

Golden Girls Podcast

Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

00:00:01 What comes to your mind when you think of the word feminine? Honest question. Do you feel feminine or even desire to feel feminine in your life? As a coach myself, who primarily serves women and someone who's always had a heart and soul for uplifting and empowering women in every way, this is a topic near and dear to my heart. I don't think it's any secret that women are struggling in the world right now.

00:00:01 What comes to your mind when you think of the word feminine? Honest question. Do you feel feminine or even desire to feel feminine in your life? As a coach myself, who primarily serves women and someone who's always had a heart and soul for uplifting and empowering women in every way, this is a topic near and dear to my heart. I don't think it's any secret that women are struggling in the world right now.

00:00:27 Now don't get me wrong, there's been a lot of progress and I'm certainly grateful for that. But I can't help but notice that still so many women in supposedly liberated, free progressive countries are still exhausted, underappreciated, undervalued, and under living our lives and our potential women. We're out here, we're busy. We're trying to build a career, build businesses,

00:00:55 raise families, keep a household running, be great partners, exercise, meditate, stay hydrated, be sexy, keep all the top spinning in our life and look good doing it. Now I am absolutely the woman who believes you can have it all. It's right there in the podcast intro that we do believe you can have it all. But this doesn't mean that you need to do it all,

00:01:17 that you can do it all. And it doesn't mean that you can do it all and have it all at once, or that we are definition of having it all is the same as what anyone else's would be. The truth is that as women we're told the millions of different things we should do, who we should be, how we should act. It's my belief that we're in an awakening of women.

00:01:38 We're still waking up and realizing that we can actually consciously choose who we wanna be, what we want, and go create it. I notice that a lot of women consciously or unconsciously still feel confined and limited by certain labels and often see femininity as a weakness. While none of the women I know fit into any box, we are all still navigating and creating our own experiences and expanding out of that proverbial box of what a woman is the world.

00:02:08 And I see it the way it currently sits is still generally a man's world. And as a woman, I do believe we are all trying to figure out how to step into our full power and our full potential. I believe femininity can be a superpower if we know how to access it, build into our lives and evolve with it. Today's guest, Sarah Bohdanova,

00:02:27 is a femininity coach who teaches women to get that pop bottle worthy life leaving a successful competitive dance career where she became a world professional, semi-finalist and an award-winning coach across North America to go full time with her coaching business. She realized how many women were struggling to embrace her femininity as their superpower. In this day and age, this conversation feels really, really complicated.

00:02:50 I'm gonna be honest with you. I put off recording this episode for years because I wasn't sure how to navigate the topic. Mindfully the words mother, woman, feminine femininity, that can be very triggering. It's been a journey, long journey, but I've come to this realization that despite my people pleasing nature, my job as a coach is to both support people to explore their triggers in a brave and safe environment.

00:03:17 And also to provide people with ideas, concepts, tools, strategies, and conversations and products that help people to improve their life and live it to their fullest most authentic expression. I honestly believe harnessing the power of femininity is one of those things that can make a really big difference in your life. So it's my job to talk about it, to share it,

00:03:39 and to put it out there for you, for you to explore if it might serve you. If you've been listening to Golden Girls Podcast since our reboot in summer of 2022, you know, I'm not willing to tip to tiptoe and avoid uncomfortable conversations. I don't wanna ignore the gray space. I'm not afraid of cancel culture. I actually wanna talk about the gray and the nuance.

00:03:58 I want to, and I believe this is one of my purposes in life, I wanna contribute to a culture that we can talk about hard things. And strangely enough, the concept of women femininity and feminine power feels like one of

Golden Girls Podcast

Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

those hard things right now. So I wanna contribute to a culture where we can talk about it. And this is, this is me moving that purpose.

00:04:15 Putting together this episode and talking about femininity feels like a bit of a minefield because while my, I am a caring person and I know Sarah is too frankly, I think our culture has taken this so far that we don't even feel as women that we can talk about things like being a woman because we're so afraid that we're gonna offend someone or hurt someone or say the wrong thing.

00:04:34 It feels like the labels are super quick to come out. A, you can be transphobic on one side or called letter person on the other side. There's the dichotomies, the the polarization, the far left, the far right. And I really believe that we need to have the courage to drop the labels to drop into our heart, to open up the invitation for conversation and do the work to understand each other.

00:04:57 I wanna a world where we can truly honor our differences and let that be okay, not have it be something that says something about who we are or who we aren't. So let's, this conversation is an opportunity for us to open up the great space, the nuance, the in between. And I know both Sarah and I are coming with good intentions and we wanna show up here with love and the courage to be who we are and be women and to inspire others.

00:05:21 Step into that if it feels right. Now, before Sarah and I recorded this episode, we, Sarah pulled a truth bomb card from Danielle Ports deck and the card that was pulled is love rewards the brave. And I feel that for all of us that love rewards the brave. So let's be courageous. Now, this is gonna go for any label out there,

00:05:42 if any label out there, whether it's wife, mother, feminine, hashtag girl boss, whether that resonates with you or triggers you, which of course the triggers our chance to explore. It's okay if those things aren't for you. And it's also okay to be brave and say, these women, these words excite me and they appeal to me and they call to me.

00:06:00 So this episode is not for everybody. It may not make everyone happy and that's okay cuz heck, as Daniel says it, love rewards the brave. Here's my commitment to you. To me, you may not like or resonate with everything we say, but I, my commitment to you is to be a leader who respects other people's choices. I will hold this space to talk about hard things.

00:06:18 I come to this conversation and all my episodes and my, my coaching sessions grounded, calm, compassionate, open, and coming from my best self. If I don't do that, I don't hit record. I don't show up on a call. I'm willing to get it wrong sometimes I'm willing to learn, I'm willing to hear out all the perspectives and sides.

00:06:35 And I'm really grateful that Sarah's also open and willing to have this conversation, which as I said, can feel like a mind field. But we're here for it to courageously walk through it together. I give you this commitment because I really feel like if you don't hear this from me, how can you trust me as a coach? How can you trust me if you don't know that I can hold this space?

00:06:56 So I think it's a non-negotiable in my role as a coach to hold space, to be brave and to hold the gray. That's a lot of disclaimers, but that's the gray, that's the nuance. And ultimately it's why I'm so grateful for this podcast and the ability to take this conversation off social media into the podcast, to put out longer form content that allows me to add some,

00:07:18 obviously not all, but some context, some more information, some perspective. Because I think social media takes us down to right, wrong, left, right pro anti and doesn't hold space for nuance and, and the conversation that we need. My belief is that this is , longer nuanced conversations, it's gonna be questions, hard questions, deep questions and discussions like this that are gonna help us as individuals and a collective to heal,

00:07:46 to reconnect to each other and to ourselves and to unite instead of divide. So back to femininity, whichever we're going earlier this year, personally, I felt deep desire to start to feel more sensual, have more sensual experiences in my life. And I'll talk about some of that in this episode. And when Sarah says femininity is superpower, I really believe it.

Golden Girls Podcast

Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

00:08:05 If this is a topic that you're curious intrigued interested about, you're gonna love it. This episode we talk about a lot. We, you're gonna hear the framework of femininity and learn how to create rituals and systems to add to your femininity toolbox. So you can show up in your life the way you want to. You're gonna realize that you don't have to contort yourself into anyone else's definition of what femininity or womanhood or motherhood is.

00:08:28 And instead you can start to define it for yourself. You're gonna see femininity as a superpower and know how to tap into your femininity. You're gonna understand the importance of evolving as a woman and knowing how to check in just like we check in with all of our goals. You know, shameless plug here, check in with your femininity too. In this episode,

00:08:45 you're gonna learn how to integrate femininity into your life, into a way you can be in the world and have systems that nurture you. Instead of having femininity be one more thing on your too long to-do list and you're gonna get permission to talk about femininity as spicy as it is. By the end of this episode, you're gonna feel inspired and know that femininity is a superpower and attainable for you.

00:09:05 You're gonna hear and feel that it's possible to have a relationship, career, lifestyle, family that nourishes your femininity while you nourish others. And you'll have the tools, strategies, and permission to access this. You're gonna hear that femininity is something that can be learned and harnessed and if you choose to, you can harness it for success in your life too.

00:09:25 So let's do this. Thank you for being here. Thanks for being open. Let's dive into femininity. Welcome to the Golden Girls Podcast, where we believe you can have it all. I'm your host Lisa Michaud, and I'm spilling tangible tips, goal getting strategies and real life stories to inspire you to tackle your biggest dreams. You're a woman who knows you're made for more.

00:09:50 Get ready to leave the excuses and self-doubt behind by being vulnerable, sharing your truth, and having honest conversations so you can succeed on your terms. Together we'll set goals you'll actually achieve by staying motivated, having fun, and building a community of women, empowering women. It's time to tap into your best self, get confident and truly have it all. Golden girl.

00:10:13 Let's dive in. Well, hello there Golden girl. Welcome to this episode of the Golden Girls Podcast. I am joined here live and in person with Sarah Bohdanova. Oh gosh, I think I said that wrong again. No, I said it right. You got it. So Sarah is the first femininity coach servicing women by drawing on her unparalleled experience.

00:10:35 As a world class dancer and award-winning coach, Sarah provides tangible tools and strategies to help high performing females infuse their lives with more joy, confidence, and peace. Sarah offers one-on-one coaching and is the creator of the online course, how to Walk in Heels. And You Better believe I'm gonna ask her how to walk in heels. Sarah, thank you so much for being here today.

00:10:56 I'm so grateful to have you. Thank you for having me. I'm excited Yeah. About this conversation. It's gonna be juicy. Yeah, so let's start out with the basics. How do you define femininity? So for me, femininity is the expression of being a woman and that's gonna show up differently for everybody. So when I think of getting intentional about my femininity,

00:11:18 I think about how I want to look, how I want to feel, and how I wanna show up in my world. And then I design my life around that. So how do you, how have you figured that out and what does that mean to you? Like how do you wanna look? How do you wanna feel? How do you wanna show up?

00:11:34 It's something that I've constantly revisited because as a woman you evolve. So I'm not the same woman that I was two years ago or five years ago. And a big part of femininity for me is being present. So I'm constantly going back and evaluating am I showing up in life the way that I wanna show up? Am I feeling feminine? Am I feeling present?

00:11:55 Am I feeling soft? Am I feeling joyful? Those to me are all good signs that I've poured into my femininity. Wow. And at peace you use the word peace To Really intentionally. Yes. I think peace is something that women are desperately craving in their life and we can get into all of the different messages that they're given by all of those different messages disturb our peace.

Golden Girls Podcast

Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

00:12:19 So if we're not intentional about what femininity looks like to us, then it's very easy to get rattled by everybody else's version of how we should look and how we should show up. Let's get right into it. Yeah. What are some of those messages you think that women, Oh, pretty much every message that you could think of. There's an opposing message telling women to be a different way.

00:12:41 So there's, you should be the boss babe, you should be the stay at home mom. You should look like this, this doesn't matter, this matters. Everybody has a different opinion about how women should act. You should be the nice girl, you should be aggressive and like really fight for what you want. All of these different messaging that men don't get as much of.

00:13:02 Just as a side note, women get way more, it's ingrained in us since we're young and if we don't think about what we're hearing, it's really easy to just get lost and lose that peace, lose that joy And lose themselves that in the process. Exactly. I would be so curious, maybe after this I'll do a little Instagram poll just to see,

00:13:24 cause I'm, I'm curious how many women, and obviously my Instagram poll would not be that scientific, but how Many Women really feel like they have peace in their lives? I bet that number is not very much. Yes, not very high. And it's so interesting cause it's probably one of the, I could imagine it being one of the greatest gifts that we could give ourselves is peace.

00:13:42 Cause when you have peace you have presence. And when you have presence you have everything else. Yes. Connection and calm and all the beautiful things and connection to yourself. And I think that peace comes from clarity too. So we have, we have different goals for our career. We have different goals from our, for our family. And when we have those laid out and we have the systems to get those goals,

00:14:03 we have peace. But when we don't think about our femininity, we don't have any systems laid out, it's very hard to feel that peace. So it's getting super clear so that you're constantly nourishing that. So good. Okay. So one other thing I wanted to ask you about before we dive too deep into all of the things. If you can speak to,

00:14:25 you know, the polarity, the feminine versus masculine being using the word versus the feminine masculine polarity. Like yeah, what does that mean? Can you give us some context for someone who, maybe we've heard this a little bit but don't really know like what it means and how it could actually apply to us as women today and as in Our lives, men and women are different.

00:14:47 So from what drew, I'd like To say that, Yeah, probably not, but we are, it doesn't make it less true. So we are driven by different things. Our core desires are different. So for example, we both want to be men and women both want to be respected and loved, but the priority level is different for a man and a woman.

00:15:06 So a man wakes up in the morning and he's asking himself, am I respectable? Am I doing my duty? Am I providing? Whereas a woman is waking up and asking herself, am I lovable? Am I worthy of being pursued? Both people want both, but it's just a higher priority now with society, it's kind of tried to make everything safe and palatable and make men and women the same,

00:15:30 but we are not like a man is not a less hairy version of a woman or vice versa. And those differences are actually what creates that sexual attraction and makes our life interesting and fueled and passionate. So it's a beautiful thing. So I think instead of thinking of our differences as wrong, just think not wrong, just different. We are different from each other and it's great.

00:15:54 And to talk about that a little bit more, like sometimes I think with women, a man being very masculine can make us feel unsafe sometimes because things have been corrupted. But when we actually like lean into healthy aspects of masculinity, like for example, my husband, when he watches sports, he goes nuts. He goes so crazy. And before I,

00:16:17 I used to feel like I could feel inside, not at peace when that was happening. Like am I not safe in this situation? But that's his testosterone, that's not coming out towards me, that's coming out towards the screen. So allowing him to just be himself and not try to tame him in those situations, he comes back more fueled for me.

00:16:37 So I think recognizing and appreciating the differences versus fearing them is a big thing that we need to do. So are there certain, like what are some of the things that you say would be more masculine or more

Golden Girls Podcast

Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

feminine? I know you also have some kind of disclaimers around that too, but like what are, like how do we know, what are the things that are,

00:16:59 I often hear like divine versus toxic, masculine or divine versus toxic feminine. What are some of those pieces? What are some of the things that are more masculine are more feminine? Feminine? Sure. Yeah. So I think men have that deep desire to provide and protect when they are in a healthy form of masculinity. So there is also unhealthy forms of masculinity too.

00:17:22 Okay. So So you refer to it as healthy, unhealthy, masculine and feminine. I've heard like divine and toxic like, but yeah I'm sure they're kinda referring to similar things. Yeah. So when, what Would you define that as healthy or unhealthy? I think when a man doesn't have a desire to provide or protect you, he's not in a healthy state if he is.

00:17:43 And I think society's made it very easy for men to just kinda like wash their hands. Like let's go Dutch, let's do this. There should be a desire in him to want to take care of his family that that should be ingrained. And when it's not there there's a problem. Something has happened along the way to interrupt that. I also think sometimes women are the problem because now we see his desire to want to take care of us as infringing on our independence.

00:18:12 An example I'll give you, my husband would always carry our groceries and we would, oops, sorry. We would walk from one place to the other from our home. It was only about 10 minutes away and he would have about 10 bags and I'd be like, let me just, let me just take one, like let me help you. He's like,

00:18:27 no, I'm fine. And he wouldn't talk because he would be carrying it and sweating trying to get home. But for him it was such a deep desire to take care of me in that way. And it was more fuel for him to actually do that than me to take some bags and lighten the load. So understanding that we have these different core needs there and now when we go grocery shopping,

00:18:49 I just relax. I don't reach for the bag and I actually enjoy that this is his way to love on me and this is a form of his love language towards me. Did you guys get to this awareness through some really good conversations? Yes. You know, how did that come to light? Because I think you're touching on and what I think is really important to kind of pull out here the idea or the,

00:19:17 the reality that it's some, it's somebody's core need and his core desire. Yes. And that you're honoring that. Right. And that's the important piece. So how did you, I guess, learn that it was his, how did he, did he always have this awareness? Do you, like how did that all transpire for you guys to navigate that?

00:19:36 Dating him was very interesting because right away I saw some differences from, I could look back at it now looking at healthy. Like he was a healthy relationship versus unhealthy relationships. And with men before I found like I was having to do things that felt unnatural to me and that should have been a red flag. So some of those things that feel really unnatural,

00:19:57 women need to pay attention to where they're showing up more in the relationship than he is. But with him, he was very right from the get-go, he wanted to make sure that I got home safe, he wanted to check on me and it would go to the point of taking him an hour out of his way sometimes to make sure that I would be home safe and he could have peace with that.

00:20:20 So recognizing those things and then also some of like, some kind of trial and error. Like I would try and grab those bags and then I would realize it would cause conflict. And then once I started letting go of that, I paid attention to how it felt in my own body. And once I kind of released that feeling like, oh I need to be doing this too,

00:20:39 it was peaceful and it was nice and relaxing and he was happy. So some trial and error and a lot of reflection. Mm. Yeah. So amazing. Thank you. I think that is, I mean that's like the, probably that'd be part of like what I do and I know what you do too through different lenses is paying attention to those red flags.

00:21:03 Yeah. Paying attention to things that are, are not working for us. Yes. And being able to explore that. And I love how, I love how you guys have navigated that. Yeah. And you're already making me be like, oh maybe I don't need to help out with bags. Cause I totally help out with the bags. I'm like,

Golden Girls Podcast

Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

00:21:17 and I I, I grew up in and full, I have a chronic over packer like I'm right now it's, it's gonna be a lot of stuff. I always have a lot of stuff. It's, it is bone and contention in our relationship. But I was always taught as a girl guide, make sure you always carry what you or you carry what you pack when you pack what you can carry.

00:21:40 Yes. And so I always had that in my mind that if I'm gonna bring a lot of stuff, I have to carry all that stuff. And that's probably translated to many other parts of that. I just have to carry it myself. Yeah. It's just really interesting. Okay. That's, I felt the same way I did and I grew up in a home where that was like my dad wouldn't carry bags,

00:21:59 now he carries my bags, which is interesting. So as I have changed and not felt like I need to do everything and kind of prove my value or prove how strong I am, he stepped up more. He's opening doors and doing things that I never thought he would have the desire to do. Now he has a space to do and he's doing that for me.

00:22:20 He's doing that for my mom. It's different Now. How do you, how, what has the work been for you to be on the receiving end of this and to have it feel nurturing and empowering versus what I think a lot of people may feel, which could be disempowering having to feel like someone's having to take care of you. Yes. You know what I mean?

