

Simple Content

Season 1 | Episode 1 | Jenna Kutcher

Ann (00:00):

You are listening to Simple Content, the podcast for entrepreneurs, creatives, and anyone who dreams of making money whilst doing what they love. I'm your host Ann Martin, a copywriter, author, and content expert. In this podcast, I'll be sharing my own experiences, plus having conversations with some of the world's most inspiring content creators and industry experts. This is your one-stop shop for practical PR marketing, business and self-development advice. Put the kettle on, settle in and get ready to listen, learn and feel inspired.

Ann (00:39):

In this episode, I'm really excited to share a conversation that I had with Jenna Kutcher. Jenna Kutcher is a New York Times bestselling author, a marketing expert and the host of the hit podcast, Goal Digger. She has over 1 million followers on Instagram and has built her empire whilst raising two young girls. You can find Jenna @jennakutcher on Instagram or head over to her website jenna.kutcher.com. So we joined together to celebrate the launch of Jenna's book, How are you really? And Jenna did a really impactful question and answer session. I have to say, I really appreciated just how honest Jenna was in this chat. She has some incredible wisdom to share. So I really hope you enjoy listening.

Ann (01:22):

The first one I have here is from Katie. Katie is an artist. So Katie says, Jenna, I'm loving reading your book, especially the parts about your early business ventures with photography and watercolor art. I wonder in those times if you ever felt like you wanted to give up on your business and go back to the desktop? The reason I ask this is because I find running a business can be a complete emotional rollercoaster.

Jenna (01:50):

Absolutely. Oh my gosh. You know, it's actually really interesting because when I first wrote the book, I did a book deal without anything and I did it in silence without telling anyone about it. And when I first wrote it, it was a business book. And the reason why I wrote it through that lens was because I host the podcast and I teach business and I love all those things, but I realised that I care more about people's lives than their work, if that

makes sense. And for me, entrepreneurship has unlocked the type of life I want. But it is not for everyone. Anyone that's an entrepreneur knows how freaking hard it is, right? And so it's really interesting when I did go through the formal process of getting an agent, a proposal and a book deal and all these things, my agent and my editor both have traditional nine to five jobs and they were like, no, no, no, we need this book.

Jenna (02:40):

We just need to widen the lens beyond just entrepreneurs. Because the truth is, is like entrepreneurship is a rollercoaster. And someone recently asked me like, you know the hardest parts of your life, like, would you go back? What would you change? And I think you ask anyone that, and most people would say they wouldn't change anything because it taught you something. It, it's constantly teaching you something. And I think entrepreneurship is literally this journey of evolution. And why it's so uncomfortable is because we hate change, right? Like we're so resistant to change, but the highs and the lows are going to change you. And so I feel like stepping into entrepreneurship is literally saying like, I am going to evolve. I know what I know so far, I'm gonna learn along the way and I'm not gonna come out of this the same way. Whether it's a day-to-day basis or a year by year basis.

Jenna (03:29):

And so there are absolutely, there still are times in my life where I'm like, man, it would be so cool to like close the office door and not worry about things until like tomorrow because it doesn't matter. Like a nine to five does sometimes look appealing in that sense. But I also, I literally kid you not to this day, we don't set alarms anymore. We have two children. So there's really no reason to set an alarm. But even before we had kids, to me success was not setting an alarm clock in the morning because for so many years when that alarm clock went off, it was just this immediate feeling of dread having to go into a job that I didn't love. And so I would never trade entrepreneurship for that. But it's not wrong to think that sometimes the other side looks pretty. And I think it goes both ways, right? The grass is always greener.

Ann (04:16):

I have a lot of friends who say that when they have a bad day in business, they go into the job advert websites and look at the job adverts and then they realise that there's actually nothing out there that suits them better than running their own business. But sometimes

that perspective of actually going out and seeing what jobs in the nine to five space are actually available makes you think, oh well anything is better than going back to that.

Jenna (04:41):

I had an interview on my podcast with a woman Nastia Liukin, she's a gold medal gymnast. She's a friend of mine. I will never forget what she said because I was asking her like in pursuit of gold medals, like how many days did you wanna quit? And her dad was her coach and her mom was very intertwined with her gymnastics career. And she said something that has stuck with me ever since. And she said, my parents said I could quit whenever I wanted to, but they always said that I had to quit on a good day. So she, whenever she had a bad day and she was like, I wanna quit, they were like, okay, next good day. If you still decide you wanna quit, you're done. Yeah. And I think that's such a powerful reminder 'cause it's really easy to wanna quit on a bad day, but like the highs in entrepreneurship, you would be nuts to walk away on a good day.

