

# Ep 185 Jessica Zweig

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## SPEAKERS

Jessica Zweig, Jen Marples

### Jen Marples 00:10

Jens, hello and welcome to the Jenn Marples Show. I'm your host. Jenn Marples, founder of the Jen Marples agency, mentored to women worldwide and your number one champion and cheerleader dedicated to helping you embrace and rock midlife. The Jenn Marple show has one goal, to empower you so you can go out empower 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 up level your life in 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 Marple show. And today I have a most gorgeous guest, and her name is Jessica Zweig and what you all need to know about her is we all have those people out there that have impacted our lives greatly, and they don't even know it. And Jessica is that girl for me. You guys have heard me probably talk about her, reference her simply. B was her agency, but B was her first book, and I'm going to go into her all of her fabulous credentials, but I just have to start this out because of all the work that I'm doing in the world, to give you all courage to take leaps and to take steps and to take a chance on yourself and go for your dreams. And we are going to get into that with the queen of going for your dreams, is that someday, by you taking that first step and saying yes to yourself, a couple years later, you have a podcast, and you're meeting somebody who's really important to you, and she's just knowing it now and realizing it now, because I were just talking offline, and just to let you know that anything is possible. And so that is really going to be the theme here today, is taking a step believing in you. You've got something on your heart. It's something you want to pursue. You're listening to the show for a reason, and I have got the most amazing woman in the world for you today, Jessica Zweig, so I'm going to read some of her shiny credentials, because she's so fab. First of all, one of her BFFs is Marianne Williamson. And we love Marianne Williamson the podcast, and that one beautiful quote that she reads, Jessica of you know, who are we not to, you know, shine our light and be ourselves like I read that at the beginning of any group program. I do anything I do because it's so powerful, we've got to stand in our light. So this woman here, guys, she's a light worker, so that's what you need to know. She has founded a big marketing branding agency called simply be which she has

recently sold, which is incredible. So I have listened to Jessica's journey and podcast for years, so I know all the struggles and all the pain and all the joy, pain, all of it that goes with building something and then needing to walk away from it. But congratulations on selling your business. Her first book simply be that I mentioned, was the best seller, and she just came out with another book called The light work. And if you're seeing this on YouTube, I'm going to hold it up because it's beautiful and the subtitles reclaim your feminine power, live your cosmic truth, and eliminate the world. So you all know where this where this conversation is going to go today. And she's also the host of this podcast called the spiritual Hustler, and so I've been listening to her for years. And Jessica, you're the one podcast, and this is no bullshit that I listen to every week, and I've listened to every single one of your episodes. So you're that for me. Wow, on the days that I need to pick me up, you're that woman for me. Y'all Jessica's amazing, and you're gonna love today's chat and just welcome to the show like I am honored, flabbergasted, fangirling, and just so unbelievably grateful that you're here to chat with me today and my listeners and spread your light. I'm

**Jessica Zweig 04:00**

grateful I got my makeup done this morning because I'm in Vegas for some events, and I'm like, don't cry it off. Don't cry it off and waste your money. Thank you for all of that beautiful reflection and that introduction and the honor is mine to be here on your show to share this conversation with your community. I don't take it for granted, and I am so honored to know that my work, that I, you know, just get up every day and do from my my own heart, has had such an impact. It's truly a gift to be with you in equal measure. Jen, so thank you. Oh,

**Jen Marples 04:34**

I mean, your makeup does look fabulous. So if you're not watching this on YouTube, go to YouTube to watch it, because she's gorgeous, gorgeous inside and out. And you mentioned something I just want to start right at the top of like, making an impact. And I know so many women listening to this, everyone wants to make an impact, and that's my goal. And anytime someone writes me, DMS me and says that was the thing I needed to hear today, that. Makes everything so worthwhile. I just try to remind everyone, too, that sometimes we'll never hear from anyone. You're having an impact, whether or not you ever hear from them like we might have never met, we have a mutual friend, Opie. Shout out to Opie. Thank you for this connection. I love Opie. Opie is a friend of the podcast everyone she's been on the show, and she and Jessica are great friends, and Opie does some work with Jessica too. So it's all this wonderful interconnected world. So I want to let you, Jessica, tell us just kind of the CliffsNotes version of how you got to be where you are today because you started a couple of businesses, sold a business, and now I believe you're really sinking into what you were meant to do. And I feel like I'm like, two steps behind you. I'm like, kind of following in but I do want to just preamble to for you, and just for everyone to know, we are going to talk about burnout a little bit today. That is something I want to talk about because it's present prevalence. And I know the whole reason you wrote this book the light work is so we can avoid burnouts. And so we are going to get into that. But so for those in my world who don't know you. Can you just give us a little bit of your background? Yes,

