

(introductory music)

DISCLAIMER: “*Well, Actually...*” is a podcast about reimagining the way we approach the entirety of the birthing year. Margo’s goal is to combine her radical imagination with her knack for strategizing to bolster the birth revolution and a larger global revolution of feminine consciousness. “*Well, Actually...*” is a production of the Indie Birth Association and indiebirth.org. No material on this podcast should be considered medical advice. Birth is not a medical event. Now here’s your host, midwife, and teacher, Margo Blackstone.

(music)

MARGO: Hello, everybody. Welcome. Welcome. Margo here. And today I am really excited to be talking with another lovely birth worker about their business and giving some business coaching and insight in any way possible and recording it for all of you to listen and learn from. So I’m super excited today to have Stacey Ramsower of Sacred Body here with me. And she is doing all kinds of really amazing things. And I’m super excited to help come up with some ideas to get it into the hands of more people and just make it all feel really good and successful and thriving for her, if we can figure that out. So I guess I’ll just turn it over to you to describe what it is you do. Tell us a little bit about yourself and give me kind of a foundation. I mean I already know a little bit about you, but it’s always fun to have people tell me on the fly too.

STACEY: And I always learn more about what it is I do when I have to answer that question.

MARGO: That’s right.

STACEY: I’ve been working in women’s sexuality, emotional, kind of holistic health, and then birth work for the last—well, all of that together four years. And what I have been primarily offering in the last two years is what I just have described as coaching. So it’s a pretty holistic level of support that includes food and sex and sexuality. And generally, the people who find me have some kind of background experience involving either disordered eating or some degree of sexual trauma or working through—maybe they wouldn’t define it as trauma. But a block that showed up when they got pregnant or when they got married or when they became a mom. And where I’m at right now with my business is, as a mother pregnant with my second, there’s so much that I want to offer.

And I actually listened to the most recent podcast, Maryn’s most recent podcast yesterday. It was this theme of focus. My bandwidth is limited. And I want to talk about all these things. I can talk about all these things. I’m passionate about lots and lots of things. And I need to focus because I can’t do it all. And when I try to, I’m not doing it

well. Or at least not getting the traction that I know I can get from the work that I offer because I do feel that what I have to say about pregnancy, birth, motherhood, self care is quite unique. And where I'm at is I feel really passionate about the transformation that is motherhood. And so much of what's out there leaves out sexuality in a really big, profound, important way. I'm not talking about orgasmic birth. We're not even in that realm whatsoever. This is about what did you learn about pleasure and having a body and expressing yourself in this visceral, physical reality that you are.

And how is that impacting your relationship to other people, your relationship to autonomy, your relationship to power, and the sort of conditioned trauma responses that I would argue most women have when it comes to quote on quote authority figures and whether we perceive a doctor, our partner, midwife, whomever we put in a position of authority. There just tends to be that external deferment of power that can be really clearly addressed by looking at our patterns around sexuality and pleasure and nourishment and asking explicitly for the things that we want. So that was a long-winded answer, but that's where I'm at. That's what I offer. That's what I want to talk about with people and really explicitly root my business in.

MARGO: Yeah. No. That's amazing. And I think kind of calls attention to something I bet we'll talk a lot about in the next little bit here which is you definitely have a unique perspective. As I was—I mean I have gotten to know you a little bit over the last year, I feel like in *The Birth Warrior Project* and other ways. But reading through your website and looking at your offerings, you're blending the Ayurvedic stuff, the somatic experiencing stuff—yeah. And it's just really unique and very cool, rich, deep thing that you're doing. So I think that's really exciting, and I think also is probably part of what makes it tricky sometimes to loop people in because it's a lot, right?

STACEY: Right. Yeah.

MARGO: So tell me a little bit more too about where did you start and then you've added in, obviously, birth and postpartum doula stuff. Or maybe that's where you started. I guess tell me a little bit about the layering of all of these philosophies and approaches. Where did it start? What was the timeline like for that?

STACEY: I was a full time yoga teacher. And so working with the body has always been my work. And when I started working with a personal mentor in the realm of Ayurveda and that system of thought as it relates to personal healing—and within the system of Ayurveda, there's a very strong component of that teaching that has to do with prebirth and birth experiences having a massive influence on us. And so that kind of revelation for how my prebirth and birth experiences were impacting me prompted me to become a doula. And I did my doula training in Newark City with Kara Chowspeth. I was living in

Houston at the time. And when I got back to Houston, I got rolling really quickly. I had a very, very, very busy first year supporting primarily hospital birth.

And at the time, I do—I will say this. I experienced a lot of really wonderful births. And in retrospect knowing what I know now, there was also a lot going on that was pretty shocking because it was primarily hospital birth. And so I have more language around that now of the ritual of hospital birth and things that happen that often are quite unnecessary. So long story short, after a year of supporting three to four births a month, I had a miscarriage. And that loss prompted really in depth study of traditional postpartum care and Ayurveda for women's reproductive health. And I studied somatic sex education and started weaving all of these pieces together in light of my loss and all—the very unique experience that pregnancy loss is.

MARGO: Yeah. Thank you for sharing all of that. That helps give me a more full picture of your background, which, again, is just intriguing and so valuable to be offering people your experience and your wisdom in all these spaces. So yeah. So let's—so the other thing that's unique is that you already have created some courses. And I guess the segue here is that one of them is loss, correct? Grief support, physical healing for pregnancy loss which is amazing. I had no idea that you offered this, and I definitely would have sent several or maybe more than several people your direction for this this year. So just a pat on the back in terms of yes. This is needed in case you were wondering if it is. It's so needed.