Jenna (05:22):

And I think that's like a very good reminder for us. I love Peter, what you just said. I used to have a mentor who was all about like, this is your job. You must separate your personal life from it. And then Covid hit and I realised how different I wanted to run my business. And now thanks to a new mentor, I feel like my personal life and business lives are now interlinked. And I love that because even in the book I talk about like balance, it's not a thing. And if you actually like even Google the meaning of the word balance, it's meant to be a moment in time. Balance is not something that is meant to be maintained. So if you think about like having scales and you're like dropping sand on it, you put one grain too much, it's already outta balance. It's just this moment.

Jenna (05:59):

And so this whole notion that we're supposed to like find balance and like have these separate identities, like it just doesn't resonate with me and it's not why I got into entrepreneurship in the first place. And so I talk about like screw balance, I want blend. I wanna figure out how to be myself, like my full self, whether I'm mothering kids or showing up online or doing my podcast like I wanna be my whole self and not have to like compartmentalise my life or like who I am as a person. So I love that so much.

Ann (06:26):

So we've got another one here, Sarah says, Jenna, I've noticed on your Instagram that you share lots about your family life. She says, I'm loving the ones with your grandpa <laugh>.

Jenna (06:36):

Love my grandpa.

Ann (06:37):

If you've not been on Jenna's Instagram recently, she has

Jenna (06:39):

There's a highlight of my grandpa Sulo

Ann (06:41):

He's the sweetest grandpa. So go and check that out if you've not done that. So she says you always manage to balance family posts with insights about your business. Do you have a formula for how much personal versus business content that you share?

Jenna (06:57):

No, I don't have a formula, but I can give some tools that can help. And it's really funny too because we had my grandparents' 70th anniversary this last weekend, which 0.1% of couples make it to 70 years married. So it was a very big milestone for them. And so it's been beautiful. Even the week my book came out, we had like a huge family gathering for the 4th of July and my mom kept being like, do you need to be working? Do you need like if you need to go inside and like log into wifi? And I was like, mom, I've done all the work. Like I just gotta be here. I'm just here. But when it comes to like social media and stuff, what I teach, and it's something that I'm figuring out now in this season of my life because it, it's a framework that totally works.

Jenna (07:39):

But as my life has changed, I've kind of had to change how it works. I have this method called the JK five. So what this means is that a lot of times as business owners, we lead with the product, service or offer, right? So when we think about like how we're showing up online, we're so focused on the product, service or offer, the thing that makes us a business that we forget to build a true brand. The difference between a business and a

brand is a brand has a personality. It is the personality behind these offers. It's something you can talk about. It's something you know beyond the features of what it is that you sell. And so why this is important is if you've read my book, you'll have seen that in the last decade I've had like 18 different identities and businesses and like facets of my life.

Jenna (08:23):

And the only reason why I've been successful no matter where I pivot to, is because I built a brand. I built a personality that people care about more than the actual offer. So when I decided to have a watercolour print shop and sell mugs, people were like, sure, because they care about me, not just the mug, right? And so when we look at things like social media and you see like my family and stuff, it's intentional not from like a super strategic conniving standpoint, but it's intentional to serve as this connection point. And so the JK five essentially means that when you are thinking about how you're showing up, whether it's on social media, a blog, a brand, a website, you wanna make sure that there are reasons to follow you beyond just what you sell. You wanna give a personality to these offers, something that people trust, connect with, know.

Jenna (09:11):

And like for me, when I think about like where I connect with people the most right now in this season of life, it's my book, it's my family. It's this desire to not hustle. There are so many different aspects, we're building a home. So people are very curious about that. Like I'm never gonna become a home designer, but people want in on my life. They wanna connect on that piece of my life. And so the JK five essentially says, have one or two of your categories. So it's five categories, have one or two of your categories be about your product, service or offer. And then have the other three or four be connection points that allow somebody to connect with you. So it could be your faith, it could be your health, it could be your food, it could be your travel, it could be books you read like however that is.

Jenna (09:57):

And so that way if somebody's like, I don't even know what you sell or I don't know why I need it, or I don't know if I'm a customer for it, but I really love the books you read, so I wanna follow you for that. It gives people a reason to follow you beyond what you do. And it also helps you build something that can transition and evolve with you. So if right now today you're like, I don't know if I wanna be doing or selling exactly what I'm doing

or selling right now, five years from now, you wanna be so focused on building a brand that connects beyond the product so that if you pivot or move or when you introduce something new, people are on board 'cause they care about you, the personality. So it's not anything super strategic or intentional. Back in the day, I literally used this framework and I said, here are my five categories.

