**Mia Voss** 00:04

Hey, welcome to the latest episode of Shit We don't talk about the podcast that takes on topics that need more open and honest discussion, which means some of these topics are triggering. So please take care when listening. And I'll always give you a trigger warning. For instance, here's one. Every episode contains swear words, you've been warned. Make sure to check out the show notes which include an accessibility transcript of the podcast, and all of the links for our guests at ShitWeDontTalkAboutpodcast.com.

This is episode 72. And my guest is April Kelly of The Sure Company. April shares her personal experience with postpartum depression and the perils of modern motherhood. Tune in here we go.

**April Kelly** 01:02

Hi, April.

**Mia Voss** 01:04

Hey, Mia. So excited to talk with you. Yes,

**April Kelly** 01:09

I'm excited to be here.

**Mia Voss** 01:10

So I love when I get guests that come from Ande Lyons show, she was on your on her show a couple of like a month or two ago type yet back with your new company. And this story we're going to be your lived experience we're going to be talking about today, of course loops into that it's why you have this company is what your experience was. So I love having guests that I've already gotten to see you shine. And then we get to speak about the other part of your story, which obviously is birth story, postpartum breastfeeding boobs, the whole, the whole nine. So tell us about you.

**April Kelly** 01:47

So I am the female founder and CEO of shore. And we specialize in bringing made plant based milk for babies and toddlers. And just like you said, Me, it really was birthed from an experience a personal experience that I had with my third baby, I have four kiddos. And so I know all too well, the nuances of motherhood. And one of those was, you know, for us breastfeeding in the process of breastfeeding and what it truly takes to successfully breastfeed. Because I've been able to experience both sides of the coins where you know, I was able to breastfeed my second daughter for 18 months, I'm still breastfeeding my son who is one year old now. However, with my third baby girl with her, it wasn't the same. It was literally the complete opposite. I think we went for about a week and a half and had to stop just based due to me experiencing postpartum depression and excruciating feedings because of her tongue tie. And so we set out to find a supplement for her. And we did find one, a plant based version that was soy based that we used and but immediately once she started to use it, we began to notice different symptoms that we hadn't seen before. They just kind of appeared after her starting to take this formula. And so she started to get eczema on her skin, she started to spit up and just seeing overall fussy and irritated and we just couldn't satisfy her. And I'll tell you me, like around this time, I was like I need something to work, I need something to go right because of this. You know, I'm mentally feeling all frazzled, I'm dealing with the postpartum hormones and just things feeling like they're all out of whack. You know, like I don't really quite have a grasp on life.

**Mia Voss** 03:24

And I'm gonna put a link in the show notes to Ande's show because then the rest of the story and your discovery of what your going through I mean, because you are in the middle of this right now I mean, you're working with the FDA. And so you're you're catching the story at the beginning of your the mids success, uptick. Yeah, which I absolutely love and, and what's sad, frustrating, but is the fact that you had to create this. Yeah, because I mean, babies have been around a long time. And clearly, well, we'll get into that too, when you ended up starting your group, but I'll put a link in the show notes because we'll that'll send the trajectory to the building of the business of solving the problem. But we're going to talk about the postpartum that. I just can't imagine then too so so this is your third baby. Let's talk a little bit about that, too. Have you? Had you experienced that with your first two kids? Or do you do Did you just not know

**April Kelly** 04:22

no, we had our first daughter quite young, and I was dealing with a lot of things in life. So I can't call it postpartum or if it was just me really being so new and just thrown into this new world of being a mom and you know, having to toss up some different like trade offs right and sacrifices at the time. So I don't know if that I could really identify that as postpartum but I will say, aside from that, I really had an experience something like this like with with my third child because with her, seemingly everything was okay. Like even the day that you figured out that something might be wrong. I was sitting in my living room, just just sitting and she was asleep, the house was clean. All of the other kids were gone. It was quiet, it was peaceful. But yet I was just stuck. I couldn't move. And we're hoping he came in their living room. And he saw me that he left and he came back again. And he left and came back a third time and was like, are you okay? I just broke down crying. Wow.

