

FINAL LOB EPS406 Jenna Capozzi

[Liz Theresa]

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I'm your host, Liz Teresa, and I help you launch, build online businesses you love. This podcast is all about entrepreneurship, and I hope you like it. Hey, everybody.

Welcome to another episode of Liz on Biz.

[Jenna Capozzi]

Here with me today is Jenna Capozzi. Welcome to the show, Jenna. Thanks, Liz.

I'm happy to be here. I haven't been on a podcast in a while, so. You haven't?

Oh, so you've been out of pod practice. Yes. And mine's very hype-y.

Like I do, that's my big opening. I think other people are like, welcome to the show today. Yeah, and then it goes on for like 15 minutes on the intro.

And I'm like, well, that's the show. You pretty much said everything. Yeah, like if you read somebody's whole bio, why even ask them anything?

It's sort of like movie trailers nowadays. Yeah. Just like, I'm like, stop, stop showing me what's in the movie.

Well, that one with the dog called Good Boy, and people were worried he dies in the movie. But he doesn't die. They had to tell people he doesn't because otherwise people wouldn't go.

Exactly. Because it's a dog. They're like, I can't see the dog die.

And I was like, I've seen movies where, I mean, it is sad when, I think it's because animals are so helpless that it's sad. Yeah, they don't talk back. You know what I mean?

It's just easier to love. Yeah, like they just love. They don't do anything.

My dog loves me so much. I'm like, I don't deserve this dog so much. I think every dog.

It's not your only dog, but yes. Right. Hey.

It loves so hard. It loves so much. Yeah, unless they're awful.

But like, I don't know. Yeah, I had a cat that was a nightmare like a long time ago. Yeah, I'm not into cats.

I'll be quite honest. They can be horrible. My mother had 22 cats when I was growing up.

While you lived there? Yeah, this was, my mom, you know, we lived in like a legit tree house. So she wasn't like, so none of the cats were neutered or spayed, which is fine.

I don't actually do that with my dogs now. But there was no control. So they were all outside, but 22 cats, all named.

She would feed them all. It was, it was a little ridiculous. We lived in a tree house.

Yeah, I grew up in like a tree house. How so? Is it sad?

It's not sad. I think my mom thought it was cool. It was like, this is the seventies.

It was hippie. It was like a very, it was like a famous architect tree house, but like legit no heat. Like you could see through the floorboards to the ground.

Like she ended up modernizing it through the years. And then when she passed away, we sold it. And I'm like, this would have been a great thing to hold on to.

It was like a unique Airbnb. Yeah, it would have been an Airbnb. Yeah, for sure.

But my sister was very worried about people suing us because it's a little, like it's in the back of a canyon and it's up a hill. Anyways. And this is in like the Chicago area?

No, actually, I grew up in San Francisco Bay Area. Thank God, because in the winter, like. Oh, I would have died.

Yeah. Because I was like, wait, wait, you're in Chicago, but that's good. That's I mean, better that you were.

Yeah, yeah. And then you don't, you have dogs, but you say that you shouldn't spare neuter dogs. Yeah, I, so I don't vaccinate my dogs and I don't fix them.

And it's so interesting because I have no idea if I'm right or not. It's just, it's just something that just made sense to me. Because Bob Barker really doesn't like that.

Oh, oh, Bob Barker. I remember Bob Barker. He gotta be gone.

I think. He wouldn't be a thousand. But he used to tell us what he said at the end of every show.

Spend neuter pets. I'll see you next time. Oh, yeah.

Like what he said. Anytime people talk about it. I'm always like, oh, Bob Barker would have something to tell you.

Well, it's interesting. So I work up in Toronto now. And I was staying at this hotel.

And this man had these cute, cute puppies. And I was like, wow, your puppies are so cute. How old are they?

He's like, this one's 25 and this one's 26. And I was like, wait, like what? Like human years?

And he was like, yes, absolutely. And I said, why? He's like, I don't spay.

I don't neuter. And I don't vaccinate. I was like, wow, that's amazing.

These dogs looked like puppies. And then he went into this whole dissertation about, you know, it's just it's very toxic. And dogs end up with a lot of cancers and the food and the stuff and whatever.

I'm like, oh, it's interesting. I mean, I think it was more about lazy for me. Like I would just do the initial ones.

And then I was like, I don't have time to go to the vet. They look fine. They're healthy there.

And we have a huge backyard. I'm like, they're good. You know, that's why you read about it, like an elevator.

Because I go on an elevator. You were on an elevator. I was on an elevator.

And this gentleman walks in with these two puppies. And I was just like, you know, you're being conversational because I think all dogs are puppies because they're babies. Exactly.

But yeah, a 26 year old dog. Yeah. I mean, you know, elevators are awkward, right?

Literally standing this close space with someone. So I've tried to push myself to just be more in communication when I'm in an elevator. So I was like, it was great.

