

Description

Today we are in for a real treat on Camp Content! Our guest is the inspiring Jessica Kupferman, Founder and CEO of She Podcasts. Her incredible platform has taken off since its conception in 2013 as the Women Who Podcast group. Its mission is to help independent women plus non-binary folks turn their passions into profits; Her platform now boasts hundreds of inspired followers eager to learn valuable tips from her own story along with ways they can launch their very own podcasts. So come prepared: you're about to embark on a thrilling journey full of treasured insights guaranteed to help you make your podcast dreams come true.

You won't want to miss out on the extraordinary experience we have in store for you so get ready! This one is going to be epic!

Featured Guest

Jessica Kupferman

CEO and Co-Founder of She Podcasts

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Quotes

"We intentionally created a community of respectful and considerate individuals, who lead with the intention to help, rather than satisfy their own needs. Now, our community attracts such people and we feel fortunate for it." - Jessica

"It's not about giving people a voice, it's about providing them with a platform to express

themselves and share their knowledge. Everyone has a voice, but not everyone has a platform. Create a space for people to be themselves and enjoy the experience." - Molly

Transcript

Molly: What up? Put up. We're coming in hot. Another episode of Camp Content. We are super excited for today's guests. I know. I am very much so. Jessica is one of my favorite people who I always love to see when I'm out in podcast convention land. But Jessica Kupferm is the CEO and co-founder of SHE podcast, which is one of the one of the or the biggest, you know, women's centered podcast convention in the world. I'm going to go ahead and say that might not be true, but it is today on this show. And. Exactly. And so Jessica has a media background. She spent has owned a media agency. Hold on. I mean, I got to find my notes here. Since 2005 with a J. K media, which I assume is Jessica, to cover media coverage in media, not just kidding media, but that would wouldn't surprise me with your with your amazing sense of sort of.

Jessica Like the double entendre.

Molly: Just kidding. Just kidding. So 2005, Jessica opened her first agency and had tremendous amounts of success with that. And in 2013 started her first podcast, Lady Business Radio, which I love that name because it makes you really wonder. And from there, she grew that community kind of almost by accident in a sense, but grew an amazing community through fostering those relationships, having a podcast with her business partner and really growing the community that is she podcast. I always recommend it to people who are in the industry and want to place a safe place to be able to talk shop without being mansplain. What I love about She podcasts, is not only the event, it's just it's like nothing else. It's just it's such a wonderful experience, honestly, to spend so much time with other women and humans who identify as women. It's just a welcoming, diverse space. There's no other diversity like there is a Jew podcast, and so I'm always grateful for that. One of the core tenements of SHE podcast and this is directly from their mission statement, they believe in leading with integrity, in providing a space where women lift each other up in respectful debate and inclusion in diversity and in being mindful of our carbon footprint. And they believe that every voice matters. And so I am down with all of that, and every single one of those things is evident in all of the events they do and the podcast they host and the content they create. So without further ado, ladies and gentlemen, please welcome Jessica Kupferman to Camp Content today. Welcome.

Jessica Thank you so much. What a lovely. I don't even need to say anything now. Thank you. That was amazing. What a sales pitch. I'd like to keep that and use it.

Molly: And it's. Hey, listen, I'll follow you. I'll be your height, man. I'm like, I'll put it together.

Jessica I loved it. Yeah, It was amazing. Thank you. Thank you so much for having me. As you know, I love you and I'm excited to be on your show.

Molly: Well, the feeling is 100% mutual. I just really do love She podcast. It's just such a special thing. It's a special event where you can just really let your hair down and feel comfortable and connect with other women and learn or just drink wine or sit at the pool or all of the above. And I think those places, spaces are so important. And like I said, nobody has as much diversity in race and gender and age as well, not gender, obviously. She podcast. But in age, you know, you see a lot of younger, more diverse content creators that you magazine you do at any other convention. So shout out to you for that.

Jessica Thank you. Yeah, I mean, it's nice that it's nice that I mean, I do think that LC and I originally made a specific effort to foster a group of people that were respectful and considerate and, you know, lead with the intention to help instead of coming from a place of need or want. So but it kind of, it kind of attracts that now and we're really lucky.

Molly: It's amazing, honestly. Then the last podcast that I went to, I was just in Arizona. It was just so nice after the pandemic to just connect with everybody and hang out with people again. God, I was so nice.

Jessica The open air. It really was.

Molly: Nice. It really was. Even in Arizona.

Jessica Even in freaking there. Now where I mean, I actually had I mean, you say that jokingly, but I actually had a really hard time with them when the pandemic started. They did not want to reschedule, and it was set for October 2020, and it took them like three or four months to even admit there was a pandemic. And even I mean, I don't know if you guys remember because like the West Coast wasn't having a lot of trouble until like May. They were free and clear and then May it was Arizona specifically that skyrocketed up. And then I called the hotel and I was like, well, you have to admit it now. You have to admit it now. You can't come. We're not coming. But

I mean, it took three months of me being like, What are you doing to me? I cannot. You know, I'm like, I'm like, speaking of content marketing, right? Like, I'm trying to promote the event. But then also I'm like, please come speak at my event and march to your death. Like, it was terrible.