STACEY: Yeah.

MARGO: Oh, go for it.

STACEY: No. I was just going to say thank you. It was a real passion project of mine. And I deliberately made something that's short, very inexpensive, and is accessible as possible. But I also—it's rich. I feel very good about that offering. So I'm so glad that there was appeal for you. Yeah. I'm really proud of it.

MARGO: Yeah. Maybe I'll just quickly read the description for people who are listening too. So *Sacred Ground Grief: Support and Physical Healing for Pregnancy Loss (Miscarriage, Abortion, Stillbirth)*. Take time to honor the unique grief of pregnancy loss and replenish your sacred body and its newfound tenderness. Learn to dialogue with your ancestors through the portal of your womb and relearn how to access and receive deep pleasure in your body. So amazing. And the other course, they're—it looks like maybe actually you have three, right?

STACEY: Yeah.

MARGO: So *Sex and Motherhood* digital course. Tell us just the elevator version of that.

STACEY: That was a live course that I led. It was three weeks, and it was for mothers or people at any phase of becoming a mother. Some mothers in the group have eleven year olds and even older. (inaudible) address the sometimes shocking transformation that motherhood brings about to our sexuality. Not especially but my personal experience was considering myself a very highly sexual person. And just having my whole experience of sex and my body change and not necessarily—it wasn't pain or anything like that. But just needing something really different and how becoming a mother tends to really clarify boundaries and limits. But if we haven't had practice expressing those boundaries and limits, sex can become something really unpleasurable.

MARGO: Right.

STACEY: So support in that regard. Support with just tracking our own personal felt sense of boundaries and desires and getting some practice with self reflection questions and then expressing needs and feeling more comfortable doing that.

MARGO: Wonderful. That sounds so awesome.

STACEY: Yeah. That was really fun. And so what that course is just to clarify for people, it's the recorded live sessions and then all the supplemental materials like links to things, readings, journaling prompts. And it's only my face. I didn't share anybody—any other participants from the live course except you'll hear their questions.

MARGO: Perfect. And then tell me about *Sacred Body, Sacred Birth*. It says sex positive pregnancy, childbirth, and postpartum education for partners.

STACEY: Yeah. So that is in progress. That's sort of what I'm working on in the background. I feel really strongly about the poor quality of childbirth education out there. So this was—this is sort of my placeholder for the course that I intend to create.

MARGO: Okay. So it's a work in progress you said.

STACEY: Yes. Yes. That's not an active course yet.

MARGO: Okay. And then let's see here. Are you also actively taking doula clients?

STACEY: Yes. So into Tucson, which is where I am, something that I would like to do is more virtual support. So people who are looking for support like what I offer in their partnership, for themselves more virtual support to just get on the same page around the birth that is being envisioned and helping couples prepare for this unbelievable transition. I also really love the Ayurvedic model of postpartum care as it relates to food

because I think for a lot of women that's—there's a lot of medicine there. There's a lot of medicine for the emotional aspect of food and also just really practical ways to support yourself hormonally and mentally through the postpartum transition with food. So I do have birth and postpartum clients in person in Tucson that I serve. The last year of the pandemic has shifted my work because I'm trained in internal pelvic floor body work through several different people. But that's something that I'm super passionate about offering and have not been able to. It hasn't felt good to me to invite people into my home, which is where my work space is. And so figuring out new ways to work with that wisdom. Also because there's a big broad world out there of people that I could be supporting that don't necessarily need to be in person with me.

MARGO: Sure. Totally. So my first big question for you is with your business kind of what percent of it would you like to be focused on these courses versus coaching versus in person. And now that maybe these are discrete categories. But as you have on your website, you have a coaching category and then a birth and postpartum support. So to me, those are kind of separate, which I guess I have a follow up question momentarily. But so what percentage of your business would you like to have the focus on courses, birth and postpartum support, and then coaching?

STACEY: I think I would like to have 50% of my business based on the courses. I love teaching. And I love working with groups. And there is also the freedom that comes from a digital course that people can do on their own time. As I raise my babies, that feels like where I'm at right now. I would like 50% of my business to be in the courses. And then probably dividing the coaching and the birth postpartum support equally in half to have a birth—to have a perinatal client each month and then one or two coaching clients a month at this point feels sustainable and realistic.

MARGO: Okay. And so when you say perinatal client, is that the virtual doula support? Is that, at some point—are you doing any actual attendance?

STACEY: I am. I'm attending home births in Tucson, which there aren't many because there aren't many midwives here.

MARGO: Yeah. Well, let's fix that.

STACEY: Yes. Seriously.

MARGO: That's another podcast perhaps. So if you're out there in Tucson listening and you want to be a midwife, get in touch.

STACEY: We need you.

MARGO: Yes. Okay. So you said one doula client and one or two coaching clients.

STACEY: Yeah.

MARGO: And so I know about your offerings. I have an understanding of the terminology. If I was somebody who didn't—and not that I'm a total expert or anything, but I think I have a pretty good grasp. But for somebody who maybe hasn't heard of some of this that you offer, what kind of coaching? If you had to sum it up in a couple words, what—like blank, blank coaching? Or blank—what it—kind of coaching is this?

STACEY: Reproductive and sexual health.

MARGO: Coaching. Okay. So and even that, let's see. I guess an assignment I would give to you is to—because I don't know that I would necessarily know what that meant, I guess, is a thought under services on your website which is beautiful and such a minimalist dream. The colors are so calming and wonderful. So under services, you have coaching, birth and postpartum support, and then package options.

