

Ep 01 Embracing Change and Honoring Yourself in with Lizzie ...

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SPEAKERS

Lizzie Bermudez, Jen Marples

Lizzie Bermudez 00:00

I've always worked and I love being self sufficient, right? But I've always done the same thing. And that was working in media, television, on camera, to go out on social media and this whole new media form. The most terrifying thing. You know, my husband laughs at me all the time. Why you can have 1000s of people watch you and you've done this forever. And yet, you can't talk to your phone or to your laptop and put yourself out there. And I was like, all those years I had this protection. I have this shield, right. I got to be TV, Lizzie. And now I think I do love this about the new media is everybody's like, No, we want, we want rail. We want you. We want you with all your flaws. You know, and it's almost like the flaws, make it better, more relatable. And I think we realize we're all flawed. We all are going to shit at some point, right.

Jen Marples 01:06

Hello, and welcome to the Jen Marple Show. I'm your host Jen Marples, a former public relations agency owner turned business and life coach and motivational speaker dedicated to helping female entrepreneurs achieve the business in life they desire in their 40s 50s and beyond. Each week, I'll be bringing you conversations with incredible women who are rocking entrepreneurship and taking courageous action while also dealing with all that midlife entails. I'll also be dropping in solo every week to share thoughts, advice, tips and tricks that will help you live your best life. If you are thinking about pivoting in your career, starting a new business or looking for a second act. Stick around as I guarantee you will be inspired. And know this. You are not too fucking old.

01:56

Hi, Lizzy, thank you today in the show. It sounds so like the Jim Marple show. Okay, no, no. Here to promote women, so it's like weird. I've spent my whole life promoting everybody else. It's hard to like, say my own name. But thanks for joining me today. You guys. I have an incredible woman with me today, Lizzie Bermudez. She is a friend. She lives in San Francisco. She is amazing mother, she is a

wife. She is a former TV broadcaster. And she's got a lot of cool things she's working on right now. But I'm gonna let her tell you about what she's doing versus me getting the introduction. But I do have a one funny thing to start like a little fun fact for everyone. Yeah. Liz already knows what I'm going to say. We've known each other like professionally for years. But then it goes about 10 years ago, if you can even believe it. We were cast in a reality TV show together that went nowhere. But it was focused on salmon, power mops, believe it like you probably be divorced right now. And on Santa. Lake. Those just be like caricatures of ourselves. For a hot minute, we thought we were going to be like reality TV stars. Anyway, with that, I'm going to hand it over to Lizzie to give us a little bit of a background of who you are and what you're doing a little bit about your

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family life. today. I am 52 years old. I'm like you said a mom, a wife, a daughter, a friend, a sister. And I've spent my entire career my entire career working in television, anchoring TV news, TV hosting, producing. And in the midst of that I did some mom blogging and vlogging. And one of the things I've always try to do maybe not well is as my industry's changed throughout the years, is to always have my pinky toe in it. So when I stay home, I was still trying to keep up with social media and learning Twitter, and Facebook and Instagram and whatever new form of social medias is coming out. I think that has saved me essentially. Because I think if I would have completely broken off from TV and not kept up to date with what was going on in the media world, coming back to this world would be even more intimidating to me. So I've been somebody that's kind of always worked. And there have been stints where I didn't work and then go back to work. And then I try to work and raise the kids and do a little bit of both. So I feel like I've done every form of working full time part time hybrid work from home freelance, and I've been hired, I've been fired and then rehired. And I've reached this age 50 a couple years ago and could definitely feel ageism kicking in in the workplace in some subtle and not so subtle ways. And I said okay, like I've been waiting for this day. I knew it was coming. What are we going to do? And so the last couple years has really been a process of figuring out what's next morning, that part of me because so much of my identity was wrapped up into my career. And the work that I was doing. And I think what added insult to injury was that I was in a high profile type of work, where people saw that I did either on TV or social media, and it always looks better than it was it was so glamorized, you know, you're talking to this celebrity, or you're backstage here, you know, Meantime, on my unit, see me putting my makeup on in the car in the dark pulling over, because there were no bathrooms, and I had to get the bathroom. There's all this other stuff that goes on behind the scenes, but it's all smoke and mirrors, right? So for me, it was like, Okay, what am I going to do? And who am I going to show up as, and so that has been an evolution, like I like to say, becoming Lizzie, like getting back to myself and honoring who I am. And what I am things that I like about myself and things that I don't like and trying to be a better person, better woman, better mother, daughter, friend, all of the above.