Matt: Because it's done in Florida where there never was a pandemic.

Jessica I mean. Right. It's exactly like that. Actually, I also found out, oh, I don't know if I should say this. Don't be mad at me. Anyone who went there, I found out that, like a couple weeks prior, they had the convention for what's the group? Q? Q And I know.

Molly: I know.

Jessica I know. I just happened to like it. I don't know how I came across it, but I happened to come across something like, I don't know, like something on Facebook that said it was in Arizona. Then I was like, Oh no, oh no, not my hotel in Arizona. Oh, no. And I looked and I was like, But it was like a month away. There's nothing I could do about it then by then, yeah.

Molly: I mean, but yeah, anyway, it is what it is.

Jessica Yeah. Yeah. But I mean I'm lucky. Yeah, young and old people are, you know, they intermingle the speakers intermingle with the attendees and everyone feels equal to each other, which I really love because I have definitely, even at all women's events, felt it's a very specific hierarchy between speakers and attendees at bigger events that were women focused or yeah, I'm lucky it worked out that way and grateful because I, you know, actually I was just going through the speaker list like I had a friend. I have a friend that's going to do like a women of color spotlight on the speakers and each person. I was like, I love this woman. She's amazing. This was great. Like, I love going through the speakers and seeing who's there because they're all like, They're amazing. You're amazing. We're all amazing.

Molly: We're all amazing. Well, you know, it's you're creating that platform, you know? You know, a lot of times people say we're giving people a voice. And I think that's just so, like, arrogant, like everybody has a voice. It's a platform that they need. And that's what you've been through. You've created a platform for people to really express themselves, be themselves,

share their knowledge, and enjoy that. Like, one of my favorite things is when you guys have a dance party towards the end of the night and the convention and it's like all these women just dancing and being free from any kind of skeezy innocence that it's just. And then you see all these women hanging out. They probably wouldn't hang out normally, guys, but they love that kind of situation and they're like besties now. So it's really great. So talk a little bit about your podcast. You know, I listen to it quite often and actually, you know, like you'll see a notification. I'll jump in and chime in with my little my, my.

Jessica I had no idea. Lovely. Yeah.

Molly: Well, and what I really love about the relationship that you have with LC, you know, you guys are so different, but you know, you really respect each other and that you've been doing something for a long time together. How has the podcast helped, you know, She podcast or how has that podcast done for building your businesses?

Jessica: So, you know, we've had the show for nine years and we met in an online course. We were taking an online business course together to put our, you know, out of online businesses online. And I didn't. I didn't really cross paths with that much because she was a yogi and I did exercise like I. We didn't really like we didn't really like I mean I knew her, I respected her. And then I didn't realize that she was even in podcasting until I started a show. And then she happened to be like, Hey, I can do you know, I think she was like low on rent one month. And she was like, I need this much money and here's the things I can offer. And one of them was podcast marketing, and I was like, Oh my God, thank God, because I can't grow this thing and I don't know why. So first I was her client, then we went to an event together and then we started the group. But we were not best friends at first, but we were like respectful colleagues. And like slowly over the course of the show, I, we started pushing each other like the way you would. In my opinion, in order to be a true friend to someone, you have to call them on their crap and catch them when they're lying to themselves or when they're not being fair to other people. So like. So like, I can catch her when she's lying to herself. She catches me when I'm being, like, standoffish or, you know, flippant about other people's dilemmas. You know, like, I can just be like, Oh, God, you know what I mean? But I.

Molly: Can't really.

Jessica But I mean, I've never had a I've never had, like, a positive business partner experience before. And so it really taught me a lot about it's not just about equal work, although that is a big

part of it. It's also about things that the other person doesn't want to do, doesn't want to talk about, doesn't want to think about, and vice versa. So like she does not ever want to talk about money, sponsorship, advertising, making it into a business. And I really don't need to, I don't mind talking about it, but I don't need to talk about altruistic, you know, like, I mean, the platform and who we highlight is really important to me, but. I guess I'm saying, like, I don't necessarily go out of my way to find people to bring in the fold or to support like, I'm I'm getting there, but we're just different that way. Like, she's always heart first and I'm always head first, you know, like I lead with my logic and her with her heart. So it works out. And actually, it worked out so much better than I could have ever planned. Must have been fate, because, you know, and I think it helps the business because. You know, between the two of us, there's something for everyone. I think, like, you know, like she's like I said, she's a master yogi and she leads with intention and she's a woman of color and she's a social justice warrior. And I take nothing seriously, including myself. And I, you know, I you know, I'm sarcastic and hilarious, in case you haven't noticed yet, Those are you you're listening, you know, And so between the two of us, I think every woman can be like, Yeah, I totally relate to that for sure, you know, for sure. And you can I think that's how it helps for sure.

Molly: And you can pingpong.

Matt: Bounce back to the head first and the hard first person.

Jessica Yeah, yeah.