**Jessica Zweig 06:03**

of course. I am a serial entrepreneur, like Jen said. I've started many companies. Well, three failed my first one, I went to college for theater. I was an actress right out of college. I like to make the joke that

when I graduated from college, I knew only how to do two things really well, and that was waiting tables and being dramatic, and that's not an exaggeration. I just fell into my 20s really trying to hustle and figure it out. Got really tied up in a romantic relationship for all of my 20s, and then accidentally became an entrepreneur at 27 when I decided to start an online blog like a magazine for women in the city of Chicago, that actually blew up and did really well for seven years, but I had no understanding of how to run a business, and that business left me financially destitute, went out, bottomed up, broke at 33 years old, and that's where my first book *B* starts, where I had to drive to my parents house at 33 they thought I was their sparkling, successful entrepreneurial daughter, and had to ask them to help me pay my phone bill because at&t was gonna shut off my phone. And that experience of failing my first business taught me a lot left a trauma response in my body. I don't know if anyone listening has actually ever gone technically, factually broke where they had no money. It's a traumatic life event. Ended up working in corporate America for two years to lick my wounds, pay off my debt, and then got enough crazy courage to start another business called the simply be agency that blew up and just took off from the second I started it. And I really believe I had great talent in marketing and branding, yes, but I was really at the right place in the right time too. I kind of struck lightning in the bottle. This was 2017 when everyone was all of a sudden, like, I should get on social media now, and I had been on it for almost a decade at that point. And so the business just scaled from like a one woman shop to a multi million dollar, 30 person to offices, 1000s of clients, won the awards, got the big book deal, and it was really at the peak of my career, quote, unquote, and that in exact inflection point when the world thought I was crushing it, that I really wanted to die and burn it all down because I was so depleted and exhausted, burnt out and actually diagnosed with depression. I make the point of my journey of from actress to accidental entrepreneur that went broke to like the woman that all of a sudden was crushing life and seen as this major success, because I feel like it's so important for us as women to heal our bodies, our nervous systems, when it comes to our sense of safety and worthiness, when it comes to money and abundance. And I as much money as I was making at that agency, I never felt abundant. I always felt like I was just running from scarcity. Sidebar, but an important one. I've I've always been a spiritual person. I've always been on the spiritual journey. My spiritual growth has been the focal point of my life, more so than my entrepreneurial endeavors and this dark rock bottom. You know, the peak of simply be when I was diagnosed with depression and burnout was right around the same time I took a very pivotal trip to Egypt. You know, I've been traveling all over the world. I've been to Bali, I've been to Thailand, I've been to Sedona, I've been to Santa Fe like I like to hunt out the spiritual spaces on this planet. And nothing changed my life the way Egypt did, and we can get into that. But essentially, with my new book, *The light work*, which is a response, essentially to my burnout and that trip, and frankly, my entire life, and how I had been avoiding certain shadows and darkness. Because I believe when we go in to those parts of ourselves, is really where we find our light. I'm stepping out of the spiritual closet, coming out as unapologetically. I don't like to use the word Woo. I think it's diminishing. Frankly, I think it's makes, it's it's a word that makes other people feel comfortable. But I am unapologetically sharing my my deepest spiritual perspectives in this book. Book in service of women like me, like you, who've been conditioned to kind of kill themselves, to succeed and hopefully spread the light with this book across the planet, waking women up to their own power, which has been inside them the whole time. Remember, that's my key word is, remember who they really are. So that's the cliffs. Now it's on me.