STACEY: Mm-hmm.

MARGO: A thought I had, which I don't want to talk too much about especially since people who are listening won't be able to see it so it would be kind of boring, but I would combine the birth and postpartum support and the package options into just one page.

STACEY: Okay.

MARGO: I would put the package—I would put all of that stuff that's on the package options page underneath the birth and postpartum support that you already have there.

STACEY: Okay.

MARGO: So there's just one. So then you only have three things under services. You'll have coaching, birth and postpartum support, and courses. And then I would add some of that language. And this is something that I struggle with is being really succinct especially when you're offering something that is so out of the box and so rich and so deep. It can be really hard to find some kind of common language that's also really concise. So either—whether that's adding reproductive and sexual health coaching, so that it's not—doesn't just say coaching. I don't know. Just something to help people understand a little bit more what kind of coaching it is they would get. I think that would be helpful is a thought. I wanted to share with you. And then yeah. So I guess we could take this a couple directions. And I want this to be as useful to you as possible. So I will let you decide. Since it's unique that you have some courses, some online courses, we could totally focus on that and talk about how to get those in front of more people since that's what you said you're wanting 50% of your business to be.

STACEY: Mm-hmm.

MARGO: We could also talk about getting in person or virtual coaching and doula clients or talk about struggles you've had in those areas. So I'll leave it up to you which direction we take it. If we get to all of it, that'd be cool. But I have feeling we'll probably only be able to do one of those directions.

STACEY: Well, what comes up is just, in general, getting in front of more eyes. Becoming more visible feels like a challenge to me. And I think some of it, as I mentioned to you, is—I know a tendency about myself is that I—I'm interested in a lot of things, so my—it can be difficult for me to reign in my focus. But I think there's also a bit of self doubt contributing to that of, "Well, is this good enough? Do people like this? Should I pivot? Should I incorporate this other thing to make it a stronger offering?" And sort of undermine myself in getting traction. Is this course good enough? Is it not getting the attention that I think it deserves because it's—whatever. So practice, like being really consistent with messaging or an offer or an ad or—that sort of advice would be super helpful for me.

MARGO: Cool. Yeah. Let's talk about that then because I think I have some other episodes with people who are not in that space of doing coursework. So I think that that's really valuable both for you and for people listening. So first, let's hear a little bit about what you've already done in terms of visibility. I mean you also have a podcast. And you have a newsletter list it looks like.

STACEY: Mm-hmm.

MARGO: So maybe tell me a little bit about those and then any other things you're already doing to be more visible.

STACEY: My newsletter, which I've been building for years, started with my yoga students, and I feel like I've had really good retention. So that makes me feel good. I don't send a ton. But people like what I send apparently. And I have a—I feel like I have a pretty robust social media presence. I'm not like an expert. I'm not there every single day. I try to pace myself when it comes to social media. But that's—Instagram is how I get most of my clients. That's how much people find me. And I would like more traction with my podcast because I'm very proud of that. And I feel like it's a good way for people to get to know me a little bit.

MARGO: Are you Stacey Moves on Instagram? Or what's your handle there?

STACEY: Sacredbody_Staceyramsower.

MARGO: Okay. Cool. I will pull that up as well. Okay. So how frequently would you say you are posting?

STACEY: Between—well, an actual post, at least once a week. And I do a lot—I try to do a lot with stories. I make a lot of videos. I think figuring out that visibility piece on social media has been tricky for me because I tend to get into that grumpy mindset of, “What is this? Blah, blah, blah, blah, blah.”

MARGO: Totally.

STACEY: Again, shooting myself in the foot when it’s like this is a really powerful tool. And I’ve gotten a lot of business through this. So just I don’t think—I really don’t think there’s harm in playing the game, but I have yet to honestly feel like I have a healthy relationship with social media.

MARGO: Okay. Yeah. I will totally take a look through this and maybe give you some follow up ideas about Instagram specifically.

STACEY: That would be good.

MARGO: I don’t want to scroll (cross talk). But yeah. I definitely can see—I can feel that it’s you on your grid which is awesome. I feel like a lot of people tend to hide on social media. And they try to use it but they try to just use other people’s photos or memes. But this is you. And so that’s fantastic. But, again, somehow I haven’t seen this.

STACEY: I know.

MARGO: Someone who knows you and likes you. So—

STACEY: Right. Right.

MARGO: So then there is the question of like okay. How to get in front of more people. Do you do a lot of engaging with other people’s pages on social media? Or do you mostly just post?

STACEY: I mostly post if I’m honest.

MARGO: Yeah. So I guess an immediate suggestion would be to not follow a billion people but to follow just even ten pages that you really do love and make it kind of an intention to interact and share their stuff and sort of—it’s funny because it sounds like you’re trying to pretend your friends with people. But if it feels organic to share their things, it can really just build rapport and expand your network in really powerful ways. An example with us recently is—well, and it’s not an exact example of this, but it’s the idea of pages cross posting things for each other. I think it was Ina May reposted one of our photos, and we got 500 new followers the next day or something crazy like that. So that’s another really powerful piece with the social media is just—not forcing it. But if there are organic ways for you to reach out or even asking people to share your latest

stuff. I would love to share—I'm just looking at your podcast. We could reshare your episode you did with Maryn.

STACEY: Totally.

MARGO: To our large audience. And there's lots of podcasts of yours that I think I would totally have put in our stories, at least, even if we didn't post it on our grid, for example, of like, "Hey, check out what our friend, Stacey, is up to." So super easy, cheap, free advertising. You can't beat it. So yeah. Utilizing it to its full potential if you're going to be there would be a first suggestion.