Molly: Cause sometimes I'm like, Yeah. LC I agree. That's Mike Yeah. Jesse I agree. Wait, so you can find a little bit of yourselves in both of you. Honestly, it's a good combination. I feel like you both are very real, very authentic, and I think we need more of that, less of the polished. This is what I want you to see versus like, No, this is what we actually talk about. And like I said, calling each other out when you're being ridiculous. I think that's human growth, right? Like, we don't get any better whenever we look at ourselves a little bit.

Jessica: So yeah. And so in that way it's good. I mean, yeah, that's good for business too. Like a Yeah, because we also are like, you know, she does a good job of being like, like for example, I think we're, I'm not announcing it or anything, but like we were looking into starting a501c3 and you know, like first thing she does is be like, okay, Jessica it's going to have to be like, we're going to have to highlight this person, this, you know, I mean, like she's already with who we're supporting and I'm already like, who's going to support us, right? You're like, my first thing is

who's supporting the charity? And then she's like, Who can we support? So it works out really good when it comes to business stuff. Oddly well, so it's good.

Molly: That's great. And so she, I guess, is on its fifth or sixth year.

Jessica Now, third, third, even or not, I would say fifth year.

Molly: Oh well we.

Jessica Started in 2019, but then we did 2021 and now it's 2023. So technically it should be five years, but it's only the third one.

Matt: So how much has it changed? Because obviously the first time you throw a convention like that, it's probably a lot of stuff that goes wrong in analogous being fifth year. But third one, um, how have you adjusted it? What have you learned? Has it gotten easier? Um.

Jessica It's not gotten easier, but that should not have been like when I did the event, it was big cut. No, I mean, like when I did the event, it was because people were asking for it. They couldn't wait to have it. And it went really well the first year. And then the pandemic was like four months later. And so it has been really HARTLEY like that one in Arizona was very, very difficult. It was like pulling teeth, like the amount of people that were there. I was overjoyed, but I probably could have used another 200 to break even, to be honest with you. So, like, it was really hard. And this one has been difficult. Like, I would actually not like to change it too much year over year. This particular year, we chose we wanted to be on the East Coast because I had never done anything drivable like it's my third one and like I've been flying all over the, you know, like continent trying to get stuff in place. So this time I was just like, can I just could I just have one place, one time when I just drive there or, you know, and I don't have to fly. So we chose a hotel in D.C. that is gorgeous. But I, I don't know that it's I don't know that I would pick this caliber of a hotel again on the partially because, you know, it's a little more expensive than the other hotels we've chosen and partially because we don't need that to be together like we don't need. We don't need I mean, it is sparkly and fancy and pretty and there's like an enormous art installation in the lobby and all over the hotel. And it has 15 restaurant, you know, like it's, it's fancy and it'll be great to eat and stuff, but like we don't need we just as a group we don't need that. Like I was like I was fighting with the hotel so much in Arizona and my event

planner was like, Well, what are we going to do? They're not going to come. I'm like, These women will sleep in the parking lot. They don't care.

Matt: So I could.

Jessica Have it literally anywhere. And they will just be like sleeping bags. Note in the parking lot hotel. I'm on it. Who's got the pillows? Like they don't care Me. So I chose this hotel because it was closer, because they had the time that we wanted. But then, you know, trying to sell it was a little more difficult because they don't need to because we just don't need to spend that kind of money on like, I want the atmosphere, I want the ambiance. But I think next time we do it, I can do it without having to. Be like at the Ritz. You know, I didn't realize it was like a Ritz.

Molly: Hotel I.

Jessica Signed, you know?

Matt: Yeah. Who needs to eat and be boozy when we're just here to podcast?

Jessica It was fun. I mean, I. But I do. I do want them to eat and be bougie. I just. That's for them to have to pay for it more. I don't want to have to pay for it more. Like we don't like I can. Paper flowers are just as good as whatever crazy, you know, art stuff they have going on. I can share.

Molly: It to the Gaylord. So, you know it's going to be.

Jessica No, it's MGM.

Molly: Oh, it's at the MGM.

Matt: Oh, okay. Yeah.

Jessica It's on the MGM going.

Matt: To podcast, and we're going to put 50 on red.

Jessica We're gonna go talk about this. It is a Vegas hotel in the middle one. Yeah. Yeah. And I mean, the. It is cool. I'm not trying to ditch the hotel in any way. It's going to be one of the coolest experiences ever. Yeah, it's like, Yeah, but that doesn't mean I need to do it again.

Matt: Yeah, it could be like a one every every few years. Things. Hey, this is the year we're gonna pop off again.

Jessica The one in Scottsdale. Like, it wasn't too fancy of a hotel, but because they have the. Because the outside is fancy, That's, I think, where I want to go next year. Like, I want the outside to be fancy. Let the fresh air.

Matt: I've had some good, warm.

Molly: Weather, I think some.

Matt: Trees.

Jessica And let the fresh air. Yeah. Be a name, are you? And then the inside doesn't matter. But in this case, it's Washington, D.C. The inside has to matter because who knows what's going to happen outside. Like at any given time. It could rain. It could, you know, like it could be too hot to humid. Like every month is every month on the East Coast is like me. You lived in D.C., You know, it's a crapshoot every day.

Molly: Yeah. There's like nine different seasons. And like, right now they're in the seasons. It's like the what do they call it, like the the fake spring or you think it's spring and you get all excited and then it like snow. That was.

