

Ep 167 Julie Gordon White_Replay

Wed, Jul 03, 2024 1:27PM • 41:16

SUMMARY KEYWORDS

women, love, menopause, company, people, jen, midlife, business, good, worked, team, bars, grow, entrepreneur, conversation, cpg company, advice, superpowers, day, men

SPEAKERS

Jen Marples, Julie Gordon White

Jen Marples 00:00

Hello beautiful listeners. Before we get started with today's episode, I just want to give you a heads up that this is a rerun of one of my favorite conversations with one of my favorite people Julie Gordon white, and she is the founder of meadow while energy bars for women in menopause, you have probably heard her name or if you're following me, you've seen that she's spoken at one of my events and that were dear friends and she's one of my fellow men, no Boss Babes is sort of in this midlife posse of women building businesses. And I wanted to run this episode for you all because she is just absolutely fabulous. And she gives us so much information on how to start a business. And she also shares just great life advice, you're really going to love this. But also note that when she talks about her company, she's going to call it Basa bars because that is how she started it was Basa bars, but now it is Menno Well, energy bars, and you can find her at my mentor well.com. And also my men Oh, well on Instagram. I will link all of that in the show notes, but just wanted to give you the heads up that you're going to hear her talking about her business with her old name on this episode. But it's Menno Well, Energy Partners. I hope you enjoy the show. And really dig in to Julie's wisdom because she is fabulous. And you're going to want to grab a pen and paper and jot down all of her

Julie Gordon White 01:16

great advice. Have a great day. Hello,

Jen Marples 01:19

everyone. And welcome to the Jen Marple show today I have a most fabulous guest Her name is Julie Gordon white. She is the CEO of Basa bars. And those are menopause energy bars, guys, menopause energy bars, so I can't wait to dig into this conversation. She is a multi passionate entrepreneur. And she is also has been a TEDx speaker. So to her resume, and all of her accomplishments are incredible, but I'm gonna let her introduce herself to all of you guys, and get ready for a really fun conversation. Julie, welcome to the show. Agents

Julie Gordon White 01:53

so glad to be here. I've been looking forward to this. I have to

Jen Marples 01:58

just share with everybody the power of going out with your intention and purpose. And having in your crosshairs who you want to meet in the world. And I swear to God, everyone the world unfolds. We met on LinkedIn. I think she made a comment on somebody's other LinkedIn. I said, Well, that's interesting. Who's that? And I want menopause energy bars. How cool is that? And then a few weeks ago, she was having a friend of mine, Lizzie, who was one of our first guests here on her Instagram, love the world. It's just it's too small. It's a little scary. But it's also so fabulous. And so that's how we met and she's also across the bay here. So Berkeley, so we're going to lunch. I'm holding you to it. We are going to I will say if you

Julie Gordon White 02:38

come to me, I'm Biogen for sure. But until the part about how unfortunately Lizzy had technical issues, the day we were doing the meadow lounge talk and I invited you to come come, you know, be in the audience. And then I said, come on. Well, Lizzie couldn't be there. How about you, Jen? You're like, yeah, come on. So it was so great. It was awesome, perfect serendipity. So it was so sir, serendipity,

Jen Marples 03:02

for sure. And for all of you listening, and that was actually dad showered and put myself together. So praise Jesus, I actually look okay.

Julie Gordon White 03:12

So ready on me ready to go.

Jen Marples 03:15

It was really great. So give us all a history because you have such a great background, you've had a couple of different businesses and done so many amazing things. So can you just share with everybody, where you've been and how you got to where you are right now.

Julie Gordon White 03:27

So I'll try to give you the very short version, you know, 56 been around the block a little bit. So my resume is probably more than one page now. But I was helping my 20 year old son with his resume and like, congratulations, you're kind of on second page. Now. Is that good or bad? I'm not sure. But the quick version, Jen after college, worked in the hotel industry for Sheraton hotels started as the food and beverage assistant in San Francisco. So everybody was on vacation while I was working. And I thought this is not good. I don't like it, but quickly moved into sales and became the Director of Sales and Marketing there. I loved the hotel industry. It was great. But then I had my first kid Scott, he was 28. And that, you know, the front door of a hotel never closes. So that did not work so well for me. I decided I was going to step out a little bit took nine months off to be with him. And we're like, that's enough strain of alarm stuff for me. I love this baby. But I miss all the other things. So went back in the hotel industry back to Sheraton national sales, travel, then that wasn't good and decided it was time to go back to my entrepreneurial roots because I literally written a business plan when I was 10 years old. It was a women's clothing store with a restaurant in the back get this Jen. So I had this idea that that could be a fashion show that went from the front to the back. So while women were eating lunch, they could buy