He had dogs. Easy thing to talk to. So I'm like, oh, how old are your dogs?

Thinking he would say eight, maybe five or eight. Yeah, he was like 25 and 26. And I was like, wow.

Two weeks later, I went back to that hotel and I ran into him again. I was like, oh, you're here

again. He's like, I live here.

And then it became a very sad story because it's like, it's really sad. I don't know if we want to go there. Sorry.

He ended up telling me a very sad story and why he's living in the hotel. But his dogs are doing amazing. So his dogs are still at least the dogs don't die at the end of the sad story.

They don't totally. Because I was like, oh, I got a sad story. I was like, oh, no, something happened.

Like, they got hit by the L train. Or wait, is this Chicago or Toronto? Toronto.

This is in Toronto. You live there now? No, I work there.

I live in Tampa, Florida, and I go back and forth between Toronto and Tampa. Wow. Cold and hot.

Cold and hot. Exactly. It's nice.

My immune system does really well. They love that. Your blood is very confused because it's like, I'm going to be like this and I don't know what to do.

Although it's 40 degrees in Tampa today or 45 or something. It's nice and cold. It's cold here.

I mean, let me see. I'm in Boston. It's 54.

I think 54 is like. It's cold. That's hot weather.

Yeah, that's what you all say. I mean, in Canada, I think that's what it was last week in Canada. It was like in the high 38s, low 40s.

And I was like literally freezing. Yeah. I see a three.

I don't leave the house. That's how it is. And I live in Boston.

I just don't want to anymore because there's nothing out there. What's out there now? It hurts a little bit more the older you get.

It actually like hurts my skin. I believe that. Yeah.

Yeah. It's just it doesn't feel that good. I don't know if I'm missing anything.

[Liz Theresa]

I can do a lot here. I don't know. The person, the guest before you was like, go out, live your life.

[Jenna Capozzi]

And I was like, yeah. And I'm like, it's the right temperature. Right.

If the elements are just correct. There was this lady that she did a reel and she's like a comedian. Yeah.

God help me if I remember her name. But she was about eating outside. And she has a show with her twin sister.

And they talked about how when you go to a restaurant and it's really nice and they're like, oh, inside or outside? And you say inside and they're just shocked. And it's just like, whoa.

Whoa. Guess, guess we can let you sit in. I guess we could do that.

Like I said, you're going to miss out. Right. Outside is their response is we know what's out there.

Just came from there. Exactly. And more of that.

There's nothing worse than going to sit outside. And then there's like a bee. Oh, yeah.

And then I'm the one that gets up. And then other tables are like, oh, what's her problem? I have all these problems.

And I don't want to be stung. I've never been stung either. So I'm a wild card.

We don't know what's going to happen. Yeah, you are a wild card. Like, I don't know what would happen.

Although I just read an article that they said that bee venom kills breast cancer cells or some breast cancer cells. Yeah. Interesting.

Scientists are experimenting with that. And I'm like that. And then you wouldn't have to be stunned by bees.

I imagine they could just put it. Yeah, I mean, I can say what? Yeah, you don't have to, like, be like, get like that movie where or just bring over a hornet's nest.

All right. Like, though, though, my mom has a friend. And then it would be sad if I'm her.

My mom has a friend. And I think the way the husband died, her husband had died. If you got stung by bees, God, shit.

Yeah. Crazy. No, you can say you can say it.

There was a lady that came on and was like, F you, F this, F that. But before we started recording, and I told a story about her the other day. So now I think she's going to reach out to me because I keep talking about her.

But I said, I told a guest because they were like, oh, can I swear? And I was like, oh, like, if you do, I get marked as explicit. So I'd rather not.

Because I think it's annoying if you swear too much. Yeah. And then, like, I told her what the lady that came on did that.

So I and I told the lady at the time, can you not? And she said, it's out of my control. And I said, I don't believe I think you're just being a jerk.

Like, I think that's just you're not a nice person. And then, like, I had and she was like a life coach. She's so wonderful.

Whatever. Right. Yeah.

Some life coach. And so I had my my production team, who's yeah, they beeped her out. And so her whole episode is.

And she kind of complained about it. I was like, I told you not to do it. Yeah.

And I would bleep you. And I wouldn't have beeped her if it was like once. Yeah, yeah.

That's the way she's. People listen with their kids, maybe. I don't know.

In the car. They do. In the car, in the car, in the gym.

I think those are the highest places where people listen, correct? I think. Well, you know, I feel like I might defer to you because I don't know.

But it sounds true. Car jam. I when I do something like walk or do dishes.

That's right. And then, like, my my friend Lee was on a podcast and he said that somebody listened to him using their smart fridge. And I said, that's really cool.

And I don't know if anybody's listened to me on a fridge, but I think I would have wanted to know. I mean, that kind of makes sense. I didn't even know smart fridges could like air podcasts.