Matt: Last week. Yeah. When it was like 70.

Jessica 75 degrees like raining and snow. 35. Yeah. It sucks here.

Matt: Yeah. Terrible.

Jessica So I think I will. I think instead of using the hotel for ambiance next time I'll try to use the outside again. I was thinking maybe San Diego somewhere there's a beach.

Molly: You see, I love that because I think when I really think back to all the most memorable experiences that I had, a SHE podcast, they were all outside. It was sitting at the pool bar or sitting around the pool, all of us laughing and joking with each other, you know, not caring about how we looked in our bathing suits and just being like, exactly talking shit about the other people at the hotel. Remember that one guy? Oh, my God. But like.

Jessica Yeah, dude. Yeah, that's the one guy where you were like, you were like everyone was sitting in their bathing suits and being completely, completely not self-conscious. And I was like, Except for in my head, I was like, Except for the one guy.

Molly: Except the one guy. And there he was representing.

Jessica For all.

Molly: One guys in the world, I think. But yeah, but yeah, all the experiences or, you know, sitting on one of the little couches or sitting in one of the little like firepit, there's a lot of my areas

are outside. And you're right, because you go to Orlando, it's like, oh my God, no offense, everybody doing stuff in Orlando. I really don't want to spend 20 \$500 to go to Orlando again. So like, I love that you move it around because it's like, you know, at least semi someplace else, but not Orlando. I can spend more money to go to Orlando and then it's so hot outside that you don't really want to be outside. And then you're breathing recycled air all week and you're walking. And so I think you're on to something there. I think San Diego would be lovely and and to have beach experiences and it's been more like getting some actual sun party. I think you're on.

Jessica It so much. I mean, you even need the beach in San Diego is not even the thing, right Because that weather is always freezing flip and cold. But like everything is cool outside in San Diego, it's all like when I my sister lives there. When I first visited her, I'm like, what should I pack? What's the weather? She just gave me a thumbs up. She's like, It's this all the time, thumbs up. And I was like, Cool. I mean, yes, it's like 75 all time. It's beautiful. And actually, I mean, the reason I started bouncing is because I wanted to go to cities I'd never been before. I've never been to Phenix, I've never been to Atlanta. That was the first one. I mean, obviously I grew up in Washington, D.C., but like I said, I just needed a break where I could drive somewhere. And I've been to San Diego because my sister lives there. But like, I don't know, Malibu, Monterey, there's tons of different.

Molly: Yeah, like.

Matt: That's also going to retain people that come get new people that come. Because if you're just doing, like I said, Orlando, every single year, people are like, I can skip this one because I won't go back there in two years. Whereas like, you move it, move it, and it's like, oh, local people see a pop up boom and and they get on the train and want to keep traveling to the next one.

Jessica And yeah, I'd like. And I'm also like, yeah, I like the idea that like East Coasters can have access, easier access one year West Coasters can have easier access when you're I think it's only fair.

Molly: I agree. I agree. Well, and it's so ironic you're doing it in D.C. because I live in Costa Rica now. I'm like sort of you know, like, I know I would have been literally 20 minutes from my house, but.

Jessica I know, I know. That's a shame. But yeah, I mean, I know it would have been.

Molly: But I'd still.

Jessica Rather.

Molly: Than be 20.

Matt: Minutes away.

Jessica For. Yeah, you've got the life. Don't complain. Look you with your, you with. You're like bleached under-eye you have the under eyes of arrested. No childless woman is what you have.

Molly: That's that's. That's denial right there. That's when I.

Jessica Use. You have no dark circles, no wrinkles. You're like living the dream. Maybe I'm like. I'm like, growing. What are you talking about? You look 30.

Molly: 30.

Jessica You don't sound.

Molly: 30. 27. Yeah, I'm going to start lying up. I'm going to tell everybody I'm ten years older than I am. So people are like, You look amazing for 57.

Jessica You look young. But I mean, then you open your mouth like.

Molly: I get that a lot, shockingly is not. But you.

Jessica Look young. You look like a young Irish princess and then, you know.

Molly: And just snarl like, What's up.

Jessica Assholes?

Molly: Yeah. And I keep my and then I sound like a truck driver. Anytime anybody ever imitates me, they're like Ira. I'm like, Why does everyone do that? Like, when anyone mocks me or tries to sound like me, they make me sound like a truck driver.

Jessica I take. I mean, I would just do like more of a bored, like, irritated. Why am I here? Kind of like, this is my Molly.

Molly: I know I was on Mad like I listen to our podcast. I'm like, why do I sound and look so angry all the time? I'm really not. See.

Jessica I think I sound like a maniac when I listen to myself. Like I'm like, I don't know where she got this annoying spastic energy, but please stop talking. That's how I hear myself. I'm just like, She sounds like a fucking maniac, like a maniacal yawn. So I hear.

Molly: That same thing. I just texted Matt earlier. I'm like, I just listened to our last magazine. Like, why can't I just shut the fuck up? I'm talking more than the guest. I was like, He's like, No, it's a good episode. I know, but like, I really need to speak less. Like, good Lord. But hey, man, that's how you get better, right? You listen to your own content, you cringe a little bit, but you

hopefully get a little better next time, or you just accept and love yourself exactly as who you are.