STACEY: Yep. I love that. That's a really useful phrase for me.

MARGO: Which one?

STACEY: If you're going to bother being there—if you're going to spend energy on participating on this platform, utilize it to its full potential.

MARGO: Yeah. And I love that you're doing videos. It's something that I feel like we've done a whole lot more of this year, and it feels like it takes a lot less energy. It's a lot less draining than picking a photo and writing it up especially when you're nursing or have little kids around. It's easier to just sneak away for ten minutes and record something I've found. What are you talking about in your videos, I guess, is a question? Or what is the—do you have a framework? Or is it just kind of whatever? And like I said, I'll watch stuff later and give you more clear feedback.

STACEY: Mostly, when I make videos, I'll do that in anticipation of a webinar I'm going to do or a course that I'm launching, so it's specific to that. And that way it also feels like it's a little more specific for me in terms of—the things that I like to talk about. When I have something that I'm promoting, it helps me focus to reign in what I'm talking about. I do feel like I could do more. I mean I'm so inspired—I'm so inspired by Indie Birth. And I'm so inspired—actually, I started my podcast because of Maryn's podcast because it was like I can have a podcast where I talk about things that I find important. I think this podcast is amazing. And there is—

MARGO: It is amazing. I'm looking at it. I'm like, "Oh my gosh. You've had amazing people on there. Such good topics." *Sacred Body* podcast with Stacey Ramsower in case someone wants to go listen to it, of course.

STACEY: And I do feel confident. I've been a yoga teacher most of my adult life. I studied acting in college. Speaking is not a problem for me. And I feel like that's something that I can utilize a skill that Instagram supports. So that's something that I could do more of as far as the videos go. But I would definitely love feedback. Something that I know about myself that we've already alluded to—even one of my

teachers said it. She phrased it this way. She's like, "Sometimes I feel like you're throwing pearls to swine." It's so deep. There's so much depth that that's not what people are scrolling through Instagram for.

MARGO: Simplify.

STACEY: Save a little bit of the stuff.

MARGO: Yeah. Save the stuff. Yeah. That is such a good lesson. I would love for everyone listening to really take to heart. And it's something that I think we are continually learning here at Indie Birth. And I won't get too into it. But we've made an introduction—so we made our *Birth Warrior Project* and launched it last year. And it was totally one of those, "How many things can we fit into this course?" And that's just our MO. Maryn is better at it than me actually. Cutting things. I'm always like, "But that one thing is also so wonderful." It's so hard for me to let go of giving people every single thing they could ever possibly need. One of my strengths quest strengths if you're familiar with Gallup strengths test is input. So I'm a hoarder of information, and I want—I think everybody wants that. I would suspect you are too.

STACEY: Yeah.

MARGO: Have you ever done that?

STACEY: I did the strengths finder. It's a little bit different but yeah. One of my strengths is essentially gathering. Gathering information.

MARGO: Mm-hmm. Yeah. So where was I going with that? Oh, just to say that we have *The Birth Warrior Project*, which has been really successful. There are a lot of people who want it all. They want to do the whole thing. But there's also a ton of people who are like not so sure they want to do it all. And we made this intro course like an intro to—what do we even call it? It's called *Doula Dreams: Deciding If the Path is Right for You*. And it's this really short course people could do in a week. It's self paced. It's ultra concise. And people lost their minds they loved it so much. And we thought it was hilarious because, to us, it felt like not enough.

STACEY: Right.

MARGO: But it was the right amount for people to then—some percentage of go on to the bigger offering. But a lot of them, that's all they really needed to flush out their curiosity around becoming a doula. So yeah. I would love for you to sort of just ponder that whether it's with your offerings or maybe a freebie kind of thing. Like a little super concise eBook or something.

STACEY: Yeah.

MARGO: To get people into your world. Or to do some sort of regular weekly or monthly offering like on Instagram that is really just your light version of a practice or something. So I guess a question I had about your videos too. I know I looked on your YouTube, and you've got a number of practices there. Yes? Do you do any of that on Instagram?

STACEY: I've done—I used to do a lot of Instagram lives yoga practices. And my—this pregnancy, in particular, I've been really physically uncomfortable. So my whole approach to movement has radically changed. And I just needed to pull back a bit from that from sharing movement.

MARGO: Mm-hmm.

STACEY: So it's also—it feels like a good opportunity because while yoga is such a big part of my life and my orientation to the world, it's not necessarily in that way that a lot of people are used to experiencing yoga. So I'm in the process of figuring out how that work and that practice still supports what I'm offering people but just looks—might look kind of different. It really comes down to figuring out a way to give people this experience of their body as sort of this—well, sacred ground. I mean I use this term deliberately. The name of my business is very much on purpose. Ways to be in your body that don't result in this self competition or obsession with self improvement or I can't do this. I'm not flexible enough. Blah, blah, blah. Which I think yoga, unfortunately, has become a thing that it's like, "Oh, I can do that." Or people pick it up because they want to look like somebody else. And yeah. So that's a long-winded answer.

MARGO: Yeah. I guess I was more envisioning—and this is where I think you had used the word consistency too.

STACEY: Mm-hmm.

MARGO: And so, again, I'm not a total expert on all that you offer. I know on one of the calls you hosted for us you did a really beautiful—would you call that a somatic experiencing exercise? Or what would you have called—do you know what I'm talking about? Do you remember (cross talk)?

STACEY: Yeah. Yeah.