**Mia Voss** 05:24

I love that he identified that too. Because what a gift in some ways, because what I understand to what mean for single moms and for someone who's just doing it on their own, they don't even have someone to stop and kind of see through all that, like you said there was a perfection in the room. But yeah, your husband said, Wait, you know, something's going on with that. And I did look up some facts too. And not being a mom, which is why I love having these conversations, too. We've mentioned this before we hit record, that society really does. Separate and intentionally. I almost feel like moms from non moms. We let it we let it happen. Right. And so I've really been trying to concertedly become more your active participant in in sort of the the World Village of you know, that you know, somebody who has kids, right, yeah, you know, something, even if you're not a mom, you have relatives, you have things, not that I need to have something that to connect me to it to have empathy. But I realized how much I actually didn't for a long time. And so I think that now moms need to kind of get in on this. And we'll talk about some things that they can look forward to. But I mean, the percentages are just strikingly high, because it used to be called baby blues. Back in the day, so they say that, so postpartum is a severe and intense, long lasting form of baby blues. And I mean, just if anything that changed in your hormones,

06:49

yeah. I'm telling you, it's

**Mia Voss** 06:53

somebody who used to have a period. I know. Multiply that by 10,000. My gosh, you know, you didn't really catch it in the first two kids are really realize it right.

**April Kelly** 07:04

I didn't, I didn't. And I think a lot of that had to do with I mean, we're always on this, you know, ever going, ongoing journey of becoming and evolving and learning, right? And so I feel like you know, as a woman, just speaking from that perspective, I've grown so much as a mom, I've grown so much since the very beginning. I've I know a lot now that I didn't know hindsight is always 2020. Right? And so I think it's good that, you know, I came to that self awareness, or at least I had a little bit of it. I feel, you know, to be able to know that, okay, something's not wrong. I just wasn't able to really verbalize it because I couldn't lay label it because I really didn't understand what postpartum was, you know what I'm saying? I did, right. And

**Mia Voss** 07:44

if your first one was 12 years ago, too, so we we definitely we've always been chatting, there's always there's always discussion. But I think that the the advent of the Internet has really changed. Yeah. Your first kiss you and before I forget, I need to stop because I got so excited. Forgot to do this. Let's do our identifiers. Speaking of not moms and not not mom. So I'm Mia Voss, blonde white woman wearing dark glasses and a dark shirt. With color. Yeah, this is this is all from a bottle. Thank you so much and bright red lipstick. What do you look like? What's your identifier?

**April Kelly** 08:20

I am April Kelly. And I am an African American woman, I have a bright blue electric blue shirt. reads a bit of fun on top of my head and a bright smile.

**Mia Voss** 08:32

And I you said something in your other view interview about how your grandmother was like those brown eyes are gonna get you in trouble. And I Yes.

**April Kelly** 08:42

All right. Thank you for that. So for you listening now, you

**Mia Voss** 08:45

know what now you know, you can connect something to the boys. So it's so interesting. And I'm curious to like, what do you think is one of the biggest problems if that wasn't being talked about? And you didn't identify it besides just perhaps not having a doctor? Although it sounds like you had a pediatrician that you could have the conversation with? What do you think some of the biggest factors of why it's not being or why how it's being talked about and why it's not being talked about as, as bluffing openly as it should?

**April Kelly** 09:16

I really feel like there's a stigma connected to it. You know what I mean? I think it's obvious that there's a stigma, because a lot of women even if they are like, let's just say there's a woman who they she realizes and recognizes that she's having a different experience, right? This she's she's not feeling like herself, or whatever the case may be. But maybe she's ashamed to say that, you know, something's wrong, but I don't know what's wrong. You don't I mean, I'd be ashamed to say that. I don't want to hold my child right now. I know I'm a brand new mom, I'm supposed to be excited. I'm supposed to be happy. I'm supposed to, you know, want to nurse and do all the things that a new mom would but I don't feel that way. Like who wants to say that out loud. Like, you know what I mean, that doesn't really show unsexy. It's not it's very very unsexy. And so I think it was a shame and a guilt that comes along with it. Because even me, I didn't really, no one ever thinks that, you know, I'm gonna get postpartum. No one ever plans for that or pre plan none of that, right. So when it happens, sometimes it can just kind of sneak up on you. And then you find yourself like, either not even aware of it. And your world is just, you know, feeling chaotic and just out of your grasp, and you don't even know what to call it, or you're aware of it, but who can you talk to about it without feeling less than without feeling like, you know, I've dropped the ball or I'm a failure, or somehow this is my fault. Because I feel like women, we do that a lot. We feel like we're supposed to have all the answers and get it right every single time and carry the world on our shoulders. And when we fall short of that, there's like this. Who can I share this with? You? Don't I'm saying I'm sure I'm missing the mark. You know, who said Mark?