**Jen Marples** 10:22

Thank you for sharing that. And there's a couple things, and I definitely want to get into Egypt thing, because it gave me chills before we do that. I want to kind of get into the burnout, just because I know there's themes as I was reading your book, and thank you for being so vulnerable. It's actually making me kind of rethink the book I want to write. It's just we've got to really go in, and we've really got to excavate. And I have told, told so many stories on this podcast, my listeners know, but I wanted to deep burn out. There's a lot of stuff. I think we share stuff with our dads. The overworking, you know, to make money is to kind of just suffer into slave and to burn out, even if it feels good. There's also this dark side, either sand, who has been on my show. So there's the you talk about this, so our medicine, so I see something in you, that means I possess it. But then there's also, like the dark side, right? There's the flip side I want, I want you to go into that in a minute, but so I know so many listening. It's, if you're the first borns, it's just the high achieving women. We put everybody else first. We put ourselves last. And I really appreciate that you really talked about all those issues with your dad, and you came to peace. I came to, I mean, I'm almost 55 I was 45 and I had that talk with my dad, but you realize the residue that that leaves and builds you into that person. And one of the things, and I want you to go into this that you said, was we realized, I too, had this realization, but this took deep work that we realized we had the exact parents that we needed to be at this place to do the work we need to do in the world. So can you go into to your story with your dad and how you how that was such a pivotal sort of reflection for you? Yeah.

**Jessica Zweig 11:58**

So I just want to say that I love my dad. I love him so much it hurts, and he was a wonderful father and did the best he could with what he had. We've all heard of little T trauma, big T trauma. I had big T trauma with my dad, unfortunately, but my dad had super sized font trauma with his parents, right? My dad's a boomer, and his parents were immigrants and first generation, and they had it real rough. I came into the world as his first and only daughter, and he had no tools, and he was hard on me. I was a Spitfire of a rebellious teenager, and we got into a really tough argument one particular evening at 14 years old, and I tell this story in the book, he said to me in the heat of the moment that he was going to call me Jessica zero, because I was going to amount to nothing. And I write about this in the book. You know, my dad doesn't even remember this conversation, but that one conversation shaped the entire course of my life, from that moment forward, because I was going to prove my dad wrong. And all I ever wanted, what child doesn't want to make my daddy proud of me? Oh, you're going to make me cry. I'm going to cry off my expensive makeup trying not to. And so you know what that did, Jen, is it really instigated my drive in a really unconscious and subconscious way. And my dad, you know, came from, you know, being Boomer, being self made, you gotta work till you die, you know, like, make all the money, don't spend it. Life is hard. Money doesn't grow on trees. Like that was programmed into me from a very young age, and so I grow up and become a well meaning adult woman in the world entrepreneurial. Want to make my own money, and there's these parallel stories running in my my body, like I've got to kill myself to make it and I really got to kill myself if I'm going to make my dad proud of me. And that was a story that fueled me until I was 41 I'm still, frankly, healing from that trauma and unwinding those deep seated programs that live in my ancestral lineage, frankly, to rewrite my bloodline. Truly, I believe that's what we're really here to do as New Earth conscious leaders, to create a future world. That's why I end the book with future light, because I feel super committed that we're here playing a much bigger, eternal game than we've even realized most of the time. And I really have to thank my dad, because I wouldn't have created all of the beautiful things. I mean, I'm, I'm a self made

woman. I came from, you know, my my dad helped me through college, but then he was like, you're on your own kid, and I've made my own money, and I am a self made well, I'm the breadwinner in my family with my husband, and I'm proud of those things, and I got that fire and drive and focus and ambition and morale. And integrity in many ways, from my dad, but I also realized the shadow side of that and how unhealthy and frankly, abusive I was to myself a lot of my life, you know. And I think that's why I have that chapter about family. It's called soul family, because we choose our higher souls, not our human selves. Our souls choose our parents. Our parents choose us for our unique soul to evolve into more love in this lifetime. That's at least what I believe. And the sub line of that chapter is called healing yourself. Heals the world and where we, I think amass the most pain is in our childhood, and that is the deepest healing we we really are here to do that we must do if we're going to create a better world. So that is the quick story behind that, and there's a lot more I say about it in

**Jen Marples 15:54**

the book. Thank you for sharing all of that, and we have basically identical sort of upbringings and the same dads and the same realizations. And my 20 years of work, and I did a coaching training before and heard that phrase of that you come to realize you have the exact parents that you need to do the work that you do in this world. And I appreciated that part about we're all our souls, and they're being moved around and like we're being chosen. And I was actually thinking about my own kids. I've got three kids. It's interesting to step out, because, of course, your kids teach you the lessons that you need to learn, and God do they teach you the lessons you need to learn. Your spouse does. I've been married a really long time, and you know, you can feel like it's really hard to get through the world, but what I want to dig in with you, as you said, like remembering who you are. And I do believe that that's the big breakdown for most of every woman, every woman I talk to, has fear. I know, yeah, all the women, I'm sure this is, this is nothing new. We all have fear. And I feel like it all comes down to those little girls, like you mentioned, like something got stomped out of us when we were young. And you know, I have to have forgiven my dad. He didn't know. He didn't have any tools. He was probably had PTSD from being in Vietnam, and they had me at 23 like but when you're a kid, you don't there's no perspective. You just know what you know, and you experience what you experience. So how so for all of us, and I know this is a common story with a whole lot of high achieving women, how do we come back to who we are.