Jenna (10:40):

So when I first started doing this, it was, we used to foster puppies. So it was puppies, mac and cheese, watercolour art, photography. And my house people loved, I had this blue couch and people loved this couch. I would find 18 ways to post a picture of this darn couch 'cause people loved it. And so I would literally Monday through Friday hit one of those categories and it gave me this framework to feel confident in showing up so that I was never opening it up and being like, okay, what do I talk about next? But then now over time it's more just been like posting more real time, more vulnerable, more just like here's what we're actually doing. So it kind of changes as you go, but that is the strategy or framework behind it. But I found time and time again, people care so much more about the person than the thing. So how do we help them like break into who you are and what you do in a way that feels appropriate to you? Some people don't wanna be super vulnerable or share certain aspects of your life, but how do you do it in a way that's truly connecting in a way that feels comfortable for you? So I hope that makes sense.

Ann (11:40):

That makes a lot of sense. And it actually brings me on to another question that was asked. This one's a bit more personal. Beth says, Jenna, I wonder if you noticed that your online presence grew significantly when you started talking about about raw and emotional topics like fertility and body image and what gave you the courage to be so vulnerable online?

Jenna (12:00):

Yeah. Oh that's great. Um, yes, I did notice <laugh>. Yeah, so it's really interesting. I recently did an interview and someone was asking me about body image or something and I said that for so long the things that I tried to hide, like my deepest insecurities or the things that I worried people were thinking, I like hid them for so long. And the minute that I like let them see the light and shared them, the depth of my brand and personality grew, but also like my ability to impact and connect grew massively. And here's what I think is

so powerful about entrepreneurship is that I teach things like Instagram strategy, pr strategy, email marketing, like I love all those things 'cause I really do love strategy that you can automate that frees you up, that allows you to run a profitable business. But those are the vehicle that allow me to speak about things that I truly care about so deeply without ever having to monetise them.

Jenna (12:58):

What I mean by that is that the things that I teach in terms of marketing that funds the dream of like impacting people's lives when it comes to more delicate topics, right? Like I never have to monetise the topic of miscarriage or body image, nor would I ever because I don't have to. So it's like I love having like the foundation of my business around more topical topics and going really deep without ever feeling like it's just a strategy move or conniving or anything like that. It's just literally like a passion project of mine to like open up those discussions. And what I think is so fascinating, it's kind of like on social media, like when people post, like they, they take a picture and they clear all the clutter out of it and they like widen it and they're like, here's all the clutter.

Jenna (13:46):

Here's what you couldn't see. That is so refreshing to me, right? Because you're like, oh gosh, people do have like crap in their corner, like that pile of bills. I'm not the only one. And I feel like that's how we feel when people talk about vulnerable things. And what was crazy is, is like I went viral four years ago for talking about my body, which by the way, I think I have a great body. Yeah, I have confidence 'cause I love my body. Like I, I don't understand why it's a topic of conversation, but it is. And we went viral. There's actually a story, a chapter in the book about being married to Mr. Six Pack. And it was wild because in going viral in the post that went viral, I think the reason why it went viral was because I had felt so insecure for so much of my life where I had this lie, this belief that I held that whenever people saw me and drew together, they imagined that or like they questioned why we were together just because of how we looked.

Jenna (14:40):

Like I had this lie that I was telling myself that and I got super vulnerable because somebody said that to me. And basically my brain immediately went to everyone's thinking it of course, uh, like it, it triggered my deepest insecurity. And so I just like faced it head on and it ended up going viral because I actually faced it. And so when I

look at being vulnerable and stuff, it's like sometimes the things that we try to bury deep are like the things that when we bring 'em to the light, one they're not as scary. Two, they lose their power, but three, they have the power to connect us in the most deep ways ever. And so I recently ran into someone and she was like, I have a baby today because of you, because of how you shared, I didn't give up hope I didn't like. And like the fact that like that impacted literally someone's life and like has a generational impact. If I would've kept that a secret, I would've missed that opportunity. So yes, I notice, yes, it still is vulnerable in some places, but I also just make sure that when I share stories like that, it's my side of the story, it's my own lived experience and there's nothing strategic or like results oriented beyond just like impact and connection.

Ann (15:53):

That makes absolute sense. So how do you practice self-belief and how do you overcome imposter syndrome?