This is my fridge is probably from 1990. My fridge came to my house. Exactly.

And actually, it has a dent in it. And I think that they got it at the Elon scratch. There's like a store in Elon where you can get scratch and dent fridges.

It looks like somebody just, like, bammed it with a car. Yeah, there's a huge dent in the front. And I just like put a magnet on it.

It was like, it looked stupid, but I'm like, yeah, sure. You like a little picture and then like put it up on your fridge cover. Oh, my God.

And when I got here, the shower, like in the shower, there was a Snoopy sticker. And I was like, oh, that's cute. The kids probably like Snoopy.

Anyway, after living here for like a month, I touched the sticker while I'm in the shower. Just happened to touch it.

[Liz Theresa]

It was a hole in the wall. And I just I like just pick up the sticker comes right off.

[Jenna Capozzi]

There's just a giant three inch hole in the wall that I'm like, we'll just cover this with Snoopy. Wow, that was a bold move. Bold move.

[Liz Theresa]

Yeah.

[Jenna Capozzi]

So I told my my cousin's a plumber. Great cousin to have, by the way. Oh, yeah.

A cousin who's a plumber. He's not a cozy. He would be a.

No, you wouldn't know him. Like, oh, yeah, because they don't know. Oh, so.

My mom's main name is Posey. So Jenna and I were talking that we may be 14th cousins. We are.

We're 14. But we just decided that's the way it is. Yeah, because we both came into New York and then split up.

Yeah. You guys went that way. I went this way.

Yeah. They probably argued over who was going to leave the tent or something. Never spoke again.

No, we don't know. Yeah. Funny.

Oh, but no, he's a plumber. It's good to have a cousin who's a plumber because that's a large thing. You could plow for me.

And it's like having somebody in the family that does cars, a mechanic in the family, a doctor in the family, a lawyer, lawyer. My ex-husband was an attorney, though. And I remember I said to him, could you write my cancellation clause, like my refund clause?

Because I don't think I should have to give refunds unless like I hate them. You know what I

mean? I hate you and I want you to leave.

I will give you your money to go away. Absolutely. Every time.

But if you hate me and you already signed up to like me. Goodbye. We're doing this.

I don't know. I make them, I drag their hair through the mud before they leave. But that's like my refund clause is a bit aggressive.

But I begged him to write it. And he was like, well, I'm not licensed to Massachusetts. I'm like, I'm texting.

Yeah, that could be annoying too. I was like, oh my God, just for four sentences he wrote. He was mad about it.

I bet he still complains about it. I thought about him today. I was like, I bet he still complains about me.

And I was like, but I complain about him well enough that it's funny. Yeah. In a funny loving way.

I think Chad GPT probably writes most of legal documents nowadays. I think that's true. You know?

Yeah, yeah. Dangerous aim, but accurate. Yeah.

You brought up a good point about the refund policy because, you know, it's interesting. I was coaching all last year and I was helping women all last year. And then I realized at the end of the year, because I did a major pivot.

Yeah. That it's like you're the reason if they're doing well, and then they don't want to let go of you. But you're also the reason if they're not doing well, and then they want to blame you.

And I was like, that neither one of those do I want to be. Or it can be true. Or it can be true.

Yeah, absolutely.

[Liz Theresa]

Well, so you don't do the coaching thing anymore? Because you do. You're a woman of many talents because you do the video production.

[Jenna Capozzi]

You do all kinds of things. Well, I started in the movie business when I was 19. And I, you know, from 19 to 30, I worked on a ton of big films and TV shows.

And I was living that life. But I had, you know, at 30, I was probably hitting rock bottom,

personally. And I realized that the more I was, you know, doing drugs, or the more I was promiscuous, the more I got promoted in Hollywood.

I believe that's true. Totally. And it's not even as bad as it is now, right?

And so I had a big wake up call because I was kind of on a dwindling spiral going down. And I was like, okay, that's it. I love the art of film.

I love nothing more than a team coming together and collaborating on a project. I love like people working together. But I was like, so I started my own company.

And so then I had my own content creation company. I used to have to talk people into why video was important for their business. That's crazy that you have to talk people into that.

Well, it was pre-Facebook, right? Right. That makes sense.

So they didn't know. It was all about keywords and blogs at the time, you know? And YouTube was so hot, though.

Not quite. I mean, it was just starting, right? I think at the time it was MySpace was big.

Oh, man. This is, yeah, I remember my top 10. Yeah.

Yeah, I thought about it the other day. Who did I meet? I met somebody and I said, you know, I like you enough.

I would have let you be in the top 10 today. And she was so excited about it. It was a big compliment.

Yeah, totally. That's amazing. Yeah.

Anyways, yeah, so that I did that for like 16 years until COVID. And then COVID kind of, COVID, quote unquote, shut me down. But honestly, like, let's be real.

