again you can get it at Target or you can do high end so I don't want budget to get In the way of exfoliating your skin, and then a really great moisturizer or maybe hyaluronic acid, because after 50 We'll want glowy skin we want the dewy, glowy skin so it's hard for me to pick a few I could literally talk about makeup for the next 24 hours with you and skincare and fashions. Okay,

Jen Marples 45:20

so we've got bronzer, which I love. I've never without a bronzer. It's the Hawaii girl and me. God forbid I look pale. I love the moisturizer. What about makeup? And I've been experimenting too. And my sisters have come at me like you shouldn't wear so much eyeliner, but I was used to wearing eyeliner, but then I understand as we get older, maybe we don't want to do eyeliner, it makes us like probably less is more for eyes.

Samantha 45:43

Yes, well, this is what I'm just going to say about women of a certain age, they do tend to get stuck in a decade that they were really hot in. So they're like hot in the ad. So they're gonna rot that same style or hot in the 90s. And they stay in that decade. And I see this all the time and that I think it's just aging well

I don't even like to say anything's aging, but it just dates you Okay? Especially with makeup if you're used to wearing the the really heavy liner, you know, with what the Maybelline with a lighter that we used to use. And you know, put it in the waterline. And also like clothes, people get really stuck in a rut from a decade. So I'm saying, Go into the force, see what's going on, see what people are doing out there. And go into Zara, see what the fashion is and then kind of like, see what your style is. Just get out there and see what's happening in today's world and get out of your rut of that decade that you felt really hot in. And eyeliner, you know, I mean, I see it all the time. And I'm like, it's like China, like modernize, get out there. It's fine to modernize. It'll make you feel better. Yeah,

Jen Marples 46:47

so you bring up a good point too, because we're probably used to doing certain things a certain way and there's I certainly I'm pushing myself out of the zone you're helping me do it. I bought a couple of those body suits I told you that you were talking about all the high waisted jeans with the fun Jack? Yes, like an old Yeah, a little h&m jacket I'm wearing on here that you shove up the sleeves and it's cute. usuage I also have a sister who's a stylist who's always like sending me stuff. She's like, Jen, come on. No, like okay, but you know, people don't say I look bad but she just knows that. That was my look San Francisco circa 2003

Samantha 47:24

I see you're doing okay, okay, so you're in 2003

Jen Marples 47:28

I'm in the San Francisco I have a million jeans and a million jackets because it was never summer right so I never had like even a summer wardrobe unless I was going on to Hawaii type thing. So it's 25 pairs of jeans 30 freakin jackets. Change the jacket. They

Samantha 47:43

will always be in they will always make you like you just need to modernize a little thing like when maybe the accessories when them I don't expect people to go out and buy clothes I go into Zara I see what's going on right now. What's the trend and then I go home and I shop my closet and I do but it's not going to be perfect pearls are really in right now. You go to czar there's like pearls everywhere. So we all have pearls. So I pull out the pearls because now I can pull out the pearl pearls this season right so I do whatever I see what they have a gold isn't I'm seeing a lot of diamonds. I'm seeing brooches are back. Okay, I have brooches. I'm just gonna go into the vault and pull out all the brochures. So that's what I do. I didn't spend a penny and I've highly recommend that people do that with makeup and fashion especially Yeah. Don't have to buy anything.

Jen Marples 48:27

I love that because we do have things that we hang on to I am a big perjure but you're just reminding me like we all have the costume jewelry that all what comes out all comes back in. There's turquoise here. There's pearls there a million pearls. You're just giving me some ideas. I love it. Bring

Samantha 48:44

out your brooches and put them on your blazer, the Blazers that you have put a berry brooch on that that is all 2024 You're gonna see it.

Jen Marples 48:51

Oh my god, I love it. Yeah, so we've done skin. We've done a little bit of makeup. We've done clothes. What about hair?