**Jessica Zweig 17:23**

Yeah, so I love this question, and I it goes way deeper than just our little girls, although those are our truest, most purest, innocent, freest, authentic, joyful avatars. You know that this third dimensional world called Earth, unfortunately sort of beats out of US based on the matrix and all the projected fear that we see and consume, whether that's in our family systems or at school or on TV or in our societies, to feel unsafe being ourselves, especially as women, right? But it dates back even further than that. I am very committed, personally to the reclamation of the feminine on this planet at large. This is why, in my book, The subtitle is reclaim your feminine power under the light work and in the studies that I did, from wanting to really write a book and do it justice when it comes to this conversation of the feminine. I did a lot of research and uncovering of what this world, this planet, was really constructed around which we are here on a great mother earth. It is a feminine being we live upon. Gaia is her name. And if you look back at history, as it has been noted, quite literally, written down, it only started getting written down about 4000 years ago, and that's when the patriarchy was born. Masculine constructed reality of church and state, power, peasants, territory, country, lines. You know, all of that was not ancient as we



think it is. It's only about 4000 years old. The history of humanity has been around for about 200,000 years. So I posed the question to myself, I had no choice, as I was writing this book, like, what happened? What was going on before we could just simply start writing shit down, and I discovered very quickly that we lived in a matriarchal society, and God was actually worshiped as the Goddess. And that has been not only repressed and oppressed, it has been written out and actually obliterated and forgotten. It hasn't only been forgotten in our psyches. It's been forgotten in ourselves, and we have to, I think, come together in conversations like this, do deep healing work, find other communities of women, go deeper into our own goddess identities, to find our tribes of sisters. I say this in the book. We are all daughters of Gaia as women of this earth, making us all sisters. And to really learn how to activate these dormant DNA codes of consciousness, whether that's through breath work. Work or sacred plant medicine or sacred experiences at temples and sites, getting outside of our comfort zones. There's so many ways we can activate what I call our codes. We don't have to necessarily go do Ayahuasca. We can use our own breath to do it, but I really believe that's what we're truly being asked to remember as women, that we were not the lesser sex. We weren't paid 80 cents to the dollar. This is all a construct. It's made up. Women actually led civilization, tribe, culture. We were the first innovators of literally everything from technology to agriculture to farming to textiles to the science of the stars in astronomy and how the calendar was designed women, let it all and we were, of course, in partnership and harmony with the masculine versus the way it's designed now, where we've overvalued the masculine, literally on a macro and micro level, especially in our own systems as women in business, we we've been conditioned to be Boss Babes and work hard and work like men, and that's never, never whoever designed to be and and so this reclamation and remembrance is probably what my third book is going to be about, and my biggest commitment to the women that I work with right now in my business, and what I'm currently really up to in the world. And I could talk about this forever. I feel like it's so critical for women to remember this truth,

#### **Jen Marples 21:20**

it really is. And I talk people on the show, and they know me. I talk about the patriarchy all the time, and I'm helping women to get their voice and just have the courage. Because there is historically, like you're saying, and it goes back, you know, there's the ancestors. We used to be burned at the stake. Wasn't safe to speak for a long time for us. And I, you know, we hold that, and I've explored that with some other people, and it's really hard actually, to stand up as a woman and speaker truth, because we've been programmed so getting over that fear is so important and just remembering. And I want to ask you this question, because sometimes, you know, I'm sort of metaphysical, like I've got all the books I come back to, like Abraham Hicks, I come back so I devour you, because there are. I believe in the spirit world. I believe in God. I believe in the dark spirits as well. And literally, when I'm having a hard time, I'm saying, Who out there, I feel like there's almost a dark force, and it's why it's making it so hard for women to speak their truth. Because the women I know and the women I work with, and I know the women you work with, all light workers, everyone is so heart and soul led Yes, and we could probably all be doing something different. That would be easier. I know I'm called deep down inside to do it. It's out of my hands. But women, I feel like we're being suppressed. And there's these, like, these dark forces. I actually said to myself today, this week, I was having a week I'm like, they're dark forces not wanting me at my best because it's scary, because it disrupts the matrix. Yes,