00:22:45 Like, oh, has there been any personal work you've had to do around that? I, I think a lot of it has been looking at the messages that I was given and starting to actually detangle them and think what messages are serving me and what feel good or what have been almost force fed down my throat. And I've had this fake sense of empowerment because it's a really beautiful thing when somebody wants to take care of you in different ways.

00:23:13 And I guess the flip side of that is I also take care of my husband in other ways so I know what, where he feels loved and as a woman there's on, there's certain ways that only I can give him love that he couldn't receive from another guy. So knowing that we provide it in different ways and we both feel it in different ways.

00:23:33 What are some of the ways that you provide love Space peace for him? I hold the bucket a lot to let him just talk through his stuff. And with men, I, I think more men are starting to have conversations with each other, but there's a different type of conversation that can happen between a man and his wife or a man and his partner and just allowing him to go through all those pathways of his brain and just let him feel like he has the safety and the peace to just speak.

00:24:07 So that's one aspect. Also physically, he is like, you know, each other's love language and I know that even just like rubbing his arm is huge for him. Those little things are big deals. Remembering his gifts are another love language for him. And I will remember something that's important and then leave it in the house for him when he comes home.

00:24:28 So little things that speak to him where he wouldn't really think about those things. Like he'll program it in his phone to remind himself to buy me flowers. But as a woman, like you think about those little things. That's so beautiful. So beautiful language is such a good, such a good practice. A book and quiz to do and I, I feel like it's affected so many relationships in a beautiful way.

00:24:51 And what you're doing here with femininity project and speaking power into femininity I think is bring another layer to that. Yeah. So good. So maybe I'll just ask one more kind of probing question around like why do you think polarity is essential in a relationship? If you want to have attraction, you need polarity, Why Be, think about it. It's like a roommate.

00:25:17 If everybody starts to look the same and act the same, there's nothing interesting. You need heat in a relationship. We would talk about this in dancing. So for example, rumba is a very romantic dance, but you would never want to dance fully just sappy. You'd have some moments where it'd be fire and then some moments where it's like, I don't want you,

00:25:37 I do want you. There has to be that back and forth to create interest and especially between a man and woman that that polarity needs to happen or else it's just Netflix and chill for the rest of your life. Like, But not the good Netflix and Chill, not the good Netflix and chill. Like you want some of those nights but you also want passionate love making nights and it's very hard to have those if it's the same all the time.

Golden Girls Podcast

Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

00:26:03 So this is so interesting because we talked about, we opened this conversation around how women, we probably want need more peace in our lives, but we also need some of that like polarity, I wanna say drama or flair or maybe drama's the wrong word, but like novelty, excitement, passion. It's just so interesting I guess how we need these polarities even just in life,

00:26:26 right? We want the peace in in most of the places that we can have the spice and the drama in the other arenas, right? Yep. And I'm also guessing when you talk about like the polarity that needing the differences, it's obviously gotta be in certain areas because yes, if you have this polarity in every area, that's just really not gonna work.

00:26:49 Or if you have it, for example, just making, like for example, if one person is constantly spending money, another person always wanting to see that, I could feel that being a very, like that may not be, that may not be the kind of thing that turns you on in the bedroom. Yes. That that kind of polarity. Right.

00:27:06 Or some people like the house super neat and tidy and the person messes it up. Like that polarity is probably not sexy. Yeah. So What, where does that fit? Yeah. What is the sexy polarity that keeps us together that attracts us, keeps it going. And what is the polarity that Destroys That destroys her? Yeah. It just makes it be like,

00:27:25 why am I even with this person? This is not, this is taking away my piece. And this is important Too. Values, you need to be aligned on your values. So that is where you don't want polarity. So you need to talk through those things. And your deal breakers too. I think that's one thing that a lot of people are getting married right now and they're not talking about some of the really important issues like how you do money,

00:27:47 do you want children, those things. And they wait until they're in the relationship to talk about it. So you need to get clear on that worldview. All of that should be discussed and on a similar page. Now if one of you is an extrovert and one of you is an introvert or somebody finds this funny, somebody doesn't find that funny. Those are places where you can have polarity in the,

00:28:09 in the fun aspects, not on the core issues. Got it, got it. Yeah. Okay. That makes sense. And I mean I, I say this kind of face but like even like I'm definitely more of a spender than my husband. Yeah. But like we have some alignment in terms of like some core values around money. Yes. And so I think that also works because I'm not afraid to like book the date night and make that happen.

00:28:29 Exactly. Whereas He probably would just say, I'm a Netflix. Yeah. So you keep it spicy, he keeps it safe. Yeah, yeah, yeah. Absolutely. Very cool Polarity. Yeah, yeah. Definitely. Definitely. Yeah. I love how you, you just discern that too because I, there is some things that we would need to be safe and to have peace and something that need to be stable and other things that need to be spicy or we Fall asleep.

00:28:53 Yes. Okay. So what are some of the benefits of tapping into femininity? And I, I know I get a sense anyway, this has been a bit of a journey for you. So what are some of the things you've seen in your life and what are some of the things you see in your client's life as the benefits? Cause some people might just be like,

00:29:09 okay, so some better sex. Maybe like, but like one, I think I get the sense it's a lot deeper than that. What are, what are the benefits? What's waiting for us on the other side of femininity? I think one of the big things is feeling at home in your skin. So how it always goes back to that peaceful element for women.

00:29:27 So most of my clients, when they come to me, they already, they start by telling me what they think they need to be. And usually it's messaging that they've got from their parents or how they've learned to interact at work, what they thought they needed to do to get the career that they want. And as we unpeel that the way that they show up at work changes and the people at work treat them differently and they enjoy that.

00:29:52 So when they're at home in their skin, instead of acting like a man, which is a lot of the messaging that women get to have a good career when they're feminine at work, all their coworkers, male and female, treat them differently, treat them with more respect, go outta their way to help them in a way that they didn't feel compelled to before.

00:30:10 Femininity is like lifeblood to people around you. So when a woman's in that element, she, she feeds everybody around her. I wanna ask a clarifying question around this. Yeah. And like full disclosure. Yes. I worked in a

Golden Girls Podcast

Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

very male dominated environment. Yeah. And I, up until about a month ago, I had a book on my shelf literally called Nice Girls Don't Get the Corner Office.

00:30:37 And I got rid of the book. Yeah. For many reasons. But one of the things in there was literally talking about how women have this tendency to literally feed people how a woman can get fall into this tendency or this, I guess this space of always being the one to bring like Friday muffins or Friday lunches and like quite literally feed everybody in the office and how that detracts from her power.

00:31:03 Yeah. What are your thoughts perception on that? I know that's a really specific question, but I feel like it's so top of mind cause I just got rid of the book. Okay. We can go back to the word nice after. Cuz I think we can talk about that one. Yeah. That's a whole other podcast When I talk about it's the lifeblood to other people.

00:31:22 It's not by your actions of what you're doing for them, it's simply by you being there. So the energy around you feeds people. So it's not like Bring them up. No it's not bring them up. But that could be somebody's love language, it could be an act of service that they like doing that. But if they're doing it from a like a weakened state where they are not confident,

00:31:45 like They're expected. Exactly. Women In the office, they should be the ones bringing them up. Yes. Yeah. That's boundaries too. Yeah. Establishing the right boundaries. And that only comes from you knowing the clarity of how you wanna show up. Yeah. I love that. See and I mean I, I don't, I joke about getting rid of the book,

00:32:01 it was just I'm get office side, I that away, but, but I'm sure there were some legitimate pieces in there. Yeah. Around because I think women probably for a long time, if you think about, I've never watched Mad, but we were chatting about it. Like there was obviously a lack of boundaries in some of those kind of initial when women entered the workforce.

00:32:18 So there's probably been a bit of like pushback the other way. And I think now we're in this season of maybe rebalancing that and figuring out how do we, how are we authentic to ourselves? Okay. And and how does that show up and what's the energy we're bringing to a situation as opposed to just relying on expectations other people's or, or our own that we put on.

00:32:38 What other benefits you see? Like do you, so when a woman is in her femininity, how does the relationship change? How, how does the office change or the work change? Yeah. Like do you see women getting less promotions, more promotions, taking more time off, less time off? Like what do you, what do you kind of see some of those and what about for a business owner?

00:32:59 Like Yeah, tell me all the things. It's interesting cuz I think it happens in stages. So you kind of go one level, it sits for a while and you go further. So I'll give you an example of one of my clients who's a lawyer. I started working with her last January. She's in a relationship where when I asked her about it,

00:33:16 she was like, basically he'll do, that was kind of the, the state of it. She didn't like the life that she had created. A lot of her friends who were also lawyers were very aggressive and she felt like when they got together they were just kind of toxic. So there was a lot of stuff in her life that she didn't feel great about,

00:33:34 but she said she was running on autopilot. Like she'd go into those situations and she would just act on a certain way. So we started working together, we worked on kind of like the basic stuff first we talked about her body language, we talked about her tonality, we worked a bit on her style. And then she came back to me six months later she had quit her job.

00:33:55 She's starting a foundation, she's leaving the relationship and now she's wanting to dive deeper into having a more polarity based relationship because just like that'll do isn't doing it anymore for her. So, oh yes. Yeah. Which is quite cool. So I, I think one of the biggest benefits is you start to define your life on your terms. And you're not just trying to fit into these different structures which have been designed for a man.

00:34:23 Like even cycle wise we're, we're completely different. So this work starts to lead you into looking into what's actually going to fuel you and give you a passionate life. Mm. I love that. Yeah. Yeah. The cycle thing, that's a whole other episode as well. Yeah, for sure. Yeah. Just how our, our society's not set up for Yes.

00:34:41 So much of what women need. It's set up for what men need and how men operate. Yeah. Yeah. Absolutely. Ugh. Okay. I love this. So let's talk about energy. Cause from what I've heard you describe it is a misconception to think that certain things are masculine and certain things are feminine. You know, for example that like career is not feminine or competitive is not feminine.

00:35:06 Yeah. Or strong. And that kind of ties into the not so subtle indication that femininity is actually weak. Yes. So what do you say about that and how do you view the different traits? Tell me your story there. Yeah. So I don't subscribe to the view that men or women have a monopoly on certain traits. I think we all have all of them.

00:35:30 The expression of them is different. So you, you've seen a man be strong and you've seen a woman be strong. Yes. Giving birth Exactly To breastfeed. I think when it gets tricky is when we try to imitate the other, the way that other person does it. So for example, like we talked about when women try to act like a man to get something,

00:35:51 but women can be competitive and still be in their femininity and get results. I had this with my competitive career. So as a dancer, I wanted, I, I took it to a world class level and so I needed to be competitive but I saw differences between some of my friends who were competing as well, where they would get aggressive and they would take it in a more masculine way.

00:36:18 Versus I try to constantly still pour into my femininity and think about how do I feel as I'm going to this competition, how can I still feel feminine as I'm prepping for this and not get into this like task mode, which is a little bit more masculine. Women are more in tune with feeling and being present where men can kind of shut that off and just like get what needs to be done when a woman goes into that place where they shut off their their presence.

00:36:42 That's a dangerous place to be. But don't you feel like that's where most women are living? I, yes. Yes I do. You Feel like even in my own life, yeah. I really have to consciously pull that back. Yeah. Because I think our society has programmed us so much to just like put aside everything else of how you're feeling and just get it done.

00:37:03 And that's what we reward is the task rabbit, the getting it done, the consistent the work horse, that piece. So what did that actually look like for you training and competing as a world class dancer? How did you show up differently than perhaps your friends that competed who brought the competition from a more masculine perspective? Like what did that look like to that,

00:37:26 that you gave yourself permission to nap when you wanted to In some situations? Exactly that. So I, it's Always about the naps. I knew I have a very strong work ethic. So in competitive dancing, you always have people who are telling you, you need to do more of this, you need to do that. And for example, I had one coach who I would say was a little bit more in her masculine energy.

00:37:52 And I remember I was training for competition. I had already been doing nine to 11 every day and I knew I was ready. And so like 9:00 AM 11:00 PM Yeah. So I would train from nine to one, I'd teach till 10 and then I train after work. So it was going, I was going hard and it was the end of the week and I knew I needed to get up the next morning nice and early.

00:38:14 And she's like, you need to stay and you need to practice, you need to stay longer. And I told her no, like I'm done. And she's like, well you don't want this enough. Then it's like, nope, I know I want this. I know I've prepared and I need to rest. So not allowing other people's voices is sometimes what that can look like in those situations.

00:38:33 Wow. That's such a, Those words like that is exactly we've programmed into ourselves. Yeah. And I feel like a lot of women, I'm sure everybody but women in this conversation Yeah. Probably struggle with that idea. I think about like the whole hustle culture and girl boxing, which I, I I've identify in many ways as a girl boss or boss maybe and all those things.

00:38:58 But it's just, it's so interesting because that narrative, what you just said there, like you obviously don't want this enough if you're not willing to like lose every Yes. By everything else and say winning, that's not really a winning conversation, isn't it? No. And that's her own stuff. So recognizing it's somebody else's triggers or somebody else's belief system,

00:39:19 when you know your own belief system and you know what you've done, other people don't have so much sway over your life. I'm gonna peel that back one more layer. Yeah. Because I have a feeling that a lot of people haven't even had the chance to explore and create their own belief system around that. Yes. Like I would think that people would just accept that as fact.

00:39:40 Yes. Do you know what I mean? Yeah. Like that you're It's true. Like I just need to give it all and I must not want it bad enough if I'm not willing to stay up. Yeah. And people probably don't see that there's a way that there may be different perspectives and maybe other ways to win. Yeah. So I think it's even deeper than like, 00:39:56 than having your own beliefs and standing up for them. I think we've been so programmed and haven't even had the opportunity to create a different belief system or find a different way of being. We're so trapped still in that old paradigm. Yep. Of you've gotta leave it all on the table. So how did you do in the competition? Great. I was ready.

00:40:17 And there's different paths to success. So I think when somebody is giving you advice, look at their life and look at what specific thing they're giving you advice about, is it worth taking that advice? Is it thousand percent? Yes. Yes. I used to always say don't take advice from someone you aren't willing to create places with. It's, That's great advice.

00:40:35 Yeah. Yeah. Yeah. So good. Amazing. So, okay, so if we don't see it as men or women having the monopoly on certain traits, how do you see it? And can you even speak to some of the harm that you've seen that happens? When we label certain traits Yes. As masculine or as feminine? Yeah. So I,

00:40:57 I saw this a lot in the dance world. There was a lot of men who were more creative and more sensitive and a lot of those men would teach women. So they were teachers as well. So they, they were around women a lot. Some of them were straight, some of them were gay. But a lot of those guys who were straight,

00:41:15 if they were told like, oh you're sensitive, like you're such a feminine guy, how harmful that would be on them and how it would make them question things where it's just no, you are a sensitive man. It doesn't take away from your masculinity to be sensitive. And same thing with women, like you're a competitive woman, it doesn't make you masculine because you have this strong drive.

00:41:38 So those types of messaging can, can rip somebody apart, especially if they haven't built up that self-esteem. It's, yeah. Very harmful. So how do you, like, how does that get bounced out? Like how does, you know, how do you know, for example, that your partner, your husband in your, in your case, that he wants to take care of you and like,

00:42:07 is, is it easier for him to kind of own that? Because it's maybe perhaps more of a traditional masculine trait. Like if he was the one for example, that if he was really sensitive and he held the bucket for you, what would that, what dynamic would that change in your relationship? Well I think, I think he does do that in a certain way.

00:42:29 But for example, like with men when they listen they usually listen for what's the point or what's the problem. Whereas Yes, they solve it exactly where women, that, that's just a, a prime example of how we're different women talk to connect with each other. Not necessarily to solve. I feel like it to, I don't know what's the word to say,

00:42:50 but to ignore that that actually happens is in a way crazy cuz we see it all the time. So just pretending it doesn't happen doesn't make sense to me. So when he listens to me, sometimes I'll have to tell him like, okay, this one's not a point or problem one, I just need you to hold the bucket. And then other times I'll go to him and I was like,

00:43:08 okay, I need you to help me solve this. So approaching it from different ways in understanding we're different and giving each other the disclaimer sometimes when you need them to show up in a little bit of a different way. Oh, so good. Yes, yes, yes, yes. I see that so much. Yes. Yes. So it's about honoring the differences.

00:43:25 Respecting the differences, yeah. Ourselves and in others and about being able to clearly communicate Yes. What we need as well and what Yeah. Oh so good. One of the things I really love about, about having the podcast, about getting to talk to people like you and about your work is so interesting. Cause I was just, the last said recorded was with Jamie Bell about contracts.

Golden Girls Podcast

Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

00:43:48 Okay. And like I epicly dropped, I was gonna be a lawyer. I did not go ahead and do that for many reasons. But it was, I find it so fascinating because there's just common threads, even talking about contracts, we're here talking about femininity. Like there's just such common threads and truths in life and what we all need right now to operate.

00:44:07 And so yeah, I really value that about this conversation about how like there's just so many little nuggets that we can pull out and take whether the words femininity resonate with us, whether that's something we need to work through to become more comfortable with or not. But what you're sharing is just is, it's great. Thank you. So let's go somewhere.

00:44:31 Let's talk about the fact that women, mother femininity, these can be really polarizing words these days. I say polarizing, I'm not saying polarizing isn't attractive and sexy. Polarizing Isn't like cancel culture and Yes. Potentially very, very, very triggering and activating people. So, and I think act, you know, you said that you don't think that we're craving the old fashioned idea of femininity.

00:44:59 So what do you think we're craving and why do you think these things have become so polarizing? I think women are craving not to be put in a box. So all of these are labels, right? And women are very good at contorting themselves into something until they're not anymore. Until they burn out, until they get sick. So recognizing whatever label it was,

00:45:21 whether that's more like a traditional wife or a boss, babe, you can take elements. You don't have to identify with everything that that label currently says. You can be a stay at home mom and you can have a career on the side. It's that label, like it's the label. That's the big problem is, and when women hear things, they try and fit themselves into the label and it's suffocating.