I was bored in a minute. Yeah. I was just bored.

And so then I just dove back into other areas. Then you did the coaching stuff. No.

So after COVID, I actually got picked up by Sony Pictures. And I had the problem of like, how are we going to film virtually? And how are we going to take Comic Con virtually?

I had never been on a Zoom meeting in my life at this point. Right, right. And so I literally figured out in four months how to do Comic Con virtually.

I got 68,000 people to attend. I had like command centers all over the world with people like, you know, putting content up. And anyways, I won an award for it.

But it was like, it was, it was wild and wooly. I would never win the award today. It was just

because it was the first one done.

And I'll just leave it at that. But it was, it was, it was amazing. I mean, it was, you know, it was 13 hours a day of content, Friday through Sunday.

I mean, it was insane. That's a lot. It was a lot.

But we did it and it was cool. And then I was there for a bit and then went to an ad agency. And Samsung was my client.

So then I did all of Samsung's major commercials for all of North America. And that was huge and hot and won a bunch of awards there. And I was like, okay, I'm done with that, you know.

And then I had got, did some work for this guy. He paid me a crap ton of money to do marketing for him. I made a ton of money.

He made like \$4 million in like literally like five months. And then he's like, I'm going to close up shop and invest in crypto. And I was like, okay, yeah.

All right. After all that? Yeah.

And so I was like, oh, what am I going to do? And I just turned 51. And I was like, what am I doing with my life?

And that was like, I've told this story in other podcasts. I'm literally sitting at a red light. I'm in Tampa, Florida, because I went there for that job that was paying me like 40 grand a month with my whole family.

And I was sort of like, what am I doing? And I was just like, you know what? I have all this knowledge.

And I see other women similar to me at this point in their life. Either their kids are grown up or they're sick of their corporate job or they want to change or hormones are crazy. You feel sad and depressed.

And one day you're happy and one day you're not. Like there's a lot going on. Yeah.

Yeah. And I was just like, you know, I just want to create retreats where women can just step out of their life for four or five days and we can just help them with communication, with marketing, whatever that side hustle or the new thing or whatever. And just create a group.

It wasn't about me being the guru as it was about, again, a group. And let's just get out of town. And I did create these amazing retreats, actually.

We had an incredible time. Women did really well because they just started to gain the confidence that they could just create something outside of the family and the home or their corporate gig. Right.

That they weren't happy at, but they were doing. They live for the weekends, you know, and so that was really cool. And I had a fantastic year and it was profitable and I did really well.

But at the end of the year, I was like, I'm alone again running a business, which is the same thing that happened. I ran my marketing content company. I was alone unless I had a shoot and then I would have a team.

And so I realized early this year that like, really what I want for the next sort of 25 years in my life is I want to feel like I'm part of a team. I'm part of a group that I just love. But yeah, creating really, really great effects.

I don't want to be alone. You know, as you get coaching is lonely. Coaching is lonely as you get older as a woman.

And this was interesting. I think like women, I had women in their 60s, their 70s and their 50s, 40s. I even had some women in their 20s.

I would survey them all a lot. And I surveyed the 20 year olds. I'm like, what are you doing with all those old hags?

Like, what are you doing? And they're like, oh, we want to learn about future. What is future for women?

And I thought that was interesting. Oh, interesting. But then the women in like 58 to 70 were like, we are invisible.

People don't see us. Like I'm this one woman. She's gorgeous.

She's 72 years old. She's gorgeous. She's a talker.

And she's like, I literally can walk into a room or into a space. She's a bold woman. And I am invisible.

And I literally like it makes me emotional even now thinking about that. And I see that. And I've done that to other older women, but women especially, you know.

And so I got her to create her own podcast. She's so cute. She's doing it out of her bedroom.

And she's just communicating because I was like, why not? So she goes into grocery stores and she interviews people randomly. What's happening with their life and figures like her whole motto is like, if I can just like give them like a piece of sparkle uplift for even a minute, I'm doing my job.

And I'm like, yeah, that's a podcast. Go do it. I love that.

She just talks to strangers. She talks to strangers. She just goes in the grocery store and she's like, or she'll go out.

No, she has maybe like 150 listeners. But you know what? She's enjoying herself.

She's totally like, it's great. You know, it's the cutest and nicest. I love that.

That's like people that go in the store and they're like, oh, can you spot me \$5? And then they're like, I need to buy Cheerios for my kids or something. And then like the random person will give them \$5.

And then he goes, actually, now I'm going to give you \$5,000. And then the person that gave them \$5 was like, that was my last \$5. And then everybody cries.

Yeah. Or it's like that Shaq video when he sees that young boy and he's like, do you have a bicycle? And he's like, no, he's like, come with me.

And they're like, come on, hurry up and buy it. Yeah, yeah, yeah. Oh, I love that.

Anyway, Shaq is funny. He's cute. At my bachelorette party, I was at Bohigian Sun, which is in Connecticut.