#### **Jessica Zweig 22:51**

yes, absolutely. I don't want to freak people out or sound like a conspiracy theorist, but there are some serious dark forces that don't want you to wake up and feel threatened, quite literally, with our own self empowerment, whether that's in our consciousness or in our health, in our bodies, what we put in our bodies, it's dense here, and this is why it's important to find other light workers, because there is power in Numbers, and humanity has been asleep for a very long time, and this is such an exciting time to be alive, because we are all, not all, but there's a collective, mass, collective of people who are waking up and looking around and saying, This isn't right. This doesn't feel good. This doesn't seem how life should supposed to feel. It should be easy, it should be abundant, it should be vitally healthy and mind, body and spirit. And I have agency over how I choose to live my life, and the things that I want to believe in that are true to me are for me to decide. And I just think that the more we speak up and speak out and let ourselves ascend beyond the fear of the backlash, the more we're going to shift the frequency of the planet. Truly, I don't want anyone listening to take for granted their own power. We all have the power to change the world. We all touch people, and that's how it changes, one person at a time. Again. I don't want to sound too much like a conspiracy theorist, but there are mass forces in the form of mass media that control the mind. I think Beyonce had it at her concert, like whoever controls the media controls the mind. Was a pretty freaky quote, big food, Big Pharma, corporate capitalism. It's not even necessarily my view about hoarding wealth, although there is definitely greed at play. It's about control. That's why I chose to write about the palladians in my book. Because they're about waking humanity, one person up themselves to their own innate, quantum, limitless power. And I had a last thing I'll say is I had a very dear friend of mine who's a healer, who I trust, say to me about a year ago, she said, there. A long period of time on this planet when the dark was winning, and we can't say that anymore, the light is now winning. And while that might not feel true if you look around, that's why the dark is lashing out so bad, and it's so intense, it's like a fever pitch with war and vitriol and divisiveness and just all the horrific things that actually are happening, because there's been an inflection of light and to stay the course is really what I'm here to help women do one woman at a time, because that's all I can do. So I love that you brought that up. I

### **Jen Marples 25:39**

feel that too. And my listeners know this story, but I think it was around in early 2021, I remember the day a friend of mine. I think you might know who she is, Lori Ladd, so she's kind of, yeah, so she's a friend of mine, and she had posted something just so whoever needs to hear this today, she was talking about whatever was happening, kind of this crack in the earth that was happening, and like, literally, women were rising. And that was the day that I woke up. I was still doing some traditional PR consulting. I had some crazy things going on, and I was just like, What am I doing? It was like the Holy Spirit came through me himself that day. I was thinking, like I had a manic episode. I went to my desk, and I was staying in my pajamas the whole day and just started going out as, like I was 51 at the time. I said, I don't know what this song will look like. Song will look like. I'm Jen marbles, 51 like, we're not old. Like, who's telling us we're doing this? It's our time to rise. We've got to support each other. And then that's really how everything started. I thought I was going to wake up the next day and I would just go back to everything else. And then I'd seen her video, actually the day after, and I told her, like, Girl, whatever crack happened, I was activated. Like, on that day, it was like, March 21 or something, 2021 I know that was the day I was tapped. Wow. It's been a through line for me, but that was the day it's like, go. I've taken many hits with the you're not too fucking old language, but I love it when the guys come after me. I'm like, it has to be like this, because it has to break through the fucking noise. We've got to

wake up to our power and our brilliance. And it's a metaphor. It's a Rage Against the Machine. It's a rage against the matrix. And that's why I'm so passionate. And women are being tapped, and I see them, and I think those are the ones who are drawn to me. So this is my million dollar question for you. We've all kind of come up and been part of this, the patriarchal system of how we've all worked and how we've all and I've been there, done that, burned myself the buck out. They've all heard it here on the show. Had to put the pieces back together. And then Jessica, when I was going out a couple years ago, even doing the work I wanted, I found myself going back into old patterns and the self sacrifice and the working too hard, ignoring my kids and all of that. So if we're going to be light workers world and kind of be like the spiritual hustlers, how do we go about it in a different way so we don't end up where we were? And I guess another way the question is, is in society, as it stands, is still to this day patriarchal society. We want to come out with our light. How can we do it in a way that is supportive when we don't find ourselves on the ground, sacrificing ourselves yet again? Yes, for everyone else,