**Mia Voss** 10:54

It's right, who set that up? Right? One thing that you mentioned about not being not knowing about postpartum is not like you can have more folate intake or, you know, eat more bananas or spinach or something to offset that. And then I also do think that that is how it is set up. This this perfect, horrible combination of isolation about that you are supposed to innately know what it is, even if I mean and let's also not even talk about childhood PTSD, what if you came from a family where you weren't, you weren't even shown that are shown right lab, right, we met, we miss out on that piece a lot to have the confusion plus you don't have any time to stop and think, especially if it's more than than one child in your world. And

**April Kelly** 11:41

you hit on something right there, Mia, because I was thinking it and then you said it. And it just kind of made thought come full circle. But I never had a conversation with my mom about postpartum or what to look for, or how to prepare for it, you know, kid, and even my in laws or my you know, the other women in my family. That was never a conversation that we had until after the fact that I'm saying, okay, something's wrong.

**Mia Voss** 12:07

We one of the first ones to come forward and say, Hey, I've got this. Wow.

**April Kelly** 12:12

Oh, absolutely. Absolutely. Absolutely. And I feel like, you know, again, like you and I discussed a little bit of me, and I was, you know, blessed enough to have my husband there to support me during that time. But so many moms are single moms, or maybe they don't have that support system in house, right? Or maybe they're even, you know, military wives or whatever the case may be their age is different from mine, you know, and they don't have that support of someone being able to help them to identify that and then also support them throughout the process, you know, better getting well. So

**Mia Voss** 12:48

I agree in it. It was making me think too, and I'm so again before I started this podcast, because going through menopause going, What is this shit? Nobody's talking about. Right. Exactly. And I love to keep us all from crying. Right? Yeah, it's another thing that I had learned about so so there's that piece too, that people aren't talking about it, but there's hyperemesis gravidarum, which is that really severe morning sickness. And it just cracks me up. Not not that people have been talking about it. But Amy Schumer's the comedian, yeah, she really has shown a lot of lineup What if she stood she showed the unsigned love how she shows the unsexy side of years of being a mom and pregnancy. And I just think it is so refreshing because we are kind of set up to have this sort of Dewey. You know, look at the whole thing. Let me tell you what I didn't know I've said this in another interview was a belief it was after Megan Markel had her baby and something that I can't remember, it was her that came out with a white dress on. And someone said, Oh, that's bold. And I'm like, what does that mean? And, and they're like, don't you not? And I had no idea about, you know, wearing pads for, you know, weeks if not longer on and and just all that, that this theory that everybody does, and I just really hope that normalizing this conversation. Oh, yeah. Along with period conversation and all these different things that half the population, for the most part experiences.

**April Kelly** 14:23

Right, right. No, 100% 100% and that's why I truly love the fact that you're doing this because one of my my personal missions, you know, as I navigate this life and my purpose and my, my professional life, like all the different parts of me and all the different aspects of my life, what my main underlying goal is, is to show up authentic is to talk about the things that matter, right, be meaningful, and not sugarcoat it. Because for so long, I did find myself trying to fit a mold right trying to have the mount hard not to it is hard not to and especially Really no shit no no shade to corporate America. But for me my experience earlier on, as I was entering into corporate America at, you know, a very young age and still really trying to figure out who the hell am I like who is, you know what I mean, right, I found myself in that habit of just becoming what they wanted, instead of showing up as who I am. And either you take it, or you leave it, you know what I mean, I didn't have that full of confidence or self awareness, or boldness, or courage it takes to really be authentic. And that's what I really want out of Sure. Like for the pictures, and the promo, the marketing, I know, there's a science and there, I guess, unspoken rules when you're marketing, but I want to speak to the real person, the real mom, because that's where I feel like the gap is in this industry. But also, I think there's an opportunity for us to do that, you know, in the world at large is to show up real and authentic and, you know, platforms like Tiktok they're kind of

**Mia Voss** 16:00

they're, you know, they're so fun and easy. And, and to your point about wanting to speak to moms, guess what?

16:07

They want you to talk to them.