Jenna (15:59):

Okay, I just did a whole training on this so I feel so equipped. So I was actually just doing a training on the power of positive thinking. And I know that sounds very wooley, but at the same point when I was doing research, I was blown away. So get this, so according to the National Science Foundation, an average person has about 12,000 to 60,000 thoughts per day, which is wild. But beyond that, 80% of those are typically negative and 95% of those are repetitive thoughts. So when we talk about the power of positive thinking and we think about those statistics, it should be a focus in our life to build up our own belief in ourselves and the stories that we tell ourselves. There's a line in the book that says like the way that you fight your battles is directly linked to the type of warrior you believe you are.

Jenna (16:48):

And I say that because you can tell when somebody shows up with confidence, right? And when you're confident, when you're feeling good, you show up differently, right? You dress differently, you have a different energy like it, it's just so evident and so self-belief makes a massive difference. Drew and I love bad TV and we watch shows like Top Chef and in Top Chef we, I wanted to do like data. Like I'm like such a nerd. And so I, they have these things where there are these quick fire challenges where they have to do this early challenge and then whoever wins gets an advantage going in to the big round. And I said,

I wonder if they took away that advantage and just the person winning had the confidence that they just won, they'd probably still win the big challenge, right? Because your confidence impacts how you show up and you could literally see people's energy shift when they won the quick fire.

Jenna (17:39):

So I was like, give me the data on this. I don't have it yet. I'll have to watch every season of Top Chef to get that. But we were just having this conversation because you could literally see people change and when they were on the bottom of the week for Top Chef, they showed up differently the next week. They came from this place of scarcity, of this place of fear and it impacted their cooking and usually they would be out. And so it was just fascinating to me to like watch this on a TV show where you're like, whoa, like the way that society rates us impacts what we believe about ourselves and what we believe about ourselves impacts how we show up, which impacts our performance, which impacts our impact. And so I practice self-belief by thinking if 95% of my thoughts are repetitive, how do I rewire my brain to make those repetitive thoughts super positive, super uplifting, super energy giving, super filled with grace.

Jenna (18:30):

For me, motherhood has really impacted how I feel about myself because I just look at my daughters and I'm like, gosh, you are so perfect. You are a miracle. Like I can't believe you are here. Like look at every little hair on your head and every little eyelash. And then I'm like, and the same is true for me, right? Like often we look at other people as miracles, like we're a miracle too. There's a line in the book that says like you are a miracle in motion. And so the biggest thing that I've been doing lately because I genuinely think my energy is just so different and it I have to perform at a higher level these days with all these things that I'm doing, is I got into meditation and just stick with me for just a minute. For so many years of my life, basically for the first 33 and a half years of my life, I told myself that I couldn't meditate 'cause my mind was too busy.

Jenna (19:19):

I blamed my dad 'cause he gave me ADHD, and I just said I performed at a higher level and I can't turn my brain off. But in reality I wasn't trained in how to just have an awareness around my thoughts. And so I used to look at meditation as like you have to just like not think anything. And like that is super daunting to me. It's like when the doctor

tells you not to move and all of a sudden you have to move every muscle in your body. Self-belief starts with just an awareness of what you're thinking. So if you think about 95% of your thoughts are repetitive, how do you start with just a simple awareness of your thoughts so that you can deconstruct them, unlearn them, relearn and rewire. And then imposter syndrome is an interesting thing because there's division in like is it a real thing?

Jenna (20:01):

Is it not a real thing? Here's the thing, I think imposter syndrome only happens when we are holding onto identities for too long. And what I mean by that is that you can be anything. And I'm not saying that from like, just pursue your passions, you can do anything. I'm saying that from like you are meant to evolve and wear many different identities in your life. And imposter syndrome is that voice that says like, who are you to do this? Or who are you to show up? And what I think is really interesting is that I feel like imposter syndrome is a reflection of a resistance of change in your identity. There um, was this amazing guest on my podcast, Dr. Maya Shanker, and she talks about the idea of identity foreclosure. And I touch on this in the book where she says that like we hold on to identities for too long, like things that don't serve us any longer, like old parts of us that need to die away.

Jenna (20:54):

And I've had to do this so much in my career where it's like I have to let certain aspects of my career or my title go to become the next thing. So overcoming imposter syndrome, literally like I just have to think about clothing myself in this new identity and welcoming these new identities in and just accepting that I will be a beginner again and I will learn new things again. Like launching a book. I had never done that before, writing a book. I had never done that before. And it was so funny because two weeks ago, the day after I got New York Times bestseller, Drew kissed me in the morning, woke me up and he was like, good morning New York Times bestselling author. And I was like, I'm not ready for that. That doesn't like, I like I couldn't even tell people I was an author because it's like one of those things where it's like I have to claim this as an identity within myself first before anyone will accept that. And so I still like struggle with it in that sense, but I'm also getting so much better at like becoming and like letting old parts of me fall away so that I can become a new thing.