Jessica I mean, it's hard, though, like after every interview like this, I almost always email the hosts and go, Thank you so much for having me. I hope I didn't talk to you much every time. I'll probably do it today because I'd be like I hog the show, but I'm again, you're the guest host.

Molly: On the show. I hugged the last show. I wasn't the guest. Not. Yeah.

Jessica You know what I mean? Like, you don't want to hog the show if it's not your show.

Matt: Well.

Molly: You know, I invited you on here to make you the star, because I really do. I really do. You know, it's so funny. I was looking at your bios on a she podcast and how you're like, you don't trust anybody, but you'll give everybody the benefit of the doubt. And I was like, Oh my God, that's so me. And then Lizzie's like, sweet on the outside, salty on the inside. I was like, That is so accurate. I love it. Like, I love a good, real bio, you know? Me too. So how did you get into the business of things? A little bit, you know, Let's do it, people. Everybody's a big critic, right? You know, I was in, you know, entertainment for a long, long time through big events. And everybody's a critic. Oh, they should have done it. They should have done that. But what people don't understand is there's huge financial risk at stake. Right. You know, and you've definitely dealt with that with not breaking even or COVID. You know, you can really be out of pocket very quickly. And so how do you guys manage? You know, that's a lot of risk. You're taking a lot of risk, right? And the reward can be great, but it's not always financial. So how do you how do you navigate how do you navigate that and how do you how do you, you know, ensure that you can make enough money to keep the lights on, so to speak? Like how are you getting sponsors? How are you navigating all of that kind of stuff?

Jessica Prayer and therapy.

Molly: I heard that.

Jessica Because, like, it's not the first year was financially lucrative, but the last one, the Arizona one, I lost quite a bit of money because I wasn't prepared for the pandemic. And this year, this year's a crapshoot. I postponed the event from October to June because we didn't have enough ticket sales. I didn't have enough money. Right. So it has to work this time come hell or high water. So it's a pretty under the gun stressful experience and one that. I don't know that I will do another event unless I know the way I knew the first time. People want it and they want to come and they are going to support it and they're going to sponsor it, etc. and so forth, because an event like that. I see a lot of other event planners that are like, Oh, it's a labor of love, but like, it doesn't need it shouldn't be that. No, I mean, it is nice to hold a space for people, but, you know, but I have a pretty good business sense and I mean, obviously not enough. I mean, like I signed a hotel that was pretty expensive. That wasn't the best decision on my account because, like, but, you know, like, I was very I was very, like, pulled in by it was right after the Arizona event. I was I would say like, if you're an event planner, don't sign right after your event because you're still on a high from being there and the people that are there. But but then you don't think like, wait, can I really get this many people at this hotel for this time period, like in the middle of October, no weekend? Like, there's like the other thing about this hotel is that it's a casino, which means they don't do events on weekends because that's when the gamblers come. So we have to be in on like, you know, we start on a Monday and we end on a Thursday because we can't mess with their with they're not you know, they're gambling that. So for women that's not always the best scenario. Like they can't always find daycare in the middle of the week and in October. So I was happy to move it to June because I was like, at least some of these kids will be in summer camp and it won't be an issue. Maybe it will, you know, like, like free up other women to come. But navigating, it's very hard. It's very hard, especially when you have a staff like there have been there have been months like between October and now that where we hadn't had revenue at all. And I just sort of have to float it until it until it arrives. It's hard.

Molly: I get it. It's really hard. I get I my my last company, one of massive we did a lot of events and I like big events and yeah you take a big risk. Like I have a friend that does a national cannabis festival and you know, everybody wants to be a critic and they should do this and they should do that. I'm like, Cool. Are you putting \$750,000 of your own money on the line because she's doing a cannabis festival on federal property the day of the event, they could just go, No, no, we're locking the gates, it's a wrap. And and she literally loses \$1,000,000, right? So people don't always understand like how much of a of a risk and and the emotional drain of an event. Right. And worrying are people going to come and be president. Right. Wanting to give away tickets for needing people to pay. It's a it's a tricky landscape to navigate for sure. You know, the one thing that I am, you know, and maybe I should be more active in this in this role here is, you know, people need a sponsorship. I guess people need to put their fucking money where their mouth is, right? Like if you are all about diversity and inclusion and being supportive of women and sponsorship, I guess like you don't have to be in the podcast industry. Do you want to show up for a whole bunch of women who are like kindhearted and like, you know, really good people

who are trying to create platforms and give people voices and express themselves and create community. Like if you really if you, you know, if you really about that life and like sponsorship, I guess, you know, put someone in the audience. Yeah because and there's lots you guys give it a lot of opportunities you can sponsor the key cards for people's hotel rooms. You can sponsor coffee in the morning, you can sponsor a yoga session. It's all stuff that's already like created for you and you just give them some money and they put your name all over it. You don't even have to be there. It doesn't. You don't even have to send people there and spend extra money to save it. Just show up. In fact, it would be even better if you just for once, you know, like in general, like corporate America could support women without having to make a big deal about the fact that they're supporting women. Maybe you could just cut the check and not have to make a huge deal about it. Maybe you just like if you really care about diversity and inclusion, then then then stroke those checks, you know, because these are women.