00:45:47 So, and they can break free of that and start to, this is get intentional about what they want their life to look like. It's very freeing. And then on the other side of that, we talked a little bit about this before, women are very oppressive towards women. So for example, like towards the traditional community, I'll hear a lot of more modern women say like,

00:46:08 you are oppressed. Like you wanna, you wanna make a sandwich for your husband if they wanna make a sandwich, well if they wanna make the sandwich for him and if that's their way to show love and they crave it, who are we to say that's not femininity to them, that's not being the most beautiful expression of womanhood to them. And same thing the other way,

00:46:27 if they wanna have a career, you're not not taking care of your family, you're taking care of your family in a different way. So that I feel like women are attacked on from society and then they attack each other. Absolutely. Absolutely. We gotta quit it. Oh yes. Yeah. Thousand percent. Yeah. I always find that really interesting because I think we try and attach labels,

00:46:49 I mean, to everything. And a part of it's like our brain needs to attach labels to make sense of this crazy world. Yes. But we think that either that an action says that somebody's either empowered or oppressed or they're good or they're bad, or they're acting out of love or they're acting out of fear. Yes. And the truth is that you never know.

00:47:10 You can't tell Yeah. Someone's action. Yes. What their energy is coming from it. And so there is there, you're right. Like you could be creating the sandwich, making the sandwiches for everybody because you feel like that's what you have to, and that's the box that you've been put in. You feel confining, I don't recycled in this box.

00:47:30 Or you could be doing it because you love it and you love thinking about what kind of flavors your partner might love. I Exactly. I don't love making sandwiches, but I feel like, hey, if somebody loves it, like I like Yeah. All the power to you. And also vice versa. Like the career could be something that is that you love that that woman loves and feels empowered and feels like she is.

00:47:51 Yeah. Giving back to her family and inspiring her kids and Yeah. And able to fill her cup to then fill, have that overflow to her family. Or it could be something that she feels like she grew up in this. Like, you have to do it, it's just another box to fit into. So I do find it really interesting. I mean it's like the whole,

00:48:09 so much of what we see in the world and the narrative of like good or bad or pro or anti or left or right. It's just, it's so interesting because there isn't, it's just an illusion. Yes. And it's, you have to go deeper than that. And I think a lot of people don't know how to do that. And you maybe don't even know that for themselves.

00:48:26 And you're starting to pick up on that. But that's the value I think of a really good coach. And really why awareness is so important is because a good coach can help you discern whether you're doing these things because it lightens you up or because Expectations Yeah. You're still trying to fit into this box. Yes. And some of those things are what's right at what time in your life too.

00:48:49 Because that's another thing that I think women have a hard time with is when their priorities switch, they feel like they're betraying themselves. And that is why it's so important to, like we talked about goals, like you check your goals every hundred days, right? Yes, yes. So yeah, so exactly. So you go do your femininity every hundred days and check in,

00:49:08 is this still serving me or am I just doing this because this is what I've always done? Yes. Yeah. Yeah. A thousand percent. I mean, that really changes. I, I can think about that. Like from becoming a mother, like the things that made me feel feminine before versus afterwards. Like I never imagined myself. Yeah. When I first had my baby,

00:49:26 like I was ready to, I I, I thought I'd be ready to take calls within four to six weeks. Yeah. And like the eight week mark hit, and at the time my daughter all of a sudden out of nowhere refused to take a bottle and I couldn't take calls. And I think energetically, and this is like going, you know,

00:49:43 deep and spiritual, leave it. But I know that for myself, I wasn't ready to go back to work. Yeah. And I also ready to admit that out loud. And so I feel like my baby picked up on that and I all of a sudden couldn't leave her and was like, oh, shocks. I guess I can't, wow. Because I can't have my calls cause baby won't,

00:50:01 she won't take a bottle. And it wasn't really for like a couple weeks afterwards that I realized, aha, I was not ready and I was ready to admit that out loud. And some maybe kind of picked up on that energy and helped make it so I couldn't take those clients. That's beautiful. Yeah, yeah, yeah. And of course that's changed now.

00:50:19 I like, I'm, I adore her, I love her, but I'm really excited to drop her off a daycare and have these Conversations Again. You know, so it, yeah. I think those, those seasons do change and it's, yeah, I think that's okay too. And I think that's the other thing that's really liberating about leaving the box and leaving the labels is that you can pick pieces of it.

00:50:38 So like, I was a bit of a stay at home mom for the first like two years all we tried to find daycare. And I enjoyed a lot of those moments. And now I get to do a more career and I get to be a little bit of a crunchy moment. I get to be a little bit of like a, you know,

00:50:49 all, all the things and not just one label. Yeah. Yes. I hope I have women hearing this are able to first like awareness of what box you might be putting yourself in. Yes. Or feel like you're stuck in and remember that it's, it's more of a buffet. Yes. And then like a, a car, you can only pick one menu and you for the rest of the evening,

00:51:11 Like explore it. Yeah. See what you're attracted To. Totally. Okay. Do you get any hate for your work? I feel like we live in a world of Yes. Cancel culture. Tell me about this. This is a tricky subject because I think people are, the word femininity is triggering for people. The word even woman is triggering for people right now.

00:51:36 So everyone is trying to navigate that. And so the hate that I've gotten has usually been from people who haven't, haven't been around and actually understand what my mission is, is that women get out of the box and they think about what their own femininity project looks like, not trying to shove them into another box. So that's often what I'll hear, but when people stick around long enough,

00:52:01 that usually changes and you can see them soften. So it's whether they stick around. How do you know they soften? Well, I've, I've had somebody who actually told me, they started following me and they told me they followed me for a year and after a year she wrote me and she said, when I first saw you, I hated you.

00:52:21 And I was just watching, kind of like hoping to see you fail with what you were doing. And then she said, after a while I started listening to your messaging and started to feel something. And then after a year she said, what you said rang true. And I started to notice walls in my life drop. And she's been around ever since.

00:52:42 So it's great if they can, if they can stay and hear it because I think it's very important message for women to hear. But it is triggering women are, are triggered right now. Sarah, I love that. Thank you for sharing that. I think that is, I, I wanna bring more awareness too, like the amount of like just hate and,

00:53:08 and and also like normal, like I don't wanna normalize people behaving in ways that are not Yes. Not conscious and not, not loving, not grounded. But I also wanna normalize like surviving these experiences and Yeah, being able to stand in your truth. Yes. In the times when people don't see it, don't agree with you, maybe have unkind words or sentiments for you.

00:53:31 I really think we need to normalize surviving that and thriving through it and having it be a thing that may or may not trigger you, but that you can still stand in in your authenticity. Because I feel like part of the reason why the word woman is so triggering and part of the reason why these these conversations are so triggering is I think comes out of a kind place because we don't wanna hurt other people.

00:53:56 We're afraid of offending other people cuz we're afraid it might be triggering to them. And so I do think that there's a lot of power in what we're sharing here on so many levels here. Yes. And in particular what I wanted to highlight here is just the idea that like, it's okay to stand in your truth and it's okay to stand in what,

00:54:16 what feels good for you. It's okay to nurture and explore what your truth is and your authenticity is, even if and not everybody gets it. Yes. It doesn't have to be for everybody. Yes. Some people never come around and some people will come around and, and I think as a, as coaches, we're actually like the medicine we're, that's our job is to show people some of their triggers and to help people move through that.

00:54:39 Whether they're willing to stick around long enough on social media or not is a different story. That's why one-on-one coaching is, or like at actual like coaching relationship is so much more powerful than simply just following along on, on social media. But I, yeah, thank you for normalizing and thank you for being brave and doing the work that you do, despite the fact that not everybody gets it,

00:55:00 despite the fact that you trigger people. And thanks for sharing that. I should say there's so much more love than the hate. So I think sometimes like we blow up the hate there is a lot of that, but there's way more love. Yeah. And yeah. So I think we need to acknowledge that too, that there's a lot of good that's out there.

00:55:20 Yeah. Yes, yes. I had to come to this realization, I don't know the last couple years been a bit of a blur, but like at some point over the last like year and a bit my like dark under the soul, the acknowledgement that let's say I even post something relatively innocuous, maybe not these days, but something is like got up early,

00:55:40 have, you know, got my workout in hope you have a good day too. That like, that might inspire 99 people to get up and get a workout in and have a good day. And it might make one person feel worse about their morning cause they didn't do a workout. It might make them feel bad. Yes. And I've had to like kind reconcile with that idea that like,

00:55:59 it's not gonna be for everybody. Not everything that I share is gonna be for everybody. Even something like, or I might share, you have a picture of my daughter and 99 people might really smile and love that. And one person might be really sad because maybe they, they just had a miscarriage or maybe yes they're, they're having a tough day or maybe,

00:56:14 or maybe they're having a, they have a difficult relationship with their child and so it's hard to see a happy child somewhere else. And so I think we, we all have to kind of come to terms with That. Yeah. Reality that like, life is complicated. Life is nuanced. Every, you know, even the most beautiful things that we do in life can potentially be be sad for somebody or be,

00:56:36 be hurtful for somebody and depending on where, what state they're in. And nothing is for everyone. And I think we do have to get comfortable in like the, and again this is not about like intentionally being a butthole.

Yes. It's not intentionally about causing harm or inciting like violence or hurtful Yes. Or hate or fear or any of, it's not about inciting any of that.

00:56:54 Cuz those are some pretty clear boundaries that I, I feel Yes. But it is about like, if, if we're showing up in our authentic state, in our presence, if we're sharing things that we genuinely believe will have and it's genuinely helping a lot of people, we're getting a lot of love for it and it's serving that there are gonna be some people that it may not serve and that kinda have to come to peace with that.

00:57:14 Yeah, I agree with that completely. And I think people also need to be responsible for themselves. So often we look at somebody like they're the guru and they're our ultimate source of happiness. That that can never be, we're always gonna have some polarizing views on different topics. So for example, like if somebody's going through something sad at the time or maybe going through miscarriage or something really heartbreaking,

00:57:40 you can turn off your notifications. You don't need to follow that person at that season. And when you're getting through it, maybe you can come back to it. But we can't make that other person wrong for sharing the joy that's in their life as well. Cuz I think women, this is something that we often do as we dim ourselves to make other people comfortable.

00:58:03 And that's really difficult and that's going to eat away at your soul. And it doesn't serve anybody. It just, it makes you palatable, unstick, vanilla and you don't feel good. You don't inspire anybody else. So you need to be bold in what you believe in and understand. Not everybody is going to feel the same way you do all the time.

00:58:24 And that is okay. You don't need to apologize for your existence. Oh, so good. As somebody who has dimmed my light and apologized too many times, I really appreciate you saying that. Thank you. You're shining now. Thank you. Thank you. A couple years polish polishing every day. All right. So now let's talk about some of like the more tactics.

00:58:49 Tell me about the framework of femininity that you work with. Yeah, so it's a blueprint I have and it's three steps. So we start with the vision and that's where we get intentional about what your femininity project looks like. And we start here, but it continues through the other steps because sometimes women don't know what's even possible for themselves when we start this work.

00:59:11 And then the next thing we do is we build in rituals. So this is systems that we set in place so that femininity doesn't become something that you just put on and feel like it's a, a character, but you actually have things that are constantly pouring into and nourishing. It's like your vitamins. And then the third step is we up-level your toolbox and that can get more specific depending on what goals each woman has.

00:59:34 So we elevate those skill sets. Very cool. So the first step, the visioning, is that like picking people that you've resonate with in terms of femininity or what your, is it creating your own definition of femininity? Like what is that stage? I ask them, how do you wanna look? How do you wanna feel and how do you wanna show up?

00:59:55 And then we start there. So we get like kind of a a, a rough sketch of what that looks like and then we dive deeper into what those words are. So for example, somebody could say, I want to feel sexy, but sexy could feel very different. Everybody has a different definition. So then we start peeling that back. Okay.

01:00:14 What would that feel like? What would make you feel sexy? Is that, is that the bubbly girl for you or is that the more seductive, mysterious one. Okay. What skills do we need to implement that into your life? Oh my gosh. So cool apart. Beautiful. So what are some of the essentials of femininity? Okay, so I think I divided in two buckets.

01:00:39 There's essentials and there's liberties. So essentials are the things that no matter what type of woman I've worked with over the last 20 years, these always make her feel more beautiful, more confident. And I think every woman needs to be taught these things. And so that's their body language. Body language opens doors for you. So you are communicating within four seconds,

01:01:03 somebody makes an impression, a nonverbal first impression. If it's a bad one, it takes eight subsequent good impressions to change that. So people really need to be aware of their body language. And when you hold yourself differently, you feel differently. So that's a big one. We go over their style. I'm so Conscious of my body language right now.

Golden Girls Podcast

Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

01:01:21 You're doing good. So we're thinking art and we talk about style. So that's another aspect of your presentation. Also feeling subconscious about this. Yeah, Don't feel self-conscious. I love your sweater. Oh, Stand up for your sisters. Oh, I like her style. Yeah. I've got the reigning glory. I like her style. Thank you. Sweater on.

01:01:40 Stand up for your sisters. Cool. I'll share with you later afterwards. Okay. So we get clear on their style. So what you put on also matters if you are putting on something that you don't feel good in every day. And that's the first thing that you do every day. You're starting off on a bad track. So doesn't need to be complicated.

01:01:57 We just get specific about how you want to show up there. And then we go through rituals and those are your morning routine, your evening routine, your weekly and your monthly routine. And so those are the systems, like the vitamins that continue to pour into your femininity. If you don't have them, this will last for a short amount of time and then it'll go away.

01:02:16 So you need to establish those things that this becomes who you are. Yes, absolutely. Rituals, routines, habits, those are all, yeah, so important I think with everything like it's consistency, right? And and integration of the things that you've learned and the things that you desire. And how do you integrate those into your life. Yes. So important.

01:02:34 Okay, so what about liberties? Yes. Tell me about liberties. Okay. You have case studies on this too. Yes. So that is where I would, the essentials are where I would start the liberties are, for example, I'll give you that lawyer that I was talking about earlier. So we started with the essentials. Now she's come back and she wants to talk about how she relates to men,

01:02:53 how to attract a partner. So these are, if you want to go deeper into that, we can go deeper into those things. A lot of women will come to me and they'll have an idea of a woman that they admire, but not necessarily who they think they could ever draw anything from. And a lot of them will be like Angelina Deja or Penelope Cruise.

01:03:11 And we'll start to break down, okay, what type of woman are you attracted to? What elements are you attracted to about her? And let's show you how you can get those things. What is she doing that's making her look so mysterious? Cause there's lots of things that break it down. And there are tools that every woman can learn if she wants to.

01:03:29 So how, how do you discern? Like is this, I mean, I guess this is probably part of the coaching Yeah. Expertise and in your own intuition, your own guidance. But I imagine there's also some discernment that has to happen so that women don't just swap box A for box B. Like I'm not just swapping the girl next door. Nice girl box.

01:03:50 Yes. For the sexy, mysterious box or vice versa, right? Yes. So how do you make sure that those are aligned and conscious decisions that are being made about what elements to draw on? Yeah. Versus just like same box, new packaging. It's a temperature check because say, well, we'll use your example, the girl next door versus like the siren.

01:04:13 Totally. I went, I just went like total opposite thing. Yeah. So if the girl, what Housewife career? Career woman, like opposites, We take a little bit and we see how she reacts to it. So for example, like the girl next door who wants to feel more like the bombshell, it could be just teaching her how to cross her legs and feel her skin.

01:04:31 And that could give her all the things she needs to feel sexy in that moment. So, Okay, so everybody like trying to cross. I'm like, okay, what am I feeling? You're okay. There's a technique. Okay. All right. Yep. I feel like we need a video with this. Yeah, we can do that. Crossing our legs.

01:04:50 It's one of the things that actually like makes women feel the most sexy on dates. And it's something that you can do and they don't even notice. Is it just crossing our legs or is there a certain way? There's a certain way. I feel You gotta tell me now. It's a massage. So if you, I'll try and describe this so that they can do it too.

01:05:07 So if you have both your feet on the ground, most women will throw their leg over and do this big kind of jump to cross their legs now. Instead take the inside leg and massage it up, do a small cross and then massage it down. And then the same way when you come out, massage it up across and down. And what you're doing is you're just activating your senses.

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Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

01:05:30 It also helps you if you're nervous on a date and you wanna get present touch is the loudest sense and the biggest interruption. So little, little tip for you to try. I love that. Just a little video of it. Yeah, I'm gonna drop it in the show there too, so. Okay. Yeah, I mean even just there I was like,

01:05:50 okay, I just did another cross and I had the big leg lift, but you're just doing like this little, That's it. Yeah. Massage. Okay. Interesting. Yeah, I feel like my hips are too tight for this, which is also, It will change. So body language stuff, often, even this one, within a week of doing that,

01:06:06 you'll feel very different. Okay. Yeah. All right. New mission every day. Cross My legs for a week differently. Give myself a massage and see how it goes. I love that. Very, very, very cool. Are there any other kinda rituals that you that like, I love that little quick dip about the the leg. Like are there any other rituals that you find are really powerful,

01:06:27 whether in your own life or your client's lives that really help them reconnect femininity? So I have a system, I call it the best method. So each one of those rituals, morning and evening B is for something that makes you feel beautiful. So whether that's your skin care routine, infuse a little femininity into that. So when I, when I get ready in the morning,

01:06:46 I will put on French music in the background and I'll make it special. So for that 10 minutes, I'm listening to something that is eating that. The second one, E is for energy. So do something that energizes you for different women that'll look different. So sometimes I'll go grounding, sometimes I'll go out in the sun, just get the sun on my face.

01:07:04 It can be a workout, it can be a smoothie, whatever gives you energy. S is for soul. So something that pours into your soul. This could be journaling, this could, some of my clients sing, dance, something that feeds your soul. And the last one is tea. And that's transition. So from whatever your morning going into your daily activity,

01:07:24 you wanna have something that serves as a trigger to transition you from one role into the next. So we work on those things. We do that in the morning and the evening, and then we try and find weekly and monthly ones. Yeah. So Great. Yeah, those are amazing examples. Thank you. I love that. Before you came this morning,

01:07:43 I was like, I need to do something feminine. And I, Well I didn't do anything like different. I was like, I don't have time to do anything like, I don't know, put on my high heels and plants around the house. So while I did, it was just when I was doing my skincare routine, I just like took an extra moment to smell it and like really massage it into my face,

01:08:02 my cleanser, and just really enjoy that moment. I just noticed, oh, this makes me feel really beautiful. So it's cool. I did, I did the B of the best. So yeah, I, I, I see that how I could just kind of relatively seamlessly perhaps weave into what we're already doing just with a different energy, different,

01:08:21 different lens. Very cool. What about in your life? What is femininity? How does it show up in your life? Like what are your, some of your rituals, some of your, some of the things that you're, you're working through that you've completed. So I the best method myself Every morning. Every night. Yeah. So I think about and weekly and monthly.