05:53

I'm hoping a lot of the folks that listen to this, you know, we're all at midlife, and there's this big pivot, I think and shift that's happening for all of us. And I think if we don't take the time to kind of realize or listen to the whispers, I mean, you're also saying, unfortunately, the industry you're in there is kind of like an expiration, which it shouldn't be the case. But we know and that's a whole other topic of just ages in the workplace that we could get into. But I feel like everyone is at this general point where

either you've had one career that's not suiting you, and it's like time for something else. And or maybe you've taken time to serve women taking time off, they've had high powered jobs, they're just one thing took some time off with kids, they're older, now they want to get back into the workplace. And then they're saying, Oh, my God, I'm in my late 40s, I'm in my 50s. Can I even do the thing that I did before, which is very shocking to the system. And then there's the people who are having huge life changes where their old careers just simply aren't serving them if it's like high powered jobs, or this or that. And it's like, it's not bringing them any joy. And I think the last year and a half taught us that if it's not bringing us joy, and it's not lifting us up like tomorrow's not promised we need to make some changes. So question for you is because I know people have asked me this. And I know they've asked you this, how hard was it to make this change, and to come to the realization that you needed to do something else and not look for maybe another job at that you needed to create your own opportunity,

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ridiculously hard, which is for me, still, I'm dumbfounded by it. Because I have somebody who's I've worked my entire life Gen. I'm that always worked summer as a teen worked in college. I didn't get to go backpacking through Europe and my friends to graduated from college, I was out working. I've always worked and I love being self sufficient, right. But I've always done the same thing. And that was working in, in media, television, on camera, to go out on social media and this whole new media form. The most terrifying thing, you know, my husband laughs at me all the time, why you can have 1000s of people watch you and you've done this forever. And yet, you can't talk to your phone or to your laptop and put yourself out there. And I was like, all those years I have this protection. I have this shield, right. I got to be TV, Lizzie. And now thank God I do love this about the new media is everybody's like, No, we want, we want real, we want you, we want you with all your flaws, you know, and it's almost like the flaws, make it better, more relatable. And I think we realize we're all flawed, we all are going to shit at some point, right? And so once I was able to kind of dislodge the big hurdle in my head, but it's taken a lot of time, a lot of time, a lot of therapy, a lot of prayer, a lot of meditation. And then I reached a point where earlier this year, you know, I just said effort. But getting to that point, it's taken a long time. I'm not gonna lie, if that has taken a stupid amount of time. Now I'm at that point where I don't effing care. Like, let's put it out. Let's give it a try. Let me try that I've gone from the opposite end of the pendulum really like, I'll do that. I'll try that. Who cares?

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I think it's That's beautiful. And I'm so glad you mentioned that because I we're kind of on a similar thing. It's like you don't just quit one thing and wake up overnight. You're like, Okay,

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I'm ready. Next thing I wish I could have done that.

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It works that way. I just think it's, it's hard. But there is this beauty. And then there's this other thing to menopause that's also in there. So you've got this hormone thing that's just under the covers there that no one's really talking about. That's all right emotions. And you know, there's the family. So it there's all these external factors. And then you've had some things going on internally with family and parents and

things like that. So you kind of layer all these things on I was talking to somebody the other day. It's like when I started my PR firm I think about I just did it like Well, okay, just happened. And now I think like you're saying you had that armor. We all kind of had this former armor in this former sort of person. We were and to break that safety person apart and say breaking down the ego, right and just right, cracking it open. But like you, I woke up one day, I'm like, it's time, right? And so now you and I are we're like, we're gonna you guys, we could be naked on the Instagrams. You're not gonna care. And that's the point of why I want to do this podcast is just to show that, hey, it's not easy to make the changes. And you've been very intentional about taking the time to is, can you talk a little bit more about that process? Like, did you you said, you had a therapist? Did you have a coach? Did you join any support groups? Did