Ann (21:54):

So Thalia says, when it comes to trying to raise your profile in the early days and you're getting no replies and you keep chasing, how do you keep motivated to keep going and believe that it's worth the effort?

Jenna (22:06):

Okay, so here's what I'll say. One, it is worth the effort. Two, if you need, I can dig up screenshots of me. Literally in my early photography days, it was back when Facebook, do you guys remember maybe I'm gonna date myself here, do you remember when Facebook like didn't have the newsfeed and then it finally had the bare bones newsfeed and it would tell you when somebody got engaged? Like when a relationship status changed? Yeah, well I was the person that would literally like cold message somebody and say, oh my gosh, congratulations on your engagement. I'm a photographer, I would love to be your photographer. Like literally the day the hour somebody got engaged, I was like bam, bam, bam, here I am. And I still have that template. It is like honestly there are parts of me that cringe and then there are parts of me that are like, go you way to freaking show up and put yourself out there.

Jenna (22:56):

Like I'm proud of that version of me. Now I know how hard it is. But here's one thing that I like have always clung to no matter what is, if I can find one person who invests, who sees the value, who gives me their money or hands me their credit card or whatever that is, I just need to go out and find 10 more people like that one person. All you need to do is get one proof of concept, somebody that values that. And then your whole mission shifts to how do I find more people like them? Any of us as entrepreneurs, you'll never forget the first time you like make a sale or book a client of somebody that doesn't know you, right? Like somebody that's like outside of your like zone of like reference you feel like a million bucks. Like I used to joke or like laugh when I would go into like a restaurant and they'd have like their first first dollar they ever made framed.

Jenna (23:46):

And I was like in the online space, like we will always remember that first order that you make or like that first thing that somebody said yes on. And so for me, one of the biggest shifts and when I look back at my wedding photography days is when I first started because of imposter syndrome, I only wanted to blend in, right? So I was like looking at

all the other photographer's websites like what do they say? How do they say this? What do their pricing guides look like? Like I just wanted to blend in because I felt like such an imposter that I was worried that someone would like knock on my door and be like, I know you don't have a degree in photography. And so I wanted to blend in and then three years into my journey I realised I don't need every single bride to say yes to me.

Jenna (24:25):

I need 20, I have to find 20 couples that will say yes to investing in me. And that is my enough point. That's all I need to earn to live a good life. I need to write my copy. I need to show up online in a way that speaks to those 20 people and those 20 people only. And if more come great, but I don't need to be out there sending a message to every single couple that gets engaged because they're probably not the right fit anyways. And so keep on going, stay the path, find one person and really like kind of ask yourself like what are their attributes? Why do they value this? What were they looking for that I can solve? And almost reverse engineer so that you can find more people just like that one.

Ann (25:08):

So Kelly says, how do you prevent burnout when home and business life are extremely busy? I'm a full-time carer to my autistic son and I hit burnout recently and I was worried I wouldn't come back from it. I'm feeling better now, but I don't want to hit that again and I want to succeed at my business around the care of my children.

Jenna (25:27):

Well first I just wanna have like deep empathy Kelly, because being a caregiver and also having a children with different needs, I can only imagine just how consuming that is and how challenging that is and how testing that is. So I just wanna commend you there and say, while I don't have that situation, I have a deep well of empathy just for that because I can hit burnout with my kids and your situation is even more heavy as a mom. So I just wanna commend you, one of the things that I think is really challenging when it comes to burnout is that a lot of times when we know we're getting close to it, we still have a lot of commitments we have to fulfill, right? Like it's not like the barometer is like you're getting there, you're getting there, you're getting there. So just quit everything and you'll not hit burnout.

Jenna (26:11):

You have to keep going and that's the hardest part about it. So first things first is I would say boundaries are what saved me from burnout. Time and time again, even Ann, when we were booking this, I was like, Hey, I'm taking all of August off. I really wanna do this and I wanna like just knock it out of the park, but here's my boundary, can we make this work? And so there's a line in the book that says boundaries don't keep things. People are opportunities out of your life. They keep you in your life. And I feel like it's really hard to hit burnout when you feel like you are actually actually present in your life because you're picking up on these cues and signals and notifications and pings from the universe that like, hey, this is the right fit, this isn't the right fit.