And it's like, okay, you know, and I don't even gamble. But people saw I was my bachelorette, so people just get kept giving me chips. But I guess Shaq was there.

Oh, really? Yeah. In like the high stakes room or something.

And like, oh, that's amazing. Like it was only for people that like could bring an absurd amount of money to the table. The buy-ins probably like a million.

Yeah, it was funny though. I was like, oh, and then when I at my first wedding to the not good husband, Christopher Lloyd was sleeping at that hotel that night. And he was the only person sleeping in the hotel that was not at the wedding.

From back in the future. Yeah. That's amazing.

He's still alive. Yeah, he is. He's very good.

Yeah, he is. He's very good. He's very cool.

Do you know him? I haven't met him. Who'd you meet that was interesting?

I've met a lot of interesting people. I've worked with a lot of interesting people. You know, I have these like sort of weird nostalgic moments.

But for me, because I was a huge Johnny Depp fan, I got to work on Once Upon a Time in Mexico. Oh, yeah. And he's lovely.

Lovely, you know, likes his wine, but long talks, wine, you know, not with me, but like with the whole, you know, group of people. Yeah. Yeah.

And very, very sensitive and sweet. And very gracious and really, really good manner. So when I was watching the whole Amber Heard, Johnny Depp, I was like, he's actually a really good guy.

Does he have his own demons and have a total addiction problem? Absolutely. 100%.

Yeah, yeah, yeah. Like not, he's not a violent dude.

[Liz Theresa]

Yeah, yeah, yeah.

[Jenna Capozzi]

Little. He's a very like artistic, you know, very sweet, you know, open heart type of guy. Yeah.

Absolutely. Yeah. I had another really crazy time where, not crazy, but it was one of those nostalgic moments.

I'm in a limo with, I don't know if, a lot of people don't even know who these people are, but with Dennis Hopper and Cheech Marin. I don't know if you know who Dennis Hopper is. The names I know, but I don't know their faces.

Yeah. Cheech Marin's from Cheech and Chong. Yeah, that's why I, yeah.

Produced a lot of stuff with him. Dennis Hopper is one of our greatest actors. He died a little early, but he was Blue Velvet and anyways, it was just one of those, they're just known to be kind of these rebellious sort of guys.

And they were speaking at South by Southwest on a movie panel. And I was helping them as a producer or whatever.

[Liz Theresa]

Yeah, yeah.

[Jenna Capozzi]

So we had this tacky white Mexican limo with horrible, like, tinted windows where it's peeling off and like, you know, it had curtains on the windows. It was just awful. But it was like the only limo that was left.

And that was the one that picked us up. And we got stoned in the limo. And then they had to go speak on the panel.

And then they like, go get us tacos. So I'm like, stoned, going to get them tacos. I mean, not going to limo, walking into the talk, but the whole box of limos and sitting down so loud, ridiculous.

And then while they're mid, they're like, give me a taco. Like, I had to go up there and give a taco. Oh my God.

It was just one of those moments. It's like, yeah, you kind of just remember that, you know. I forget that.

Yeah. But, you know, when I worked on Nash Bridges, that TV show with Don Johnson, and that's where I met Cheech, we mimicked, it was very much like Miami Vice. And Miami Vice changed television because it had major stars on the show, major music on the show.

Nobody in TV had done that until Miami Vice. Now you see it all the time. Yeah.

Nash Bridge is the same way. So we had a lot of famous people that would come on the show. And I was in my 20s.

I was like, it was fun. Yeah, it was fun. It was perfect.

Man, I was, me in my 20s is so different than me now. Yeah. What was you in your 20s?

I just feel like I was so like, like, I'm so nice now. Not that I wasn't nice, but I was so like, I'm, I'm Liz. I'm going to do whatever I want.

Like, I was very like, and we're in our 20s. We're so like. It's very dramatic.

Yeah. It's very dramatic. You know, it was a lot of like, um, oh my God, I'm forgetting her name.

But isn't it ironic? That Alanis Morissette is a very Alanis Morissette. You know what I mean?

It was like, every breakup was like this, like, intense. Tumultuous and huge and massive feelings all the time. Totally.

And I have a 17 year old now. Yeah. And it's, it's, I look at him and I'm like, wow, very different.

Our, our upbringings and our struggles. It's. Yeah.

Well, you didn't have the treehouse life. Didn't have the treehouse life. That's true.

Yeah. He has other things, but he's just, he's just, he's just better than I am. He's just like, he goes to the gym every day.

Wow. I don't see that. And eats well.

And like, you know, like wants to, you know, finish high school. He's in his last year of high school. But he's trying to figure out how to finish early and wants to start cooking.

And I was like, I was like, where's the cute guy in the party? You know what I mean? That's where I was.

Yeah. Right. That's so funny.

I mean, I only have one and he's six. So it's different. Yeah.