MARGO: So even those kind of offerings, just—even if it was five minutes or ten minutes and even if you literally did the same one every time. The same time once a week which I know is really hard especially pregnant with a new baby. So maybe this is an idea for down the road. But showing up consistently with a short simple offering that you could then send out. You can download it, upload it to Vimeo or YouTube, and then send that out in your newsletter once a week. So for me, I think, something that we've seen is that—yeah. The consistency really does matter. And just appearing in front of

people matters. And it's not necessarily about creating new stuff all the time. So Maryn and I both really like to make new stuff. We love creating new things. And it's way less sexy and fun in some ways but in other ways feels really good to just share the same thing many times in just slightly different ways. So that's something we've done this year is take the same blog post or the same podcast and share it five times with different excerpts and maybe slight—and then different photos or whatever on Instagram. Something I've been playing with the idea of and just haven't had time to do it yet is reading the blog posts that I've written. I have 50 plus posts that I've done in the last bunch of years. Why write something new? Why not just go back and revisit it and just produce it in another form to reach a new audience? And then the other part is you've got a couple thousand followers on Instagram, and Instagram does not show everybody—just like any of these platforms. They don't show everybody everything. And so sometimes we as creators and people that put things out into the world we are—we think people must be so sick of hearing about our most recent podcast. Or they must be so sick hearing about, in our case, we're always directing people to the podcast archive. I feel like I've said it ten billion times. And then just the other day somebody posted, "Where can I find all the podcasts?"

STACEY: Right.

MARGO: And I'm like, "Oh my god. Oh my god." So just endlessly—I don't know. And that's where some people really love—we don't use them. But some people really love social media planning tools. So you could just literally copy post—paste the same or similar things and schedule them out six months. Just forget about it. So you don't feel like you have to come up with something interesting or scroll stopping every single day. So I don't know if any of those ideas are helpful.

STACEY: No. They're really helpful. I have a blog on my website that, again, it's like this has been here. I link to it. It's stuff that I've said over and over and over again. But it's solid information. And there is no reason why I shouldn't be repeating it.

MARGO: Mm-hmm.

STACEY: Or resharing it. And it's also the kind of thing where I'm similar in that I love creating new things. But by the time I've actually written something, I've been thinking about it so intensely for awhile that it almost feels like worn out. But just the ritual of sharing and I know, for myself, consistency with a particular yoga practice is really critical. So why—I can be sharing that way too.

MARGO: Totally.

STACEY: Yeah. That was—that's a really helpful idea because there is also not then the pressure to reinvent the wheel every week when I'm making a post.

MARGO: Absolutely. And as you're sharing and new people are seeing it, I'm—what we've experienced and I imagine would be the case for you is you're going to get new and different feedback and new and different questions that then maybe will inspire you to be like, "Okay. I'm going to make a part two to this." Or maybe I'd want to do a podcast episode about this. But if you're posting once or twice a week and you came out with a podcast every month, all of those posts could just be about that same podcast and just keep sending people to the same place to learn this amazing information. And just give them little tidbits to entice them to go listen to the full thing. So yeah. I liked—what's the word I'm looking for? Dedication or something and consistency, I think, can really, really pay off. And then same with, like I said, I just want to double on if you have a newsletter use the same stuff in your newsletter too because that doesn't get filtered through the algorithm. And maybe you'll add a little something special for the people in your newsletter like sometimes I do a behind the scenes, like our thought process behind creating things not just the straight up—but the point remains that it's still about the same thing and sending them to the same place. You don't need to feel like it has to be different in all of these different places.

STACEY: Yeah. I love that.

(music)

FEMALE VOICE: Hello, everyone. If you're enjoying this podcast, you'd probably really enjoy our other more in depth offerings. We have a comprehensive course for mamas called *13 Moons*, epic education for the birthing year. And an everything you need to know course for aspiring doulas who want to change the world called *The Birth Warrior Project: 120 Day Doula Training and Transformation*. And for the real birth nerds who want to become home birth midwives, we have the Indie Birth Midwifery School, and you can find out about all of these options and more at indiebirth.org. That's indiebirth.org.

(music)

MARGO: So sort of taking a turn but not too far of a turn—it's a curve in the road I guess. Have you done any kind of advertising, like paid advertising?

STACEY: Not really. I have done a really short—I've utilized Facebook ads in the past. A really short kind of targeted thing. But I'm not using Facebook anymore. I just started to find that I prefer to use Instagram, and that's where more of my traction is coming from. So I totally deleted my Facebook account. But to answer your question, not really. I haven't really done any paid ads.

MARGO: Okay. Yeah. I would be curious what that might look like for you with these courses. There is a large audience, obviously, out there of people who would be interested. Miscarriage and loss is so common. I think so many—I mean you know this.

So many women are struggling with their sexuality or looking for support and options and ideas. So there is definitely an audience there. And I often go back and forth with the whole advertising thing because, in some ways, it feels really gross to be paying these social media giants money. And then in other ways, it feels really cool that we can leverage that to then be making money and producing content that totally is against the grain and radical. So it's something to think about, I suppose. And if it was something you're wanting to pursue, I feel like I've learned a lot in the last year around how to get those ads in front of the right people. But it comes back over and over again to your target audience. And so it sounds like you have a pretty clear idea of who your target person is. Is that true?

STACEY: Yeah. I always like—and maybe this is problematic. I always like revisiting that question. And sometimes I wonder if that's because of self doubt. I feel like I always should be revamping as opposed to even getting more clear. But with my target audience, it's definitely a challenge for me to—how do I want to say this? Something that I would like some support with—I can describe sort of the avatar of the clients that I have, like who tends to come to me, who tends to show up. And is that my ideal client?