01:08:42 So I have certain things that pour into that. I also, I study Italian, so that is one thing that makes me feel so beautiful when I'm speaking it and learning it. And it, it's, Sarah started the vision that I want to be and I wanna be able to go to Italy and speak fluently and just feel like a local. So every time I do Italian,

01:09:03 it's not only just a learning experience, it feel like fuels my femininity. So that's one of my favorite ones. I get my nails done. I love getting my nails done, little routines that I do everything. And taking care of my health is something that's really important to me. I sauna, that's another one. I do that a couple times a week.

01:09:23 Skincare routine, all of those little things. I love it. Yeah. So good. So good. I love having my nails done. I don't love getting my nails done. Okay. Oh, Tell me. Okay. I hated getting my nails done. I hated it. I hated the experience. Every time I go to a nail salon it was hot.

01:09:43 They, it felt like we were rushed. I didn't really like what they were doing. And then I found a great nail lady and it changed the entire experience. So this is a tip. Your beauty rituals should not make you feel

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Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

uncomfortable while you're doing them. If it's, if that's the way you're doing it wrong, find a different environment, it can change the whole experience.

01:10:03 Wow. Okay. I feel like part of it for me is I just like the time. I don't really enjoy the time of being there. Yes. So find an lady who you enjoy talking to and have good conversations with. Okay. It'll feel okay. They don't feel all right. Hmm. Report back, let Me know. Okay, ill,

01:10:19 I'll, I'll, I love it. Okay. Let's talk about resentment. That's an easy Topic, right? Yeah. Flip gears here a little bit. Smooth transition there. Why do you think people become resentful of femininity and how can it change our life if we move through that? I think people become resentful when they want something that they've never been shown how to do and they think it's unattainable for them.

01:10:51 So when women, this is part of what I teach women is that there's tools. So the things that you are attracted to that now maybe you don't like because you think you could never be the type of woman who does something. Let's figure out what that type of woman is doing and break down that skill set. So I often find this with a lot of people who've grown up more in like a tomboy environment and they'll feel a certain way towards beauty.

01:11:15 They think it's shallow, they think it's superficial, but they've never been in an environment that nurtures it or celebrates some of the beautiful aspects of it. And then we start to work on some of those things. Like we work on their body language and then they catch their reflection in the mirror and they like what they see. So it starts to change it.

01:11:33 So with everything I say, learn the tools and then you can take it or leave it. You can see what works for you, what you like, but now you know how to do it. Hmm. Love your definition of resentment too. I feel like money's another one that triggers resentment too. And like, because we don't know how to, what we don't know about money and there's a whole lot to know about money that people haven't been taught and they get resentful about it and then don't attract it,

01:11:59 don't have it in their lives and yeah. Yeah. So interesting. Love that. And I love what you said there too about permission to try things, to get some new skills and then take what works and leave what doesn't. Yes. I mean that's just, yeah, that's, you have permission to do that. I wanna share with you one of my kind of more recent realizations around femininity and just see if you have any thoughts or insights around this.

01:12:24 I realized this summer, so the summer I went to Rec Beach by myself one night. It was, I was so excited to get down there. Super, super pumped. For those that don't know, rec Beach is the nude beach in Vancouver. Yeah. And it's a whole vibe. It is. Yeah. It is. I think it's one of the most incredible places.

01:12:45 I love it there. It is very much like anything goes. Yeah. It's, have you been there? No. You've never been? No. Okay. Okay. Interesting. Yeah, I mean it's, it's, it's definitely very interesting. Like I personally love it cuz you're, you can't see any of the city and so the beach is just spectacular.

01:13:03 You have to walk down all these stairs and, and there's just, when I've been down there, there's people doing drum circles and there's music and there's naked people selling food and it's just like, there's also some dark sides there too. You know, there's some people that have clearly done like too many psychedelics and are now struggling to come back. And so there's,

01:13:21 you know, there's some dark, there's some dark there too. But generally I love it. Anyways, way off topic on RA Beach. Let's get back to where I was going with this, which was, I went down there and I was like, I'm going to get down there and I'm going to get naked and just be totally liberated and feel great on the speech.

01:13:36 And I got down there and I just like, couldn't, couldn't do it. And I, and I, instead of like judging myself like, oh Lisa, you're such a prude, or what's wrong with you? Or forcing myself just being like, just get naked. Just do it. I was like, just got really curious about what is this about and what's going on for me.

01:13:52 And eventually I did take off my top and went in the water and what I realized was that I, I just don't feel safe that I didn't feel safe as a woman by myself on the beach, half naked, fully naked, any of the, you know, any of that, those variations. And I wanna just be, be really honest, I have not had any kinda like sexual trauma that would perhaps make me feel this way.

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Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

01:14:18 So that's not part of my personal lived experience, but I kind of wondered, I was like, I, it feels like maybe it's like the cultural, some of the cultural stories around it have clearly still seeped into me. Yes. And it made me also go a little bit deeper and I realized that there's actually even a, this was obviously pretty stark.

01:14:37 I'm by myself on a nude beach. Yes. Getting naked, like literally. But I also found myself, and when I reflected that I actually do this in my everyday life too, there are lots of things that I do very specifically, I unconsciously being the key here. Yeah. To try and repel men or to like, make sure that it's very clear that I'm not interested in them or like to make myself unattractive to men.

01:15:01 And I just thought that was such an, is an interesting aha that I had. It's something I'm still working through in Yes. In my spare time. Just kinda one of those things that like I'm now aware of and, and picking up. But yeah, I just, I wanted to, to share that as something like, it's so interesting how I think that some of the layers in there was definitely like safety,

01:15:25 the desire to be a nice girl. Like I would, like, I didn't want someone to come approach me that I have to turn them down and then like that whole dynamic then I'm not a nice girl even though I'm not interested. Yeah. And I even, like, I, yeah, I went to the bar a couple weeks ago for my sister's bachelorette party,

01:15:41 which I don't do very often. And, and like it was really uncomfortable to turn men, men down. It was just like, hi, this is why I don't even put myself in this situation. So anyways, I just, Okay. There's a lot there. There's a lot there. And we talk about, so discerning, first of all,

01:15:56 what are actually non-safe situations versus safe situations. So I think being at the nude beach where there's people who are out of control there, that that's a good intuition that you were not feeling safe there because you were by yourself and you did see people who weren't in control of what they were doing. I think. Oh, that's an interesting point. Yeah.

01:16:17 So I, I should say I didn't notice the people out of control until like later or till later on there's, I don't know what the number is, like a couple hundred steps to get back up. Okay. And when I was leaving to get up the steps, there were people that could not exit the steps that were stuck on the steps. I'll say that.

01:16:31 Yeah. Yeah. So I didn't, but maybe, maybe intuitively I did pick up on parts of those things and maybe, maybe being alone in that situation is not the place to start. Yeah. I think women are, we are often more aware of danger than men just in general. That's, that's something. But okay, I'm gonna kinda detour for a second here.

01:16:51 Take me detour. Let's go. So finding the right conclusions from things. So when you are embracing your femininity, you are gonna be more magnetic, you are going to attract more people. It's the same thing. If you are successful and confident, you are going to be more magnetic. Magnetic. You are gonna attract people. Now the conclusion you come up with is really important.

01:17:13 So you can either dim your success to get rid of the bad attention, but also get rid of the good attention and you can dim your femininity to do the same thing. So that's one conclusion somebody can make. See, told you I dim my light. Okay, let's go. Yeah. So We don't want that to be the conclusion now going to the nice word.

01:17:32 So nice men, nice women, nobody really likes that. Right. It's such a, it's such a nothing word. And I think women are often taught since they're little to be nice. Can I just like talk about this for a quick second? Heck yes. On this. I notice it's really interesting with my, I notice this with my daughter.

01:17:53 Yeah. And I just wanna say my parents did their best. I'm sure all of our parents generally did their best with parenting. But my parents constantly use the word nice with my daughter. So they're like, sit nicely, play nicely. Yeah. Put this away nicely. Walk nicely, all these. And I'm like, what does that mean? You're right.

01:18:10 It is such a nothing word. I'm like, when you say to sit nicely, that doesn't actually explain what you're asking for. Explain what you're wanting. Sit on your bum, put your feet out in front of you. Sit close to the table. That's what we're trying to say. But instead of those things, we use this nothing word of nice.

01:18:26 Yes. And infuse it in there. Is anything with like, play nicely with your toys. Well what does that mean? It means like play gentle with them instead of smacking them on the ground or smacking it on the wall. Right. Or it

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Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

means explore all the parts of it or whatever you're trying to explain. But I, yeah, I just wanted to piggyback that in there because I see this with my daughter and then I also know clearly that's how I was raised.

01:18:48 And I know if I was raised that way, I think our whole generation was raised with this idea to play nice, to sit nice to be nice to walk, nice to do, to eat nicely. They, you know, like literally all these things, it's like what the F does that even mean? Yes. Okay. Rent over. I think what nice means is that you owe men when it's taught to women that they owe.

01:19:09 And also that they need to be quiet and not offend. So I think we need to get rid of that word kindness, replace it with kindness, teach 'em how to be kind and teach 'em how to be strong. So women should learn from when they're little, how they can set up boundaries. How if a man approaches them who they don't want to talk to,

01:19:28 how they can actually kindly but sternly turn him away without it being a reflection of they need to dim who they are themselves now because we've kind of sw like we're swaying from different pendulums. Like thinking about the fifties, thinking about the madman era, women were very stereotypically feminine and guys could slap their asses at work and harassment was allowed to happen. So we are still triggered from that.

01:19:54 But I also think we've now sometimes gone too far where women can, a, a man can't even compliment a woman without her going into, you can't say that to me. Like he can't say that she's beautiful. So I think we have to be aware of the spectrum of these things. Teach women how to set boundaries, teach women that it's okay to shine and teach women how to accept a compliment and recognize a threat.

01:20:20 Discern the difference between the two. Yeah. So how do we do that? So body language cues are really important just for setting boundaries. So there's blocking cues that women can do, distancing cues that can repel people from them. And it's also, you can pick up on confidence. So if you go, if you just go to a bar, you can see the women that are gonna be harassed by their body language.

01:20:44 It's interesting to watch. So just how you carry yourself can change. And then when somebody comes up to you who's pushing that line, who's on that creepy line? Not just on the complimentary line, being stern saying, Nope, I don't wanna have this conversation. And then leaving. Not entertaining it, not apologizing like, oh no it's okay. Like no,

01:21:06 I don't wanna dance right now. Or little things like that mitigating clear. It's okay to speak clearly. It's not just Okay, speak clearly. Women need to be taught how to do that. So we say, I don't wanna dance right now. Yeah. I, I don't wanna dance with you. Thank you. Anyways, that's it. You don't know,

01:21:22 you don't owe any more explanation than that. Okay. Next time I go, you're coming with me here I was. This is so in the projection, I was like, oh, all these guys are so creepy. I'm like, oh yeah, I definitely needed to stand in my power a little more and I'm gonna give myself a little bit of compassion cuz I was really sick.

01:21:40 And so it was not like, not the mo not the day that like I wanted to be doing this. I was there to support my sister and to be there to celebrate her. Yeah. But yeah, like clearly my energy was, was off in that situation too. So I love that. So good. Okay. I have to ask. Yes.

01:21:57 How do you walk in heels? What, what are some tips you can share? Anything you wanna say about how to actually walk in heels? Okay, so first thing, it's a whole body thing. So people talk about heels and they think it's just their feet. It's whole body coordination. So you need to learn the right body mechanics for it.

01:22:16 So that's what, that's one of the things that I teach about. That's your posture, that's how you move your arms, that's how you move your hips, that's how you move your legs. There's a lot of details to it. It's very worth learning. So women who learn this, it just catapults their confidence. The next thing that would just be a very quick tip is work on keeping your ankles in.

01:22:37 So most women, the weakness is in their ankles. So they kind of bun out to the sides. You wanna feel like your ankles are almost trying to kiss each other and that'll keep the energy on the, the midline of your body and keep you more balanced. Oh my gosh. So great. Love those quick tips. Awesome tips. Okay. Question as someone who,

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Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

01:22:58 very, very specific question, but it's burning in me. So I have like foot pain, I have mortons and aroma. Okay. And I, I, I mean through the, I used to wear heels all the time. Yes. Now I almost never wear them because of the foot pain. Learning to walk properly in heels. Does that help with a foot pain or is that just kind of an inevitable?

01:23:17 It eliminates it. It eliminates it. Why doesn't my podiatrist tell me this? So I, with my career, I would be competing four days in a row and I'd be in three and a half inch heels from nine in the morning till sometimes 10 at night competing on and off throughout that day. So I needed to both look good, but I also needed my body to work properly,

01:23:40 for me to have a long lasting career. So I really dove into not only the body language, how to make it look good, but the body mechanics how to do this so you're not feeling pain. So when women are feeling pain and heels, it's cuz something is misaligned. So we gotta, we gotta work on those misalignments. And everybody always says it's about balance.

01:23:58 It's not just about balance. That's one of the things that you need to work on. There's so much more. Wow. Amazing. Okay. And you have your course, how to Walk in heels. Yes. And you have a special code for our listeners? Yes. So your listeners can get 30% off the course and it's goalden30. You think you'll put the link?

01:24:14 Yes. Yes. And it's gonna like G O A I d E N goalden30. Right. Okay. We'll put that in the show notes. Put a link to the course. Amazing. Gonna go on my, on my Christmas wishlist for sure. Cause I would, I have so many fabulous heels. Yeah, You gotta wear 'em. I gotta get back to them.

01:24:29 Yeah, yeah. It only takes about 30 days. You can change the way you walk and the way you present yourself within 30 Days. Amazing. Amazing. 30 minutes a week. I don't wanna wear them like all the time. Yeah. Because the option. Yeah. I love, you know, we walk in the city a lot and it's just doesn't,

01:24:42 yeah. It's just not for me all the time. But like sometimes I would just love to be a little bit more, be able to get back into how I used to wear them. And Even if you don't wanna wear heels, it'll change your walk. So it'll make you feel more feminine and change your alignment and body position. Beautiful. Even in my vests.

01:24:57 Yeah. And in yours super sexy in my vests, which I love the besties. Okay. No shade on the vests. Right. Let's go into the Rapid Fire goalden Girls podcast questions. So what is a goal that you are working on right now? So I am working on a group coaching program. Ooh. Next Year. So Exciting. I'm watching our YouTube channel.

01:25:15 So those are the, the two big ones. Amazing. What's the best lesson you learned in the last year? Keep shortening your learning curve. How do you do that? Evaluate what you're doing, record your time and then figure out your, like the links that are missing to accelerate your learning curve. What's something you've accelerated? A learning curve On learning my Italian.

01:25:35 Oh cool. I had that course for two and a half years. I was just like totalling through it. And then I did the majority of the course in three months once I started getting serious. Wow. Yeah. Shorten that learning curve. When are you in Italy? Oh, hopefully this year. Yeah. So exciting. So exciting. Okay.

01:25:54 What is I, I really wanna normalize changing our minds on things. Cause I think that's really for some reason there's like this super weird cultural expectation that we think one way and we think that way forever and, and that anyone that thought yes, bad, wrong, bad thoughts or wrong thoughts in the past is needs to be canceled and all this stuff.

01:26:08 So I wanna normalize the anything that we, we change our minds and that's okay. So what is something that you've changed your mind on? So something that I've changed my mind on is more advocating for my own health. So I've learned that through the years, not just taking somebody who's in authority as the be all end all, but that I need to really investigate and that I have power in making those decisions.

01:26:33 Oh, such a good one. Yes. I've definitely learned that lesson as well. I love that. So good. Okay. Do we, Putin. Putin. Okay. Are you a strategies or cheese curds kind of girl? Kurds? Yes. Yep. And what's the best money you've ever spent? Hmm. I think it's on anything that I've invested in my skill.

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Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

01:26:54 So for example, my dance coaches, I, I will go to the top to accelerate and that set me up for the career that I have now. Do you still dance today? I, we have a studio. So my husband and I also own a studio and I have a couple clients that I still work with, but I've now more just do the business aspect of it.

01:27:13 What's the name of your studio Vs. Dance Club Vs Dance club. All right, awesome. Oh, I'm gonna have to come do dance class. I love dancing. I think, I'm gonna guess, I think I have an idea what you're gonna say, but you know, maybe it'll surprise me. If you could travel anywhere in the world right now for food,

01:27:28 where would you travel and what would you eat? So I would go to Pano and Italy to this place that my husband and I went for our anniversary. It was on the second floor, the sunsets there and it's just all fresh Italian food. It's delicious. Delicious. Okay. And where can people find you? Stay in touch. So at the Femininity Project Inc.

01:27:48 On Instagram. And same thing for the website, the femininity project inc.com. Beautiful. Oh, YouTube coming soon. Yeah. Okay. When you have your YouTube channel up, we will put the link in the show notes and people can find that. Oh my gosh, thank you so much for being here. Thank you for having this conversation. I know it's been a long time in the making.

01:28:08 I really appreciate your graciousness. I appreciate your openness to this conversation and for just being a real, genuine, beautiful, big hearted person that we could open this up with. So thank you. Thank you. I love this conversation. I love chatting with you, Friend. I hope this episode opened your eyes and your heart. I hope you feel confident in being able to use femininity as your superpower and you have some ideas and tools for integrating femininity into your life,

01:28:38 to nourish you, to nurture you, and to allow you to live a life that's defined by you authentically. Huge thank you to Sarah for being here and for her sharing that special code just for our listeners. So if you wanna check out her How to Walk in Heels, course you can get 30% off using the code Goalden 30. We'll make sure all that's in the show notes.

01:29:03 I'm so grateful to Sarah for that. And thank you to you for being here. Now I, one of my goals is to grow this podcast and one of the best ways to do that is word of mouth. Please be sure to share this episode with a friend, a family member, or anyone who you think might be interested in this topic. Give you a little hint here.

01:29:23 If you have a book club or a wine club or a mastermind where you've got other women also interested in personal growth, this would be an awesome show, an episode to share with them and perhaps have a discussion about and see what resonates and what doesn't and what you might wanna integrate into your life. Remember, word about is one of the best ways we grow.

01:29:42 And so I thank you humbly for continuing to listen, for sharing feedback with me and for sharing this with those you love. I know you're already doing it and I appreciate it so much and thank you for continuing. It truly is one of the highest compliments that I can get is to know that you share this with people that you love and trust. Thank you.

