



## Expand Your Fempire Podcast #10 The Three Female Leadership Archetypes with Jess Tomlinson

*Welcome to Expand your Fempire with Caterina Rando, the podcast for women in business on a mission. Sharing ideas to support you to grow and thrive. Now here's your host, Caterina Rando.*

[00:00:16] **Caterina Rando:** Hi everybody, Caterina Rando with Expand your Fempire podcast. So excited to be with you today. And today we're talking about a really hot topic that you're going to want to listen closely for.

[00:00:30] First let me introduce my amazing, fabulous, wonderful, beautiful, super smart guest, Jess Tomlinson. And Jess is known as the "Radiant Entrepreneur." Hi, Jess. So happy to have you with us.

[00:00:46] **Jessica Tomlinson:** Hey! So great to be here. Excited!

[00:00:49] **Caterina Rando:** Now Jess, we're going to dive right in, okay?

[00:00:52] **Jessica Tomlinson:** Sounds good!

[00:00:53] **Caterina Rando:** **Women in business have a challenge** - not all of them, but some of them, and especially when they're getting started - **with being loud and proud, out in front about their business, about the massive value they bring.**

[00:01:07] **And what are some of the things that you see coming up or getting in the way of women getting out there with their massive value?**

[00:01:17] **Jessica Tomlinson:** Yeah, thanks for asking this. You know, I love that you stand for the loud and proud. Like it's just one of my favorite things about you and you're right, it's a huge problem for us as women entrepreneurs. And like, I was leading a group as a guest expert the other night and hands down, all of them were preventing their full visibility, preventing themselves from being loud and proud. **And one of the main cores was perfectionism.**

[00:01:43] **Caterina Rando:** Oh, yeah.

[00:01:43] **Jessica Tomlinson:** Yeah. So that's just something that is like really present right now. I mean, there's multiple things, everything from like, **we're afraid of judgment for how we look or not seeming smart enough or seeming too fun and that doesn't make us an expert or, you know, there's multiple things that go on.**

[00:02:01] **Caterina Rando:** Right. Now, Jess, you've been doing your thing for a long time. Over 10 years. And like we talked about, it's a circuitous route, right? One day it looks one way. Same time next year, it looks a different way. I want to ask you why you have said, "You know what? This is the thing. This is the thing that I want to make my service about to support women." Why did you pick this thing? Visibility?

[00:02:26] **Jessica Tomlinson:** Yeah. Well, I picked visibility because I had, even though I have always been viewed as a very confident person. I'm really natural in front of the camera. I've always done public speaking. **What was going on inside of me was all of these debilitating fears of how I was being perceived.**

[00:02:44] And so, what I would do is I would secretly - and I say secretly, cause again, like people didn't see this, but it was debilitating for me because it drains my energy and really like made me put on a face of who I wasn't and prevented me from having fun in my business and really feeling that inner freedom.

[00:03:05] And so I would really try to be somebody who I wasn't. I would really like craft my words a particular way because I wanted people to see me as smart or I would force jokes or just... I was too much of a performer. Which I am a performer. I've danced. I've, you know, played music in the past and done some acting. And so I'm a good actor.

[00:03:30] However, when you're running this business, that is like not the long game and that's not, what's gonna fulfill you. And also not what's going to magnetize people to you. **People want authenticity.**

[00:03:42] **Caterina Rando:** Absolutely. And let's hang out there because I think that that's a very important point and I of course talk about that too. You know, it would be yourself, do your thing and let's not be the way we think we're supposed to be, right? Yeah.

[00:03:56] Like you and I discussed earlier, you know, somebody's personality's different than how they think they're supposed to be professionally. So, they dim it down. Or they turn it down. Or, or they dress buttoned up, which doesn't feel comfortable for them. All those kinds of things.

[00:04:13] **Jess, how do we help women embrace their authenticity?**

[00:04:19] **Jessica Tomlinson:** This is a good question, and a really deep one. Because, one of the things that really annoys me is the, the buzz word authenticity,

right? It's like, **we can tell people, "be authentic, be yourself," but what does that really mean? And that is the core of the work that I do.**

[00:04:36] **And so in my work, I really focus on helping women be their full self-expression. So, what that looks like is really discovering the pieces of yourself that you've been pushing down.** Like what have you been hiding? And, you know, really bringing those to the surface.