**Jessica Zweig 28:11**

I'm gonna, I'm gonna give you that million dollar answer. Okay,

28:14

thank you. I'm

**Jessica Zweig 28:15**

here for it, and I'm only giving you this million dollar answer because I'm paying myself with this profit too, like I'm in it myself. Okay, how do we not fall into the patterns? Right? Is really the question. How do we, how do we continue to evolve and really stay the course, so that we can be committed to our light and not get sucked back into the old paradigm, one we have to claim radical responsibility for our own co creation in that repeated pattern, I think that there is a part of us that gets some sort of existential kink from that repeated pattern, that there's a there's a little bit of a sick joy in it, like we're comfortable there. It was an aha moment, frankly, that I had recently, because I have had a very intense year launching this book after healing my nervous system and stepping into the light and being in the flow, feeling a little burnt out, and I was, I was actually driving in my car, and I like, dropped into my crown chakra, and I was like, Oh, you kind of like this. There's a part of you that gets off on this. There's a part of you that has some sort of satiation with this part of you that's so busy and in demand and is so hard working and self sacrifice, there's a part of you that enjoys this aspect of your design because it feeds something inside of you that is super deep and unhealed and claiming radical responsibility around it, to say to Myself, yeah, I am being a little bit of a victim here. Oh, I am. I am indulging in this a little bit. I am a little bit unwilling to completely change my paradigm and draw different boundaries. I loved what you brought up. Actually. I'm going to come back to the comment you made around what you see in other women is what you see in yourself, or you wouldn't be able to see it. I can tell you. You, Jen, you're absolutely beautiful because you are. And I can say to myself, I'm beautiful. I can hold your beauty because I'm confident in mine, right? I wouldn't walk around saying I'm beautiful, but like, you know what I'm saying when we reject something in other women, oh, my God, she's such a diva. For example, there's a part of us is self judging ourselves for potentially being that unconsciously or wishing that we could be more boundaried, per se. And I actually had a situation a few months ago where I reactionarily judged a very famous person that I was at a party with for being up in her own hotel room, not socializing with anyone. I was like, God, what a diva. And the next day, I woke up and I



was like, there's a part of you that is unwilling to be that boundary, because you don't want people to think you're a diva. In the million dollar answer, on a 3d level and a 5d level to say to oneself, if I don't want to continue to burn out and play the game, get sucked back in I so related to what you just said, we have to be willing to make drastic changes in how we operate and how we structure our time and our lives and and hold our gifts and see ourselves, which is like of the highest light, and make new apologies for the currency of our time and energy. And at the same time, look at our own deep seated programming unabashedly honestly and acknowledge our co creation in the recreation of the burnout and the overwhelm and the exhaustion that takes a very conscious mind to do, and it is work, but I feel like that's the only way we're going to flip the script and rewrite the program. And I'm in the middle of answering that question myself and recreating and redesigning how I approach my entire career and life personally. So this was a relevant question, and I hope that all made sense,

### **Jen Marples 32:03**

it did, and to kind of just go a little even deeper into it, I remember having this awakening because I'm I'm like, 150% or I'm no percent. And so there's kind of two things that popped up for me, was when you also change, and you're examining and putting the boundaries and trying to change the systems when you are also and I know you talk about how you and your husband had to have a lot of talks and have conversations about how things were going, my husband, I have the same and we're looking I'm going to be a free bird in two years, all my babies will be out the door. And so that it's rattled the house. It's rattled our relationships. It's rattled me to my core, because this is big next chapter that I'm excited about. As far as you know, I can do all these things work wise, but it's also a deep sadness, like it's like two things can be true at once, as you know, but when one person in a partnership wants to change and not be the person that was, the person that was like 20 years ago, 25 years ago, that then becomes its own interesting dynamic shift, and that is probably a whole entire other podcast episode. But when you had said when we are co creators in it, that made me think of like the zero to 150% honestly, because I know your story, I was like, I wonder how she's managing, because I know the work when you're in any kind of a launch mode putting on events. And I come from PR marketing background too, and I think we probably have deep wounds from those earlier from careers and demands and things. And so I only know one way to be. You have to kind of actively rage against it. So this is my long winded way of saying, when I was going out and doing all this a couple years ago, after a year, I had to stop myself. I said, Jen, if I keep doing it this way, this is a recipe for burnout, like, I cannot live my life like this. I'm not, I'm not seeing my kids, and they're out the door. And so the second part of this million dollar question is, you know all the women listening, and the women and you guys, if you're listening today, lucky you. Because this is probably like a life changing episode, because this is the stuff we needed. It's not business tools and how to use social media. It's this stuff. This is the life changing thing of when you're sort of this heart forward, I'm a highly sensitive Scorpio generator, human design, sacral shot, you name it, like I'm everything. I feel everything. And so a lot of all of us feel a lot, how do we go about building our businesses and having those boundaries with clients, with customers? So we're not in this over servicing, over delivering, because I see this and devaluing, and then consequently also devaluing what we offer.