MARGO: What a good question. You should answer it.

STACEY: Yeah. In the last year, I would say yes. There is definitely—I'm getting closer. But I can list three things right now that would be more my ideal client that's not necessarily who is showing up.

MARGO: Oh great. I'd love to hear your three things.

STACEY: The people that often show up for me are really working with control issues. And so it's like a rich thing to work through with the techniques I utilize. It's a trauma response. Like needing to control everything and be in charge of everything is a trauma response. And don't necessarily have self awareness about the problem that that is. So more self awareness around this is a tendency that I have that is no longer serving me. The need to control the outcome of everything.

MARGO: Okay. That's one of the three things?

STACEY: Yeah.

MARGO: Okay.

STACEY: Definitely my ideal client has a sense of the importance of spiritual practice and has a sense of their own spiritual truth.

MARGO: Okay. Cool. What's the third? I think I'm going to come back to that one in a moment.

STACEY: Mm-hmm. The third would be a desire to heal relationships, to heal in the realm of relationships whether that's parental relationships. And it's not necessarily healing looks like I talk to my mom every day on the phone for 45 minutes. It doesn't have to have that very specific outcome. But healing those foundational relationships is a priority.

MARGO: Cool. That's awesome. And so I think this kind of goes two directions. Obviously, we were talking advertising.

STACEY: Mm-hmm.

MARGO: And really any presence you have online or anything you're teaching in person, all of these things should be wrapped into that too. So we could kind of circle back to that in a minute. But I just wanted to kind of share the way that Facebook ads work, which also can post to Instagram. You could also only post to Instagram, if you feel like your people are there and not on Facebook. But you have to do it through the Facebook ads manager is my understanding. But so something that's really interesting that we've done this year as we're trying to get in front of new people because we have a similar goal, right? We want to be in front of more people. We don't want to sell our stuff to people that don't want it, but there's so many people who are like, "I wish I would have found your doula training before I did this other one. I wish I would have done your childbirth ed class before I did this other one." So it feels like—so days when I feel gross about giving money to Facebook, I think I'm doing a public service. And I've literally had people say, "I'm so glad your ad popped up on Facebook." And I'm always like, "Wow. That is fascinating. Never would have thought someone would say that." But something that we've done is taken our own list like this—and there's some overlap which is why I kind of wanted to go back to that spiritual practice and spiritual truth piece where on the audience that you're setting you literally can pick the interests of the people that you're trying to get in front of. So one of the interests we put in is Danielle LaPorte, for example. Are you familiar with her work?

STACEY: Yeah.

MARGO: Because it's someone that Maryn and I both really enjoy and it's sort of like—I don't know. So I guess what I'm trying to say is you can be really specific, if you can figure out how to translate these things. Desire to heal relationships. I know you talk about nonviolent communication. So I haven't tried it, but I bet that's an interest you could put in is nonviolent communication.

STACEY: Awesome.

MARGO: Yeah. And then if there is stuff that really has inspired you or that you feel people would have read, you can put in books. You can put in authors. You can put in

that kind of stuff. You can get really specific around what are the people reading, listening to. What websites do they like? What Facebook pages do they like, Instagram pages do they like? To help those same people then find your work. You know what I mean? So just wanted to put that out there that that's great that you've kind of honed in on those things. And I would think more about—even if you didn't do paid advertising, I would think about what kind of content would be really—what's the word I'm looking for? Would really touch the heart of those things whether it's a blog post that you create or a podcast you record or just keeping those things kind of front of mind so that you're really attracting then those people.

STACEY: Yeah. I mean it's so tricky. It has been tricky for me to not get lost in the conversion process. I'm really trying to convert people to this way of thinking because it could help them so much as opposed to—I want ease. I want people to flock to this like it should already make sense on a basic level what I'm offering, so that we can really get somewhere as opposed to speaking two different languages for months until the relationship just sort of fizzles which isn't the entirety of my experience. But I do think that I've spent a lot of time in that mode and not—

MARGO: With coaching clients?

STACEY: - (cross talk) as much traction for that reason.

MARGO: Okay. Are you referring to with coaching clients?

STACEY: Yeah. Yeah.

MARGO: Yeah. Interesting.

STACEY: And this isn't necessarily a bad thing. I offer free consultations for exactly this reason. Let's figure out if we are a good match. But even that, I would love for more of my consultations to be really generative. And some of that comes down to this exactly what you're offering of like getting so clear about the target audience and speaking to them with all of my posts. Yeah.

MARGO: Yeah. And I think this is where your nonviolent communication skills come in which is really interesting. My partner and I have been working with a nonviolent communication coach actually.

STACEY: Nice.

MARGO: We're deep in this world, at the moment, and hadn't really put these dots—connected these dots. But there are so many times that marketing feels kind of sleazy or writing the copy for a sales page can feel like—I never want to convince someone to buy something. But the nonviolent communication piece really comes in around what is

it that you—what need are you trying to meet with your offering? And how do you want them to feel when they come away from it? So I think that that might be something to think more about and to explore is just what are the pain points for people. So even if they don't know what Ayurveda is or if they don't know what somatic experiencing is, it doesn't matter. That you can just say like, "Hey, are you feeling these ways? Are you need this, this, and that more in your life? I might have a solution for you like a pathway if you're ready to invest." It sounds like you're wanting people who are invested in their own healing and not just kind of looking for a quick fix is sort of what I took from what you had just said. So I don't know if that's accurate.

STACEY: Yes.