Jessica There are.

Molly: Go ahead now. Go ahead.

Jessica I was going to say there are a lot of podcasting companies that make a big deal about supporting women, underrepresented voices that don't that don't sponsor me for one reason or another maybe. I mean, they do run their own little cohorts where they invite people to learn podcasting from them, which I guess is nice. But like, you know, I don't know. I just wish that it applied to everyone, I guess. But it doesn't always. It's kind of a shame.

Molly: Well, I agree, especially since I guarantee you there's players from those organizations that have banished podcast who have benefited from G Podcast Network, who have benefited from those events and who have made money off of of your audience in your community. They should definitely be buying back into that system instead of just taking from it. Right. But I guess at the end of day, that's what taking space be.

Jessica Really nice.

Molly: Privilege is all about. So maybe we'll put a little heat on. I'll be your pit bull.

Jessica Thank you. I would love that. That you're a perfect pit bull.

Molly: They can't cancel me because I'm not affiliated. She podcasts. Yeah, take it out on me, man. But. But I really do feel that way because none of your sponsorship packages are out of control. Expensive. And I'm sure that you would be willing to work with people if they say, I really like to do this, but I got a little less than what you're asking for. I know. You'd be one to make adjustments. And I just hope that we can move into this era of, you know. You know, if you're really about that life, if you're really about diversity and inclusion and you really, you know, and not just on International Women's Day, but on every day. Right. You know, then then throw some money at this thing and help us make it sustainable because, you know, nothing can ever be successful if it's not truly sustainable and if just Yeah. LC Or.

Jessica Teetering. I'm not going to lie. It's teetering.

Molly: Yeah, it's only.

Jessica March, but like, I don't know if it's sustainable, I, I do not have a large enough sample size with three events to know if it's sustainable because, because the pandemic just threw a wrench in everything. So like, even though I know that like most governors have lifted bans on masks and I mean, you can't declare that it's over, but certainly that it's less of a threat if you keep getting vaccinated. You know, it's still not predictable. And I don't gamble. Yeah, I don't like to gamble. It is a huge risk. I don't like risk. I didn't want it to be a risky situation. In fact, that first year I did a Kickstarter to make sure that it wasn't a risky situation. I like went out of my way to ensure that I wasn't going to risk too much. But, you know, once you're in it and you sign a contract like, I mean, there was no way to predict that. But like still, once you're in it, you're you're in it for what's on the paper, whether you can do it or not. So we got to do it and it's got to be and it's going to be great regardless of how many people are there. But I mean, I think the more the merrier because you just get to know that many more people, you get to, you know, learn that many more things from other people. And yeah, like you said, like it's it's great to be able to sit and chat with people you would never otherwise be able to meet, which I think is so valuable.

Molly: Yeah. And you go home with those connections and you go home feeling, you know, like your cup is, is full. Like I got to room with Kerry, you know, in Arizona and, you know, we we'd be like, we really need to go to bed. We'd be up until 2 a.m. talking and realize like how much our lives parallel one another. We're like, Well, no wonder we get along when literally the same.

Matt: About the same pretty much every time we have a guest on here. It's like them and Molly be like remember we did this as you podcast. Yeah. Oh yeah yeah.

Jessica Cool.

Molly: Like Lauren Grimshaw And yeah, I mean I love.

Jessica Oh yes, I love.

Molly: Her. She was just online. Yeah.

Jessica There's some very cool people to come and hang out with. Absolutely. And I mean, look, my whole career started because of an event. I met LC in-person at an event in Vegas. We started the group. I was only six people. I just wanted those six people to give me advice. I had no idea that it would be 21,000 people and a podcast and an event and all these other things. But like, but there are so many people that have told me, like my entire trajectory changed from coming there because I met this person and then we started doing this together and then this came in to that, or I met my new producer, my new clothes, my sponsor. So their event in person events are life changing, and if they're funny, all the better first year.

Molly: I mean, this was my space in the podcasting world. Change a little bit. Coming to she podcast, The Atlanta one, I drove down with my memory shares and I created that little living room and I did like 26 interviews over the course of three days.

Jessica Yeah, you are busy.

Molly: That weekend I went to the Airbnb event and cried for an hour. I was like, I really I did. It was like all over and everything was packed and I got back Airbnb and I just started sobbing and I was like, I don't even.

Jessica Know why.

Molly: I'm crying. I think it was just like.

Jessica Probably just.

Molly: Exhaustion, just exhaustion. And so I wasn't sad and I was just like, Why? But I mean, I made friends with people. Jody Kenney I mean, I mean connections with people. That's when I met you. I'm like, You're all like, still in my life. You know what I mean? And I'm so grateful for that. And I think that's what people don't understand. It's always about relationships, right? Everything in life is always about your relationships, you know?