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you I am a self help junkie. And so I have, I feel like I've read so many different self help books. I'm aware, I'm that person who won't pretend that I know something if I don't know something. So I clearly knew self, you don't know what the EFF you're doing? Why can't you get over this hurdle. And so I really used my books be like, Oh, I, I heard this person, I saw this on Instagram or on Facebook, or in a magazine. And it was like, I'll try this book. And that wouldn't really resonate with me, it's okay, well, I'm gonna try this one. And then I'm gonna listen to this podcast. And my friend told me to hear this. But so I really just dive into that world of really kind of using self help books and mentors to kind of inspire me and keep me keep me lifted, to get rid of some of the self doubt. So that's I did a lot of that. And I really had to make a conscious effort not to do things that weren't helping me move forward when I got frustrated, or defeated. Because that's, you know, life, right? Like those these things at you. And you're like, what am I doing? Why do I think I could do that? That was just ridiculous thought go back to go back to your corner of your world. And the whole thing? Yeah.

11:51

That's great. Because I think I want women out there to know that it is hard to do it alone. So either if you actually get help from physical people, or there's the podcast, as people sometimes don't think that reading books or following your favorite authors, influencers, like people that are supportive, positive, that's health, well, whatever it is, that all counts as sort of your support circle, it does,

12:13

right. And you know, what I'll be, I'd be remiss if I did leave it out. I did sign up for Kathy Heller's made to do this program, we both did that I was like to come on, when, on a total whim. It was not cheap. But I was like, I need to invest in myself. And at least try. I think what I walked away from that program was just really breaking down the mental barriers that I had just cemented down into place into really, like, let that go, be me, and put it out there and that there's enough, there's enough cream at the top for all of us. And we're better when we help each other. So really coming from a place of this cracking wide open, having an open heart. And being far more intentional. When I do things. Because my first stage of my life in TV news, it was all about me, me, me me get to the next market. Who wouldn't? Who do I have to get out of the way? Who do I have to knock out of that job to get this job? And I'm like, I'm done with that. Now. It's, you know, here's what I know, here's how I can help you. Can we work together? Yeah, I'll show up for you. I'll help you. Totally different mindset.

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100%. I think that's funny, I was just talking about this the other day, too. That was sort of like that 80s and 90s mentality of like, you know, killer be killed and climbing that corporate ladder we all have. But you're in your industry, I was in my industry. And it's so much more beautiful. And I think that's, you know, together, I hopefully will start a whole movement that we can all just band together. Because we know there's so much abundance, it's like, okay, there's so much more than enough to go around. And actually people that are in power want us to fight they want us to not support each other because it benefits them because we're too busy going well, what's

14:00

she doing right here,

14:02

honey? How can I help? I love it. I mean, that's what this podcast is about. This is what I know, it's what you're doing. And I want you to talk about what you're doing, because we band together and there's just beautiful support in that. And we have to be each other's cheerleaders, because it's not easy. Do you have if I ask you about what you're doing? Do you have sort of a ritual or a way that you kind of pump yourself up?

14:21

I don't have a daily ritual. I hate the mornings. You know, I'm one of those peoples that gets out of bed and just like Ah, you know, as to like, let's go let's get the cogs turning. Let's write moving but you'll find yet to in the morning just like completely going, going going. I do a lot of self talk. I do a lot of self talk. And then again, I think the you know, the the earbuds I'll put something positive in my ear, whether it's music or a podcast, I need something and it could be something that's faith based. It could be something that's, you know, a book, but I need that support. I found that all of my really close friends that I've known all my life, they're in the thrust of, of dealing with whatever they're dealing with at home, and they're not able to hold me up, and I'm not able to hold them up and give us, you know, that support that we need. And so for me, I just said, these are my support. And they're free. Yes, in essence, right.