MARGO: Yes? Okay. Yeah. Yeah. Yeah. So I think that brings me to another place that I really wanted to make sure we got to which is—and we can go back to any of this, so I'll just say this. And then we'll see where it lands, and we can go back, if needed. But under your courses tab, I really would love to see a full—what we call in the marketing world a sales page for each of these courses. Like your description here is really beautiful, but I would love to see a full—so what I mean by that—let me look around real quick. There is someone who I really enjoy as a copywriter. Her name is Dani Paige. And she—I wonder if she still has it. I think she does. It helped us a lot as we were trying to figure out how to frame our sales pages for our courses. And we worked with her a little bit. And I'll have to go look and see. I'm trying to look right now. Sorry.

STACEY: How does she spell her first name?

MARGO: DANI. And then Paige is PAIGE.

STACEY: Okay. Great. Thanks.

MARGO: And yeah. I'm going to have to see if I can find it on her site. But she had offered a—sort of like a sales page crash course and all of the components and anatomy of a sales page that are so important. And I think, like you said, when we write stuff or when we're so in the world of what we're doing, it's really easy to forget that people are starting often from square one. So what is a doula, right?

STACEY: Yeah.

MARGO: And it might be that your target audience isn't somebody who is there on their journey. That is true. But there might be people who haven't heard about a doula. But after reading the stuff on your website—this is just an example. Or with a course, they might be going through a loss. And they might end up on this page. And I'm trying to pull it up again. And there is the two sentence here which are both really great sentences. But it might not be enough to really get them marinating in what do I actually

need right now. So it's like giving them more space. That's another way to think about it that feels good. A sales page kind of gives people space and takes them through the journey of what it is you are offering. So even if it's a short little course, which I'm not sure, I'd love to hear more about it maybe after this call. So maybe even if it's shortish, there's still a lot to say about it, right? You could probably talk for an hour about it and probably do in the course. So yeah. Just giving people space to really not have to click off this page because I—when I click it, it comes up with a little bit longer of a page. But it still doesn't give me everything I'd want including testimonials would be really powerful I think too.

STACEY: Yeah.

MARGO: I want to pull up our—let me pull it up. We have our *13 Moon* page and—not that either of these are perfect examples. But we worked hard on both *Birth Warrior Project* page and the *13 Moons* page. So if you wanted to go look at a template of what a long form sales page that isn't sleazy and is in your niche of birth stuff, what it looks like, those would be two places to go take a peek.

STACEY: Great.

MARGO: So yeah. Where does that leave you? Anything you want to revisit or expand on or ask?

STACEY: I'm surprised how grounded I feel. I often get quite overwhelmed in this realm. But I just feel really grounded. And I think some of that is having someone like you, who I really respect as a person and a business owner, reflect back. There's some solid stuff here. And that feels grounding. And these are really—I'm just getting to the point, honestly, where I feel some momentum around describing the work that I do in the world, I think, because it's—I've been working on it for so long. And I'm just at a point where it's like, "No. This is solid. You can trust my offering. If it's not for you, that's fine. But if you think it might be, I fully stand behind what I'm offering here." And that's a new sensation, and it's really exciting to have this time to not only get the reflection back from you but also share and hear the words and enthusiasm coming out of my mouth. It's like, "Well, yeah. Of course, I need to flesh out this page because I need,"—and that feels like a good thing to do as opposed to, "Meh. I have to talk about how great I am and blah, blah, blah." Where I've gotten lost in the past. So I really appreciate it. And the simple reminders. I mean part of why I really wanted to talk to you is because I appreciate the transparency that you and Maryn have just worked with in terms of quote on quote promoting your work. So I know that you're really in this—in this process.

MARGO: (cross talk) going to figure it out too.

STACEY: Yeah. It's just been really great. I think you're really great. I'm really grateful.

MARGO: You're really great. (inaudible). I feel like I had a couple other thoughts.

STACEY: Great.

MARGO: But I'm trying to remember what they were. Yeah. So I guess a thought that I just wanted to—if it wasn't clear too is you—so you have your links in your bio.

STACEY: Yeah.

MARGO: And I love that you have your courses there. And then when those connect to a more a fully fleshed out sales page, I think that's going to be really awesome. And then I guess I just wanted—yeah. As you were saying that, the feeling good about what you're offering and being able to stand behind it is so important. And just like with promoting the same content over and over again, if there is anything I've learned in the last couple years, it's saying your offerings over and over again as well even if that looks like just once a week posting in your stories like, "Just a reminder." You don't even have to say, "Just a reminder," because it will probably pop up in front of new people. Yeah. Just promoting one of your courses or both of your courses every single week there, again, because people either don't know about it, or they might need to see it ten times before they decide to go for it. Oh, I know what my thought was. So you've obviously very generously priced this. The grief support and pregnancy loss course. Something that I think we've discovered is, in the last week actually as we're doing this pay what you can experiment, is that there are probably are people who would be happy to pay more than that as well.

STACEY: Yeah.

MARGO: So I might investigate what that would like—what kind of tech you'd have to bring in to make it kind of more of a sliding scale for people that are wanting to pay more than that as well but still keeping it accessible for people who can't.

STACEY: Yeah. I appreciate you saying that. I've thought about it a couple of times. And I need to reinvestigate what that looks like on the platform I use. Offering either pay what you can or just a few different—a few options because I think you're right. And if I'm honest, it was more important to me that it was just super accessible. Cost wasn't even something people would have to think about. And it's robust. And I think that it's something that people would pay more for, and that it's worth it. So I appreciate that.