It's like, he's, he's amazing, but he's different at six than I was at six. I feel like I was a younger six than kids are now. Yeah.

Well, they, they see a lot more. There's a lot more, I don't know, examples. I have an eight year old as well.

Yeah. Yeah. They do.

I do think they see more. Yeah. I don't know.

It's like, there's just, he's just different. In some ways he's like a lot like me, but then in some ways he's like so different. And I'm like, ah, I don't remember having these deep thoughts.

Like when I was six. Like some of the things that he comes out with, I'm like, oh, I don't know. Yeah, I know.

Totally. Totally. Yeah.

My daughter's been obsessed with like, you know, she's asked me like, have I lived many lives? And I'm like, cool. Interesting.

She's like, I want to know about like my last life. I'm like, oh, cool. You know?

And I'm just like, I just let her talk. Yeah. Interesting.

I don't know. I just go, he's like, where, what was I doing when you got married? Like to my husband?

And I was like, well, you're probably up in heaven watching me get married and being like, oh, that'll be fun. Yeah. I'll pick then.

And the ending was like, yeah, that sounds right. Yeah, I can go with that. I just love the imagination.

I think that's what gets, you know. So much imagination. And the imagination is how you create your life.

Were you still retreating now? Like what are you doing now? Yeah.

So now I, um, yeah, I did my last retreat I did was in January of this year. It was a gorgeous retreat. It was great.

And then I just realized I didn't want to do that. And a friend of mine, I sort of was like, maybe I'll retire-ish, you know, and kind of, and then my friend called me and he said, how's that

retirement going? And I was like, I am bored.

It's been a week. And he was like, great. I have an opportunity for you.

I think you should come up to Canada and check out this company that he's the CEO of. And it's two companies. So I went up there and I just fell in love with the executives and the group.

I literally could be everyone's mother, but it's really incredible. You look great though. You would.

Thank you. Yeah. Thank you.

It's the Italian genes, I'm about to say. But yeah, so I'm a chief marketing officer and a chief creative officer for two companies called YESA, which stands for Young Entrepreneurs Sales Academy, and another company called Canada First that just celebrated their first year and did \$15 million in the first year. Oh, wow.

Which is unbelievable. Oh my God. So I get to create, I have a team and I get to create fun, creative stuff.

That's kind of what you wanted to call in. Yeah, that's where I came back. I came back to that, but it's not on a Hollywood terms and I'm mentoring people there.

So I'm still have that teach and that drive to help. And it's just, and I have my group. It's like a great team of executives.

Yes, they're a little bit younger than me, but they're smart and they're fast and they're excited for life. And it's just like, it's really, it's, it's, I've gotten that bigger back. So yes, I travel every other week, but I'm establishing it.

I won't have to do that forever. Do they give you any issue when you're traveling or not really? No, not at all.

Yeah, I'm American. No, that's what I thought. But some people are having weird times coming back from Canada because of all the, I don't know, drama.

I think people just create drama. I don't know. I just go and I can't make a call, but I got plenty of other problems to have, you know?

Yeah, yeah, yeah. Do you still do the coaching stuff? I do.

Like I have it, like I'm going to jump on with someone a little bit later, like people that I think have a really great product or that I can be a part of or that kind of thing. But it's not, it's not reliant on like, I need this wherewithal in order for me to survive and my family to survive at the same time. So now it's more enjoyable.

I'm going to do another retreat with someone next spring and do one next fall. So I still have

those in place, but I'm like two a year. I don't want to do six or eight a year.

And that's a lot. That would be a lot. It was a lot.

It was a lot. It's a lot. It's a lot.

Because every time you do, when you come home, you're thinking about the next one. Exactly. Well, I would sell the last one to start sales for the next one.

But I was like... That's a lot of selling. It's a lot of selling.

I like to sell. But I like to sell when it's... Yeah.

But you also want to be like, oh, I got to pay the electric bill. Let me sell compared to like, actually, let me help you. Let me sell.

You know, I just... Yeah, let me help you. Let me sell is much more fun.

Exactly. Yeah. I live in that.

I think it would be... I think that that's where people lose their enjoyment for what they do. You know?

Yeah. When there's too much pressure. Yeah.

Like that. Yeah. Then you're like, why am I...

Why even do this? Yeah. I mean, anything that just comes down to a money component, the motivation isn't as high when it's like for something that has to do with duty or something you're really interested in.

Like if I can just... I live for aha moments. I live for speaking to someone to have them just be like, oh, wow, I didn't look at it like that.

Yeah. That feeds me 100%. I speak a lot.

So I do travel around speaking. I am still doing that, which is great. I was just in Toronto speaking up there.

And then I was in L.A. a few weeks ago. And so I love doing that kind of thing. What do you speak on?