**Mia Voss** 16:09

They really do. I mean, the you know, the one of the facts that I'm constantly preaching about are that of how much of the buying power really does sit in the hands of women. And I'll always make sure to be very clear, because other people go and I go, I don't mean that it's necessarily their money, because let's face it, yeah, I'm making 75 cents on the dollar. And it goes, it goes lower and lower. Right. And, you know, and also to your point about the authenticity, not only as a woman in corporate America as but as black woman in corporate America, I don't know what industry you're in. Sounds like it was male dominated just like mine. I mean, you gotta it's a, it's a tightrope of, you know, walking through the mode of alligator.

**April Kelly** 16:53

Sometimes it feels like it's not even rope, they're like you just trying to walk in thin air and make something up as you go trying to trailblaze.

**Mia Voss** 17:01

Yeah, having it having it put in front of you. So you're already coming from that experience, and that we put the cart before the horse a little bit. But I know we also wanted to speak about home birth, as well, too. So do you feel like that prepared you in some ways or talk, talk a little bit about that, or what your experience was when you chose that?

**April Kelly** 17:19

So So home birth has always been something that I've been intrigued about, like I for whatever reason, like I used to watch a baby story growing up, like, I never really was the one to say, Yeah, I want to have six kids never ever, I thought I was gonna be the single fancy aren't, you know, and they'll keep traveling the world. But um, but it all it really intrigued me. And I always was very interested in doing things as natural as possible. And so when I had my oldest child, again, was very, was young and just really didn't have that confidence to do it, then I didn't know what I didn't know. So I had her in my experience in the hospital. Actually, it wasn't a terrible one. However, I did witness other experiences with very close friends and my sister, specifically, who after giving birth to her child, and like literally, just imagine, having pushed out an almost eight pound baby naturally, and then having needles stuck in your area, you know, and the doctor at the time was paying no attention to the fact that she was saying that she was in pain, to the point where my mom and I were this close. Like it doesn't change, we're going to have to take matters into our own hands. And I'm making

**Mia Voss** 18:35

a Fist of Fury retroactively for you, I can't imagine

**April Kelly** 18:39

now, even now, it's like, how was that even? Okay, like, how was that? How did that happen? You know, and so witnessing things like that, I knew that at some point, like, you know, down the road, if I was blessed to have more kids, I want to be able to be in control of my own experience, and to be able to truly, you know, listen to my body and allow my body to do what it needs to and not to say that medicine and hospitals and doctors, they don't all serve a purpose because they do. But in my case with my son, you know, I did take my I did go to my prenatal visits. And my doctor, thankfully, was an advocate for me. She was an advocate for me, because she had given birth to my older two kids. So my second child and my third child, and so she knew, she knew me and her third child actually goes to school with my oldest daughter. So, again, very blessed to wind up in a situation where my doctor was like, You know what, there's no reason why I would say that you couldn't do this everything. You're healthy, you're doing well. If that's what you want to do, I support you. And it literally came down to her word against mine or her partnering with me. Let me say it that way. Because I was almost even kicked out of the practice that I was going to for my prenatal care because I had made the decision to have at home birth. They Oh my god. Yeah, they were going to live to Really, and you know, I went in one day and saw a doctor and the doctor came in and before I could even get, hey, how you doing out of my mouth? She's like, so how are you planning to have your baby? Which I was like, that's random, like we didn't even get into you can tell solely

20:14

through my hoo hoo. But

**April Kelly** 20:17

you can tell she had an agenda from the very beginning to try to, you know, persuade me to have my baby in the hospital, she tried to use fear tactics like, you know, well, if you decide if that's what you're going to do, then we probably we won't be able to see you. She just told me flat out. And I was like, Okay, well, my doctor is aware of this. And she, you know, had a few things to say about that. And that she went and spoke to my doctor that same day and came back in the room with a different conversation. But it's just those things that I feel like, it's not even necessary, like, what are we really doing here? You know,

**Mia Voss** 20:51

right, right. checking boxes. I mean, we we've obviously seen from the last three years, just the the massive cracks in health care. Oh, right on by the pandemic, that obviously there is some are new, but a lot are just existing. And of course, we know about medical gaslighting, we know Yeah, about black mortality rates of black in mothers and babies as well to seems like what you're talking about, as well. So advocating for yourself having family to help you advocate like your your you did with your you and your mom and your sister, finding a doctor to support you, because we know at this rate to again, with reproductive justice and what's going on in the world that it's already becoming, they're not just stopping at the birth piece, they're stopping at the they're starting at the birth control. And you know, making the decision what to do with your body. So as much autonomy as you can hold on to right. So I appreciate that. So any tips on that. And then I want to talk a little bit more about your postpartum as well to any tips for folks that are thinking about doing the home birth, it sounds like really advocating and