Jessica Are you empathic? That's probably why you cry, because you probably pick up on everyone's energy and it's exhausting. Oh, for sure. Not empathic, but like. But I'm more observant than empathic. But my husband is. And I know that being around a lot of people, as much as he enjoys being around other people like you just in what they're holding, it's hard to hold it all. So that's probably why.

Molly: Well, I'm 26 interviews, right? And each woman I was like, So tell me your story then, like in interacting on this fine, asking questions, I really enjoyed it. But at the end I was just like, I got nothing. I'm just a void. I'm a void. B the.

Jessica Cartoons and a pizza.

Matt: Series.

Molly: I bought a glass of wine and I just cried. And even at the time I was like, Why am I crying? Like, I even tried to identify the emotion. I was like, I literally cannot figure out why I'm

crying, but I couldn't stop for like an hour or so. Yeah, that's crazy. Yeah. So it might seem mean.

Jessica But I'm nice.

Molly: Actually, I'm just a big softie. Really. I've just been weathered by life. It's not my fault I'm salty. I blame men.

Jessica I like you exactly the way you're. I wouldn't want you to be any other way.

Molly: Well, they were less salty.

Jessica I'd be disappointed.

Molly: I know, right? Who's got somebody going to wear that hat, you know? I mean, somebody's got to be. Yeah.

Jessica It will be you and me. I'm pretty salty.

Molly: Well, we're solid the on the outside and sweet on the inside. So there we go.

Jessica Don't tell anyone a match.

Molly: Well, on that note, I'm going to do I'm going to put some effort into reaching out to some folks and putting a little pressure on to see who can get you sponsored and, you know, get some money in there. I really want to come to you guys. I need to chat with you about that. You know, I got to come back anyway. Flights are not cheap. They're like 1500 bucks from Costa Rica, but.

Jessica Ouch.

Molly: What? I know.

Jessica Oh, my God.

Molly: I know. I Then the worst part is you land and you're in D.C. It's like, Oh, Oh, no.

Jessica Now. What a disappointment.

Molly: Don't get angry. I shouldn't say that. I love DC. I just moved away from there. And then I've spent a lot of money to fly back a whole bunch of times. Yeah.

Jessica Painful.

Molly: So can we. So San Diego will be nice the next year, right? Like, it'll be like, Oh, cool. Like, at least not flying back to the same place that I just left.

Jessica But I tried to leave. I ran away.

Molly: Yeah, but. But my dad will be happy. I'll get to hang out with him. But, you know, you know, I'm always down to help in any way that I can. And, you know, I don't need anything for it, But I'm a big fan of She podcast, so, you know, feel free to put me to work because I do have the utmost respect for you and LC and everything that you're doing. And I want everything to be sustainable. I want it to be a huge success because that's what it deserves to be, you know.

Jessica To me too. And and not just for me like I like I want it to be sustainable too. I want it to be something that I can do over and over and over with ease. And the pandemic has made that difficult. But I'm hoping now and this event will get over that hump so that it can be a little easier. I have a lot of teammates that are very dedicated to helping me, and a lot of friends like you are dedicated to help me. So thank you. I mean, even just having me on today is a huge help. So thank you. I really appreciate it.

Molly: Well, you're you're very welcome. We'll make sure to make lots of little clips of this and put it all over the Internet and get some and some movement towards those sponsorship packages. So.

Jessica Hey, thank.

Molly: You. Yeah, absolutely. Well, Jessica, thank you so much for coming on the show today. It's always nice to see your space and hang out with you for sure.

Matt: Yeah.

Jessica You too. Thank you guys so much for having me. It's been delightful. I've missed you. I'm glad we got a chance to talk today.

Molly: Me, too. And so, you know, before we go, what is the best thing people can do? Go to SHE podcast.com and buy a ticket. Is that the short answer? Yeah.

Jessica She podcast live. If you want to learn more about that she podcast live dot com. We're also doing an awards show this year so you know podcast the Dundee's perhaps the one you're listening to you right now that you know fits into one of the categories you can go to Sonic Bloom awards dot com and nominate someone for all different kinds of categories podcast of the year and you know gender justice award and all kinds all different ones Molly probably fits into several yes nominate.

Molly: Most ridiculous person and so the end before we go I want to I want to lead one last thing with our listeners. You know, if you believe in something and you want to support it and you want to see it grow, then you have to you have to actually physically support it. You have to financially support it, right? And so even if you have no intention of going to SHE podcast guys, even if you're a dude who's like, I don't even think I'd be welcome there. Would you would We don't really disagree unless you're you know, we don't dick about it and there are male inclined to be don't come to orgasm and create a man cave okay because that's the opposite of what SHE podcast is all about. And maybe work on a man library might serve you better. But I digress. You can still buy a ticket as cheap, I guess, and not go. You can go on there and say I'm a by ten today and I'm not going to go. I'm not even going to give these to other people. I'm just basically throwing a couple bucks at this this event and this mission and everything that it represents. And you don't it doesn't like I love the pay it forward and you buy a ticket and that's cool. I love that. But you could also just buy it. And I'm I come from somebody who did events for 20 years. Okay I, I RSVP I go to Alex Sanfilippo goes Pod Pro events just to be another member in the audience. I show up I support I don't you know, I would buy tickets to my homies events back in D.C. No intention of going. I would not ask you the guest list. Every time I'll pay the 12 bucks, I might help you sell another ticket so you don't have to go to SHE podcast to go on there right now. Log in and buy a ticket and not even worry about giving it to somebody else. Just support the event to the tune of one ticket. You know, it's really not that much. Even if you're looking at the sponsors, your packages and you go, I really can't pull that off. But you know, we could buy three of these tickets then and then delete the Eventbrite email and keep it moving, you know, and there's no harm in that because at the end of the day, that money goes right back into the till and it helps keep the whole thing sustainable and everybody wins in that sense. You know, that way you can still contribute without having to be a big time sponsor, and especially if you're somebody who just likes to do nice stuff with that recognition, like I'm a sucker for a go fund me. I have donated to so many people's go fund me that that's really valuable. Like, that's substantial shit, I'm not 32.