I mean, I can guess because we've been talking now. Yeah. And so my speaking topics are either dealing with, you know, people starting off in marketing and advertising and really like, let's just demystify all the false information about it.

People think marketing is social media and it's not. Yeah, they think that. They did like, oh, marketing, social media.

It's like, no, that is publicity actually. And it's one command channel and you absolutely should have it. But don't worry about it so much.

Like there's the first step in marketing. The thing to boom someone's business is going to be a strategic partnership right away. You connect with someone, you have, you know, access to their audience.

And that's like the fastest way to get known. Right. And the whole point of marketing is audience.

Yeah. People say things like they hate marketing, they hate sales. I mean, it's because you don't understand it.

It's because people do hate things that they don't understand anyway. Absolutely. As a general rule, people hate anytime you don't like something.

Sometimes you don't like it. That's true. True.

But like a lot of times, like all conflict too, like with clients, for example, all conflict is miscommunication. I mean, like I have a client right now. I'm driving her batty.

I know I am. I know I aggravate her. But it's because like she is so unfamiliar that there's so much educating I'm doing.

Absolutely. It's like, well, I just want to have this like product. She's like, I just want to go create this thing.

And I'm like, well, no, but we have to do the brand. Like we're working on your brand first. Like we're really working on it.

Yeah. And I go, I go, a website can't exist until a brand exists. And then a brand, like we're working on the brand.

The website can't exist until a brand exists. A product can't exist until there's somewhere to buy it. I was like, these things have to go.

They have to go in that order. And if you skip the line, it's not going to work. Yeah.

That's what people don't realize. Or I think it'll be much harder. Yeah.

I mean, communication is key to the whole thing, no matter what you're doing. And that's what you're doing in your brand is you're trying to determine what is that messaging and it can change. And that's okay.

Yeah. You've got to reoccupant. Absolutely.

You know, my whole thing right now is pivoting because I've done so many pivots since turning

50 that I'm just like, and each pivot has been successful because clearly I have knowledge, but it's also like not, I think, I think like when you were younger, you kind of stayed in something with hopes and dreams that it's going to keep growing into something else. And absolutely things did. But now that I'm older, I'm like, I don't have the time to go invest, you know, like Yeah.

Be miserable, you know, in something. So I'm like, maybe I'll write a book on pivoting and how it's okay. I'm like sort of working on that because I think, you know, you start and you explore and you find, and then it's okay to change, but please make a decision, go in a direction.

I think when people are stuck at a maybe like, should I do this? Should I shouldn't do this? Or it's like in which women do way more than men do.

We do way more. We have to wait all out and blah, blah, blah. I mean, my big thing is like, just stop thinking and just do it.

And if you don't like it, pivot, you're going to get some aspect and start going in another direction. I've done so many things. I don't like to learn what I like.

Totally. You have to do things you don't like. It's like you have to try pistachio ice cream before you know if you like it or not.

Before you know, which I don't like. Do you like pistachio? No.

Yeah, I like that. It's green. It's a beautiful color.

It's a really beautiful ice cream. I think my bathroom is pistachio green. It's a beautiful color.

I used to think I'd like it because it's green. I don't like it. No, it's it has an odd flavor.

It's real weird. I you know what's weird, too? I love coffee.

I really don't like coffee ice cream. I don't like coffee ice cream, but like a lot of people like it. Yeah, I just don't like it.

Yeah, it's a little bitter. It's a little bitter. And I love strawberries, but I don't love strawberry ice cream.

Yep. Yep. What kind of ice cream do you like?

I like honestly, I love chocolate, vanilla, mint chocolate chip, chocolate chip cookie dough. But mint chocolate chip is highly controversial. OK, listen, we are definitely 14 cousins because they are absolutely my flavors.

Yeah, they're really good. Yeah, they're really good. Mint chocolate chip is an unsung hero.

But there are people that vociferously hate mint chocolate chip. I love mint chocolate chip. I've

had Baskin Robbins mint chocolate chip ice cream cake since I've been 16 years old.

That's delicious, though. And you know what? OK, my favorite, but it's not ice cream.

It's sherbet is watermelon. It's my favorite. The watermelon roll that you can get from Friendly's.

But I don't know if you guys have Friendly's. No, I have not had this. No, I've never had this.

Oh, my God. That's my it's called watermelon roll. And it's an ice cream roll, like almost like a cake.

But like they roll it into a box. OK. Red is the watermelon.

There's a little bit of green, which I don't know. Watermelon also. It's all it looks like a watermelon, but it's actually ice cream.

Like, OK, all right. And chocolate chips in it. Oh, that's the seeds.

Yeah. And like, if you combine like the bitterness of chocolate with the sweetness of water, it's there's nothing greater. Yeah.

And I told my health coach, I told her, she's like, what's your favorite ice cream? And I was like, oh, I get watermelon sherbet with hot fudge. And she's like, are you 80?

She's like, why? I just really like it. I don't even know that that might be like that might be like my life.