Jenna (26:52):

So one tip that I have for everyone that really has helped me and has transformed a lot for me is that I take space. So there is this book, um, for any parents out there, you don't need to read this book, I'll circle why this matters. There's this book called Bringing up Bebe, and it is like this French Montessori method for raising children. Us in the US deeply need this because we are psycho when it comes to parenting. And so it's like this more laid back method of parenting. But in this book it has this recommendation called lay pause, which basically means you pause. And what it's talking about is like when a baby is sleeping, a lot of times they are inactive sleep, so you think they're awake, so you go scoop 'em up from the bassinet when in reality you're waking them up.

Jenna (27:35):

So the whole methodology of this is like, wait two minutes and if they're still moving around, then go get 'em up. Now why this makes sense for this is that I have done lay pause with my babies, but I've also done it in my life where I actually take a minute before I say yes to anything and pause and check in with myself. So what this looks like is, is a lot of times when I'm with friends or I'm at an event and someone's like, Hey, I really wanna do this thing for me in that moment, I'm energetically so excited. So I'm so bound to be like, yeah, that sounds great, let's do it. That's so good because I'm like so energised and there. But then when I get home I'm like, oh wait though, that would require me to be gone. I don't really wanna do that.

Jenna (28:17):

And now it's not a right bin. I said yes and I don't wanna go back on my word. And I feel like that's where a lot of burnout comes from is saying yes to the wrong things and saying

no to the things that matter the most to us. And so now when people invite me to do things, I'm like, Hey, let me circle back on this. This sounds amazing. I love what you're doing. Let me circle back on this and I'll get back to you and let you know if it works in my schedule. And what that does is it invites you to have a moment of breath and to like check in with yourself, is this a good opportunity? Is this a good time? Is this the right fit? Is this the right? Yes. Because burnout to me happens when we're saying yes to everything, but what matters most to us, right?

Jenna (28:54):

We switch into people pleaser mode. And as a caregiver, you're already living in that state every single day. And so I can only imagine that when you're extending yourself beyond those duties, it's super easy to feel overwhelmed and stretched too thin. So I would just invite you to bring in boundaries and if you need one to start with, just start with the pause and not commit to anything until you had a moment to yourself to say, how am I really, does this sound good? Does this make sense? The other thing too is like burnout can be such a blessing in terms of a teacher and allow you to hit your enough point or define it. And so there's a whole chapter in the book of like, yes, more is more but is more better. And really getting clear about what your enough point is.

Jenna (29:34):

And that for me has really helped just get honest with like, in this season of my life, here's what I can commit to. Here's what I cannot do. Here are the boundaries around it and I'm gonna stick to them in a really genuinely speaking. Like so many of my friends when they launch books are so burnt out when it's done, like by the time the book even hits the shelves, they're tired of talking about it. And I'm like, no, no, no, this isn't a finish line. This is a starting line. Like you've got it all confused. And so for me, like even in launching the book process, I had very clear boundaries and I loved the entire process. Like I was like, I want every author to feel this and I wanna teach every author how to do this because this, that my boundaries protected my energy and protected the process so that I enjoyed it. So I hope that helps.

Ann (30:19):

Pete says, how do you deal with blending being the best parent you can be, but also running your business in a profitable way? That's my biggest struggle at the moment, especially because my wife has been unwell a lot lately.

Jenna (30:31):

I'm thinking of you Pete. I'm sorry about your wife. That's so hard. And I was gonna say I have a really great partner, so if it looks easy, it's because my partner is over there blowing bubbles on the deck. <laugh>, you know, it's really interesting because I'll catch glimpses of myself sometimes that frustrate me where I'm like, Coco, be quiet. I'm trying to do something. You know, like where it's like those moments of like that transition. And I think the hardest part that the pandemic brought on for all of us was like within a two second notice, you're literally changing hats, right? You're going from parent to work to parent to work. And like we don't have that breath time that we were just talking about, right? We don't even have a second to breathe. I was at the mall the other day and I had Quinn in a carrier and Coco next to me, and this mother looked at me and she was like, I'm getting so emotional just looking at you right now because my son just turned 18 today and oh.