### **Jessica Zweig 34:41**

Oh yeah, there's a lot of layers to this. I mean, there's not first and foremost. They're all prioritized. They're all important. But one, we have to truly allow ourselves to be fully supported and trust the

people around us, and that's the tricky part, is finding the right people. So. But to really, truly let go and surrender that other people are just as good as you, and they've got it, and that you don't need to be in every single room or help every single request or be accessible like to actually make yourself less accessible and have no guilt around it, as well as trust and surrender that the people around you have got you, and that is something that has to it's at the muscle that has to continue to flex and grow and grow and grow. You know, at this stage in my business, I have people all around me that talk to my community on my behalf. Most of the time. There are certain moments, of course, I show up that are critical, but I'm not 100% available at all, and really kind of getting over the stigmas that like will be seen as a elitist. If that's the case, like you really have to draw boundaries and be willing to to disappoint people along the way, if people don't have the compassion and understanding that you need to have those boundaries in order for you to be at your highest service. Those are not your people, period. I'm actually in the process right now of planning out my entire 2025 to the week, and I know that sounds insane, my goal is to have seasons of busy and seasons of flow, and to really accept that we're always going to go through seasons, because if all things are nature, which is true, that includes our businesses, and it shouldn't look like a straight line, upward, ascending on a P and L chart. It should look like a circle, spring, summer, fall, winter, and designing your business in a similar cycle and rhythm is what we as women are innately designed to how we're designed to operate. We are all connected to the 2830, day moon because we bleed, or if we don't bleed, we're perimenopausal or menopausal, we're still connected to the moon. And so looking at the granularity of my schedule, it sounds neurotic. It's actually freedom, because if I know exactly where I need to be and when that creates the structure the masculine, as I like to say, for the feminine to flow, I know what time of the year I'm taking off. I know when I'm going to go on vacations. Have space for sabbaticals. I have non negotiables. When I start my day, when I end my day. The key is staying in integrity to it, of course, but that's where your support system comes into play, and people who guard your time. I talk about this in my business school that I'm in right now called the feminine frequency business school, and I'm teaching leadership and talking about, like, if we're queens, we need a castle. We need a guard. We need a freaking moat of water around that castle, and we need a drawbridge, and only certain people can cross that drawbridge, true boundaries in space and sacred sovereignty for our own time and energy. And at the end of the day, this is the last thing I will share, which I teach the women that I work with too. Is a few years ago, I was I was talking to a mentor of mine, and she said to me, Jessica, because I was talking about my pricing, because you asked that question of, like, how do we step into our worth? Should I charge five figures? Should I charge little four figure? Like, what should I? She goes, Jessica, you need to trust that somebody could sit in your presence for 15 minutes, not say a word. You not say a word to them, and they would pay you whatever, \$25,000 to do that, and they would give value. And I wanted to, I wanted to throw up in my I was like, Are you fucking kidding me? Like, I would never do that. I could never I have to put together all the deliverables and make sure that they're seeing results, and do the voxers and the phone calls and all the things. And she's like, that's the frequency which you need to embody to align your business how you want it to feel like, for you to really have that trust in your own value, to move from that point for that to be a vibrational baseline of Knowing your time, your energy is your greatest currency, and you can put whatever price tag you want on that. And I was like, I can. So it's a lot of things, Jen, it's the embodiment, it's the boundaries, it's the support. And if people can't afford you, if people think that you're too inaccessible, if people think that you're too demanding, those are not your people, and they're never going to buy from you anyway. So it's about stepping into that

which you are, and that's what we attract, what we are, if that makes sense. So I love these questions, but that's what I'm working on in real time myself, as much as guiding my clients through.