clothes. And when I was 10 Who was that kid? No one in my family was an entrepreneur. So I have no idea where that came from. But I love the idea of making my own money and so fast forward after having Scott and Then my second daughter, Georgia, I decided to buy a business. There was a couple of startups in between there. But anyway, I decided to buy a business and I didn't get the deal. But I love the deal. And so I thought, How do I do this? So I went and worked for a firm for one year, because I knew I was gonna go out on my own. And after that first year, your kids Blake number three, number three kid comes along, I start a business brokerage firm. And then it grew into mergers and acquisitions. So I started off selling flower shops involving Jen, do you know Rossi? Nobody flowers, it was the oldest florists in San Francisco. It's the 100 year old family owned business, and I had the honor of selling it. And that really just started my understanding of the power of a niche. Because a lot of people thought, why would you sell flower shops like who wants to do that? But back at the firm I worked at I was the only females on the men gave me the forest deal, which of course, is like, What the hell are they giving me the flower shop. But then I realized I started getting all of them right now. I'm an expert, blah, blah, blah. So I grew that company to \$5 million. Loved it recession happened disappeared by God, you know, no financing for deals, if you don't have any financing, you don't have a deal. So it was the universe as we were talking about way of saying, okay, Julie, time to do something different. So I pause. And I wrote a book about selling companies called Exit 12 Steps to Sell your business for the price. You deserve what you can find on Amazon to this day, and really codify everything I had learned about growing or actually selling companies, other people's companies, and it's a great resource for women entrepreneurs, because I want women entrepreneurs, to know how to grow a business that is someday sellable. So after I wrote the book, now, what do I do? I ended up having a three day silent retreat. I mean, who has that when you're a family of five people. And in that three days, again, the universe big download the well, the well for women entrepreneurs, a place where women can replenish, recharge, and learn everything I had learned about growing my own multimillion dollar business, selling other people's companies. So I became a business coach to women entrepreneurs for 10 years. And I loved it. And it was just a joy. I still love it. I can't help but you know, Jen wants to coach all you coach, you can't help it. You know, usually you're coaching people without permission, which is terrible, but we cannot but so last year in COVID 55, I'm cooking sweets, food, sweets, because my two adult sons have come home, and I'm eating all the things. My waist is growing. And I'm just not feeling good about myself. I already nervous about the whole pandemic situation. And I just didn't like it. It was sexy, having a big ol belly. So 10 pounds in I'm like, stop. And I knew I had to make a better choice. So I started making these little sweets because my hormones are just making my chair cravings, just wild. And I started making these little treats for myself. But we've got things like flaxseed and MCT oil, and organic cacao nibs, all the good omens you know, all the good things took me a little bit. They're kind of gross actually beginning but then got the right lens, and then they started to disappear. For these things going. My husband was eating them. I knew they were good. Then I was choosing them instead of sweets. Next thing you know, I lose 10 pounds. I tell my girlfriends who I now call my paws pals about how I manage my men, no middle. They love them. And you know, being the entrepreneur that I am, like, Yep, this is a business. This is a business, this bar is going to help women's health. And it's going to encourage hard conversations about menopause. These Jen seriously when I told my friends I was going to start a menopause energy bar company. They're like, why would you even stay in that pause? Like does it have to say that on the wrapper? I'm like, Are you kidding me? That is the exact reason why I'm going to do this because you don't want to talk about it.

Because we need to talk about it. So Bossa bars was born. There you go. We started shipping this April 2021. That's

Jen Marples 09:17

incredible. You know, I love the story of so many business are born out of need something that we want, you don't see it, you need to create it. And of course you had some time probably in COVID. When everything was quiet, you could actually think and actually plan for this business. Back up a little bit about since these bars are specific towards women in menopause. Did you talk to any doctors or naturopath or I'm assuming you did a ton of research just what happens to the body happens to all of our bodies during midlife and probably what would sustain us and what we actually need because it's definitely not what we need what we were in our 20s or 30s.