Jessica But I know I do the same thing. I got to stay off that site. It's a money sucker right out of my while. I cannot stop.

Molly: So instead it's like she, my guys give you like that some happy stuff and I want to support that. Even though I'm not going. You could live in another country, You could live in California, you could be a dude, you could be anybody on the planet, and you can still buy a ticket to she podcast and support the movement that way. So if that if that rings any bells, don't waste any time. Head over to the website right now and buy a couple tickets and and. In sport, the things that matter.

Jessica This is such a good idea. I'm actually I think I'm going to I'm think I'm going to ask that of the audience. You can't go this year. Buy a ticket and do and you do a away. It will help immensely buy a ticket and do a giveaway just I mean, not even just to get people to come, although that's what I mean. Like you said, just throw the ticket away if you don't want to come. But like just to support. But I mean, what a cool thing to do, though, if you can't go.

Molly: Yeah. I mean, people are buying pain of word and Starbucks lines where people can afford Starbucks. So like instead of that. Right. You know, because because what happens is the people that do come quite often are people that are saving a lot of money to get there. They're sharing rooms with other women to cut down on expenses. They're eating apples and oranges in their rooms and offset some of the expenses. You're doing an Instacart order like I did with some wine delivered to your rooms? Yeah.

Jessica Actually, this year we're serving breakfast every day.

Molly: See? So, you know, by making sure the event is. Yeah. You know, but.

Jessica It does happen to make sure everyone gets breakfast. Yes.

Molly: Then it goes a long way with the community and it could change somebody's life in there. I mean, there's people who are disabled there. There's young black, queer people there. I've never seen a young black queer people in any other black ask him, like, what? You've created such a safe space for everybody there. And I just think it's so important. So, so enough of my soapbox thing. But yeah, go buy a ticket. It become a sponsor. If you're about that life, then put your money where your mouth is, especially if you're a bigger company. And if you're reporting like \$1,000,000,000 or millions of dollars in profits last year and you haven't sponsored she backers like I don't know who you think is on your platform, but it's a whole bunch of women. So you might want to really consider taking some of those millions of dollars that you just reported on paid News last week and throw them towards a community of women. Okay. So yeah.

Matt: And then lastly, if there are awards, you better damn well vote for Camp Compton. That's right.

Jessica That's right. Nominate her. Vote for her if you love her. And how could you not?

Molly: There you go.

Matt: Episode of the year Camp Contents, right? Yes.

Molly: That's right. So on that note.

Jessica Thank you. Thank you. Thank you. Thank you. Thank you. I love you. Thank you.

Molly: I love you right back. And I can't wait to see you in a couple of months. Meeting in the flesh.

Jessica All of it.

Molly: Excellent. All right. Thank you so much. And we will see you.

Jessica Thank you so.

Molly: Much. We will see you in Washington, D.C.. Her She podcast. What are the exact dates again?

Jessica 29. No, sorry. June 19, 2021. No, wait. June 21. 22. Nope. Hold on.

Matt: Late June Agent You know.

Jessica It's like if you go.

Matt: To the website, you'll find it out yourself.

Jessica 19, 20, 21.

Molly: There you go.

Jessica 19 through the 20 seconds. Shit. I'm sorry.

Molly: You know, she podcast dot com is everything you need to know. And we'll make sure we.

Matt: Have a website.

Molly: We'll put all the links in the bottom and we'll put the dates right in the show notes. So everybody. Thank you. And if you are planning on going. Hit us up at Heartcast media so we can plan a little rendezvous. We'll probably be the shore booth most of the time. We're going to we're going to crash that party, if you will, but not really. We love short products, so we'll probably be hanging out with Laura quite a bit. So if you are coming to she podcast, definitely going to stuff. We'd love to meet you. We love to chop it up with you. Maybe do a shot of whiskey at the bar. Just kidding.

Jessica Yeah, or there's a lot of bars and drinks.

Molly: All right. On that note, thank you all for tuning in to Camp Content. We appreciate your time. If you found this relevant or valuable or you know, of some people who would like this sponsorship, I guess, go ahead and send them my number. And I'm to send them this podcast and hope they get engaged. Right. Are you DIY experts out there? Let's see what's up. Let's

see what you got. So on that note, we'll catch you next week on Camp Content. Have a great Saturday. I.