01:30:01 So thanks for being here. I appreciate you. I love you. Let's go use our femininity superpowers to live a more authentic life every day. Thank you so much for listening. If something spoke to you, send me a message by sharing this episode and tagging me on social media. If you know someone who would love to hear this episode, please share it with them too,

01:30:22 because I love surprises. Make sure you subscribe to Goalden Girls Podcast today. It's the only way to find out about bonus surprise episodes. And make sure you don't miss a single beat on yourgoaldenjourney. Thanks again for listening and I will talk to you in the next episode of the goaldenGirls Podcast.

00:00:55 raise families, keep a household running, be great partners, exercise, meditate, stay hydrated, be sexy, keep all the top spinning in our life and look good doing it. Now I am absolutely the woman who believes you can have it all. It's right there in the podcast intro that we do believe you can have it all. But this doesn't mean that you need to do it all,

Golden Girls Podcast

Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

00:01:17 that you can do it all. And it doesn't mean that you can do it all and have it all at once, or that we are definition of having it all is the same as what anyone else's would be. The truth is that as women we're told the millions of different things we should do, who we should be, how we should act. It's my belief that we're in an awakening of women.

00:01:38 We're still waking up and realizing that we can actually consciously choose who we wanna be, what we want, and go create it. I notice that a lot of women consciously or unconsciously still feel confined and limited by certain labels and often see femininity as a weakness. While none of the women I know fit into any box, we are all still navigating and creating our own experiences and expanding out of that proverbial box of what a woman is the world.

00:02:08 And I see it the way it currently sits is still generally a man's world. And as a woman, I do believe we are all trying to figure out how to step into our full power and our full potential. I believe femininity can be a

superpower if we know how to access it, build into our lives and evolve with it. Today's guest, Sarah Bohdanova, 00:02:27 is a femininity coach who teaches women to get that pop bottle worthy life leaving a successful competitive dance career where she became a world professional, semi-finalist and an award-winning coach across North America to go full time with her coaching business. She realized how many women were struggling to embrace her femininity as their superpower. In this day and age, this conversation feels really, really complicated.

00:02:50 I'm gonna be honest with you. I put off recording this episode for years because I wasn't sure how to navigate the topic. Mindfully the words mother, woman, feminine femininity, that can be very triggering. It's been a journey, long journey, but I've come to this realization that despite my people pleasing nature, my job as a coach is to both support people to explore their triggers in a brave and safe environment.

00:03:17 And also to provide people with ideas, concepts, tools, strategies, and conversations and products that help people to improve their life and live it to their fullest most authentic expression. I honestly believe harnessing the power of femininity is one of those things that can make a really big difference in your life. So it's my job to talk about it, to share it,

00:03:39 and to put it out there for you, for you to explore if it might serve you. If you've been listening to Golden Girls Podcast since our reboot in summer of 2022, you know, I'm not willing to tip to tiptoe and avoid uncomfortable conversations. I don't wanna ignore the gray space. I'm not afraid of cancel culture. I actually wanna talk about the gray and the nuance.

00:03:58 I want to, and I believe this is one of my purposes in life, I wanna contribute to a culture that we can talk about hard things. And strangely enough, the concept of women femininity and feminine power feels like one of those hard things right now. So I wanna contribute to a culture where we can talk about it. And this is, this is me moving that purpose.

00:04:15 Putting together this episode and talking about femininity feels like a bit of a minefield because while my, I am a caring person and I know Sarah is too frankly, I think our culture has taken this so far that we don't even feel as women that we can talk about things like being a woman because we're so afraid that we're gonna offend someone or hurt someone or say the wrong thing.

00:04:34 It feels like the labels are super quick to come out. A, you can be transphobic on one side or called letter person on the other side. There's the dichotomies, the the polarization, the far left, the far right. And I really believe that we need to have the courage to drop the labels to drop into our heart, to open up the invitation for conversation and do the work to understand each other.

00:04:57 I wanna a world where we can truly honor our differences and let that be okay, not have it be something that says something about who we are or who we aren't. So let's, this conversation is an opportunity for us to open up the great space, the nuance, the in between. And I know both Sarah and I are coming with good intentions and we wanna show up here with love and the courage to be who we are and be women and to inspire others.

Golden Girls Podcast

Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

00:05:21 Step into that if it feels right. Now, before Sarah and I recorded this episode, we, Sarah pulled a truth bomb card from Danielle Ports deck and the card that was pulled is love rewards the brave. And I feel that for all of us that love rewards the brave. So let's be courageous. Now, this is gonna go for any label out there,

00:05:42 if any label out there, whether it's wife, mother, feminine, hashtag girl boss, whether that resonates with you or triggers you, which of course the triggers our chance to explore. It's okay if those things aren't for you. And it's also okay to be brave and say, these women, these words excite me and they appeal to me and they call to me.

00:06:00 So this episode is not for everybody. It may not make everyone happy and that's okay cuz heck, as Daniel says it, love rewards the brave. Here's my commitment to you. To me, you may not like or resonate with everything we say, but I, my commitment to you is to be a leader who respects other people's choices. I will hold this space to talk about hard things.

00:06:18 I come to this conversation and all my episodes and my, my coaching sessions grounded, calm, compassionate, open, and coming from my best self. If I don't do that, I don't hit record. I don't show up on a call. I'm willing to get it wrong sometimes I'm willing to learn, I'm willing to hear out all the perspectives and sides.

00:06:35 And I'm really grateful that Sarah's also open and willing to have this conversation, which as I said, can feel like a mind field. But we're here for it to courageously walk through it together. I give you this commitment because I really feel like if you don't hear this from me, how can you trust me as a coach? How can you trust me if you don't know that I can hold this space?

00:06:56 So I think it's a non-negotiable in my role as a coach to hold space, to be brave and to hold the gray. That's a lot of disclaimers, but that's the gray, that's the nuance. And ultimately it's why I'm so grateful for this podcast and the ability to take this conversation off social media into the podcast, to put out longer form content that allows me to add some,

00:07:18 obviously not all, but some context, some more information, some perspective. Because I think social media takes us down to right, wrong, left, right pro anti and doesn't hold space for nuance and, and the conversation that we need. My belief is that this is , longer nuanced conversations, it's gonna be questions, hard questions, deep questions and discussions like this that are gonna help us as individuals and a collective to heal,

00:07:46 to reconnect to each other and to ourselves and to unite instead of divide. So back to femininity, whichever we're going earlier this year, personally, I felt deep desire to start to feel more sensual, have more sensual experiences in my life. And I'll talk about some of that in this episode. And when Sarah says femininity is superpower, I really believe it.

00:08:05 If this is a topic that you're curious intrigued interested about, you're gonna love it. This episode we talk about a lot. We, you're gonna hear the framework of femininity and learn how to create rituals and systems to add to your femininity toolbox. So you can show up in your life the way you want to. You're gonna realize that you don't have to contort yourself into anyone else's definition of what femininity or womanhood or motherhood is.

00:08:28 And instead you can start to define it for yourself. You're gonna see femininity as a superpower and know how to tap into your femininity. You're gonna understand the importance of evolving as a woman and knowing how to check in just like we check in with all of our goals. You know, shameless plug here, check in with your femininity too. In this episode,

00:08:45 you're gonna learn how to integrate femininity into your life, into a way you can be in the world and have systems that nurture you. Instead of having femininity be one more thing on your too long to-do list and you're gonna get permission to talk about femininity as spicy as it is. By the end of this episode, you're gonna feel inspired and know that femininity is a superpower and attainable for you.

00:09:05 You're gonna hear and feel that it's possible to have a relationship, career, lifestyle, family that nourishes your femininity while you nourish others. And you'll have the tools, strategies, and permission to access this. You're gonna hear that femininity is something that can be learned and harnessed and if you choose to, you can harness it for success in your life too.

Golden Girls Podcast

Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

00:09:25 So let's do this. Thank you for being here. Thanks for being open. Let's dive into femininity. Welcome to the Golden Girls Podcast, where we believe you can have it all. I'm your host Lisa Michaud, and I'm spilling tangible tips, goal getting strategies and real life stories to inspire you to tackle your biggest dreams. You're a woman who knows you're made for more.

00:09:50 Get ready to leave the excuses and self-doubt behind by being vulnerable, sharing your truth, and having honest conversations so you can succeed on your terms. Together we'll set goals you'll actually achieve by staying motivated, having fun, and building a community of women, empowering women. It's time to tap into your best self, get confident and truly have it all. Golden girl.

00:10:13 Let's dive in. Well, hello there Golden girl. Welcome to this episode of the Golden Girls Podcast. I am joined here live and in person with Sarah Bohdanova. Oh gosh, I think I said that wrong again. No, I said it right. You got it. So Sarah is the first femininity coach servicing women by drawing on her unparalleled experience.

00:10:35 As a world class dancer and award-winning coach, Sarah provides tangible tools and strategies to help high performing females infuse their lives with more joy, confidence, and peace. Sarah offers one-on-one coaching and is the creator of the online course, how to Walk in Heels. And you better believe I'm gonna ask her how to walk in heels. Sarah, thank you so much for being here today.

00:10:56 I'm so grateful to have you. Thank you for having me. I'm excited Yeah. About this conversation. It's gonna be juicy. Yeah, so let's start out with the basics. How do you define femininity? So for me, femininity is the expression of being a woman and that's gonna show up differently for everybody. So when I think of getting intentional about my femininity,

00:11:18 I think about how I want to look, how I want to feel, and how I wanna show up in my world. And then I design my life around that. So how do you, how have you figured that out and what does that mean to you? Like how do you wanna look? How do you wanna feel? How do you wanna show up?

00:11:34 It's something that I've constantly revisited because as a woman you evolve. So I'm not the same woman that I was two years ago or five years ago. And a big part of femininity for me is being present. So I'm constantly going back and evaluating am I showing up in life the way that I wanna show up? Am I feeling feminine? Am I feeling present?

00:11:55 Am I feeling soft? Am I feeling joyful? Those to me are all good signs that I've poured into my femininity. Wow. And at peace you use the word peace. To Really intentionally. Yes. I think peace is something that women are desperately craving in their life and we can get into all of the different messages that they're given by all of those different messages disturb our peace.

00:12:19 So if we're not intentional about what femininity looks like to us, then it's very easy to get rattled by everybody else's version of how we should look and how we should show up. Let's get right into it. Yeah. What are some of those messages you think that women, Oh, pretty much every message that you could think of. There's an opposing message telling women to be a different way.

00:12:41 So there's, you should be the boss babe, you should be the stay at home mom. You should look like this, this doesn't matter, this matters. Everybody has a different opinion about how women should act. You should be the nice girl, you should be aggressive and like really fight for what you want. All of these different messaging that men don't get as much of.

00:13:02 Just as a side note, women get way more, it's ingrained in us since we're young and if we don't think about what we're hearing, it's really easy to just get lost and lose that peace, lose that joy And lose themselves that in the process. Exactly. I would be so curious, maybe after this I'll do a little Instagram poll just to see,

00:13:24 cause I'm, I'm curious how many women, and obviously my Instagram poll would not be that scientific, but how Many Women really feel like they have peace in their lives? I bet that number is not very much. Yes, not very high. And it's so interesting cause it's probably one of the, I could imagine it being one of the greatest gifts that we could give ourselves is peace.

00:13:42 Cause when you have peace you have presence. And when you have presence you have everything else. Yes. Connection and calm and all the beautiful things and connection to yourself. And I think that peace comes from clarity too. So we have, we have different goals for our career. We have different goals from our, for our family. And when we have those laid out and we have the systems to get those goals,

00:14:03 we have peace. But when we don't think about our femininity, we don't have any systems laid out, it's very hard to feel that peace. So it's getting super clear so that you're constantly nourishing that. So good. Okay. So one other thing I wanted to ask you about before we dive too deep into all of the things. If you can speak to,

00:14:25 you know, the polarity, the feminine versus masculine being using the word versus the feminine masculine polarity. Like yeah, what does that mean? Can you give us some context for someone who, maybe we've heard this a little bit but don't really know like what it means and how it could actually apply to us as women today and as in Our lives, men and women are different.

00:14:47 So from what drew, I'd like To say that, Yeah, probably not, but we are, it doesn't make it less true. So we are driven by different things. Our core desires are different. So for example, we both want to be men and women both want to be respected and loved, but the priority level is different for a man and a woman.

00:15:06 So a man wakes up in the morning and he's asking himself, am I respectable? Am I doing my duty? Am I providing? Whereas a woman is waking up and asking herself, am I lovable? Am I worthy of being pursued? Both people want both, but it's just a higher priority now with society, it's kind of tried to make everything safe and palatable and make men and women the same,

00:15:30 but we are not like a man is not a less hairy version of a woman or vice versa. And those differences are actually what creates that sexual attraction and makes our life interesting and fueled and passionate. So it's a beautiful thing. So I think instead of thinking of our differences as wrong, just think not wrong, just different. We are different from each other and it's great.

00:15:54 And to talk about that a little bit more, like sometimes I think with women, a man being very masculine can make us feel unsafe sometimes because things have been corrupted. But when we actually like lean into healthy aspects of masculinity, like for example, my husband, when he watches sports, he goes nuts. He goes so crazy. And before I,

00:16:17 I used to feel like I could feel inside, not at peace when that was happening. Like am I not safe in this situation? But that's his testosterone, that's not coming out towards me, that's coming out towards the screen. So allowing him to just be himself and not try to tame him in those situations, he comes back more fueled for me.

00:16:37 So I think recognizing and appreciating the differences versus fearing them is a big thing that we need to do. So are there certain, like what are some of the things that you say would be more masculine or more feminine? I know you also have some kind of disclaimers around that too, but like what are, like how do we know, what are the things that are,

00:16:59 I often hear like divine versus toxic, masculine or divine versus toxic feminine. What are some of those pieces? What are some of the things that are more masculine are more feminine? Feminine? Sure. Yeah. So I think men have that deep desire to provide and protect when they are in a healthy form of masculinity. So there is also unhealthy forms of masculinity too.

00:17:22 Okay. So So you refer to it as healthy, unhealthy, masculine and feminine. I've heard like divine and toxic like, but yeah I'm sure they're kinda referring to similar things. Yeah. So when, what Would you define that as healthy or unhealthy? I think when a man doesn't have a desire to provide or protect you, he's not in a healthy state if he is.

00:17:43 And I think society's made it very easy for men to just kinda like wash their hands. Like let's go Dutch, let's do this. There should be a desire in him to want to take care of his family that that should be ingrained. And when it's not there there's a problem. Something has happened along the way to interrupt that. I also think sometimes women are the problem because now we see his desire to want to take care of us as infringing on our independence.

00:18:12 An example I'll give you, my husband would always carry our groceries and we would, oops, sorry. We would walk from one place to the other from our home. It was only about 10 minutes away and he would have about 10 bags and I'd be like, let me just, let me just take one, like let me help you. He's like,

00:18:27 no, I'm fine. And he wouldn't talk because he would be carrying it and sweating trying to get home. But for him it was such a deep desire to take care of me in that way. And it was more fuel for him to actually do that than me to take some bags and lighten the load. So understanding that we have these different core needs there and now when we go grocery shopping,

00:18:49 I just relax. I don't reach for the bag and I actually enjoy that this is his way to love on me and this is a form of his love language towards me. Did you guys get to this awareness through some really good conversations? Yes. You know, how did that come to light? Because I think you're touching on and what I think is really important to kind of pull out here the idea or the,

00:19:17 the reality that it's some, it's somebody's core need and his core desire. Yes. And that you're honoring that. Right. And that's the important piece. So how did you, I guess, learn that it was his, how did he, did he always have this awareness? Do you, like how did that all transpire for you guys to navigate that?

00:19:36 Dating him was very interesting because right away I saw some differences from, I could look back at it now looking at healthy. Like he was a healthy relationship versus unhealthy relationships. And with men before I found like I was having to do things that felt unnatural to me and that should have been a red flag. So some of those things that feel really unnatural,

00:19:57 women need to pay attention to where they're showing up more in the relationship than he is. But with him, he was very right from the get-go, he wanted to make sure that I got home safe, he wanted to check on me and it would go to the point of taking him an hour out of his way sometimes to make sure that I would be home safe and he could have peace with that.

00:20:20 So recognizing those things and then also some of like, some kind of trial and error. Like I would try and grab those bags and then I would realize it would cause conflict. And then once I started letting go of that, I paid attention to how it felt in my own body. And once I kind of released that feeling like, oh I need to be doing this too,

00:20:39 it was peaceful and it was nice and relaxing and he was happy. So some trial and error and a lot of reflection. Mm. Yeah. So amazing. Thank you. I think that is, I mean that's like the, probably that'd be part of like what I do and I know what you do too through different lenses is paying attention to those red flags.

00:21:03 Yeah. Paying attention to things that are, are not working for us. Yes. And being able to explore that. And I love how, I love how you guys have navigated that. Yeah. And you're already making me be like, oh maybe I don't need to help out with bags. Cause I totally help out with the bags. I'm like,

00:21:17 and I I, I grew up in and full, I have a chronic over packer like I'm right now it's, it's gonna be a lot of stuff. I always have a lot of stuff. It's, it is bone and contention in our relationship. But I was always taught as a girl guide, make sure you always carry what you or you carry what you pack when you pack what you can carry.

00:21:40 Yes. And so I always had that in my mind that if I'm gonna bring a lot of stuff, I have to carry all that stuff. And that's probably translated to many other parts of that. I just have to carry it myself. Yeah. It's just really interesting. Okay. That's, I felt the same way I did and I grew up in a home where that was like my dad wouldn't carry bags,

00:21:59 now he carries my bags, which is interesting. So as I have changed and not felt like I need to do everything and kind of prove my value or prove how strong I am, he stepped up more. He's opening doors and doing things that I never thought he would have the desire to do. Now he has a space to do and he's doing that for me.

00:22:20 He's doing that for my mom. It's different Now. How do you, how, what has the work been for you to be on the receiving end of this and to have it feel nurturing and empowering versus what I think a lot of people may feel, which could be disempowering having to feel like someone's having to take care of you. Yes. You know what I mean?

Golden Girls Podcast

Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

00:22:45 Like, oh, has there been any personal work you've had to do around that? I, I think a lot of it has been looking at the messages that I was given and starting to actually detangle them and think what messages are serving me and what feel good or what have been almost force fed down my throat. And I've had this fake sense of empowerment because it's a really beautiful thing when somebody wants to take care of you in different ways.

00:23:13 And I guess the flip side of that is I also take care of my husband in other ways so I know what, where he feels loved and as a woman there's on, there's certain ways that only I can give him love that he couldn't receive from another guy. So knowing that we provide it in different ways and we both feel it in different ways.