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I love that. You mentioned that because a lot of women realize that I realized that you have you everyone's got their own busy lives if they're doing their things. So the people that you think are going to support you, or really pay attention to you. They're not I mean, again, it's like, everyone's busy and running around. So I think it's nice, you realize that so you're not like, why isn't Suzy like supporting me and like promoting my stuff? So she's busy with her life? And her kidding me? No, we're all busy. So it's healthy that you decided to figure out what you needed to do to kind of get you through the morning, I do the exact same thing, by the way, because it doesn't cost anything your support circle can be like Renee brown podcast,

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Brian, I are besties.

16:01

It's just like Oprah, she's my girl she is we're in a mastermind together. She just doesn't know it. Yeah, you can have those people around you that don't know you. Or you can join other groups like the Kathy Heller thing, or things like that, where you actually go out and seek support. So tell me about what you're doing now and what you are building because I know it's really exciting.

16:22

It's very personal. I will say, I'm 52. But the last few years have been probably, but feel like the most difficult years of my life for a plethora of reasons. And I think, for me, turning 50 was just this, that I felt like God was shaking me and like, All right, we're on the second half, and you're going to be lucky, you know, cuz, like you said, we don't know how much longer we have. And it really was like, oh, wow, my kids are gonna be off to college. I'm gonna be in a home with my husband, just the two of us. I don't have a regular job right now. I mean, everything just started going off in my head, and I kind of just went, Okay, what are we gonna do? This shit got real for me. And I said, I wanted to do work that was meaningful. That meant something that impacted other women. I knew I wanted to work with them. And and I just wanted it to be really come from my heart. And so it was really about what I could use and share to help other women and really uplift them. And it was doing the things that I love and that I'm passionate about. So I have always had an Instagram account, lisby TV, and it's always just been a mishmash of stuff from work and jobs and my family and friends. And I just said it's time for me to get intentional about showing up on a regular basis and sharing my gifts with other women and pouring my heart and soul into that and hopefully that I'll be able to, to help another woman who is either in her late 40s or 50s feeling completely defeated and overwhelmed and lost and looking for that. Okay, okay, yes, it's gonna cheer me on. I got it. I can do this. So I'm going to do fashion beauty and Deaf menopause midlife related, because that impacts a lot. We all need

18:22

it. I remember a couple years ago, I was down in LA having like my own retreat, KTLA the afternoon news had a thing on, we're gonna have a doctor on talking about menopause. I'm like, oh, let me grab my notebook. I'm gonna take notes. It was like a 92nd. spot. Right. That's it. Now we're talking about I don't know, whatever. Jayla, whoever she was dating after that I was ready to take notes. because nobody's talking about it. So what are some of the recovering fashion

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and fashion and beauty and really, I'm not a size two, I've put on some menopause pounds. I can't go and shop and wear the things that I used to. And that's just, that's my reality. And so I'm having that struggle. I know there are other women having that struggle. But I still love dressing up and wearing nice things and wearing cute outfits. And so it's like, well, how do you shop now? How do you navigate? What do you wear? Things like that? What makeup should I be using? I felt my skin is different. wearing different colors, different formations. I'm trying all kinds of different skincare products, my hair, you know, my hair was a nightmare for a while going through menopause. So it's really just I've always been into research as a journalist, that's my background. So I don't mind the digging and the looking and,

and experimenting and trying all that stuff. But I know a lot of people don't have the time for that, or that just doesn't interest them. So I kind of want to be that person that they're like, Oh, yeah, okay, that's who I can go check out you know, she's gonna have some tips on you know, what's the fall trend that's going to be when I say age appropriate and I mean it loosely because we're whatever you frickin want really Just do you. But I just, you know, it's kind of like I think there's a way that some people can incorporate trend better than others. And it just, it's my perspective on things.