Julie Gordon White 09:51

That's for sure. Absolutely. So I was fortunate enough to have a client one of my coaching clients, who is Dr. Lynn Risa who is on Our team now, and she's an OB GYN specializing in hormones for women and menopause, which is so unusual because she's actually perimenopause. She's in her early 40s. But she's always had an interest in affinity around menopause. So I started talking to her Risa. What do you think about this you'd like, oh, yeah, you know, when we're talking, of course, I've been going through the symptoms, especially at 46 thinking, I'm losing my mind because of all the typos and brain fog, night sweats all those related kind of normal type symptoms, and talking to occur. And then also working with a clinical nutritionist who's on our team now to BB sobelle. He's has a master's degree in nutrition, taking into all of the all of their opinions, what I had learned on my own all the ingredients that make sense for us, MCT oil for the brain, flaxseed for fiber and hard little bit of salt, really good breast to those minerals, all the good things. And so yes, the collaboration between Dr. Louisa OBGYN, and then BB cervello is our clinical nutritionist, plus a food scientist that I found we had to put all those things together. But I really crafted the recipe from zero, and then they helped me make it better.

Jen Marples 11:17

So let me ask you this then. So going from coaching, mergers and acquisitions, so kind of service based businesses to a consumer packaged goods company is a huge leap. Did you have any experience along the way? Or did you have to do was did you just do your own Crash Course and how to start a CPG company? Because you need to produce a product, you need packaging, there's regulations and all of that. So can you tell us a little bit about that?

Julie Gordon White 11:43

Yes, yes. And yes. And I always tell my client don't do a product company. Because one of my m&a for women would come to me because it started a product company, and they ran a cash when you have a product company, cash is the lifeblood of your business, along with customers who love what you, you know, what you're producing, because a product is a hungry money, Beast. And I would always say you start with service consulting, or coaching because the margins are much better. The margins aren't product or panties, you know, it's a volume game, Jen. So yeah, but I decided, you know, this is what I'm doing. I have too much time on your hands. I was gonna really push myself. And this is I would say, a menopause moment, I was having the I want to do something I've never done before. In fact, I've discouraged other people to do. And it's time to stretch myself again, I realize I have like a 10 year

cycle. This was my new 10 year cycle. It would just seem so exciting. So exciting. And I love love, love to be challenged. So yes, I did work in a cookie store. When I was in high school, though, does that count? I'm not sure. It was more than I just decided, yes, this makes sense. I had already done something that worked for me, my friend validated my husband, he was a meat eater validated what I was doing, from a taste perspective. And these two experts were all in. So that's big time. For me. It was a crash course. The NBA in CPG ASAP. That's the benefit of being around the block. You know how to kind of cut through the crap to get exactly what you need. I

Jen Marples 13:18

love that you you have that chutzpah? Because not everybody. It's daunting. I mean, like you said, it's daunting, you talk to people out of struggling. There is something to be said for and I'd love to hear about sort of the mindset when you firmly believe in something. And of course, you also did that practical thing that's really important is do people actually like you tested the market. So it's the old Oh, the food's disappearing, I'm doing something right. People are asking for the product. So you did that piece of it. What did it take to actually kind of because I'm assuming you're in tell me if I'm wrong, you're you're self funding this to get this out the door for now. Right?

Julie Gordon White 13:54

Well, that is the ANB Do you want to know i'll tell you tell us did a significant amount of my own dollars quite a bit. And then we went out for a round of funding because this is also something that as a mature entrepreneur, I've always bootstrapped all my companies and at this point like not going to do that this company is going to be significantly larger than any company that I've ever created. I know that you know, I can go farther with others faster. So yeah, we went out for a round and we secured a half a million dollar round almost right out of the gate. So it's very exciting and almost all menopausal women as investors, so I have to give a little shout out for that. Oh, I just

Jen Marples 14:36

got the chills. This is where we want this whole thing to go at midlife. We want to be starting companies we want to invest in companies were vital to think that we're too old to do something ah no, this made me so excited. I'm literally have chills the fact that you're starting something. You went out and got money from other awesome women at midlife who saw a wonderful product this is making you