[00:04:54] And the way that I do that is in a really fun way that people love. And that's through exploring what I call your "feminine leadership archetypes." And these are three different energies of archetypes that allow you to tap into 1. Your playful side. 2. Your more fierce, bold side - uh huh, which I knew you'd love. And then 3. Your softer, more vulnerable side, more that sensual side. And so **those three different archetypes all have three different names. The Playful Child. The Radiant Rebel - which is you. And The Sexy Feminine is the last one.**

[00:05:39] And so I found that through exploring these different archetypes, we look at what are the blocks around this part of yourself? Are you putting her in the corner because you are afraid that if you bring this part of yourself out, that people are going to reject it? Are you making it mean something about you, if you were to bring that to the surface. And so we kind of look at like the light and dark side of each of those energies and then come back into balance, like what is authentic for you? You know? So, I don't want you to be like me. **I want you to explore the blend of all of this full self-expression so that it represents the truest to you.**

[00:06:17] **Caterina Rando:** I love it, Jess. And I gotta tell you something. Okay. You made me think of something.

[00:06:21] **Jessica Tomlinson:** Okay!

[00:06:22] **Caterina Rando:** Many years ago, I read this book on the Enneagram by Helen Palmer and it was about all the different types in the Enneagram system. And so I'm a three with a four wing and I'm probably a two wing too. And I'm reading about all the darkness, you know, why this is a challenge to be this way. But then unfortunately I was waiting for the part about all the good parts and there wasn't anything there in the book about that.

[00:06:51] So that's when I said, "Oh no, this is not the system for me." Because, you know, I like to be positivo. **So, I like, Jess, that you're identifying both the dark and the light, because we do have all aspects of ourself.** And, you know, which type is the one that likes to be the perfectionist? Cause I honestly don't think that's me.

[00:07:12] I see it a lot, because I like to say done is better than perfect. And like to say, get your party started. **So let's hear a little bit more about like, what are the challenges that these different archetypes face?**

[00:07:25] **Jessica Tomlinson:** Yeah. Sure. **So the playful child.** The challenge that the playful child has is sometimes can shy away from really being bold. And also, being vulnerable, right? So sharing like the struggles and the real challenges that they might go through in business that ultimately connects to your people.

[00:07:46] So the playful child is all about lightness and fun and the vision, and sometimes can get so much in that energy that they forget to really own their confidence, say things that might turn people off, right? Go into those kind of areas that can be a little bit more deep.

[00:08:07] And so this archetype is one that actually I'm really good at. But I have, throughout my life, really struggled to own that part of me, because I like to have fun. I also want to be seen as this person that knows her shit, right? And so that's kind of like the shadow side of the playful child, which is why **I'm such a fan of not just identifying with one part of yourself but bringing in all the different sides.**

[00:08:37] **Caterina Rando:** Right.

[00:08:38] **Jessica Tomlinson:** Yeah. And so that's the playful child. **The radiant rebel** is great at speaking up, being loud and proud, but oftentimes the biggest struggle are the other two archetypes, which is having fun, being a little bit lighter. Because they worry about being seen as an expert. Cause that's what they want to like stick to. But then they're also missing those pieces around like having fun in business. And then also the piece around the vulnerability, which is that third sexy, feminine archetype. Oftentimes they're so into like sharing tips or speaking about themselves and how awesome they are, which is great. But then they forget to show their humanity.

[00:09:20] **Caterina Rando:** Yeah.

[00:09:21] **Jessica Tomlinson:** And so that's the radiant rebel. And then the final archetype, **the sexy feminine**, is really great at that open-heart, connection, vulnerability, sharing their personal stories. You know, love, love, love, lots of giving and serving, which is great. However, they forget to sometimes, really own themselves, right? And own their power. And they're so into being openhearted, they forget about boundaries. And they can also forget to bring some lightness. Cause they're so deep into like the challenges of things and inspiring people through their own story, but they forget to show the whole vision.

[00:10:02] So they're kind of complex, but really...

[00:10:06] **Caterina Rando:** No, I love it.