00:23:33 What are some of the ways that you provide love Space peace for him? I hold the bucket a lot to let him just talk through his stuff. And with men, I, I think more men are starting to have conversations with each other, but there's a different type of conversation that can happen between a man and his wife or a man and his partner and just allowing him to go through all those pathways of his brain and just let him feel like he has the safety and the peace to just speak.

00:24:07 So that's one aspect. Also physically, he is like, you know, each other's love language and I know that even just like rubbing his arm is huge for him. Those little things are big deals. Remembering his gifts are another love language for him. And I will remember something that's important and then leave it in the house for him when he comes home.

00:24:28 So little things that speak to him where he wouldn't really think about those things. Like he'll program it in his phone to remind himself to buy me flowers. But as a woman, like you think about those little things. That's so beautiful. So beautiful language is such a good, such a good practice. A book and quiz to do and I, I feel like it's affected so many relationships in a beautiful way.

00:24:51 And what you're doing here with femininity project and speaking power into femininity I think is bring another layer to that. Yeah. So good. So maybe I'll just ask one more kind of probing question around like why do you think polarity is essential in a relationship? If you want to have attraction, you need polarity, Why Be, think about it. It's like a roommate.

00:25:17 If everybody starts to look the same and act the same, there's nothing interesting. You need heat in a relationship. We would talk about this in dancing. So for example, rumba is a very romantic dance, but you would never want to dance fully just sappy. You'd have some moments where it'd be fire and then some moments where it's like, I don't want you,

00:25:37 I do want you. There has to be that back and forth to create interest and especially between a man and woman that that polarity needs to happen or else it's just Netflix and chill for the rest of your life. Like, But not the good Netflix and Chill, not the good Netflix and chill. Like you want some of those nights but you also want passionate love making nights and it's very hard to have those if it's the same all the time.

00:26:03 So this is so interesting because we talked about, we opened this conversation around how women, we probably want need more peace in our lives, but we also need some of that like polarity, I wanna say drama or flair or maybe drama's the wrong word, but like novelty, excitement, passion. It's just so interesting I guess how we need these polarities even just in life,

00:26:26 right? We want the peace in in most of the places that we can have the spice and the drama in the other arenas, right? Yep. And I'm also guessing when you talk about like the polarity that needing the differences, it's obviously gotta be in certain areas because yes, if you have this polarity in every area, that's just really not gonna work.

00:26:49 Or if you have it, for example, just making, like for example, if one person is constantly spending money, another person always wanting to see that, I could feel that being a very, like that may not be, that may not be the kind of thing that turns you on in the bedroom. Yes. That that kind of polarity. Right.

00:27:06 Or some people like the house super neat and tidy and the person messes it up. Like that polarity is probably not sexy. Yeah. So What, where does that fit? Yeah. What is the sexy polarity that keeps us together that attracts us, keeps it going. And what is the polarity that Destroys That destroys her? Yeah. It just makes it be like,

Golden Girls Podcast

Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

00:27:25 why am I even with this person? This is not, this is taking away my piece. And this is important Too. Values, you need to be aligned on your values. So that is where you don't want polarity. So you need to talk through those things. And your deal breakers too. I think that's one thing that a lot of people are getting married right now and they're not talking about some of the really important issues like how you do money,

00:27:47 do you want children, those things. And they wait until they're in the relationship to talk about it. So you need to get clear on that worldview. All of that should be discussed and on a similar page. Now if one of you is an extrovert and one of you is an introvert or somebody finds this funny, somebody doesn't find that funny. Those are places where you can have polarity in the,

00:28:09 in the fun aspects, not on the core issues. Got it, got it. Yeah. Okay. That makes sense. And I mean I, I say this kind of face but like even like I'm definitely more of a spender than my husband. Yeah. But like we have some alignment in terms of like some core values around money. Yes. And so I think that also works because I'm not afraid to like book the date night and make that happen.

00:28:29 Exactly. Whereas He probably would just say, I'm a Netflix. Yeah. So you keep it spicy, he keeps it safe. Yeah, yeah, yeah. Absolutely. Very cool Polarity. Yeah, yeah. Definitely. Definitely. Yeah. I love how you, you just discern that too because I, there is some things that we would need to be safe and to have peace and something that need to be stable and other things that need to be spicy or we Fall asleep.

00:28:53 Yes. Okay. So what are some of the benefits of tapping into femininity? And I, I know I get a sense anyway, this has been a bit of a journey for you. So what are some of the things you've seen in your life and what are some of the things you see in your client's life as the benefits? Cause some people might just be like,

00:29:09 okay, so some better sex. Maybe like, but like one, I think I get the sense it's a lot deeper than that. What are, what are the benefits? What's waiting for us on the other side of femininity? I think one of the big things is feeling at home in your skin. So how it always goes back to that peaceful element for women.

00:29:27 So most of my clients, when they come to me, they already, they start by telling me what they think they need to be. And usually it's messaging that they've got from their parents or how they've learned to interact at work, what they thought they needed to do to get the career that they want. And as we unpeel that the way that they show up at work changes and the people at work treat them differently and they enjoy that.

00:29:52 So when they're at home in their skin, instead of acting like a man, which is a lot of the messaging that women get to have a good career when they're feminine at work, all their coworkers, male and female, treat them differently, treat them with more respect, go outta their way to help them in a way that they didn't feel compelled to before.

00:30:10 Femininity is like lifeblood to people around you. So when a woman's in that element, she, she feeds everybody around her. I wanna ask a clarifying question around this. Yeah. And like full disclosure. Yes. I worked in a very male dominated environment. Yeah. And I, up until about a month ago, I had a book on my shelf literally called Nice Girls Don't Get the Corner Office.

00:30:37 And I got rid of the book. Yeah. For many reasons. But one of the things in there was literally talking about how women have this tendency to literally feed people how a woman can get fall into this tendency or this, I guess this space of always being the one to bring like Friday muffins or Friday lunches and like quite literally feed everybody in the office and how that detracts from her power.

00:31:03 Yeah. What are your thoughts perception on that? I know that's a really specific question, but I feel like it's so top of mind cause I just got rid of the book. Okay. We can go back to the word nice after. Cuz I think we can talk about that one. Yeah. That's a whole other podcast When I talk about it's the lifeblood to other people.

00:31:22 It's not by your actions of what you're doing for them, it's simply by you being there. So the energy around you feeds people. So it's not like Bring them up. No it's not bring them up. But that could be somebody's love language, it could be an act of service that they like doing that. But if they're doing it from a like a weakened state where they are not confident,

Golden Girls Podcast

Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

00:31:45 like They're expected. Exactly. Women In the office, they should be the ones bringing them up. Yes. Yeah. That's boundaries too. Yeah. Establishing the right boundaries. And that only comes from you knowing the clarity of how you wanna show up. Yeah. I love that. See and I mean I, I don't, I joke about getting rid of the book, 00:32:01 it was just I'm get office side, I that away, but, but I'm sure there were some legitimate pieces in there. Yeah. Around because I think women probably for a long time, if you think about, I've never watched Mad, but we were chatting about it. Like there was obviously a lack of boundaries in some of those kind of initial when women entered the workforce.

00:32:18 So there's probably been a bit of like pushback the other way. And I think now we're in this season of maybe rebalancing that and figuring out how do we, how are we authentic to ourselves? Okay. And and how does that show up and what's the energy we're bringing to a situation as opposed to just relying on expectations other people's or, or our own that we put on.

00:32:38 What other benefits you see? Like do you, so when a woman is in her femininity, how does the relationship change? How, how does the office change or the work change? Yeah. Like do you see women getting less promotions, more promotions, taking more time off, less time off? Like what do you, what do you kind of see some of those and what about for a business owner?

00:32:59 Like Yeah, tell me all the things. It's interesting cuz I think it happens in stages. So you kind of go one level, it sits for a while and you go further. So I'll give you an example of one of my clients who's a lawyer. I started working with her last January. She's in a relationship where when I asked her about it,

00:33:16 she was like, basically he'll do, that was kind of the, the state of it. She didn't like the life that she had created. A lot of her friends who were also lawyers were very aggressive and she felt like when they got together they were just kind of toxic. So there was a lot of stuff in her life that she didn't feel great about,

00:33:34 but she said she was running on autopilot. Like she'd go into those situations and she would just act on a certain way. So we started working together, we worked on kind of like the basic stuff first we talked about her body language, we talked about her tonality, we worked a bit on her style. And then she came back to me six months later she had quit her job.

00:33:55 She's starting a foundation, she's leaving the relationship and now she's wanting to dive deeper into having a more polarity based relationship because just like that'll do isn't doing it anymore for her. So, oh yes. Yeah. Which is quite cool. So I, I think one of the biggest benefits is you start to define your life on your terms. And you're not just trying to fit into these different structures which have been designed for a man.

00:34:23 Like even cycle wise we're, we're completely different. So this work starts to lead you into looking into what's actually going to fuel you and give you a passionate life. Mm. I love that. Yeah. Yeah. The cycle thing, that's a whole other episode as well. Yeah, for sure. Yeah. Just how our, our society's not set up for Yes.

00:34:41 So much of what women need. It's set up for what men need and how men operate. Yeah. Yeah. Absolutely. Ugh. Okay. I love this. So let's talk about energy. Cause from what I've heard you describe it is a misconception to think that certain things are masculine and certain things are feminine. You know, for example that like career is not feminine or competitive is not feminine.

00:35:06 Yeah. Or strong. And that kind of ties into the not so subtle indication that femininity is actually weak. Yes. So what do you say about that and how do you view the different traits? Tell me your story there. Yeah. So I don't subscribe to the view that men or women have a monopoly on certain traits. I think we all have all of them.

00:35:30 The expression of them is different. So you, you've seen a man be strong and you've seen a woman be strong. Yes. Giving birth Exactly To breastfeed. I think when it gets tricky is when we try to imitate the other, the way that other person does it. So for example, like we talked about when women try to act like a man to get something,

00:35:51 but women can be competitive and still be in their femininity and get results. I had this with my competitive career. So as a dancer, I wanted, I, I took it to a world class level and so I needed to be competitive but I

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Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

saw differences between some of my friends who were competing as well, where they would get aggressive and they would take it in a more masculine way.

00:36:18 Versus I try to constantly still pour into my femininity and think about how do I feel as I'm going to this competition, how can I still feel feminine as I'm prepping for this and not get into this like task mode, which is a little bit more masculine. Women are more in tune with feeling and being present where men can kind of shut that off and just like get what needs to be done when a woman goes into that place where they shut off their their presence.

00:36:42 That's a dangerous place to be. But don't you feel like that's where most women are living? I, yes. Yes I do. You Feel like even in my own life, yeah. I really have to consciously pull that back. Yeah. Because I think our society has programmed us so much to just like put aside everything else of how you're feeling and just get it done.

00:37:03 And that's what we reward is the task rabbit, the getting it done, the consistent the work horse, that piece. So what did that actually look like for you training and competing as a world class dancer? How did you show up differently than perhaps your friends that competed who brought the competition from a more masculine perspective? Like what did that look like to that,

00:37:26 that you gave yourself permission to nap when you wanted to In some situations? Exactly that. So I, it's Always about the naps. I knew I have a very strong work ethic. So in competitive dancing, you always have people who are telling you, you need to do more of this, you need to do that. And for example, I had one coach who I would say was a little bit more in her masculine energy.

00:37:52 And I remember I was training for competition. I had already been doing nine to 11 every day and I knew I was ready. And so like 9:00 AM 11:00 PM Yeah. So I would train from nine to one, I'd teach till 10 and then I train after work. So it was going, I was going hard and it was the end of the week and I knew I needed to get up the next morning nice and early.

00:38:14 And she's like, you need to stay and you need to practice, you need to stay longer. And I told her no, like I'm done. And she's like, well you don't want this enough. Then it's like, nope, I know I want this. I know I've prepared and I need to rest. So not allowing other people's voices is sometimes what that can look like in those situations.

00:38:33 Wow. That's such a, Those words like that is exactly we've programmed into ourselves. Yeah. And I feel like a lot of women, I'm sure everybody but women in this conversation Yeah. Probably struggle with that idea. I think about like the whole hustle culture and girl boxing, which I, I I've identify in many ways as a girl boss or boss maybe and all those things.

00:38:58 But it's just, it's so interesting because that narrative, what you just said there, like you obviously don't want this enough if you're not willing to like lose every Yes. By everything else and say winning, that's not really a winning conversation, isn't it? No. And that's her own stuff. So recognizing it's somebody else's triggers or somebody else's belief system,

00:39:19 when you know your own belief system and you know what you've done, other people don't have so much sway over your life. I'm gonna peel that back one more layer. Yeah. Because I have a feeling that a lot of people haven't even had the chance to explore and create their own belief system around that. Yes. Like I would think that people would just accept that as fact.

00:39:40 Yes. Do you know what I mean? Yeah. Like that you're It's true. Like I just need to give it all and I must not want it bad enough if I'm not willing to stay up. Yeah. And people probably don't see that there's a way that there may be different perspectives and maybe other ways to win. Yeah. So I think it's even deeper than like,

00:39:56 than having your own beliefs and standing up for them. I think we've been so programmed and haven't even had the opportunity to create a different belief system or find a different way of being. We're so trapped still in that old paradigm. Yep. Of you've gotta leave it all on the table. So how did you do in the competition? Great. I was ready.

00:40:17 And there's different paths to success. So I think when somebody is giving you advice, look at their life and look at what specific thing they're giving you advice about, is it worth taking that advice? Is it thousand percent?

Yes. Yes. I used to always say don't take advice from someone you aren't willing to create places with. It's, That's great advice.

00:40:35 Yeah. Yeah. Yeah. So good. Amazing. So, okay, so if we don't see it as men or women having the monopoly on certain traits, how do you see it? And can you even speak to some of the harm that you've seen that happens? When we label certain traits Yes. As masculine or as feminine? Yeah. So I,

00:40:57 I saw this a lot in the dance world. There was a lot of men who were more creative and more sensitive and a lot of those men would teach women. So they were teachers as well. So they, they were around women a lot. Some of them were straight, some of them were gay. But a lot of those guys who were straight,

00:41:15 if they were told like, oh you're sensitive, like you're such a feminine guy, how harmful that would be on them and how it would make them question things where it's just no, you are a sensitive man. It doesn't take away from your masculinity to be sensitive. And same thing with women, like you're a competitive woman, it doesn't make you masculine because you have this strong drive.

00:41:38 So those types of messaging can, can rip somebody apart, especially if they haven't built up that self-esteem. It's, yeah. Very harmful. So how do you, like, how does that get bounced out? Like how does, you know, how do you know, for example, that your partner, your husband in your, in your case, that he wants to take care of you and like,

00:42:07 is, is it easier for him to kind of own that? Because it's maybe perhaps more of a traditional masculine trait. Like if he was the one for example, that if he was really sensitive and he held the bucket for you, what would that, what dynamic would that change in your relationship? Well I think, I think he does do that in a certain way.

00:42:29 But for example, like with men when they listen they usually listen for what's the point or what's the problem. Whereas Yes, they solve it exactly where women, that, that's just a, a prime example of how we're different women talk to connect with each other. Not necessarily to solve. I feel like it to, I don't know what's the word to say,

00:42:50 but to ignore that that actually happens is in a way crazy cuz we see it all the time. So just pretending it doesn't happen doesn't make sense to me. So when he listens to me, sometimes I'll have to tell him like, okay, this one's not a point or problem one, I just need you to hold the bucket. And then other times I'll go to him and I was like,

00:43:08 okay, I need you to help me solve this. So approaching it from different ways in understanding we're different and giving each other the disclaimer sometimes when you need them to show up in a little bit of a different way. Oh, so good. Yes, yes, yes, yes. I see that so much. Yes. Yes. So it's about honoring the differences.

00:43:25 Respecting the differences, yeah. Ourselves and in others and about being able to clearly communicate Yes. What we need as well and what Yeah. Oh so good. One of the things I really love about, about having the podcast, about getting to talk to people like you and about your work is so interesting. Cause I was just, the last said recorded was with Jamie Bell about contracts.

00:43:48 Okay. And like I epicly dropped, I was gonna be a lawyer. I did not go ahead and do that for many reasons. But it was, I find it so fascinating because there's just common threads, even talking about contracts, we're here talking about femininity. Like there's just such common threads and truths in life and what we all need right now to operate.

00:44:07 And so yeah, I really value that about this conversation about how like there's just so many little nuggets that we can pull out and take whether the words femininity resonate with us, whether that's something we need to work through to become more comfortable with or or not. But what you're sharing is just is, it's great. Thank you. So let's go somewhere.

00:44:31 Let's talk about the fact that women, mother femininity, these can be really polarizing words these days. I say polarizing, I'm not saying polarizing isn't attractive and sexy. Polarizing Isn't like cancel culture and Yes. Potentially very, very, very triggering and activating people. So, and I think act, you know, you said that you don't think that we're craving the old fashioned idea of femininity.

00:44:59 So what do you think we're craving and why do you think these things have become so polarizing? I think women are craving not to be put in a box. So all of these are labels, right? And women are very good at

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Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

contorting themselves into something until they're not anymore. Until they burn out, until they get sick. So recognizing whatever label it was,

00:45:21 whether that's more like a traditional wife or a boss, babe, you can take elements. You don't have to identify with everything that that label currently says. You can be a stay at home mom and you can have a career on the side. It's that label, like it's the label. That's the big problem is, and when women hear things, they try and fit themselves into the label and it's suffocating.

00:45:47 So, and they can break free of that and start to, this is get intentional about what they want their life to look like. It's very freeing. And then on the other side of that, we talked a little bit about this before, women are very oppressive towards women. So for example, like towards the traditional community, I'll hear a lot of more modern women say like,

00:46:08 you are oppressed. Like you wanna, you wanna make a sandwich for your husband if they wanna make a sandwich, well if they wanna make the sandwich for him and if that's their way to show love and they crave it, who are we to say that's not femininity to them, that's not being the most beautiful expression of womanhood to them. And same thing the other way,

00:46:27 if they wanna have a career, you're not not taking care of your family, you're taking care of your family in a different way. So that I feel like women are attacked on from society and then they attack each other. Absolutely. Absolutely. We gotta quit it. Oh yes. Yeah. Thousand percent. Yeah. I always find that really interesting because I think we try and attach labels,

00:46:49 I mean, to everything. And a part of it's like our brain needs to attach labels to make sense of this crazy world. Yes. But we think that either that an action says that somebody's either empowered or oppressed or they're good or they're bad, or they're acting out of love or they're acting out of fear. Yes. And the truth is that you never know.