Samantha 48:58

I just want to go back on eyeliner because you were talking about the Highlander and eyeliner is a love people love their eyeliner. So rather than putting it on the bottom waterline, as we get older, I've kind of drooped down so always on the outer V just focus the eyeliner on the outer V on the upper eyelid. And that's just kind of lift I mean I do that every single day. It's only on the upper V and it just kind of brings my eyes naturally or downturn anyway. But I do that it just kind of gives an illusion that they're lifted so I really never put a lower eyeliner on because I don't want my eyes to look like they're drooping down. Always up think always

Jen Marples 49:34

always up I love that and you have beautiful eyeliner I'm going to have to watch out to sit down my girls helped me in the bathroom. To do the upper Yeah, cuz you kind of default and you're like, because you know things kind of we all go down we want to get we do want to lift back

Samantha 49:51

up everything, everything.

Jen Marples 49:54

So as we're lifting up, can we still I mean I have long hair. I've tried to go shoot Order and it doesn't really I've always had long hair since I was young. And it just I've tried it. It's really not me. It looks weird thing. Yep. So are there certain hairstyles that are tried and true, I mean, your hair looks gorgeous right now. I mean, you guys can all watch this, you'll see the clips on social media and you'll see this on YouTube.

Samantha 50:17

Right, but my hair and maybe you're sad, but most menopausal women will lose 20 to 30% of their hair. And that is really I think something is everything that's happened to me in menopause. It's hot flashes, low libido, all that whatever the hair, that is what hurt me the most I would do anything to have my hair back that I had just eight years ago. The soul knows the thickness. It's a struggle. So to get this hairstyle that you're looking at right now might look cute, but there was many things that had to happen. I have to use special shampoos, clarifying shampoos to get all the oil out because any little bit of oil is gonna flatten my fine then menopausal hair. So I use clarifying shampoos, I double wash my hair, and I know that I don't know if you do that too, but you can't just wash it once you wash it one, it's still not clean. Wash it a second time it's gonna use wash shampoo. If you have fine menopausal hair, the best way to give it some life and volume is to double wash to get all that grease out so it can look as full as possible. And then dry shampoo is your best friend. Especially when it's not a possible hair, dry shampoo to add some volume secondary springs and then other than that you don't want to put too

much product product you know how there's almost like creams and blowout creams I would say stay away from that because this is going to drag your hair down so less product and he protected because you know we're using the the iron. We're using the iron to make the curls though heat protectant spray is a must. Those

Jen Marples 51:46

are such great tips. And it's so funny. I was talking to one of my dear dear dear girlfriends yesterday. It's something beep she's like, Oh, that was my hair thing my infrared hair helmets or something she had put on that? Yeah, I have to tell you what it is because her hair from menopause is falling out. Oh, so hard. And she's like, kind of switched some shampoos to whatever and this and that and supplements and the whole nine yards, you

Samantha 52:12

have to do them all I would say I'd recommend neutrophil. It's supplement neutrophil at the best and they have a 50 plus for women specifically in menopause. So you want to get that one and sell it at Sephora. And then you definitely want to get either some kind of laser light for your hair, I use the Hairmax and I use it every other day. I also minoxidil it's a tough, it's a must. It's really the only thing that's proven to grow hair is minoxidil. Nioxin you know, Rogaine and then of course, there's the ones for women I use it. My hair is my thing. I cannot lose my hair. I love. I love hairstyles too much. So for me, I do all the things. And it's quite a lot of things.