I would go back. I that's the last meal. If you're on.

Yeah. Death row. That's your last meal, for sure.

And there was also I used to live. There's a pizza place that used to make a meat sauce pizza, and then they sold their company and there's the restaurant. I mean, but they're still there.

But the meat sauce isn't the same. But meat sauce pizza where you do like, you know, gas. Yeah, yeah.

It's on a pizza. Oh, my God. It was so good.

I used to get it every year on my birthday. And then when they changed owners, it tasted different. Then they went cheap.

[Liz Theresa]

Yeah.

[Jenna Capozzi]

And I was like, oh, I can't get it. It's over. It was just ended one day.

That's amazing. I know. I have other things I like.

Like, I feel like my last meal would be there's a type of chicken called Honey Hots. And they're at a random Irish bar in Easton, which is south of Boston. OK.

And they're so good. It's called McGuire's Honey Hots. All right.

Got to look it up next time I go to Boston. That is my that's like my favorite. Now that would be like on my birthday.

I mean, that's that. Oh, yeah. It's worth the drive.

I get a drive, though. It's like thirty five minutes away. Yeah.

But then it's worth it. It's really worth it. You know, I don't I don't like chicken.

Yeah, I'm not a huge fan. I ate so much chicken in my life. And then, you know, remember that eat right for your blood type book?

Yeah, yeah, yeah. So I don't take any of these things that seriously. But I was like looking at it and it was your hate of chicken.

Yes. I thought that was so because sometimes it was really interesting. And it was like I'm because my blood type is B positive.

And yeah, you big no no's is chicken and tomatoes. And I can I can love or hate a tomato. It kind of depends if it's a really good.

But chicken. And I was like, it's interesting because it would sometimes make me like nauseous. Like it would just like it's just not right for you.

You know, it makes me wicked sick. So like on like if we do like on the Christmas Eve, I almost said New Year's Eve. On Christmas Eve, do you do the seven fishes?

No. Okay. I hate the seven fishes.

I think it's seven, isn't it? There's so many fishes. I friggin hate.

Yeah, all of it. We don't do fish. It makes me sick.

I won't eat it anymore. They're like, oh, you're so fussy. And I was like, no, I've known you 30 years.

I'm not fussy. I hate this goddamn thing. Squid.

I hate it so much. What is it? Calamari.

Yeah. I hate calamari so much. That's it.

Yeah. Yeah. Well, so my husband's from Sweden.

Yeah. And so they do what's called a Christmas table. And on this Christmas table are like 17 different herrings.

And like all these, it's like, but you're drinking. Who needs that many herrings? Why did even God make so many?

We don't need that. No, it's the same fish, but it's all the different flavors. So they do all that.

Yeah. And then, but they drink schnapps in between. I'm like, well, of course, then you don't even know.

We're gonna like everything. It's awful. I love everyone by the time I had that much schnapps.

I would have no problem. Maybe I have a fish. Perhaps this country just needs schnapps.

Maybe we need a little more schnapps. Instead of the fluoride, we'll just add a little to the water. I remember I used to buy, and then I'd have to end this interview.

So much fun. But you remember the flower essences that used to be wicked in? Yes.

Yeah. Like there was one and it still exists called rescue remedy. And so anytime I was stressed, I would go right in my mouth with rescue.

And my mom was, what the hell is this anyway? So she picks it up. She goes, go all in it.

That's like, I feel better. That's hilarious. Because like somebody was like, oh, like you're stressed.

You need rescue remedy. And they sell it at Whole Foods. But it's just like, it's not like a lot of alcohol.

Obviously, they'd have to do something. But now that she said it, I was like, oh, yeah. Because I can taste it.

Yeah. And it enters your bloodstream faster, like under your tongue or whatever.

[Liz Theresa]

Yeah.

[Jenna Capozzi]

That's how you do it. Under your tongue. Just like, that's right.

And I was like, oh my God, I've been boozing it. I was so interested though. But everybody's still, that was a big deal.

Flower essences were a big deal for a while. Yeah. So Jenna, we should all retreat with you.

Yeah. Should all like read your book. That's definitely coming.

Yeah. There's a lot to do. Where can we find out more about you?

Yeah. I mean, I really do need to update my website. But it's jennagennacapozzi.com.

I still have, it's called Lead with Jenna. It's still a free download that I offer to, you know, when I go on podcasts. And in there is, it helps people sort of isolate.

Like if they're looking at doing something new, like really, what are my goals? It defines goals from a different viewpoint, kind of your purpose. And then it starts taking people through kind of basic branding, messaging and things like that.

So if they did that and then met with you on coaching, they would be, it would give them a good, it would give them a good step zero. You know, Liz Magnet and not Liz Magnet. No, Jenna, thank you so much for joining us today.

You're awesome. So are you. Thank you.

[Liz Theresa]

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