**April Kelly** 22:00

it truly is having that support system, I think you hit a lot of it just going through the list that you just did in it. It's unfortunate that we do have to go above and beyond for our own health and advocating for ourself and making decisions that you would think that we would have total control over, right. But because we live in this world, and we recognize that the best thing we can do for ourselves is to set ourselves up for success. And so having those advocates in place, making sure you're doing the research, making sure you're knowing the laws, and it sounds like you know, kind of I don't even know a word for it. It just sounds like how can I say just basic things, right? But it's so important, it really begins to be important. And I think just from a physical level and a personal, you know, what I would advise anyone who's considering doing homework is to make sure that you mentally and physically and emotionally are in a healthy space, because it's going to take every single part of you to be able to pull that off successfully. So it's no small feat by any means. But it can be done, you just have to make sure that you're preparing yourself and preparing yourself for it, and setting yourself up for a successful situation. And be open to the fact that it could go another way as as much as we want it to be beautiful and perfect and just happen, you know, naturally with no hiccups along the road. You don't want to be ignorant to the fact that you know things can flip in a matter of seconds. And so one of the things that were good for us is that we live about five minutes from the hospital you know, so we weigh every single option and and way that this could turn out outcome to make sure that we had a plan in place should things go a different way. You know, that was

**Mia Voss** 23:41

so smart because then you're not running on hubris and ego I've made this decision I'm going to make it work. So the plans B C, DE are really good. And I've so important. We talked about I've talked about this in other interviews too of also taking notes and you know, being prepared. I mean, I know I've been to the doctor recently when once my pants were off and paper get on, I got home like but the for awhile, I had a list of things, right? Like my side boobs hanging out my PA my you know, all the business is out and I can't even I can't even think straight and that's being in just a regular doctor's appointment not in pain and not frantic and also not having that so I would say that those are really great tips on that too. And then so how so then we'll go back on that postpartum then as well to where are you with that now because I know you focus a lot with sure company and the product that you've created, which is because because it was so difficult to nurse her daughter and we can talk about breastfeeding a little bit too. They make it look really cute.

**April Kelly** 24:56

But it isn't Oh, and that's what this podcast is all about like that. You don't get to see that's not glamorous. But I'm in a much more healthy space because I have been more intentional about self care. And I know it's starting to sound cliche, because everybody is talking, it's becoming more of a trend, right to focus on self care, and to do all these things that look so beautifully done on Instagram and other social media platforms. But the truth behind it all is it's not easy. It's not easy. It's simple. But it is not easy to get into a habit of creating a lifestyle that is centered around your needs. Right? And that's always been the sacrificial lamb,

25:35

which is the typical for mom. Right? All right,

**April Kelly** 25:37

not always doing that. And it's an ongoing process for me. And so, you know, every single day, when I tell you every single day here, I mean, every single day, I am having to make the decision to put myself first and it seems even as I say it out loud, I cringe just a little bit steel, because I'm like, but I have kids, and they, you know, yeah, and, and they do, but they cannot have the you cannot operate in your full capacity, if you are not making sure that you've taken care of the things that are going to help you to be healthy. And so that you can operate in a healthy space, and so that you're now on your kids, so that you're not giving them a version of yourself that later on down the road, they're going to have had talked to come talking to you about some trauma, trauma,

**Mia Voss** 26:25

you know, and they're like, Oh,

**April Kelly** 26:29

it's so important, because not only is it important for right now, but it's important for their future. So everything truly rides on your health, if you you know, are a mom and you have other people who are depending on you. So that looks like for me, and I'll just show you. You see, I have a planner. It might get blurry because of the this Oh monitor. Oh,

**Mia Voss** 26:50

okay. Let's make sure we talk about modern mom fix too, because well, well, yeah, we'll put that towards the end of the show. So I'm making a note now because you actually have a planner on that too. Which is it wasn't just something she had at the grocery store, y'all. It's Oh, no, I'm from her. Her group too. And yeah, you know, it's concerted. And it's it's certainly the irony to is that yes, it is really a big thing. Everybody loves the whole self care Pinterest board and the whole thing. But yet it's super counterintuitive to what happens with moms, women in general women presenting have you know, we do end up it's and that self care also means having to say no to other people. Oh, yeah. Huge part. 57 years old, and have no kids and not even married. And I'm still over here working it to Yes, it has nothing to do my space. Yeah,