Julie Gordon White 15:02

state you know, a lot of women are struggle with funding, I really think, Okay, I'm gonna put my coaching hat back on here for a second. And that's because women go to the wrong sources for funding. Okay, so I made a very clear decision that I was going to reach out to women who are in the stages of menopause. First of all, we have money, we don't we have resources, because, you know, we've been building our careers or businesses over time, and they're going to get it. I did not go to some 22 year old t shirt wearing guy saying, Hey, Mr. VC, give me some money, because he's got, like a, like, Metapod got what is that? You know, he's not gonna want to talk about vaginas, or anything related, you know, that may come up. So we have one man, a pug guy on our team. And I told them, If you are uncomfortable with the word vagina, get out of here. And he's like, You're kidding. My wife said before, of course, I can talk about this. So I'm like, Okay, you're you can stay stuck, you have to go where people get what you're doing. And also, it's very exciting to me to create an investment

opportunity for women, because women don't hear about investment opportunities like this, you know, men hear about them passed on, versus women getting an opportunity to get in on it. And a huge, huge potential opportunity here. So I'm super proud of that, you know, having menopausal women as investors, and just being able to have a viable investment for women, that makes me so happy.

Jen Marples 16:31

And I think it's incredible that you brought that up there was there's somebody else that I follow, and she's doing the same thing. She's younger than us, but it's the same thing. She started an alcohol business, but creating it, it's all female investors, that was part of their charter, when they started, we're only going out and so we want females involved, and we're all gonna grow together. And that's what I'm hearing from you. It's like, we're gonna all grow together. And you're providing this investment opportunity.

Julie Gordon White 16:54

A few cool men, I do need to shout out to the few men Oh, yeah, we've got a couple guys out there. Because they get it too. They either have menopausal wives or they love a mature woman they understand. So I have to give them a shout out because it does take everybody to give her linking arms, but it's just that women, we need the opportunity. First, we need to know about it first, so we don't get shut out on the opportunity. 100%?

Jen Marples 17:16

Because I do look at sort of the statistics. Somebody just posted that still to this day, I think it's something like the whole pool of people who get investment money. It's like seven or 8% are women or female founded companies, which I find shocking and terrible. And we need to change that. And thankfully, you're changing that. What would you say to women, because there are a lot of women out there with goods, packaged goods, they're starting products, they're passionate about it, what would be your biggest piece of advice to them, when they're sort of at that crossroads where they can't bootstrap it, they got to go out and find money, what would be your piece of advice for them?

Julie Gordon White 17:50

Yeah, first of all, think big thing probably three times bigger than whatever you're thinking. Because the opportunity is there. And when you think bigger it forces you have to be more strategic to be better prepared, thinking small is very, very limiting. And as women often we're afraid to think so big, but because I'm not afraid to you know, even to miss a target because my targets are so huge. Even if I missed it, I want to be way ahead of where I could have been. So always think at least three times bigger than whatever you're thinking. It's just so much more compelling. Also, not only for you, but anyone who's investing in you just think about an investor is looking for an ROI they want to return they don't want to return on something little and they want to just keep their money. So definitely blow up your vision much, much bigger. Number two, definitely know your numbers. You've got it, I always say you know, business coach, financial statements are your BFFs, you have got to love and know your numbers, because especially in a product business, the margins are so small, that there's very little room for error. Unlike a service company, you know, if you decide to do let's say you want to run Facebook ads or something, you can spend 100 300 200 \$300 to get a new, a new client or at least a call right to have conversation. But in consumer packaged goods, the margins aren't so teeny you have

to you have to know your numbers, because you can slip under really, really quickly. So really, really embrace your numbers and then engage other people who have been there, done that. Now maybe you need to give them up as part of your company. If you aren't in a position to pay them. You need to enroll them in your passion so they come along with you and your vision. But find people who have been through the storm already. You don't need to know everything and if you know everything, you're probably limiting yourself. I look for people that have already grown very, very large CPG companies who have been through the ups and downs and can show me where the landmines are to me That's what's having having an A team that's been there done that is huge, huge, huge, huge.