[00:10:07] **Jessica Tomlinson:** Yeah.

[00:10:09] **Caterina Rando:** And it's good to look at yourself through the lens of that. I think those are fabulous archetypes. And I would say what you said for the radiant

rebel is accurate for me earlier in business. You know, now that I have more confidence, I know I have massive value.

[00:10:27] So in the early years I was trying to prove that I have massive value. **And that's probably part of the reason why I embraced speaking.** Because you know, when you're just out and about people don't get a sense of your massive value through networking. They get a sense of that you're a nice person, but they don't get your massive value, which is why I'm such an advocate for speaking.

[00:10:49] And that's I'm sure why I started when I was young to speak. So you get to share your expertise and kind of prove yourself. And then in terms of the playfulness, now we have so much fun in business. Like we're having playful things all the time. You know, we just started doing Jess. I don't know if I told you we'd done this year three wine pop-ups.

[00:11:13] **Jessica Tomlinson:** You told me that, yeah.

[00:11:14] **Caterina Rando:** It was so fun and we just had a wine and chocolate pop-up. And next year we're doing some different things. We're going to get together and play the "cashflow game" and socialize. And I could talk all day about all the fun we're having.

[00:11:27] And that's now though, now that I have more certainty about who I am and my massive value, and I feel that I'm able to be my authentic self. Now I can definitely focus on the fun, but earlier in my business, definitely, it was like, you know, you gotta be professional, right? You gotta be serious.

[00:11:45] I think that's really important for women to look at and that's more about the supposed to, you know? I'm not supposed to wear a fascinator when I'm having ladies for lunch, you know? That's not business. I love looking at my personality and for everybody to look at their business through the lens of these archetypes, that's fabulous.

[00:12:07] **And, Jess, so once someone identifies what their archetype is, what's the next step?**

[00:12:14] **Jessica Tomlinson:** So the next step is to really look at, "am I owning that this is my strength?" Because where I like to start is with strengths. You know, I don't want you to feel bad about like, how you are operating. It's just simply looking at, "okay, which of these archetypes do I naturally embody in my business? Am I'm a really great at showing my potential clients, the vision and the big picture and inspiring?" Well, that's the playful child.

[00:12:43] Am I really good at activating people and being courageous? Well, that's the radiant rebel.

[00:12:49] Am I really good at connecting heart-to-heart with meaningful stories, you know, about my life, or really connecting with people and understanding their humanity so that they feel seen and heard? Well, that's the sexy feminine.

[00:13:03] **So once you know that that's naturally how you are, then you can own it even more.** So, I like to like dial it up even more, just own that that's really natural for you.

[00:13:14] **And then the next step after that, which is a little bit more advanced in which I'm always encouraging people to take the journey towards, is that full self-expression.** Because again, if you're only showing this side of you, you're (a) Going to get burnt out. You're going to get bored. You're going to get tired. You're not going to feel connected. You're not going to feel recharged. Like all of you is needed in business, right. And that's where the true inner freedom comes from, is when you're able to integrate these pieces that are inside all of us. There are multiple identities, you know, that are inside all of us. And many times they've just gotten pushed into the corner because we've thought that it's not how we should be.

[00:13:59] **Caterina Rando: And so, I think what you're saying is that we have our one that we are naturally. Do we also want to develop more of these other two sides as well?**

[00:14:09] **Jessica Tomlinson:** Yes, Absolutely.

[00:14:11] And sometimes, and this is where it gets a little bit more in depth where it's good for you to really get to know yourself and ask yourself these important questions. Because some people might be solely operating. Let's just say they're solely operating as the radiant rebel. They're really great at talking about themselves, owning their value, they're out there loud and proud. But their audience is like, "well, wait a minute. Like, does she actually understand me? Or is she so far up on this pedestal that I don't feel connected to her. And do I really trust her to be able to understand what I'm going through?" So, yeah, I see that she's, you know, got what I want and I want to hire her, but there's this heart piece missing.

[00:14:54] And so **you just want to ask yourself, "am I over identifying with this part of me? And how can I develop these other parts and bring them in, in a way that's authentic?"** So that you're seen as the full human, cause that's what we connect to, right?