**April Kelly** 27:45

it takes courage for sure. But like I said, I showed you the planner, and I have to keep myself on track and focused. And so with this planner, I made sure that it included, where you can actually write down what are you doing to take care of your mental health? What are you doing? What are you as far as your physical health? You know, what are your financial, your spiritual because all of these things play into your overall health and well being and you creating a whole life? Right, a whole lifestyle for yourself. So for me, it was important to start doing the work because the work, isn't it. It doesn't even feel good sometimes. You know, breaking those bad habits and creating new habits is hard. It

**Mia Voss** 28:31

sucks. It's not. You know what the great thing too, I'm realizing and this has been for me as I'm going through my journey with menopause because I'm doing BioIdentical Hormone Replacement Therapy, which was a game changer. I know it isn't for everyone. But for me, but it's been a lot of work. And that that's also that self care, getting my my hormone levels checked, I'm sure you can keep on that piece as well to the vitamin D DHEA, pregnenolone, progesterone, all these things I'm taking, that is self care. They keep this whole, you know, yeah, video taken. And part of it too is because I'm doing the self care. And then I'm very aware of what I'm lacking. And I think that's probably the biggest piece when you're like, I haven't taken vitamin D in six months. Yeah, I haven't, you know, done this and that. But the more and this friend of mine, who's my Podcast Producer, he has a book called 7% slower. He's X works with OCD and anxiety. And it really is about that slowing down piece which seems impossible. Yeah, it seems impossible. But then I become much more aware of even these, these different things of these gaps. not taken care of. So I'm sorry I've ranted a little bit on that. But

**April Kelly** 29:54

oh, it all makes sense. And it all goes hand in hand. And then we're identifying those gaps so that you can then go ahead and figure out what is the solution. You know what, what needs to be here. What do I need to fill in these gaps live? So, yeah, great.

**Mia Voss** 30:09

I loved in your interview with Ande too, when you talked about asking for help. And I literally just had to say to a friend the other day of like, FYI, I'm allergic to asking for help. Like I had this this like epiphany moment of like, Oh, holy shit blotchy when you have to. And I love that that is something that you've really gotten good at. So obviously, as part of your story, you started this, this online community, this mom community called Modern Mom Fix which you have the planter for talk about that, because that's probably had to be I mean, nothing's better than other lived experiences. Right. Right. Right. And I talked about, I think that breaks this stigma as well to have going while I have this, just because you know, and so we all have different things going on. But it's not a comparison game.

**April Kelly** 31:00

That's right. That's right. And that's why I created the modern mom fix is because at one point, at some point, I felt like I was on an island and I felt like, you know, God, am I the only one living this crazy lifestyle of being a mom and trying to be great and, you know, have I feel like all of these things I'm trying to do at one time and just trying to keep all the balls in the air and, you know, fallen flat on my face, but then getting back up like Is there anyone else was crazy as me out there. And it turns out there is. And so I really though, created this space to be a safe space and community for other women who live a very similar lifestyle to myself where we can take off our Superwoman cape, and we can be open and honest about the shit we don't talk about. Right? I'm open and honest about, you know, that we had a terrible day that, you know, we need a break from our children that we need a break from our spouse or partner that we just, you know, we don't have it all together, you know, and, but we want to, and how do we get there and supporting one another and championing each other. That's really where it all birthed from. And it's been such a wonderful experience, because it's also been in place for me, like, as I am, you know, hopefully inspiring other women and motivating them, you know, to find their voice and to take care of themselves. It's also holding me accountable to do the same thing into practice what I preach, right, and so well, so it's given me a space to show up as myself and not feel ashamed and not feel less than and not feel guilty or have impostor syndrome, I just show up. And people seem to like me, and I'm like, okay, and that's another another, you know, just nod that really helps me to be even more confident to know that I truly do connect and resonate with people just by showing up just by sharing, being authentic, being vulnerable. And so my mom fixes that place. And we've gone on to create a planner, because, you know, out of the necessity of my own life, right? Yes, the planner came about and I was like, there's no planner out here because I'm not the one that's all about the stickers and the highlights. Like I'm super plain Jane, my favorite colors are black and brown. Seriously, look at my nails,

**Mia Voss** 33:09

right? Oh, I know, I noticed.