00:47:10 You can't tell Yeah. Someone's action. Yes. What their energy is coming from it. And so there is there, you're right. Like you could be creating the sandwich, making the sandwiches for everybody because you feel like that's what you have to, and that's the box that you've been put in. You feel confining, I don't recycled in this box.

00:47:30 Or you could be doing it because you love it and you love thinking about what kind of flavors your partner might love. I Exactly. I don't love making sandwiches, but I feel like, hey, if somebody loves it, like I like Yeah. All the power to you. And also vice versa. Like the career could be something that is that you love that that woman loves and feels empowered and feels like she is.

00:47:51 Yeah. Giving back to her family and inspiring her kids and Yeah. And able to fill her cup to then fill, have that overflow to her family. Or it could be something that she feels like she grew up in this. Like, you have to do it, it's just another box to fit into. So I do find it really interesting. I mean it's like the whole,

00:48:09 so much of what we see in the world and the narrative of like good or bad or pro or anti or left or right. It's just, it's so interesting because there isn't, it's just an illusion. Yes. And it's, you have to go deeper than that. And I think a lot of people don't know how to do that. And you maybe don't even know that for themselves.

00:48:26 And you're starting to pick up on that. But that's the value I think of a really good coach. And really why awareness is so important is because a good coach can help you discern whether you're doing these things because it light lightens you up or because Expectations Yeah. You're still trying to fit into this box. Yes. And some of those things are what's right at what time in your life too.

00:48:49 Because that's another thing that I think women have a hard time with is when their priorities switch, they feel like they're betraying themselves. And that is why it's so important to, like we talked about goals, like you check your goals every hundred days, right? Yes, yes. So yeah, so exactly. So you go do your femininity every hundred days and check in,

00:49:08 is this still serving me or am I just doing this because this is what I've always done? Yes. Yeah. Yeah. A thousand percent. I mean, that really changes. I, I can think about that. Like from becoming a mother, like the

things that made me feel feminine before versus afterwards. Like I never imagined myself. Yeah. When I first had my baby,

00:49:26 like I was ready to, I I, I thought I'd be ready to take calls within four to six weeks. Yeah. And like the eight week mark hit, and at the time my daughter all of a sudden out of nowhere refused to take a bottle and I couldn't take calls. And I think energetically, and this is like going, you know,

00:49:43 deep and spiritual, leave it. But I know that for myself, I wasn't ready to go back to work. Yeah. And I also ready to admit that out loud. And so I feel like my baby picked up on that and I all of a sudden couldn't leave her and was like, oh, shocks. I guess I can't, wow. Because I can't have my calls cause baby won't,

00:50:01 she won't take a bottle. And it wasn't really for like a couple weeks afterwards that I realized, aha, I was not ready and I was ready to admit that out loud. And some maybe kind of picked up on that energy and helped make it so I couldn't take those clients. That's beautiful. Yeah, yeah, yeah. And of course that's changed now.

00:50:19 I like, I'm, I adore her, I love her, but I'm really excited to drop her off a daycare and have these Conversations Again. You know, so it, yeah. I think those, those seasons do change and it's, yeah, I think that's okay too. And I think that's the other thing that's really liberating about leaving the box and leaving the labels is that you can pick pieces of it.

00:50:38 So like, I was a bit of a stay at home mom for the first like two years all we tried to find daycare. And I enjoyed a lot of those moments. And now I get to do a more career and I get to be a little bit of a crunchy moment. I get to be a little bit of like a, you know,

00:50:49 all, all the things and not just one label. Yeah. Yes. I hope I have women hearing this are able to first like awareness of what box you might be putting yourself in. Yes. Or feel like you're stuck in and remember that it's, it's more of a buffet. Yes. And then like a, a car, you can only pick one menu and you for the rest of the evening,

00:51:11 Like explore it. Yeah. See what you're attracted To. Totally. Okay. Do you get any hate for your work? I feel like we live in a world of Yes. Cancel culture. Tell me about this. This is a tricky subject because I think people are, the word femininity is triggering for people. The word even woman is triggering for people right now.

00:51:36 So everyone is trying to navigate that. And so the hate that I've gotten has usually been from people who haven't, haven't been around and actually understand what my mission is, is that women get out of the box and they think about what their own femininity project looks like, not trying to shove them into another box. So that's often what I'll hear, but when people stick around long enough,

00:52:01 that usually changes and you can see them soften. So it's whether they stick around. How do you know they soften? Well, I've, I've had somebody who actually told me, they started following me and they told me they followed me for a year and after a year she wrote me and she said, when I first saw you, I hated you.

00:52:21 And I was just watching, kind of like hoping to see you fail with what you were doing. And then she said, after a while I started listening to your messaging and started to feel something. And then after a year she said, what you said rang true. And I started to notice walls in my life drop. And she's been around ever since.

00:52:42 So it's great if they can, if they can stay and hear it because I think it's very important message for women to hear. But it is triggering women are, are triggered right now. Sarah, I love that. Thank you for sharing that. I think that is, I, I wanna bring more awareness too, like the amount of like just hate and,

00:53:08 and and also like normal, like I don't wanna normalize people behaving in ways that are not Yes. Not conscious and not, not loving, not grounded. But I also wanna normalize like surviving these experiences and Yeah, being able to stand in your truth. Yes. In the times when people don't see it, don't agree with you, maybe have unkind words or sentiments for you.

00:53:31 I really think we need to normalize surviving that and thriving through it and having it be a thing that may or may not trigger you, but that you can still stand in in your authenticity. Because I feel like part of the reason why the word woman is so triggering and part of the reason why these these conversations are so triggering is I think comes out of a kind place because we don't wanna hurt other people.

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00:53:56 We're afraid of offending other people cuz we're afraid it might be triggering to them. And so I do think that there's a lot of power in what we're sharing here on so many levels here. Yes. And in particular what I wanted to highlight here is just the idea that like, it's okay to stand in your truth and it's okay to stand in what,

00:54:16 what feels good for you. It's okay to nurture and explore what your truth is and your authenticity is, even if and not everybody gets it. Yes. It doesn't have to be for everybody. Yes. Some people never come around and some people will come around and, and I think as a, as coaches, we're actually like the medicine we're, that's our job is to show people some of their triggers and to help people move through that.

00:54:39 Whether they're willing to stick around long enough on social media or not is a different story. That's why one-on-one coaching is, or like at actual like coaching relationship is so much more powerful than simply just following along on, on social media. But I, yeah, thank you for normalizing and thank you for being brave and doing the work that you do, despite the fact that not everybody gets it,

00:55:00 despite the fact that you trigger people. And thanks for sharing that. I should say there's so much more love than the hate. So I think sometimes like we blow up the hate there is a lot of that, but there's way more love. Yeah. And yeah. So I think we need to acknowledge that too, that there's a lot of good that's out there.

00:55:20 Yeah. Yes, yes. I had to come to this realization, I don't know the last couple years been a bit of a blur, but like at some point over the last like year and a bit my like dark under the soul, the acknowledgement that let's say I even post something relatively innocuous, maybe not these days, but something is like got up early,

00:55:40 have, you know, got my workout in hope you have a good day too. That like, that might inspire 99 people to get up and get a workout in and have a good day. And it might make one person feel worse about their morning cause they didn't do a workout. It might make them feel bad. Yes. And I've had to like kind reconcile with that idea that like,

00:55:59 it's not gonna be for everybody. Not everything that I share is gonna be for everybody. Even something like, or I might share, you have a picture of my daughter and 99 people might really smile and love that. And one person might be really sad because maybe they, they just had a miscarriage or maybe yes they're, they're having a tough day or maybe,

00:56:14 or maybe they're having a, they have a difficult relationship with their child and so it's hard to see a happy child somewhere else. And so I think we, we all have to kind of come to terms with That. Yeah. Reality that like, life is complicated. Life is nuanced. Every, you know, even the most beautiful things that we do in life can potentially be be sad for somebody or be,

00:56:36 be hurtful for somebody and depending on where, what state they're in. And nothing is for everyone. And I think we do have to get comfortable in like the, and again this is not about like intentionally being a asshole. Yes. It's not intentionally about causing harm or inciting like violence or hurtful Yes. Or hate or fear or any of, it's not about inciting any of that.

00:56:54 Cuz those are some pretty clear boundaries that I, I feel Yes. But it is about like, if, if we're showing up in our authentic state, in our presence, if we're sharing things that we genuinely believe will help and it's genuinely helping a lot of people, we're getting a lot of love for it and it's serving that there are gonna be some people that it may not serve and that kinda have to come to peace with that.

00:57:14 Yeah, I agree with that completely. And I think people also need to be responsible for themselves. So often we look at somebody like they're the guru and they're our ultimate source of happiness. That that can never be, we're always gonna have some polarizing views on different topics. So for example, like if somebody's going through something sad at the time or maybe going through miscarriage or something really heartbreaking,

00:57:40 you can turn off your notifications. You don't need to follow that person at that season. And when you're getting through it, maybe you can come back to it. But we can't make that other person wrong for sharing the joy that's in their life as well. Cuz I think women, this is something that we often do as we dim ourselves to make other people comfortable.

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Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

00:58:03 And that's really difficult and that's going to eat away at your soul. And it doesn't serve anybody. It just, it makes you palatable, unstick, vanilla and you don't feel good. You don't inspire anybody else. So you need to be bold in what you believe in and understand. Not everybody is going to feel the same way you do all the time.

00:58:24 And that is okay. You don't need to apologize for your existence. Oh, so good. As somebody who has dimmed my light and apologized too many times, I really appreciate you saying that. Thank you. You're shining now. Thank you. Thank you. A couple years polish polishing every day. All right. So now let's talk about some of like the more tactics.

00:58:49 Tell me about the framework of femininity that you work with. Yeah, so it's a blueprint I have and it's three steps. So we start with the vision and that's where we get intentional about what your femininity project looks like. And we start here, but it continues through the other steps because sometimes women don't know what's even possible for themselves when we start this work.

00:59:11 And then the next thing we do is we build in rituals. So this is systems that we set in place so that femininity doesn't become something that you just put on and feel like it's a, a character, but you actually have things that are constantly pouring into and nourishing. It's like your vitamins. And then the third step is we up-level your toolbox and that can get more specific depending on what goals each woman has.

00:59:34 So we elevate those skill sets. Very cool. So the first step, the visioning, is that like picking people that you've resonate with in terms of femininity or what your, is it creating your own definition of femininity? Like what is that stage? I ask them, how do you wanna look? How do you wanna feel and how do you wanna show up?

00:59:55 And then we start there. So we get like kind of a a, a rough sketch of what that looks like and then we dive deeper into what those words are. So for example, somebody could say, I want to feel sexy, but sexy could feel very different. Everybody has a different definition. So then we start peeling that back. Okay.

01:00:14 What would that feel like? What would make you feel sexy? Is that, is that the bubbly girl for you or is that the more seductive, mysterious one. Okay. What skills do we need to implement that into your life? Oh my gosh. So cool apart. Beautiful. So what are some of the essentials of femininity? Okay, so I think I divided in two buckets.

01:00:39 There's essentials and there's liberties. So essentials are the things that no matter what type of woman I've worked with over the last 20 years, these always make her feel more beautiful, more confident. And I think every woman needs to be taught these things. And so that's their body language. Body language opens doors for you. So you are communicating within four seconds,

01:01:03 somebody makes an impression, a nonverbal first impression. If it's a bad one, it takes eight subsequent good impressions to change that. So people really need to be aware of their body language. And when you hold yourself differently, you feel differently. So that's a big one. We go over their style. I'm so Conscious of my body language right now.

01:01:21 You're doing good. So we're thinking art and we talk about style. So that's another aspect of your presentation. Also feeling subconscious about this. Yeah, Don't feel self-conscious. I love your sweater. Oh, Stand up for your sisters. Oh, I like her style. Yeah. I've got the reigning glory. I like her style. Thank you. Sweater on.

01:01:40 Stand up for your sisters. Cool. I'll share with you later afterwards. Okay. So we get clear on their style. So what you put on also matters if you are putting on something that you don't feel good in every day. And that's the first thing that you do every day. You're starting off on a bad track. So doesn't need to be complicated.

01:01:57 We just get specific about how you want to show up there. And then we go through rituals and those are your morning routine, your evening routine, your weekly and your monthly routine. And so those are the systems, like the vitamins that continue to pour into your femininity. If you don't have them, this will last for a short amount of time and then it'll go away.

01:02:16 So you need to establish those things that this becomes who you are. Yes, absolutely. Rituals, routines, habits, those are all, yeah, so important I think with everything like it's consistency, right? And and integration of the things that you've learned and the things that you desire. And how do you integrate those into your life. Yes. So important.

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01:02:34 Okay, so what about liberties? Yes. Tell me about liberties. Okay. You have case studies on this too. Yes. So that is where I would, the essentials are where I would start the liberties are, for example, I'll give you that lawyer that I was talking about earlier. So we started with the essentials. Now she's come back and she wants to talk about how she relates to men,

01:02:53 how to attract a partner. So these are, if you want to go deeper into that, we can go deeper into those things. A lot of women will come to me and they'll have an idea of a woman that they admire, but not necessarily who they think they could ever draw anything from. And a lot of them will be like Angelina Deja or Penelope Cruise.

01:03:11 And we'll start to break down, okay, what type of woman are you attracted to? What elements are you attracted to about her? And let's show you how you can get those things. What is she doing that's making her look so mysterious? Cause there's lots of things that break it down. And there are tools that every woman can learn if she wants to.

01:03:29 So how, how do you discern? Like is this, I mean, I guess this is probably part of the coaching Yeah. Expertise and in your own intuition, your own guidance. But I imagine there's also some discernment that has to happen so that women don't just swap box A for box B. Like I'm not just swapping the girl next door. Nice girl box.

01:03:50 Yes. For the sexy, mysterious box or vice versa, right? Yes. So how do you make sure that those are aligned and conscious decisions that are being made about what elements to draw on? Yeah. Versus just like same box, new packaging. It's a temperature check because say, well, we'll use your example, the girl next door versus like the siren.

01:04:13 Totally. I went, I just went like total opposite thing. Yeah. So if the girl, what Housewife career? Career woman, like opposites, We take a little bit and we see how she reacts to it. So for example, like the girl next door who wants to feel more like the bombshell, it could be just teaching her how to cross her legs and feel her skin.

01:04:31 And that could give her all the things she needs to feel sexy in that moment. So, Okay, so everybody like trying to cross. I'm like, okay, what am I feeling? You're okay. There's a technique. Okay. All right. Yep. I feel like we need a video with this. Yeah, we can do that. Crossing our legs.

01:04:50 It's one of the things that actually like makes women feel the most sexy on dates. And it's something that you can do and they don't even notice. Is it just crossing our legs or is there a certain way? There's a certain way. I feel You gotta tell me now. It's a massage. So if you, I'll try and describe this so that they can do it too.

01:05:07 So if you have both your feet on the ground, most women will throw their leg over and do this big kind of jump to cross their legs now. Instead take the inside leg and massage it up, do a small cross and then massage it down. And then the same way when you come out, massage it up across and down. And what you're doing is you're just activating your senses.

01:05:30 It also helps you if you're nervous on a date and you wanna get present touch is the loudest sense and the biggest interruption. So little, little tip for you to try. I love that. Just a little video of it. Yeah, I'm gonna drop it in the show there too, so. Okay. Yeah, I mean even just there I was like,

01:05:50 okay, I just did another cross and I had the big leg lift, but you're just doing like this little, That's it. Yeah. Massage. Okay. Interesting. Yeah, I feel like my hips are too tight for this, which is also, It will change. So body language stuff, often, even this one, within a week of doing that,

01:06:06 you'll feel very different. Okay. Yeah. All right. New mission every day. Cross My legs for a week differently. Give myself a massage and see how it goes. I love that. Very, very, very cool. Are there any other kinda rituals that you that like, I love that little quick dip about the the leg. Like are there any other rituals that you find are really powerful,

01:06:27 whether in your own life or your client's lives that really help them reconnect femininity? So I have a system, I call it the best method. So each one of those rituals, morning and evening B is for something that makes you feel beautiful. So whether that's your skin care routine, infuse a little femininity into that. So when I, when I get ready in the morning,

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Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

01:06:46 I will put on French music in the background and I'll make it special. So for that 10 minutes, I'm listening to something that is eating that. The second one, E is for energy. So do something that energizes you for different women that'll look different. So sometimes I'll go grounding, sometimes I'll go out in the sun, just get the sun on my face.

01:07:04 It can be a workout, it can be a smoothie, whatever gives you energy. S is for soul. So something that pours into your soul. This could be journaling, this could, some of my clients sing, dance, something that feeds your soul. And the last one is tea. And that's transition. So from whatever your morning going into your daily activity,

01:07:24 you wanna have something that serves as a trigger to transition you from one role into the next. So we work on those things. We do that in the morning and the evening, and then we try and find weekly and monthly ones. Yeah. So Great. Yeah, those are amazing examples. Thank you. I love that. Before you came this morning,

01:07:43 I was like, I need to do something feminine. And I, Well I didn't do anything like different. I was like, I don't have time to do anything like, I don't know, put on my high heels and plants around the house. So while I did, it was just when I was doing my skincare routine, I just like took an extra moment to smell it and like really massage it into my face,

01:08:02 my cleanser, and just really enjoy that moment. I just noticed, oh, this makes me feel really beautiful. So it's cool. I did, I did the B of the best. So yeah, I, I, I see that how I could just kind of relatively seamlessly perhaps weave into what we're already doing just with a different energy, different,

01:08:21 different lens. Very cool. What about in your life? What is femininity? How does it show up in your life? Like what are your, some of your rituals, some of your, some of the things that you're, you're working through that you've completed. So I the best method myself Every morning. Every night. Yeah. So I think about and weekly and monthly.

01:08:42 So I have certain things that pour into that. I also, I study Italian, so that is one thing that makes me feel so beautiful when I'm speaking it and learning it. And it, it's, Sarah started the vision that I want to be and I wanna be able to go to Italy and speak fluently and just feel like a local. So every time I do Italian,

01:09:03 it's not only just a learning experience, it feel like fuels my femininity. So that's one of my favorite ones. I get my nails done. I love getting my nails done, little routines that I do everything. And taking care of my health is something that's really important to me. I sauna, that's another one. I do that a couple times a week.