Jenna (31:20):

And I was like, I'm in the weeds, woman, I'm in the weeds like, and she was like, no, you're like in the best part. And and I am, I am in the best part. But like it's still really hard, right? Like every season has different hards. A couple things have been really helpful for me. So when I'm working, if it's not something that requires my full attention, if my children come in or if they need me, I welcome them into the space. And Coco has actually gotten really good, she's three and a half where she'll say, mom, can you just work in the house today? I promise I won't bug you. I just wanna be by you. And so it's like how can I invite her to be a part of my work versus trying to like separate the two? And sometimes like even in my book acknowledgements, I wrote like, Coco, thank you for making me play Baby Shark on repeat while you sat next to me while I wrote this thing.

Jenna (32:06):

I'm surprised like half of the lines of the book weren't do do, do do, do, do, do. And so it's like I've tried to make it so it's like not that work is like a scary thing or like something that they should be fearful of interrupting as long as the timing is appropriate. The other thing that's been really helpful is like explaining my why behind the work that I do and inviting them to understand that. So like we're in New York City launching the book, it's like, of course they have no idea what's going on. And so I'm like trying to explain like why this matters and how this impacts our lives. And so I feel like when you get your families buy-

in and when your why is super deep, the work is a lot easier to focus on and peel away from the family time.

Jenna (32:50):

But for me right now, like in this season, I've been working a lot after the kids go to bed. And that was a boundary I never broke before. And now I'm like, you know what? Sometimes my best work is now happening from 7:00 PM to 9:00 PM because then I'm present with them from five to seven. And so it's not easy at all, and especially if you are kind of taking on a lot of the caretaking. My biggest thing that I've been just trying to do, and it's been like an exercise for years, is like when I cross the threshold of a room, I ask myself, what is my purpose right now? Is it to be working or is it to be parenting? And just trying to be fully present with whatever that purpose is in that moment. Because a lot of times when I'm parenting, I recognise that I'm thinking about work. And when I'm working I'm thinking about parenting. And so I've just had this practice and I think it works regardless of if you're a parent or not. It's like when you cross the threshold and enter a new room, what is my purpose in being here right now? And just trying to be all in on that.

Ann (33:44):

I'm conscious of Jenna's time. So I think we'll just do one more question from the chat. Georgina says, what are your best personal branding tips? It's something that you do so well. Whenever I need website inspiration, I come to you. And I also invested in the Tonic app after your website. So personal branding tips.

Jenna (34:01):

I love branding. I could have like eight careers. I'd love to be a birth photographer. I love to like support moms in postpartum. I mean, I would love to do a million things. I love to do consulting, but I love branding. And I think too, part of that comes from my PR background. The funny thing is, is that my brand is always shifting and evolving and like it's changing. And I think what people get so stuck on are things like font and colors and like cohesion and all of that does make a difference. But people aren't gonna recognize you from a font, right? Like they're not gonna say, ah, that's Jenna's font. And so to me, personal branding evokes a feeling. And like for me, when people land on my website, I want them to feel like they're literally sitting on the couch next to me.

Jenna (34:43):

We're sharing a drink and we're talking about life. And so how do you emit that through the copy, through the photos, through everything like the layout. Like how do you make it just feel super accessible and give that feeling? And so to me, true brands make you feel something. It's not just about the way it looks. And so I just feel like that is like what I always come back to is like your colours can shift, your fonts can shift, your logo can shift, your business name, can shift. All of those things that we worry so much about can absolutely change. And guess what? Nobody cares about them like you do. Like I always like giggle when someone's like OMG, new logo, I can't believe it. Countdown five days. I'll show you my new logo. And it's like nobody cares but you. And that's okay.

Jenna (35:28):

That's the beauty of entrepreneurship. We care so much, that's why we're good at it. But real brands should make people feel something. And so like a lot of times we get so stuck on like the dryness or like the accolades, like help me understand what you do and why you do it. And the second piece of that, and this kind of circles back to like my grandpa try explaining podcasting to a 96 year old, right? Like they have no idea what that means. And so a lot of times when we do our websites and stuff, we are speaking in terms and jargon that we use internally because we're in this world. So like I told my grandpa, like a podcast is kind of like a sermon at church and a business lesson all roped into a radio show. Like that's how I was like teaching him what it is, right?

Jenna (36:14):

And so it's like how do we almost explain what we do and who benefits from it in terms like that so that the people that are brand new to our world aren't like confused as to who you are, what you do, and why it matters. And then the last thing I will say, and this is something that I've been working on personally when it comes to our website and our marketing and our strategy, is that I am a super positive person. And so to me, like everything I do, my goal is to like paint the possibility of like, here's what's possible for you. That's one side of marketing is painting the possibility on the adverse side. And Ann, you know this through PR is some people are moving towards the life they want. Some people are running away from the life they know they don't want.