Jen Marples 20:04

Do you have an actual mentor? Is there somebody you reached out to? Who was sort of guiding you that's got a successful CPG company? Or did you assemble a team of mentors? Yeah, actually,

Julie Gordon White 20:15

several. It's funny, you know, Jen, you're talking about, you know, when you're ready, the universe, just pick that out of bold and people show up. So when we went out for investment, that's when people started introducing you, oh, here's this person who's grown and sold a CPG. Company, they'd be happy to speak with you. They may become an investor, but maybe not. Maybe they just many people who have gone before you. And whatever you're doing, are excited about giving advice or mentoring you. So don't be afraid to just speak to people then gather up as much information. So I have people on my team that are ecommerce experts that are actually on the team. And then I have advisors that are CPG experts. And then there's just you know, those mentored people who just love what you do, and want to be a part. So I've got the whole the whole gang.

Jen Marples 21:03

I love that, because I'm always telling women, you got to ask for help. And don't be afraid, because you said the exact truth that people do love to help. They do love to help. I know, I've always been a helper.

Julie Gordon White 21:14

Yes, women especially weren't natural helpers. Come on. So ask your it's a get actually to listen to somebody's advice and feedback and to get to them. And then you just get, you know, filter out what you need and what works for you. And then you can let go the rest. So

Jen Marples 21:29

everything sounds all super positive. Have there been any challenges in this last? Because it's really been just about a year that you've started, right?

Julie Gordon White 21:37

We started a year ago and just started shipping this April. Yeah, can I say stuff my chain, the bars are loved, the double decadent chocolate, our very first flavor, yum, yum, yum, supply chain, it's a bear right now. So the good news is I chose this very special ingredient that is a blend of spinach, broccoli, and kale, which allows us to make the claim it's been approved that it's a half day serving of veggies. That's the good news. The bad news is due to supply chain, that blend is really been a struggle to get in, especially at our size order, because we're not in the millions of bars that we are manufacturing yet.

So that has been tough, you know, keeps our delivery date keeps getting pushed out a little bit. So we're trying to do things but but the good news is people are pre ordering by, you know, people, even for communicating or emailing sharing. We want to honor folks that have really committed to us and are supporting Boston bars. But it's hard. Yeah, that's been the hardest thing navigating especially as a new brand, when you have people excited, you want to have product for them. So there you go. That's the dirty secret,

Jen Marples 22:49

the old supply chain, and that's, you know, popping up a lot. Yes, managing expectations, just with every product, I believe right now.

Julie Gordon White 22:56

Everything's brand extra tricky.

Jen Marples 22:59

Right. So what do you think the biggest challenges are for women at midlife?

Julie Gordon White 23:04

I would say in a nutshell, believing in ourselves. I just did an interview on our Instagram. And when they had a woman who wrote a book about me about body positivity. And I think, you know, ageism is the same thing. That believing that we still have enough juice left in the tank and our 50s to start something new to pivot to follow our dreams, you know, get those whispers but we don't listen, we're to think that we don't have the energy or the mental clarity, hello menopause, not to make you doubt yourself. We just don't have it anymore. I think that's the number one fear, we lose our competence. And so especially if you're still in the workforce, it's so easy to get pushed out by maybe you know, the newer younger t shirt wearing flavor of the day, which I think is a great opportunity to come in entrepreneur, I bet you'd go on with that, Jeff, because you get to, you know, make your rules. We know what to do we know how to do it. And we don't know how we know how to go figure it out. And so it's what we're trying to play by everyone else's rules when we really start to lose confidence in ourselves. So I really think we get to midlife. It's now is the time more than ever to create your own playbook. Quit playing by other people's playbook. Create your own. And if you're feeling wobbly aren't on the competence side. That's how we get it back by playing live by our own.

Jen Marples 24:26

I love that. And I do when I have conversations with women. It's very interesting. Somewhere along the way. Most of these women I'm talking about had big careers, and maybe they took some time off. They're like, okay, the kids are older. I need to do something for myriad reasons. But but there's this confidence thing that's lacking. Like I used to be an investment banker, I used to be this or that and all of a sudden it's like, anybody can want what I have. And it's this interesting conversation I'm having with women, you're probably having the same thing and it's to your point of this this confidence and what happens along the way from Like maybe being out of the workforce, and or there's women who are in this current career, and it's no longer serving them, and they need to get out, they cannot take it anymore. But it's scary to leave. Do you have any advice for those ladies who are in something and wanting to make a change, because it's no longer serving them? Well,