Jen Marples 52:55

I'm glad we talked about it's funny, I have this weird thing where I have tons of hair. But mine is receding in certain spots. We could talk about that forever. At least there's there's a couple of tips for everyone there to you know, go off and running and do a couple of these a lot, especially going into summer the bronzer. So two final questions for you. What do you think the best thing is about being in midlife,

Samantha 53:17

so many great things. But the one that always comes up is I just don't, I really don't care anymore. I just don't care. What you have to say what you're gonna say about how I love dress act or what I love, like I just don't care, it is so freeing, and it's the best thing we spend our entire life thinking about what she's gonna say when he's gonna say what the Joneses are doing. And this gift that we're given after menopause, it's such a gift. And it's universal. All menopausal women are like, we don't give up anymore, we are going to do. We don't care about my daughter. I was like Mom, and I'm like, I don't. I'm doing it. I don't care. This is my life. I finally gotten here, I'm finally comfortable. And I'm gonna go for it. I think

Jen Marples 54:04

it's great as a total sidebar. And I love to give no fucks because it's the truth that we're doing all this and being very public, as our teens are in this tender teen phase when they are just, they're living and dying by what other people are thinking about them. So I have to hope that by watching us women in their 50s with thriving businesses and putting it all on the line and service of others and not giving a shit and powering through. No one's going to tell us that we can't do this. I'm hoping it's having that effect on

them. I try to always do learning lessons when I have a gaggle full of teen girls on the car. Sorry, I just have to give a life lesson real quick. And then you can continue talking about the music that you like and you know, put on Taylor Swift or whatever, but just a little thing about how to approach something differently.

Samantha 54:51

Yeah, at the end of the day, we're in their role models. And this is a great reason for a woman to kind of go for something that she's afraid of because you your daughter, your child is looking up at you. And they're going to be like you they just are we are like our parents, you know, unless we work really, really hard years of therapy to not be. I mean, I have this incredible mom. I mean, oh, if it wasn't for her, I don't think I could have done any of this. She's so cool. But I remind women, you know, be that person, you're that role model. So go for that. What's gonna give you motivation to start the business, your role model, people are watching you, people are looking at you. So yeah, that really gave me the motivation to work harder every day that knowing that one day, when I'm not here, my daughter can still watch my YouTube videos. How cool is

Jen Marples 55:35

that? Oh, my God, you're gonna make me cry on

Samantha 55:39

but she's gonna be like, Why? She'll be able to watch my YouTube video.

Jen Marples 55:43

And they're going to stand the test of time because women's empowerment and showing up and doing it, it's, it's not trendy. It's not trying to serve life lessons. You made me think of one little thing that I have to mention that when we were talking about having fear, and you know, who am I to do this? What if our kid came to us and was like, oh, I want to go dance in the thing or I want to go star in the play or I want to go you know, be in the math club or whatever the hell it is. And we're like, no, just stay down here and be here where it's safe and don't pursue dreams. I mean, that breaks our heart. No mom would do that. We have to say that to ourselves.

Samantha 56:17

Yeah, we have to be the the mom for ourselves. Yeah,

Jen Marples 56:23

that's our other big takeaway. Y'all thought we're just talking about employing since today, but we got real philosophical. I told Samantha we're prepping because she was so nervous and like, it's just gonna go where it's gonna go. It's two girlfriends talking. And I know we're gonna have this great conversation seeing you showed up and look at this amazing conversation. My final thing is not a question. It's a statement, darling. Everybody answers it. I'm not too fucking old too.

Samantha 56:47

I'm not too functional to wear whatever the hell I want. I just can't stand people telling me how I'm supposed to look. Yeah, that or X.

Jen Marples 56:57

Boom, exclamation point. Like we're done. We're done. We're done. Right. So tell everybody where they can find us stalk you.

Samantha 57:06

Please come talk me on standby. Samantha on Instagram, standby finance on Tik Tok, which I love and obsess over hope it doesn't shut down, fingers crossed. YouTube. If you want some more content. I do fall workout videos on YouTube. And of course, I'm on threads. I'm on Facebook, but it's really Instagram and Tiktok and YouTube that are my three loves. So please come stalk me. They're on there every day.

Jen Marples 57:28

I'm so glad we did this. I'm so glad you're making this happen. Everybody, take that away, say yes to yourselves and show up and do the damn thing because guess what? You're fabulous. Thank you so much. Thanks, my love