Jenna (37:00):

And so a lot of times when we do our own copywriting or our own marketing, we write in the way that we show up, whether it's running from your past or running towards your

future. And if you want a really strong website or marketing or presence, you wanna hit on both ends of that spectrum. And so like on your website, you wanna think about like if I'm a possibility painter, how am I also reminding people of like what I left, like what I moved away from, what's possible for them? And so that's been something that I've been challenged by because I didn't even realise that, but I was like, all of my marketing and branding is like, here's what's possible for you. But I was like, half of the world is literally just trying to get out of what they're currently in, right? So it's just kind of a good challenge for us to think about that there are two camps and how do we speak to them both through the way that we show up online.

Ann (37:47):

Fantastic. And now I'm going to close with a final question. I want to know what your take is on the launch marketing that we see happening so much on Instagram and Facebook at the moment where there's like a lot of pressure people to buy things, lots of sales emails. What's your take on that sort of scarcity marketing that's around at the moment?

Jenna (38:09):

I hate it. I just don't subscribe to like the bait and switch model, like pressure tactics. I want people to join because they want what's next, right? So I don't look at things like sales pitches. I look at everything as an invitation and an invitation that you're not afraid to RSVP no to. You know what I mean? Like have you ever been invited to something and you're like, I'm so scared to like send this in, telling them I'm not coming. They're gonna be so disappointed in me, me, I'm breaking their heart. They're never gonna contact me again. I don't want that. I want everything to be an invitation where someone's like, Hey, not right now. Or Hey, this isn't the right event for me. Or like, Hey, maybe in the future, but don't forget to invite me next time. But now's not the time.

Jenna (38:49):

And so to me there are absolute psychological triggers that help people make purchasing decisions. So how can you guide people on the path, but how can you do it ethically, honestly, and in a way that doesn't make people feel negative in saying no, I don't look at no as a negative, I look at a no as like a not right now or not for me. And so it's like how do you invite people to take the authority in their own life to say yes or no with confidence without apology? It's interesting 'cause even in like marketing, like I go against what people teach in that. Like in my webinars, within the first five minutes I tell people what

I'm selling and how much it costs. Does that impact my conversion? Absolutely. Do I care? No, because I don't wanna have people have the experience and say, wait, you told me you were gonna gimme this one thing and then at the end you were only selling me something and I feel so icky, who wants to sell with people feeling icky? That's awful. So I take a lot of the proven strategies and run them through a filter of like, how does this make somebody feel? And we have really empowered customers and we have people that are really excited about the next steps. And all I wanna do as a marketer is build up the awareness that I have the next step waiting for you for when you're ready. And I wanna help you make the best decision for where you're at right now. Does that make sense?

Ann (40:05):

That makes wonderful sense. Yes, absolutely. And I completely agree with you. I think it's all done through a lens of authenticity and how would it feel to send this email to a friend and how would they respond? It's like that filter of would I be comfortable showing this to my friends? Yes or no? And then it makes so much more sense when you think about it in that way.

Jenna (40:27):

Yeah, and I literally, even with like sales emails, I'll think about like, okay, on a cart close date, yeah, we're sending out three emails, but that's because people get busy, right? And so I like think about it of like, Hey, my friend, like I have so many friends who are launching things all the time. I follow them, I'm like really close with them. And then they're like, oh yeah, my launch went great. And I'm like, I didn't even see anything about it. I'm on your email list, I follow you on Instagram. How did I not even know about this? And so it's like even when I'm thinking about that, like I will literally voice memo into my phone and be like, Hey Sarah, I know you're so busy. You're chasing the kids, you're doing all these things. I just wanna make sure you didn't miss that this is closing because something tells me that you might need it.

Jenna (41:08):

And if now is not the right time, that's totally cool, but I know how busy life is. And so in case you missed it, here's a link it closes at midnight. I just wanted you to know so that you weren't feeling regret tomorrow when you logged in and didn't see it. So it's like thinking through that lens because it's funny because even like with my book, a lot of

times we feel like how we are so annoying talking about this thing ad nauseam when in reality less than 3% of our followers are seeing these things. You know, the stats show us that people aren't seeing these things the way that we think they are. So of course we're tired about talking about it, but at the same point too, we're only catching a fraction of the people. So it's like don't be afraid to talk about your things, but do it in a way that empowers someone to make a purchasing decision and not forces them into a corner or makes them feel like they'll fail if they don't say yes.

Ann (41:56):

Amazing. Thank you so much, Jenna.

Ann (42:00):

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