Julie Gordon White 25:17

fear is real. Let's just acknowledge that the fear is real, especially when it's economic based, you know, when it's about I made a certain amount of money over here, I am really unhappy, I don't feel valued anymore. And besides, my heart is calling me to something else. But how do I make money, when I shift my whole life is built on this me my kids are in private schools, and my kids are going to college money is real, let's just acknowledge that. On the positive side, when you have been in the workforce for quite a long time, you got superpowers, and you just have to remember what they are. And you might forget in the current situation that you're in, because maybe the situation to them out of your superpowers, but that doesn't mean you don't have them. What lights your heart up, what do you do better than most people? What would you do for free, and basically, that thing, and what do you do easily, because if it's easy for you, that means you are probably an expert at it, because you've been doing it for a long time. And the good news with that is people will pay you a lot for that. Because people will pay for speed, people will pay for a shortcut from where they are to where they want to go. That's why coaching is so powerful, because we can help people create that vision and the confidence to get from A to B. And we can do that because we've got time in the saddle, Jen. So I encourage women, especially if you're thinking about starting something new, figure out what your superpowers are. And not just skills skills are not enough, you know, because skills can take you down the wrong road, just because you're good at something doesn't mean you really want to do it. So make sure you're good at it, and you love it. And then I'm gonna go back to my 3x thing, charge three times more than whatever you thought you were going to charge for it and you'll show it bigger, better, your clients will show up bigger, better, and it's just a win win situation.

Jen Marples 27:09

Thank you for bringing that up. Because I would put myself in that position back when I had my PR firm, I could keep doing it. Because it's we've all done that thing. There's that thing that we can all do. We've done it for say 20 something years. And it's very easy to keep doing it because you're good at it. But I liked that you said, but if you don't like it, it's no longer serving you. You've got to have those two columns, what am I really good at and what makes me happy and kind of see what what mix is there. And that's a really nice exercise for people to do. And I do love the fact that you brought up the financial situation, too, because I don't ever want anyone to think, Oh, well, that's just, it's just pie in the sky thinking I can do whatever I want. You've got to be intentional. And like you're saying you got to be taking the time and really thinking about what you want to do. You have to be bold about what you're worth, they always say that the men who have zero experience are charging 80 times more than than women who have 85 degrees and 700 years of experience. And would you pay me five nickels to do this.

Julie Gordon White 28:06

And then suddenly, they one more certificate of this or that and like no, you don't need another thing, you need confidence. And the only way you get competence is to do it. So show up and charge more. For

Jen Marples 28:18

sure. That's you guys, if that's all you heard today was just show up and start doing because I bang that drum too with the confidence comes with doing not the other way around, right? You can't think your way

Julie Gordon White 28:28

to competent, you can only become confident by putting yourself out there getting the feedback, making those small little pivots and tweaks and, and keep going and listening to what feels good to you. You'll know that's the benefit of midlife, we're not coming from zero here we've got a base of knowledge and experience and intuition. And we need

Jen Marples 28:51

to trust it. 100% I know we got some good life, there's a big brain filled with a ton of information, a ton of experience a ton of life experience. And it's just waiting. It's just wait, you just got to get out. So don't let fear get in the way. What would you say to a woman who is thinking about you know, making that pivot and maybe wanting to start something on the side? Do you have any specific advice for that person out there?

Julie Gordon White 29:16

Yeah, I'm gonna continue a little on this superpower concept. I actually teach something called the Business love triangle, which is such a weird way to describe it, but I'm just that I didn't care. I like it. And it's got three elements, of course a triangle and the first is love who you serve. So make sure whoever you are choosing as a client as a customer, you love doing the work for them. You know, it's why I get up early. It's why stay up late. It's why I work seven days a week getting Basa bars out the door because I love conversations about midlife women. I love menopause conversations and I love a good bar something too Eat instead of eating cookies, so I just love who I serve. I love this conversation with women. Then the second part is, love what you do. So I love business, Jen, I love the puzzle. I don't call them problems I love the puzzle of business. Business is just a series of puzzles that you solve over and over and over. And the goal is to have better puzzles to solve. So if you love what you serve, and then you serve what you love, right now you're on it. And the last part is serve it with those who love both. So love what you serve, serve what you love, and serve it with those who love both. So finding team members, and I always encouraged women. Actually, I took a business class from Professor Linda Applegate at Harvard. And she said that business growth is a team sport. And I never forgot that. You know, as women, we get so nervous about having other people with us. And you can have a small but mighty team, they don't even have to be employees, you know, they can be great independent contractors that have other clients, you can build a nice, small team, but find people who are aligned with your mission and values. So just because they're really good at one thing, doesn't mean that they're a good fit for your team. So when you put all those three things together, especially when you're about to make a pivot, a big one, when you love who you serve, serve what you love, and then serve it with those who love both. Now you've got the makings of something really, really special. That is fabulous