**Jen Marples 39:45**

I love it, and I hope you guys all are going to need to listen to this 100 different times because that alone, and we've had a theme here the past couple I always have guests on. It's like, it's there. It's just what I need to know, what I. Get it solar. I had Chip Conley on and is he's so fun and cool, and he had his own tools, and he was the only man who's ever been on the podcast and probably ever will. But we draw in what we need to learn. But I really hope everyone listening takes us away, because we've been on this theme of worth and women, because it goes down to the very beginning of what we were talking about, of just that little girl and what happened when that light got smashed out, or whatever happened to us, and just kind of remembering and going back to that person you went into a room, you're like, Hi, I'm here, and I'm here to, like, raise the vibration, and somehow that just in life, can also take us for a ride. And so we say all this, and this all sounds great. And, you know, say four out of the five days you're like, I'm Beyonce, I'm great. These are my prices. I'm going to help you. Then the day happens. Something happens with a family member, a husband, a client, whatever it is, and then it knocks the sales out of you. What do you use? Or look what do you have tools that you that get you back into that place of I am Jessica Zug, and I'm here to serve, but this is what I cost. And that's, it sounds crass, but this is, this is my worth. This is my value.

**Jessica Zweig 41:13**

I let myself feel it. You know, I don't bypass it. I think it's really important to acknowledge our emotions and be human, to really come back to the truth that every day is different. Every day is different, if I'm really honest, I have to practice it even harder to anchor myself right? I have to set those intentions. I have a morning manifestation practice that I do with my my business partner and my company, I journal, I call my therapist, I voice note my coach, I call my best friend. I ask for validation, because if I'm feeling insecure, I need somebody else to support me. You know, I have a set of tools in my toolkit, and I continue to go back to them with even more more intention. And I reflect. I'm assuming the women that listen to your podcast have been doing their thing for a while, and no one can take away 1015, 2030, 35, years of experience, no matter if you have a shitty day or you have a failed launch or the client says, No, you still embody all of that intrinsic value. I kind of come back to that. I guarantee that your worst day is someone else's best day, that your B is someone else's A, and just have grace.

**Jen Marples 42:36**

I love that. I have 1000 more questions, but alas, well, I have one final question for you, and then a fun little statement. You are in the early part of midlife. So how old are you at 4343 Yeah. So I asked everybody at the end of the show, what do you think the best thing is about being in midlife? Oh,

**Jessica Zweig 42:56**

I love this question. I've never felt better. I don't you just you know who you are. You're embodied in your own skin. You have enriched the relationships that you really want and matter to you. Cut the fat. Life is slower. I go to bed earlier. I like it quieter. You know. I really love the slowness of it, the peacefulness of it, the clarity of it. And I love honestly, like, even though my body is changing, and it's like, you know, I've gotten the night sweats and the irregular periods, it's like, annoying. I can love my

body and honor my body and build a different relationship with my body, versus hating it and abusing it for so long. You know, I it's, it's exciting. Actually, it's like a whole new adventure. Well,

**Jen Marples** 43:44

everybody on the show because, you know, our tagline is, you're not too fucking old, so every guest ends by filling in the blank, so you're not too fucking old too. So you get to say that, yell out any mantra you'd like you're

**Jessica Zweig** 43:56

not too fucking old to change the world.

**Jen Marples** 44:00

I love that, and that is a perfect way to end. Jessica, thank you so much for being on here and doing all the work you're doing. And obviously, you know, you've been a huge inspiration to me, and I look forward to hearing you every week on your podcast. You're reading all your books. Let's pimp out your book one more time. The light work, and I gotta read the bottom again. Reclaim your feminine power, live your cosmic truth and eliminate the world. Everybody go out and buy it, read it, bookmark it. I've got mine all messed up. That's the best way to have books. I have to have a book in my hand because I have to do stickies and highlights. But where can everybody find you? Support you and get more into your world?

**Jessica Zweig** 44:35

Come find me at jessica'sweig dot com. I am hosting a retreat in January, if anyone's interested in depending on when this comes out. But I have the best retreat out there. I have a business school that I'm launching in February. Come find me on Instagram at Jessica's Zweig and yeah, my book is found wherever books are sold. So go pick up the copy of the

**Jen Marples** 44:56

light work. Awesome. I'm going to link all that in the show now. Yes, Jessica, thank you again, so much. This has been such a treat. I just adore you, to the moon and back. I adore

**Jessica Zweig** 45:07

you. Thank you for having me. This was such a treat, such a gift. You.