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I love it. I think women, we need so many more resources like that, because again, it's not really being talked about we think it is. I mean, you're doing your research, but the average person out there, they don't have time and they're certainly not seeing it. It's not not none of this information is getting firehose out to us all what we hear is that you're too old and AARP is like sending you notices in the mail. frickin break. Goodbye. It's

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funny, I keep getting DMS people are sliding into my DMS asking me about hormone replacement therapy, who my doctor is, can you help me find a doc? And I mean, I'm, I've got a house and a husband and kids and I'm doing my thing. And then like, I can try to point you in certain directions. But yes, there's this lack of information and this lack of I think, openness about this, this stage of life, but I also feel like it's ready to blow up, which makes me really excited. I think

21:07

so too, because I'm like, Are you kidding me? It's like, we're at the age where like, we're still working, we're making money, we've got money to spend on the right things that are going to add to our lives. It's not the toss away fashion we all did in our 20s. Right, right. And just making the decisions and having the great trips and having those great life moments. But thank you for bringing that to the to the fore. Because I mean, if you're getting just those couple questions, think about the 100 other people who are right here to even ask you the question. And so that just shows that there's this wide open space, which is sad, because they talk about everything else. But let's you know, I firmly believe that this is our time for this, this whole generation to shine. We were talking earlier off camera about vulnerability and the you just put up and it was the day that your kids went to school. And it was you guys was really cute, real and it was like any mom who's had her kids home, how many days was it?

22:01

531 days, 531 days

22:05

counting. And the kids finally went to school and she did this darling reel. But then she wrote this whole bar vulnerable post about what she's been through. And how she knew tell us like you had a very big emotional reaction to it.

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Yeah. So I knew when I said I'm going to be intentional, and I'm This is coming from my heart and from the right place at the right time in my life, that I need to be vulnerable. If I want to connect with other women, I have to put myself out there. And you guys, this is something I've never done. I mean, I will tell all my friends and my sisters that are close to me anything they want to know. But to literally put yourself out there on the World Wide Web on the internet's whatever you want to call it. That just felt a bit terrifying. And so I said, I'm ready, I can do this. I wrote this post really just saying, I felt like I was going through a midlife crisis that I had a series of events that really just kicked my ass, I felt terribly defeated. But I've come out the other side. And I want to help other women rise to the process. And I posted it, I was really excited. And I felt good. And last night, my close friends started sending me messages like I'm so proud of you. Thank you. I didn't know that. And the floodgates opened up. And I was just I was in that I was just crying and crying. And it felt like to put yourself out there and to be that vulnerable for, you know, strangers who are going to take the time to read that that felt like oh boy, I've never felt that before. And it felt slightly terrifying. But it also felt incredibly liberating. At the same time, so today, I'm just joking. Like, I've got a vulnerability hangover. Last night was heavy. You're like,

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okay, no, that's great. So you're tapping in and just think about and think about again, I think about all the women who didn't even reach out. So think about all the women that you've touched just by being vulnerable. I think that's all we can do. Right? And it's scary. You guys it's scary to do it. Lizzie's saying it's scary. But that's what people are craving because you're crazy. you're sharing those real stories and think about the friends because that's kind of how we were all conditioned, right? So the people that didn't know you're going through your breakdown are dealing with all this stuff, because we were trained right just to put a suit of armor on because I have a similar thing too. It's like, oh, you're falling apart and like yeah, might look good at my job, but it was all messed up behind the scenes, honey, it's

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all my money. I'm working on a setting up an interview that because I do Instagram lives, usually once a week, and it's Sexual Health Awareness Month in case you didn't know it. And so we will be focusing on the vagina, wondering what are we going to search

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for that comes up

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and talk about it. void in information, right? And people to talk to, I have a lot of friends that are younger than me. And they're looking at me like, What are you talking about? So I want to put it out there, normalize the conversation, make people feel, you know, this is okay, because so many women, they won't even bring this stuff up to their gynecologist to their doctors.