Jen Marples 31:27

advice. Absolutely fabulous advice. And I can attest to that. Because I've got just so happens, everybody on my team right now happens to be women who are exceptional at what they do. I've got

an all women podcast producing team, I've got my business coaches, a woman, my brand strategist, to your point, yes, those are gonna be the most important investments that you make early on. Because you're, you're gonna go real slow, alone. And it's not any fun to do it alone to let's be honest, we need to see.

Julie Gordon White 32:00

But you know what, when we're younger, control is everything. And control is so overrated and exhausting. But I remember I was a complete control freak, because you want everything to be just the way you want it. And you don't really trust that anybody can do it better than you can do it, which we know is not necessarily true. But it sure feels like that I know my 40s I felt that way. But it's slow and painful, versus fast and fun. It was like it's it's way more fun. So finding those right team members are really, really key,

Jen Marples 32:31

you bring up a really good point too. And I don't think I ever thought about this. So when I had my PR firm, I started that in my early 30s into my you know, into my mid 40s. And I was a completely different person than the perfectionist that type A that control. I did empower my team, but I still had to look at everything. And in just that industry to happen to be, it was one of those things where that personality type made the company very successful. But it was us that also, you know, drove me into the ground, because there's only so many hours in the day and so many things that you can do. But I think being open at this age to to collaboration, and, you know, letting down any of this fear factor, it's like, you can even partner with people who are in the exact same business as you and there's plenty to go around. So it's, I think, in those younger years, we've been conditioned, oh, you know, keep it close to the vest, and just the competition. And I think we're just flipping and it's really more about collaboration, locking together, we can all rise all ships will sail into port, so to speak.

Julie Gordon White 33:29

I love that I agree with you 100%. And that's something that's super cool about the menopause space, because it is a newer, emerging market, even though it's an old conversation, you know, but it's, it's a new industry, which that's a whole nother podcast there, Jen. But it's very collaborative. We're all working together, because we need this collective voice to really have these are conversations that people and women don't want to have and that industry doesn't want to have. But it's so exciting. I mean, I love it. I love the fact that we are all working together to elevate this really, really important topic. So yeah, it's all about collaboration. So when we when we get there, yes,

Jen Marples 34:14

we're gonna say that louder for the people on the back. That's right. What do you wish for women at midlife?

Julie Gordon White 34:22

If I had to boil it down? I would just say, trust yourself in whatever way that resonates with you. Trust yourself that you are beautiful. At the age you are. You're beautiful your body is amazing. We'll all have our jiggly parts and think maybe not as go north neck on South like whatever that is. Trust, what you want. And trust what calls you as women we have just worked so hard to silence those calls to our

passions to our need to our wants or desires. You don't want you to midlife, we've earned the ability to just trust it and go for it. I mean, hopefully we all have another 50 plus years, I'm going for 101 That's what I missed 101. healthfully, you know, strong, vital, and oh my god, you know, 40 something more years to go, I want to do it in a way that is so aligned with who I am, and not a watered down version of myself trying to make other people happy, doing what I think society wants or looks like or whatever, at that at that Gen. Right. Just have to. We just need to really, really trust who we are. So that's my wish for Men like women. Trust your self. listen and follow. I

Jen Marples 35:45

love that. I say I love that all the time. Because I love everything. Because we need to keep saying it.

Julie Gordon White 35:51

Love everything. I use heart emojis, Ivan emoji calm, I love I love emojis so much, you know? Why not? Why do we have to limit the love?