[00:15:11] **Caterina Rando:** Well also, I feel that **the skill of acknowledgement**, and I consider it a skill, you know, about 20 years ago I had a mentor who was really good at that. And I really learned that. And in the beginning, I'm learning it. And now I feel like I'm maybe not totally masterful but have a level of mastery at it.

Because I know how to make sure that people feel seen, heard acknowledged, valued, cared for, appreciated. And I teach that too.

[00:15:45] **And the thing is that the ability to have people feel that way is essential in order for them to want to work with you.** Because I agree - it's not about looking good. It's about people feeling that you genuinely care about them and that you genuinely want to support them and help them get where they wanna go.

[00:16:06] And I think part of it, Jess, is experience and time, you know, because we have to get comfortable with ourself first. And then we can take our attention off ourself and put our attention on the people that we're serving. And that's when they feel the connection, you know? And I do find that sometimes in the earlier years, women have too much attention on themselves and getting it right or being perfect or professional, whatever. And so they don't have the awareness of others. **This is emotional intelligence, too.** Awareness of self, awareness of others. Absolutely.

[00:16:46] **Jessica Tomlinson:** Yeah, absolutely. Emotional intelligence is something that I really love. I actually brought it into my corporate career when I was in marketing and I taught the executives emotional intelligence and like, it was pretty fascinating when they took the quiz and they did not like their results.

[00:17:03] **Caterina Rando:** Right. Yeah. I taught emotional intelligence in corporate too.

[00:17:05] **Jessica Tomlinson:** Really? Oh my gosh. That's awesome.

[00:17:08] **Caterina Rando:** Yeah, for a very short amount of time. Because I really loved it, I think it's great. Very important. But I'm not that good at teaching other people's stuff. So, you know, I felt like it was like you have to follow everything. It's very academic. It's very enlightening. I would rather go learn more about it than be the teacher, you know? That's great.

[00:17:29] Well, you and I both used to be doing some corporate training. And let me ask you this, because this shows about Expand Your Fempire, right? **I want to ask you, what do you enjoy about having your own Fempire, especially since you've worked in a corporate structure before?**

[00:17:51] **Jessica Tomlinson:** Hmm. I mean so many things. You know, I could say kind of the typical, "I get to travel whenever I want!" Which is awesome. **But truly I love the creativity.** Like, I don't even think I knew that creativity was such a high value for me until I was going through an exercise recently with my partner.

[00:18:11] And I was like, "Whoa, like that matters the most to me in my life." Like if I'm not being creative and thinking of ways to help people in a way that's different and new - like one of my strengths is innovation on the strength's finder thing. So, it's

the futurist. Um, so I like to be a step ahead, like how can we do this different as women entrepreneurs?

[00:18:33] And that's why I keep coming back to my own self development. So that's one of my favorite parts about having a business, as well. **You've really got to develop yourself to be the embodiment, the example for your clients.**

[00:18:47] **Caterina Rando:** Right.

[00:18:47] **Jessica Tomlinson:** And I find that **that's just so rewarding, to be able to be on this path, that's beneficial to me and to them, you know?**

[00:18:54] **Caterina Rando:** Your business is like your personal transformation school, you know? And your experience in business are some courses. And then any course, you want to go take like a regular course, your business will pay for it. And any retreat you want to go on, your business will pay for it.

[00:19:14] **Jessica Tomlinson:** Totally.

[00:19:15] **Caterina Rando:** There is all of that. And it's interesting Jess, because I don't think I've ever identified creativity as one of my top values.

[00:19:25] **Jessica Tomlinson:** Yeah.

[00:19:26] **Caterina Rando:** I think it is one of my top values.

[00:19:29] **Jessica Tomlinson:** Yes!

[00:19:30] **Caterina Rando:** You know, I have what I call brilliant ideas syndrome. You know, you and I've talked about where you get all these brilliant ideas. And then of course, when you have your own Fempire, you get to manifest them. You can just say, "Hey, that's a good idea. And let's do it."

[00:19:44] Let me ask you this question Jess, while we're on the topic. **Is there anything new and exciting on the horizon?** Any other creative, something somethings that you're up for sharing or even possibilities?