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No. And that's a sad tragedy. So thank you for doing that. Go on, you're going on live weekly on Instagram, on Tuesdays. Yeah. And so you're going to cover off on fashion, obviously. Okay. So this if you want to hear and learn more about what we need to do for our lady parts, we need to this has been

so great talking to you, Lizzie, we could talk for No, I mean, we could just pull apart a couple of these things and just go to town about how the world perceives women in our 50s. And we'll have we'll have you on for another one of those conversations, because that will that's a juicy one, I think, could have a couple final questions asking this. And just in the hopes of what I love to do is just information sharing as much as we can like we both want to lift other women up just kind of sharing some more resources. Do you have a favorite book or a podcast that you want to share with our listeners that's really helped you that you specifically just love

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right now I am listening a lot to Kathy Heller's podcast, because she interviews people, and they share their life lessons of how they got to where they are. And it's never easy, right? And what lessons they've learned. So I always loved those. And she's just, she always just has such great guests and great information in those podcasts. What book Am I reading right now, I think I have the big leap on my nightstand. I kind of you know, go back between fiction and nonfiction. But I will just the one thing that I did want to say Jen was a lot of the women that you help are mothers, right. And the one thing that I've really tried to do is give myself some grace. It's the one thing that I asked my children to do all the time, and been okay crying and being frustrated in front of my children and not shielding them and doing that whole TV, Lizzie thing, like, everything's great, everything's perfect thing, right? And trying to use those as teaching moments. So that when I'm on the verge of just, you know, losing my shit, because I've spent three hours trying to edit a tic Tock video. I want my brain to see, hey, mom's 52 she doesn't know what she's doing. She gets to be a beginner, and try something and suck at it. But she's gonna do it anyway. And I might cry, but I'm going to stick with it. So I'm really trying to give myself grace and then make sure my kids see like, you know what, okay, mom doesn't know everything. And that's okay.

27:54

I love that you actually answered my second question, which, which is basically gonna be like, what's a piece of advice you could give out their to everyone navigating all the work? answered it. And that's a great, I'm so glad you cry in front of the kids, because it's similar thing happens to me. I said, I could have run away, but I let them see me. I was having that moms of teens moments. And I said, Hello. But to see me freak out. I couldn't stop crying for two hours. And then to come back up, and then kind of dust myself off. And we talked about it. And then yeah, they see you go on. So I think it's great. You're modeling something wonderful for your daughters, obviously, you know, I'm doing it remotely. So we all showing the real truth, because I don't think our moms necessarily did that. Because just generationally right? thing. And that's

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all I heard, I heard some expert A while back, who was talking about parenting. And he said, you know, the real testament is when your kids go away to college, and they're in a compromising situation. And then they can hear their parents voices, the monitor that they repeated to them thing in their head, like that's the end result that you're that you don't get to see the payoff right away. Right, you know, and so I'm always trying to just like keep being vulnerable in front of my kids sharing the lesson. They all know what it means box breathing, you know, take some time to breathe,

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breathe lesson or else to two little things. One of my final questions here is what do you think the best thing is about being at this age in your life?

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So the best thing I've always been a tell it like it is person but now I'm like, I won't swear, but I'm like a bit of a badass. I'm not gonna mince any words as far as I don't give an F now, what you think this is me. You don't have to like it. This is me and I try. Sometimes I can rub people the wrong way by being a little too assertive, or too opinionated. That's okay. Like before I needed everybody to like me. That's okay. You don't need to be my people. But they say

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want to like you be an avocado or All right.

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So I love that I love that fiery spirit just kind of I got lit up even hotter than ever to just be like, you know what you do you you know you don't want to do it. You don't have to. You can see now

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that's a beautiful gift of midlife because yeah, I see that kind of happened and around. It's like, I'm here. Take me or leave me. I love it. Where can we find you? You mentioned your handle,

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Lizzie BTV. Everything right now is on Instagram. My hope is that it will evolve into a podcast at some point, but right now, everything is on Instagram.

30:37

Okay, those ybe TV guys. Yes. Thank you, Lizzie so much. This was amazing. Thanks for being so real and honest. And thanks for bringing all that you're bringing to this whole community of women in midlife. We need to like we need to share as much as possible. So thanks for taking the lead on doing that. You're welcome. Good to have you back well dissects many, many others. For now,

30:59

I think man, congratulations.

31:01

Thank you. So you just have to show up and do it. I was like, you know, telling her before you guys honest, it's like it's scary as hell but we're doing it anyway. And that is my message to you guys. It's scary, but just do it anyway.

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Do it messy but get it done. Right.

31:14

get her done.