Jen Marples 36:00

Right. And I think that's part of when we were younger, you're kind of you know, we're in the buttoned up man world. And we can't this if I want to send an emoji if I want to hug somebody and tell somebody, I love them. And I'm proud of who gives a shit anymore. If we are just standing in our power, this is who I am, that we have no more shifts left to give or F's left to give anybody that's the beauty of this time and why like, why try to be somebody else. It's just be you. That's all

Julie Gordon White 36:24

you got. Anyway, that's all we've got left. And I don't want to devalue who we were getting to this point. Because we needed all of that chameleon effect, you know, me trying to be something that we aren't or whatever trying to fit in all those things have value they do that's just part of our progression in our journey in life. But once we get to midlife, that skin doesn't even fit anymore. So you know, it's peeling off like a snake. So let it go and let our real selves or real identity emerge. It's going to happen anyway. So we can embrace it. Or we can you know, who is that person? I don't like that. It's the beauty of midlife. Really? There really is.

Jen Marples 37:02

I could talk to you for hours. I really could. And we will because we're gonna go to lunch,

Julie Gordon White 37:06

right? long one. Okay, and I'm

Jen Marples 37:09

a nice lunch. Couple final questions for you. Do you have a ritual or good to practice that you do on a daily basis,

Julie Gordon White 37:17

I do. Something that I've taught women for years. It's called give G I V E. So before when I wake up in the morning, before I pick up my phone, right? Because I don't pick up your phone, the minute you

wake up, then all of a sudden everybody else's agenda is running your day, got your mind going in a certain direction got to own that time. So because I always struggled to remember things. I love acronyms. So G I V, E, and G is gratitude. Again, this is still while I'm in bed before I get a look at my phone. What am I grateful for today? If you just stop right there, you'd be good to go. And so however many things you can think about that you're grateful for right in that moment, and some things are easy. They just Google you know, they'll come out and other days like I don't know, okay, woke up. I'm good check. You know, I'm breathing. That's enough. So geez, for gratitude. I is for intention. What is your intention for the day? So many days, we just float through and let the day happen to us? Instead of deciding who we want to be that day? What will do we want the outcome to be how do we want to feel at the end of the day. So using intention to make sure that you most likely half the day you're hoping for the is to visualize visualizing your goals and done. That's one of the things about this company, why I could be so steady and competent and speaking to investors because I know exactly where this company is going. I know what the end game looks like way out there. I know exactly super clear where we're going. And I practice that I review that every single day. It's always there. It's really powerful. And competence comes from clarity, right? Knowing exactly where you're going. So visualize your goals, as done not in progress. That's the key as done. And then E is to engage and enroll. Who do you need to engage with today? Because it's so easy to be on social media, but not actually talk to anybody? And then who do you need to enroll in your vision? What advisors what investors who on your team and Jen, sometimes the person I need to enroll is myself. You know, maybe things are hard or I have a lot of complex decisions to make. And so I have to enroll myself in my day. So Gee, I ve gratitude, intention, visualization engaged in role. That's what I'd like to offer.

Jen Marples 39:42

That's wonderful advice, and I'm going to take it so thank you for letting

Julie Gordon White 39:46

me know Laura. That's the it's it's better to spread the goodness.

Jen Marples 39:49

Amazing. Final question. What do you think the best thing is about being at midlife?

Julie Gordon White 39:58

I do what I want. What's that? Oh, that's it. It's just that simple. Why not?

Jen Marples 40:03

Yes. Louder. I feel like getting up and dancing. Let's all do whatever the hell we want, please. The time is now the time is now. It has been so incredible talking to you, Julie, there was just so much that you shared in here that I didn't even know that you were going to share. And I think it's really going to help so many women listening and I'm just so thankful you're so open about your journey and just starting the business. Such great tidbits. And Jen, thank

Julie Gordon White 40:31

you for having me and just having the courage to ask questions that allow me to share because it takes both of us to spread the light about women's journeys, especially in midlife and especially as

entrepreneurs, so I really love what you're doing and I want to support you too in any way. We'll all share the goodness all around. I feel really honored to be in this midlife conversation to move on to talk so openly about menopause and all the things that we need to embrace as we get a little bit older, wiser, smarter, more competent and badass, right? You'd like to say menopause like a boss.

Jen Marples 41:08

I love it menopause like a bus and we'll just leave it right there. Thank you, Julie.

Julie Gordon White 41:13

Thank you, Jen.