01:09:23 Skincare routine, all of those little things. I love it. Yeah. So good. So good. I love having my nails done. I don't love getting my nails done. Okay. Oh, Tell me. Okay. I hated getting my nails done. I hated it. I hated the experience. Every time I go to a nail salon it was hot.

01:09:43 They, it felt like we were rushed. I didn't really like what they were doing. And then I found a great nail lady and it changed the entire experience. So this is a tip. Your beauty rituals should not make you feel uncomfortable while you're doing them. If it's, if that's the way you're doing it wrong, find a different environment, it can change the whole experience.

01:10:03 Wow. Okay. I feel like part of it for me is I just like the time. I don't really enjoy the time of being there. Yes. So find an lady who you enjoy talking to and have good conversations with. Okay. It'll feel okay. They don't feel all right. Hmm. Report back, let Me know. Okay, ill,

01:10:19 I'll, I'll, I love it. Okay. Let's talk about resentment. That's an easy Topic, right? Yeah. Flip gears here a little bit. Smooth transition there. Why do you think people become resentful of femininity and how can it change our life if we move through that? I think people become resentful when they want something that they've never been shown how to do and they think it's unattainable for them.

01:10:51 So when women, this is part of what I teach women is that there's tools. So the things that you are attracted to that now maybe you don't like because you think you could never be the type of woman who does something. Let's figure out what that type of woman is doing and break down that skill set. So I often find this with a lot of people who've grown up more in like a tomboy environment and they'll feel a certain way towards beauty.

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Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

01:11:15 They think it's shallow, they think it's superficial, but they've never been in an environment that nurtures it or celebrates some of the beautiful aspects of it. And then we start to work on some of those things. Like we work on their body language and then they catch their reflection in the mirror and they like what they see. So it starts to change it.

01:11:33 So with everything I say, learn the tools and then you can take it or leave it. You can see what works for you, what you like, but now you know how to do it. Hmm. Love your definition of resentment too. I feel like money's another one that triggers resentment too. And like, because we don't know how to, what we don't know about money and there's a whole lot to know about money that people haven't been taught and they get resentful about it and then don't attract it,

01:11:59 don't have it in their lives and yeah. Yeah. So interesting. Love that. And I love what you said there too about permission to try things, to get some new skills and then take what works and leave what doesn't. Yes. I mean that's just, yeah, that's, you have permission to do that. I wanna share with you one of my kind of more recent realizations around femininity and just see if you have any thoughts or insights around this.

01:12:24 I realized this summer, so the summer I went to Rec Beach by myself one night. It was, I was so excited to get down there. Super, super pumped. For those that don't know, rec Beach is the nude beach in Vancouver. Yeah. And it's a whole vibe. It is. Yeah. It is. I think it's one of the most incredible places.

01:12:45 I love it there. It is very much like anything goes. Yeah. It's, have you been there? No. You've never been? No. Okay. Okay. Interesting. Yeah, I mean it's, it's, it's definitely very interesting. Like I personally love it cuz you're, you can't see any of the city and so the beach is just spectacular.

01:13:03 You have to walk down all these stairs and, and there's just, when I've been down there, there's people doing drum circles and there's music and there's naked people selling food and it's just like, there's also some dark sides there too. You know, there's some people that have clearly done like too many psychedelics and are now struggling to come back. And so there's,

01:13:21 you know, there's some dark, there's some dark there too. But generally I love it. Anyways, way off topic on RA Beach. Let's get back to where I was going with this, which was, I went down there and I was like, I'm going to get down there and I'm going to get naked and just be totally liberated and feel great on the speech.

01:13:36 And I got down there and I just like, couldn't, couldn't do it. And I, and I, instead of like judging myself like, oh Lisa, you're such a prude, or what's wrong with you? Or forcing myself just being like, just get naked. Just do it. I was like, just got really curious about what is this about and what's going on for me.

01:13:52 And eventually I did take off my top and went in the water and what I realized was that I, I just don't feel safe that I didn't feel safe as a woman by myself on the beach, half naked, fully naked, any of the, you know, any of that, those variations. And I wanna just be, be really honest, I have not had any kinda like sexual trauma that would perhaps make me feel this way.

01:14:18 So that's not part of my personal lived experience, but I kind of wondered, I was like, I, it feels like maybe it's like the cultural, some of the cultural stories around it have clearly still seeped into me. Yes. And it made me also go a little bit deeper and I realized that there's actually even a, this was obviously pretty stark.

01:14:37 I'm by myself on a nude beach. Yes. Getting naked, like literally. But I also found myself, and when I reflected that I actually do this in my everyday life too, there are lots of things that I do very specifically, I unconsciously being the key here. Yeah. To try and repel men or to like, make sure that it's very clear that I'm not interested in them or like to make myself unattractive to men.

01:15:01 And I just thought that was such an, is an interesting aha that I had. It's something I'm still working through in Yes. In my spare time. Just kinda one of those things that like I'm now aware of and, and picking up. But yeah, I just, I wanted to, to share that as something like, it's so interesting how I think that some of the layers in there was definitely like safety,

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Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

01:15:25 the desire to be a nice girl. Like I would, like, I didn't want someone to come approach me that I have to turn them down and then like that whole dynamic then I'm not a nice girl even though I'm not interested. Yeah. And I even, like, I, yeah, I went to the bar a couple weeks ago for my sister's bachelorette party,

01:15:41 which I don't do very often. And, and like it was really uncomfortable to turn men, men down. It was just like, hi, this is why I don't even put myself in this situation. So anyways, I just, Okay. There's a lot there. There's a lot there. And we talk about, so discerning, first of all,

01:15:56 what are actually non-safe situations versus safe situations. So I think being at the nude beach where there's people who are out of control there, that that's a good intuition that you were not feeling safe there because you were by yourself and you did see people who weren't in control of what they were doing. I think. Oh, that's an interesting point. Yeah.

01:16:17 So I, I should say I didn't notice the people out of control until like later or till later on there's, I don't know what the number is, like a couple hundred steps to get back up. Okay. And when I was leaving to get up the steps, there were people that could not exit the steps that were stuck on the steps. I'll say that.

01:16:31 Yeah. Yeah. So I didn't, but maybe, maybe intuitively I did pick up on parts of those things and maybe, maybe being alone in that situation is not the place to start. Yeah. I think women are, we are often more aware of danger than men just in general. That's, that's something. But okay, I'm gonna kinda detour for a second here.

01:16:51 Take me detour. Let's go. So finding the right conclusions from things. So when you are embracing your femininity, you are gonna be more magnetic, you are going to attract more people. It's the same thing. If you are successful and confident, you are going to be more magnetic. Magnetic. You are gonna attract people. Now the conclusion you come up with is really important.

01:17:13 So you can either dim your success to get rid of the bad attention, but also get rid of the good attention and you can dim your femininity to do the same thing. So that's one conclusion somebody can make. See, told you I dim my light. Okay, let's go. Yeah. So We don't want that to be the conclusion now going to the nice word.

01:17:32 So nice men, nice women, nobody really likes that. Right. It's such a, it's such a nothing word. And I think women are often taught since they're little to be nice. Can I just like talk about this for a quick second? Heck yes. On this. I notice it's really interesting with my, I notice this with my daughter.

01:17:53 Yeah. And I just wanna say my parents did their best. I'm sure all of our parents generally did their best with parenting. But my parents constantly use the word nice with my daughter. So they're like, sit nicely, play nicely. Yeah. Put this away nicely. Walk nicely, all these. And I'm like, what does that mean? You're right.

01:18:10 It is such a nothing word. I'm like, when you say to sit nicely, that doesn't actually explain what you're asking for. Explain what you're wanting. Sit on your bum, put your feet out in front of you. Sit close to the table. That's what we're trying to say. But instead of those things, we use this nothing word of nice.

01:18:26 Yes. And infuse it in there. Is anything with like, play nicely with your toys. Well what does that mean? It means like play gentle with them instead of smacking them on the ground or smacking it on the wall. Right. Or it means explore all the parts of it or whatever you're trying to explain. But I, yeah, I just wanted to piggyback that in there because I see this with my daughter and then I also know clearly that's how I was raised.

01:18:48 And I know if I was raised that way, I think our whole generation was raised with this idea to play nice, to sit nice to be nice to walk, nice to do, to eat nicely. They, you know, like literally all these things, it's like what the F does that even mean? Yes. Okay. Rent over. I think what nice means is that you owe men when it's taught to women that they owe.

01:19:09 And also that they need to be quiet and not offend. So I think we need to get rid of that word kindness, replace it with kindness, teach 'em how to be kind and teach 'em how to be strong. So women should learn from when they're little, how they can set up boundaries. How if a man approaches them who they don't want to talk to,

01:19:28 how they can actually kindly but sternly turn him away without it being a reflection of they need to dim who they are themselves now because we've kind of sw like we're swaying from different pendulums. Like thinking

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Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

about the fifties, thinking about the madman era, women were very stereotypically feminine and guys could slap their asses at work and harassment was allowed to happen. So we are still triggered from that.

01:19:54 But I also think we've now sometimes gone too far where women can, a, a man can't even compliment a woman without her going into, you can't say that to me. Like he can't say that she's beautiful. So I think we have to be aware of the spectrum of these things. Teach women how to set boundaries, teach women that it's okay to shine and teach women how to accept a compliment and recognize a threat.

01:20:20 Discern the difference between the two. Yeah. So how do we do that? So body language cues are really important just for setting boundaries. So there's blocking cues that women can do, distancing cues that can repel people from them. And it's also, you can pick up on confidence. So if you go, if you just go to a bar, you can see the women that are gonna be harassed by their body language.

01:20:44 It's interesting to watch. So just how you carry yourself can change. And then when somebody comes up to you who's pushing that line, who's on that creepy line? Not just on the complimentary line, being stern saying, Nope, I don't wanna have this conversation. And then leaving. Not entertaining it, not apologizing like, oh no it's okay. Like no,

01:21:06 I don't wanna dance right now. Or little things like that mitigating clear. It's okay to speak clearly. It's not just Okay, speak clearly. Women need to be taught how to do that. So we say, I don't wanna dance right now. Yeah. I, I don't wanna dance with you. Thank you. Anyways, that's it. You don't know,

01:21:22 you don't owe any more explanation than that. Okay. Next time I go, you're coming with me here I was. This is so in the projection, I was like, oh, all these guys are so creepy. I'm like, oh yeah, I definitely needed to stand in my power a little more and I'm gonna give myself a little bit of compassion cuz I was really sick.

01:21:40 And so it was not like, not the mo not the day that like I wanted to be doing this. I was there to support my sister and to be there to celebrate her. Yeah. But yeah, like clearly my energy was, was off in that situation too. So I love that. So good. Okay. I have to ask. Yes.

01:21:57 How do you walk in heels? What, what are some tips you can share? Anything you wanna say about how to actually walk in heels? Okay, so first thing, it's a whole body thing. So people talk about heels and they think it's just their feet. It's whole body coordination. So you need to learn the right body mechanics for it.

01:22:16 So that's what, that's one of the things that I teach about. That's your posture, that's how you move your arms, that's how you move your hips, that's how you move your legs. There's a lot of details to it. It's very worth learning. So women who learn this, it just catapults their confidence. The next thing that would just be a very quick tip is work on keeping your ankles in.

01:22:37 So most women, the weakness is in their ankles. So they kind of bun out to the sides. You wanna feel like your ankles are almost trying to kiss each other and that'll keep the energy on the, the midline of your body and keep you more balanced. Oh my gosh. So great. Love those quick tips. Awesome tips. Okay. Question as someone who,

01:22:58 very, very specific question, but it's burning in me. So I have like foot pain, I have mortons and aroma. Okay. And I, I, I mean through the, I used to wear heels all the time. Yes. Now I almost never wear them because of the foot pain. Learning to walk properly in heels. Does that help with a foot pain or is that just kind of an inevitable?

01:23:17 It eliminates it. It eliminates it. Why doesn't my podiatrist tell me this? So I, with my career, I would be competing four days in a row and I'd be in three and a half inch heels from nine in the morning till sometimes 10 at night competing on and off throughout that day. So I needed to both look good, but I also needed my body to work properly,

01:23:40 for me to have a long lasting career. So I really dove into not only the body language, how to make it look good, but the body mechanics how to do this so you're not feeling pain. So when women are feeling pain and heels, it's cuz something is misaligned. So we gotta, we gotta work on those misalignments. And everybody always says it's about balance.

Golden Girls Podcast

Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

01:23:58 It's not just about balance. That's one of the things that you need to work on. There's so much more. Wow. Amazing. Okay. And you have your course, how to Walk in heels. Yes. And you have a special code for our listeners? Yes. So your listeners can get 30% off the course and it's goalden30. You think you'll put the link?

01:24:14 Yes. Yes. And it's gonna like G O A I d E N goalden30. Right. Okay. We'll put that in the show notes. Put a link to the course. Amazing. Gonna go on my, on my Christmas wishlist for sure. Cause I would, I have so many fabulous heels. Yeah, You gotta wear 'em. I gotta get back to them.

01:24:29 Yeah, yeah. It only takes about 30 days. You can change the way you walk and the way you present yourself within 30 Days. Amazing. Amazing. 30 minutes a week. I don't wanna wear them like all the time. Yeah. Because the option. Yeah. I love, you know, we walk in the city a lot and it's just doesn't,

01:24:42 yeah. It's just not for me all the time. But like sometimes I would just love to be a little bit more, be able to get back into how I used to wear them. And Even if you don't wanna wear heels, it'll change your walk. So it'll make you feel more feminine and change your alignment and body position. Beautiful. Even in my vests.

01:24:57 Yeah. And in yours super sexy in my vests, which I love the besties. Okay. No shade on the vests. Right. Let's go into the Rapid Fire goalden Girls podcast questions. So what is a goal that you are working on right now? So I am working on a group coaching program. Ooh. Next Year. So Exciting. I'm watching our YouTube channel.

01:25:15 So those are the, the two big ones. Amazing. What's the best lesson you learned in the last year? Keep shortening your learning curve. How do you do that? Evaluate what you're doing, record your time and then figure out your, like the links that are missing to accelerate your learning curve. What's something you've accelerated? A learning curve On learning my Italian.

01:25:35 Oh cool. I had that course for two and a half years. I was just like totalling through it. And then I did the majority of the course in three months once I started getting serious. Wow. Yeah. Shorten that learning curve. When are you in Italy? Oh, hopefully this year. Yeah. So exciting. So exciting. Okay.

01:25:54 What is I, I really wanna normalize changing our minds on things. Cause I think that's really for some reason there's like this super weird cultural expectation that we think one way and we think that way forever and, and that anyone that thought yes, bad, wrong, bad thoughts or wrong thoughts in the past is needs to be canceled and all this stuff.

01:26:08 So I wanna normalize the anything that we, we change our minds and that's okay. So what is something that you've changed your mind on? So something that I've changed my mind on is more advocating for my own health. So I've learned that through the years, not just taking somebody who's in authority as the be all end all, but that I need to really investigate and that I have power in making those decisions.

01:26:33 Oh, such a good one. Yes. I've definitely learned that lesson as well. I love that. So good. Okay. Do we, Putin. Putin. Okay. Are you a strategies or cheese curds kind of girl? Kurds? Yes. Yep. And what's the best money you've ever spent? Hmm. I think it's on anything that I've invested in my skill.

01:26:54 So for example, my dance coaches, I, I will go to the top to accelerate and that set me up for the career that I have now. Do you still dance today? I, we have a studio. So my husband and I also own a studio and I have a couple clients that I still work with, but I've now more just do the business aspect of It.

01:27:13 What's the name of your studio Vs. Dance Club Vs Dance club. All right, awesome. Oh, I'm gonna have to come do dance class. I love dancing. I think, I'm gonna guess, I think I have an idea what you're gonna say, but you know, maybe it'll surprise me. If you could travel anywhere in the world right now for food,

01:27:28 where would you travel and what would you eat? So I would go to Pano and Italy to this place that my husband and I went for our anniversary. It was on the second floor, the sunsets there and it's just all fresh Italian food. It's delicious. Delicious. Okay. And where can people find you? Stay in touch. So at the Femininity Project Inc.

01:27:48 On Instagram. And same thing for the website, the femininity project inc.com. Beautiful. Oh, YouTube coming soon. Yeah. Okay. When you have your YouTube channel up, we will put the link in the show notes and

Golden Girls Podcast

Embracing Femininity as a Super Power with Sarah Bohdanova from The Femininity Project

people can find that. Oh my gosh, thank you so much for being here. Thank you for having this conversation. I know it's been a long time in the making.

01:28:08 I really appreciate your graciousness. I appreciate your openness to this conversation and for just being a real, genuine, beautiful, big hearted person that we could open this up with. So thank you. Thank you. I love this conversation. I love chatting with you, Friend. I hope this episode opened your eyes and your heart. I hope you feel confident in being able to use femininity as your superpower and you have some ideas and tools for integrating femininity into your life,

01:28:38 to nourish you, to nurture you, and to allow you to live a life that's defined by you authentically. Huge thank you to Sarah for being here and for her sharing that special code just for our listeners. So if you wanna check out her How to Walk in Heels, course you can get 30% off using the code Goalden 30. We'll make sure all that's in the show notes.

01:29:03 I'm so grateful to Sarah for that. And thank you to you for being here. Now I, one of my goals is to grow this podcast and one of the best ways to do that is word of mouth. Please be sure to share this episode with a friend, a family member, or anyone who you think might be interested in this topic. Give you a little hint here.

01:29:23 If you have a book club or a wine club or a mastermind where you've got other women also interested in personal growth, this would be an awesome show, an episode to share with them and perhaps have a discussion about and see what resonates and what doesn't and what you might wanna integrate into your life. Remember, word about is one of the best ways we grow.

01:29:42 And so I thank you humbly for continuing to listen, for sharing feedback with me and for sharing this with those you love. I know you're already doing it and I appreciate it so much and thank you for continuing. It truly is one of the highest compliments that I can get is to know that you share this with people that you love and trust. Thank you.

01:30:01 So thanks for being here. I appreciate you. I love you. Let's go use our femininity superpowers to live a more authentic life every day. Thank you so much for listening. If something spoke to you, send me a message by sharing this episode and tagging me on social media. If you know someone who would love to hear this episode, please share it with them too,

01:30:22 because I love surprises. Make sure you subscribe to Goalden Girls Podcast today. It's the only way to find out about bonus surprise episodes. And make sure you don't miss a single beat on yourgoaldenjourney. Thanks again for listening and I will talk to you in the next episode of the goaldenGirls Podcast.