[00:19:58] **Jessica Tomlinson:** Yeah.

[00:19:59] **Caterina Rando:** Yeah. Tell us.

[00:20:00] **Jessica Tomlinson:** Oh my goodness, I have so many now. So, I lived in Santa Cruz, not too far from you, for the last three years. But I just moved back to what feels like my hometown, my community. I lived here for nine years and it's Las Vegas. I'm back in Las Vegas after being away for three years and it's just sparking that entrepreneurial spirit in me, again. Most people wouldn't think that Las Vegas is super entrepreneurial, but it actually is. And people are really into supporting each

other and so I'm feeling that energy again. And one of the things I'm really excited to get back to - we just got a house and so we've got lots of space.

[00:20:38] I'm excited to welcome women into our home to do like Boss Babe Brunches, and masterminds here, and women's circles, and one of the things that we're super excited about is right next to my office is a guest room where I'm getting really excited to have clients fly out here and just stay with us for VIP days.

[00:20:57] **Caterina Rando:** Exciting! Bing, bing!

[00:21:00] [00:20:59] **Jessica Tomlinson:** Yeah

[00:21:00] **Caterina Rando:** Maybe I'll pop up to Las Vegas. The next time I'm in Vegas, I want to come to a Boss Babe Brunch, ok?

[00:21:07] **Jessica Tomlinson:** Yeah!

[00:21:07] **Caterina Rando:** I'm serious. Serious.

[00:21:09] **Jessica Tomlinson:** Yes, I'd love to have you!

[00:21:11] **Caterina Rando:** Now, Jess, I know that you are on Facebook and Instagram, and we're going to put all that in the show notes for people to connect with you. I'm guessing though, that you have something that they can get to find out more about what we've discussed today.

[00:21:27] **Jessica Tomlinson:** Yeah, of course. Yeah. So if you want to learn more about these different archetypes and you want to start exploring how you can bring your full self-expression to business, and ways to integrate that in what you're already doing so that you can make bigger impact, but also feel more freedom - cause that's what I'm all about is that inner freedom. I have a **guide that you can download called the "four phases to becoming the truest embodiment of you as a radiant feminine entrepreneur."** And so that guide you can get for free at **[jessicatomlinson.com/guide](http://jessicatomlinson.com/guide)**.

[00:22:04] **Caterina Rando:** Great. Okay, my friends, you're gonna want to run, don't walk to get that. I'm going to go get mine as soon as we're done so I can find out more.

[00:22:13] Jess, you know what I want to say to you - first of all, thank you so much for being with us today.

[00:22:18] **Jessica Tomlinson:** You're welcome.

[00:22:20] **Caterina Rando:** You are truly the embodiment of a Fempire builder and a radiant entrepreneur. And my friends, this is what having a Fempire looks like when you're doing it right. And what I mean by that is you're "blissing." And you're blissing in your life. You're blissing doing your thing and that's what we want. And I'll

speak for both of us, my friend, that we want for every woman, right? Be yourself. Do your thing, serve your people. And of course, massively monetize your mastery.

[00:22:52] Thank you, Jess, so much for being with us.

[00:22:54] **Jessica Tomlinson:** Thank you!

[00:22:55] **Caterina Rando:** My friends. Remember you have massive value to bring there's a lifetime supply of people to serve. Go be loud. Go be proud. Be out in front and bring your massive value so you can sell more, serve more and uplift everybody. Thanks so much. See you next time.

*We hope you enjoyed this episode of Expand Your Fempire with Caterina Rando.*

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Jess Tomlinson helps coaches, entrepreneurs and visionaries who have been holding back from putting all of themselves into their marketing for fear of being judged, so they feel safe and energized to show their radiant authenticity and express themselves in a way that is easeful, magnetizes clients and is super fun! She brings over 10 years experience leading branding and marketing for the largest U.S. luxury magazine company and most profitable airline in the world. Jess has been featured for her expert advice on multiple media interviews including NPR alongside renowned spiritual teacher Byron Katie and on live TV. She was also named one of Las Vegas' top 5 Empowered Women Entrepreneurs and has produced 3 TEDxWomen events. Learn more at: <http://jessicatomlinson.com/>

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