**April Kelly** 33:11

And so I'm like, I'm not really artsy crafty planner, but I'm gonna like get it done planner, like the, you know, bare minimum, as long as it's functional. It works. That's what I need. And so that's what I created in this planner.

**Mia Voss** 33:24

And I think what's perfect about that is there's so many things that I think are daunting for moms because you see you see those videos about those really cutesy the lunches or whatever you're like, oh, and then the cooking and the cutting and the whole thing and then you see that the tired mom was like yes, it's throwing stuff in a in a bag. And I feel like what you've created with that group in particular to is sort of like the antidote to what you're talking about of how you started your career when when you literally couldn't, you know, it was it was detrimental to our careers to be that way as well. And I feel like it's also an antidote to a lot of these moms influencers. And I think a lot of them are full of shit. And one in particular because I like to put people's business on the highway. Yeah, yeah, you There we go. Hilarious Baldwin. Oh, I don't know if she'd get ready to fall down a rabbit hole of links, but it's a it's Alec Baldwin's wife and Okay. Okay, cool thing of Hilaria Gate where she was also pretending to be Spanish. And so there's a whole appropriation thing there, but it was all good to see the

**April Kelly** 34:37

fry myself. But

**Mia Voss** 34:41

in addition to that piece, Amy Schumer who I mentioned before kind of outed her because she was posting pictures of herself on Instagram after her fourth baby like this, just this impossible thing and not that we want to get into shaming. Let me be very, very clear about that. Unfortunately, the way A that it was produced in a lot of her entire brand. Seriously, I spent some time on this and i don't even have kids. But I love a Schadenfreude, for sure. But it really was. So you could just tell. So just it can be so destructive. Yeah, to a lot of to a lot of moms that are also in this state very precarious. And, you know, you're already feeling so at risk, for lack of a better phrase, turn of phrase for them. So I appreciate that you're putting it out there. And I'm, I'm guessing that is is are super safe space, and that it's very, you probably have a lot of folks that are also monitoring the content and making sure it stays safe. And Absolutely. Oh, that's awesome.

**April Kelly** 35:43

Yeah, absolutely. It's been so great. And I know, as we grow, maybe things will change. But my desire, my prayer is that it doesn't but so far, like even the women I attract, they really do share the same, you know, values, and it's not really a lot of I guess, micromanaging or leasing that I have to do in the gut. And we still are very intimate, too. So, but we'll see. So hopefully, you know, we'll be able to continue to track the like minded people who can respect that.

**Mia Voss** 36:11

And as it's mentioned in the other interview, and as we mentioned to that, that was the group where you actually took to that ticket because you formulated just for your child. Yeah, with a lot of work again, go listen to this other one, because the research that you do is oh my goodness, so impressive. It's so in depth, that's how you came up with it. But then you took it to the group and said, Hey, is anybody else going through this, and it was just like this, like, ripple effect, it sounded like and I love the beauty of that too, of, of not feeling isolated. That I mean, that's what started the me to movement in a way even for me, Tarana Burke had been talking about it for 10 years before it became a hashtag, but it was because you you could feel like, from a shame from coming from a shameful place to me to like, let me let me become so and I love that you came up with a solution to that problem, which is awesome, too. So well, we're gonna wrap up, but I just want to see if you have any other takeaways. One, one in particular, you know how either moms like me or non moms like me, yeah, I have for mom, for baby mom. Or even, you know, dads or family members. Give us some some takeaways that you wish people would do more often, moms and for for parents going through her mom's going through a hard time? Yeah,

