

Ep #254: The Barbie Movie Rant for Women Entrepreneurs

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With Your Host

Simone Grace Seol

I Am Your Korean Mom with Simone Grace Seol

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Hey, I'm Simone Grace Seol, and *I Am Your Korean Mom* that you didn't even know you needed. I'm lifting the lid on the box of how “business” should be done.

Hey, recently, an amazing movie came out that I went straight to the movie theaters to watch, and that is the *Barbie* movie. And I know, I know; it is so ubiquitous. I love the movie and I love Barbie, but even for me, it was a little bit too much. Everywhere I looked, it was pink, pink, pink. I'm like, okay, it's a bit much.

However, I love the director of the movie, Greta Gerwig. I've just always thought she was a genius. When I first heard that she was directing the *Barbie* movie, I was like, ooh, this is going to be interesting. So, I saw the movie, as I imagine many of you might have. But even if you didn't, keep listening. It just inspired a line of thought, that I thought was really powerful for me to share with those of you who are women entrepreneurs.

Now, if you saw the movie, you might remember. And even if you didn't, I think you'll really appreciate this really famous monologue, this speech, that America Ferrara, or her role in the movie, Gloria, delivered in the film, which is the following. I'm just going to read the whole thing, because it's just really powerful. She says,

“It is literally impossible to be a woman. You're so beautiful and so smart, and it kills me that you don't think you're good enough. Like, we always have to be extraordinary. But somehow, we're always doing it wrong. You have to be thin, but not too thin. And you can never say you want to be thin; you have to say that you want to be healthy. But also, you have to be thin. You have to have money, but you can't ask for money because that's crass. You have to be a boss, but you can't be mean.

You have to lead, but you can't squash other people's ideas. You're supposed to love being a mother, but don't talk about your kids all the damn time. You have to be a career woman but always also be looking out for other people. You have to answer for men's bad behavior, which is insane. But if you point that out, you're accused of complaining. You're

Ep #254: The Barbie Movie Rant for Women Entrepreneurs

supposed to stay pretty for men, but not so pretty that you tempt them too much. Or that you threaten other women, because you're supposed to be part of the sisterhood. But always stand out, and always be grateful. But never forget that the system is rigged. So, find a way to acknowledge that but also always be grateful. You have to never get old, never be rude, never show off, never be selfish, never fall down, never fail, never show fear, never get out of line. It's too hard. It's too contradictory. And nobody gives you a medal or says thank you.

And it turns out, in fact, that not only are you doing everything wrong, but also everything is your fault. I'm just so tired of watching myself and every single other woman tie herself into knots so that people would like us. And if all of that is also true for a doll, just representing women, then I don't even know.”

So, I'm not going to read the rest of the movie. That's the speech. And you can tell I just got so teary in the middle of it. I cried in the middle of the speech, in the movie, in the theater. And I just cried again reading this because I just feel this as a woman. You will feel this even if you're not a woman, but you have been socialized as a woman.

I came home and I just started thinking about how this applies particularly in a specific way to women entrepreneurs, and the impossible standards that we are set up to meet. Here's my version of America Ferrara's speech in the *Barbie* movie.

“As a woman entrepreneur you're supposed to charge your worth, but also, how dare you get paid when so many people are in need? You've got to be a successful entrepreneur, but make sure you're bringing down capitalism at the same time. Pay yourself enough, pay others well, and save for emergency funds and retirement. And give scholarships and discounts to people who need it. And if you're not doing it all perfectly, in a failing rigged economy, you're either a greedy oppressor or a martyr or you just suck at business and money management.

Ep #254: The Barbie Movie Rant for Women Entrepreneurs

Put yourself out there repeatedly, but don't be gross and spammy. Do it before you're ready, shoot for the stars, but also, where are your degrees? Where are your credentials? Lead the industry, and also disrupt it and cleanse it of all of its shadows, all at the same time. Use your voice to make a change, unless it triggers someone else. Show that you care for social issues, but also, eww, don't be performative. If you have a business, you better meet the emotional, intellectual, ethical, administrative, logistical, financial demands of your business.

And also, be a perfect mom. You know, a child really needs their mom. You know, studies say that blah, blah, blah, blah, blah. Have one target audience, but also don't exclude anyone. Zero in on how your ideal customer thinks and behaves. And also, know and anticipate the needs of everyone else who might ever see your content. And don't forget to keep every employee happy. If you don't, you're a bitch.”

This comes from [catherinehammond.life](#) on Instagram. And the following five, the credit goes to [your_right_to_be](#) on Instagram. They contributed:

“Don't sell using your lifestyle, but also don't share too much of the messy behind-the-scenes reality until it's become-a-success story. Challenge mainstream beauty norms, but don't be too unattractive or unconventional or unfeminine. Create wild success, but don't be seen enjoying it too much. Share your successes and your talents, but don't be too boastful or proud. Nobody likes a show off. Be the rags-to-riches story, but also behave like someone who comes from generational wealth.

You'll be aggressively conditioned from childhood to strive for a very narrow standard of beauty, and even punished if you don't meet it, but if you're perceived as caring about it in any way in your marketing, you're perpetuating toxic ideals and oppressing other women.

Prioritize self-care, but if you spend money on something that doesn't benefit anyone but you, you're selfish. Be confident, but humble. Attractive, but not a try hard. Be extraordinary, but relatable. Edgy, but a safe space

Ep #254: The Barbie Movie Rant for Women Entrepreneurs

for everyone. Hardworking, but relaxed. Ambitious, but not desperate. Be an expert, but also be just like the rest of us.”

This list too, makes me so emotional and exhausted at the same time. I shared an earlier version of this list on Instagram and you saw that I included some amazing contributions from a couple of you. I know that so many of us are feeling all of these expectations and always feel like we're doing something wrong, that we're letting someone down and that it's all our fault.

I hope that just being read, this list is liberating and illuminating. Like, giving women less money... and you know women are still paid less than men, right?

Giving women less money, less power, less leverage, less resources, and setting them up for impossible standards so they'll spend the entire time fighting over the scraps, doubting themselves, and criticizing each other instead of going after the larger systems at play and the white men who control and benefit from them, that's a brilliant move from the patriarchy.

And guess what? We get to opt out. Let's boycott unrealistic standards. Let's boycott having to be everything for everyone. Let's boycott shame. Let's boycott a persistent and amorphous sense of inadequacy. Let's boycott “It's all our fault. It's all my fault.”

I firmly believe that a piece of the patriarchy crumbles and dies every time a woman refuses to apologize for being herself. A piece of the patriarchy crumbles and dies every time a woman decides that she is qualified, period. That she is good enough, period. That no one gets to censor or edit or shame her, period.

That she is worthy of what she wants. She is worthy of what she takes pleasure in, period. And between all of us, even if it's just those of us listen to this podcast, that's a lot of pieces of the patriarchy that can crumble and die. We can do this. I'll talk to you next week.

Ep #254: The Barbie Movie Rant for Women Entrepreneurs

Hey, if you're looking for a one-stop shop where you can find the best of my teaching, all organized into a beautiful and actionable sequence, guess what? I got you.

I took the best of my podcast episodes and created a whole damn workbook around them. It's called *The Simone Starter Pack* and it's the ultimate marketing cheat sheet. I got countless emails from folks who downloaded it, saying, "This free resource is worth more than all these courses I paid thousands of dollars for." So, what are you waiting for? Go grab *The Simone Starter Pack*. The link is in the show notes. I can't wait to see what amazing results you'll get from it.