**April Kelly** 37:29

I think I think it really is about, you know, I don't want to answer this too quickly. Because I want to always make sure it's coming from the heart, but it's about really sitting with yourself, right? And being comfortable with yourself being comfortable with who you are. And just understanding what your needs are understanding where your gaps are, I kind of take it back to what we were talking about me where it's just like, you know, you you kind of have to know what your needs are before you can even start to, you know, go after it was articulated solution and articulated. And so that's something that I'm doing in the season is really taking time to sit with myself and to learn things about myself that maybe I assumed or maybe have changed as I've grown and evolved. Because for me, I feel like you really have to take care of the core of yourself in order to be successful in all other areas of your life, whether that's an entrepreneur, whether that's a mom, whether it's a firm, you know whether you know, you're in an industry that's male dominated, and you're female, you really have to have that core intact. And so in order for me, I know the levels that I'm going to reach, I know the levels that I'm going after, and that I dream of. And in order for me to be successful there, I have to be successful here where I am. And a big part of that is just being okay, with the very raw version of myself, right? And still feeling like that part of me is accepted. You know what I'm saying? Yeah, for that version of me, that raw version of me is okay. Right, in finding courage to do so. So I know that was a lot and it no nice, pretty one liner, but now is what I got.

**Mia Voss** 39:03

No, no, that that's perfect. And, you know, and I would think to like recognizing it again, for anyone that's out that's, you know, interacting with you on the outside looking in is recognizing that or even helping people to ask those kinds of questions to I think, just go on the casual drive by a yo que good, you know, and you're you're still moving but trusting that people can they can know themselves but also helped me with that. I mean, your husband was a perfect example of being able to stop and and really see you and I think he came in three times before so that that's what I would think would be something to for folks that are supporting moms and supporting families is to be to be open to hearing what they need or to just observing without oh my god, folks. Don't give unsolicited fucking advice. That's my advice. You like, if you don't I mean, I mean, you can ask Yes, absolutely. Or ask ask. I'll say that too, because I don't want to just cut that I want to throw the baby out with the bathwater. Yeah. But But I want to say, you know, I was thinking about the people that I was thinking about this, would you be open to a suggestion? And really, really treading super lightly on? Yeah, too. Because the last? The last thing if unless I asked you, right. So really be cognizant, cognizant of that. Because sometimes, the things that to us seem the most helpful aren't incredibly harmful to someone, because now they have to navigate your expectations of fixing them.

**April Kelly** 40:42

Yeah. And it's really important to understand a person's operating reality too, especially when it's different from yours. Yeah, you know, so if you know, and that's where I know, we spoke about a little bit Mia, but that's where I feel like the gap will be start to close. When non moms and moms can understand each other's operating realities and understand that, you know, she doesn't have kids. So maybe she doesn't understand this. But let me understand her reality. What does that look like? What does it I mean, not brush it off, as if it's, you know, not harder than mine, or maybe equally as hard as mine. You know what I'm saying? Yeah, or assume but let me try to truly understand their operating reality. And that's where the conversation starts.

**Mia Voss** 41:25

Okay, you can drop the mic now. That's amazing. And do research on somebody else's experience. Honestly, that's the Google when I sat over here and Googled about postpartum and different stories, you can read blog. So I have one more question for you. And then we're gonna get out of here. You love it? What is your favorite swear word or swear phrase?

**April Kelly** 41:48

What do I say a lot. A lot of different things. I'll be like "damn" Yeah, that's probably my favorite one. I mean, because I can say that anywhere, anytime. And I probably slipped up and said it in front of my kids. Mom, it's like, as long as you don't say it.

**Mia Voss** 42:11

Yes. I don't think I've gotten that one yet. Because everybody really so everybody loves to migrate right towards the F bomb, which is one of my personal favorite, you know, swearing. Is my love language. But I love Damn, it's just like, it's still socially acceptable, but it's really Yeah, yeah.

**April Kelly** 42:31

Yeah. So yeah. You can get a pass for "dang" if you say just right, I can I can write you know, write

**Mia Voss** 42:42

gritted teeth. All right, where should we find you to find out?

**April Kelly** 42:47

TheSureCompany.com is my website where you can find out all of the information and the wonderful updates that we are doing. We've had a call recently with the FDA. And we're going to be posting more updates on our journey as we get closer to our official a lot. So check us out there. And then you can also follow me on Instagram at April Carr Kelly. So just my name. That's my personal page or The Sure Company. So either one of those two.

**Mia Voss** 43:12

I love it. And I'll have all the links in the show notes too. So check that out at should we don't talk about podcast.com April. Thank you so

**April Kelly** 43:18

much. salutely My pleasure. Thank you for having me.

**Mia Voss** 43:20

This is a good chat. Hey, thanks for tuning in. You can check out the show notes and guests links at ship we don't talk about podcast.com If you liked this episode, please subscribe and give it a like or leave a review, especially if it's a good one. See you next time. Bye