MARGO: Yeah. Yes. I know. It's so tricky too in that space. On my personal, local Duluth Midwife website, I have some miscarriage resources and just say that I do it on donation basis because yeah. It feels really hard to be like, "What price do I put on this for someone who is going through one of the hardest experiences of their life?" It can

feel so tricky. So I get that. And I'm glad that that is an interesting suggestion for you. Can I also ask what the cost is for the *Sex and Motherhood* course?

STACEY: I believe it's \$77. \$77 or \$97. I don't remember. Yeah. It's under \$100. And it's six hours worth of content.

MARGO: Cool. Plus the practices and journaling and meditations. Cool. Yeah. That's awesome. Same. I mean we already talked about it, but a full sales page would be really awesome to have just like right there on your website. And then it seems like it's a little bit—so when I click, "Register today," it asks me to put in my email first. Do you know about this?

STACEY: Uh-uh.

MARGO: So it asks me to put in my email address, and then it asks me to put in my name and pick a password before I've bought it.

STACEY: Hmm.

MARGO: So I'm going to do that just for fun to see what happens next. So (cross talk). And then it tells me how much it is. So I think there's some wisdom in that because you've captured their email. But if that wasn't intentional, you might just look at the way that that's configured.

STACEY: Thank you.

MARGO: And decide if that's how you want it or not.

STACEY: Okay.

MARGO: Yeah. So there's something in the world of marketing and offers called a two-step order form. And it's this where you have them put in their name and email first so that even if they don't go through with buying it you have their information. So you can continue to send them cool information and perhaps entice them to go through with the order (cross talk) down the road. So that is a thing and maybe would work really well for this especially—the place we use that more often is with funnels and with advertising—paid advertising that goes to a page where you entice someone. You're like, "Oh, I have this really cool *Sex and Motherhood* course." They click it. And then they put in their email, and then they see the price. And then they either choose to buy it, or they don't. But then they'll get your emails. Does that make sense?

STACEY: Yeah. Yeah.

MARGO: So that might be a thing you want to do. But in this format, it seems like probably more cumbersome than not and kind of confusing. So I would just get the price

on a longer sales page and make it more streamlined to just pay you. Make it easy for people to give you money.

STACEY: I like that.

MARGO: Yeah. Cool. Yeah. I feel like there's more too, but I'm going to have to let it all marinate a little bit. And maybe we'll do a part two at some point either record it or not. But I guess do you feel like you have some action items moving forward?

STACEY: Definitely. And this—it really feels supportive. And in the wake of a conversation I've had with another kind of mentor coach, I'm going to do three or four podcast episodes with people who work in grief, who work in reproductive health, who—and use that as an opportunity to promote the *Sacred Ground* course, which I'm really excited about. I'm really excited about these conversations. They're people that I've wanted to have on the podcast for awhile, so it feels like it ticks several boxes. But with this in addition to that plan, I feel really solid. And it doesn't feel, again, like reinventing the wheel. It's like work with what I've established. I've done a lot of work already, and I really don't want to always feel like I'm starting from scratch.

MARGO: Yeah. And that's totally advice that I need to take of my own. I told Maryn the other—when we were talking about 2021, I was like, “Can we make a pact with each other that we're not going to make any courses this year?” It's just like relentless. And then other ones that we've already made totally just start collecting dust. And so yeah. I guess another thing I would recommend. You've got the two courses. You're working on the third. Keep working on your third but maybe every month just pick one of the two you already have and really strategize around how do I get this in front of more people. And maybe that's even reaching out to some of the more mainstream really big pregnancy and birth pages and just saying like, “Hey, could you put this in your stories and just let people know that it's available?”

STACEY: Yeah.

MARGO: I think people are always looking for more resources to send people. When someone asks me about miscarriage, I often send them to the article that Aviva Romm wrote. I send them to some of the work of one of our students, Kacey, who wrote—I think it's a—see? I can't even describe it right now. I haven't looked at it in a little bit. But maybe a seven-part eBook or series on miscarriage. And it's more the practical stuff, which is really great. But those are kind of the only two even somewhat complete resources. And they're from a completely different angle than what you're offering. So there's a ton of space for what you're offering. It's just making sure that people are aware of it. And yeah.

STACEY: Awesome. Yeah. I feel like I'm so motivated to write a sex and motherhood eBook right now. And yeah. I'm really grateful for your time and your input, Margo. Thank you.

MARGO: Yeah. You're so welcome. And I think that's a really wonderful idea too. Just to have a freebie on your site. That seems like probably the most universal in terms of what you're offering. But spend some time thinking about that too. What would be the most—if you only made one kind of free thing? And maybe it's not. Maybe you're not envisioning it being free. But you could do literally a ten page thing. And those—it's not even ten pages with graphics and stuff. We do all our eBooks on Canva. They're essentially an article. It's like if you want to imagine it that way. Like you write an article. You call it an eBook because it ends up being 10 to 20 pages. That would—and if you could think of one that kind of covers as much ground as possible to loop people into your world, that could be really powerful to have. Very close to the top or at the very top of your website. And then I have—sorry. I keep having more things. And this is where maybe—their website things. So your testimonials are amazing on your website. I kind of want to read one. Can I read one?

STACEY: Yeah.

MARGO: Jennifer said, "Uncertainty is terrifying for many people. And for me, personally, it is a breeding ground for self sabotaging beliefs and behaviors. As I've neared what I felt to be the urge to go off the deep end, I knew I needed to schedule a session with Stacey. She never fails to give me hope. The reassurance that I'm safe within my body and unconditionally supported. I'm so grateful for the profound impact she's had on my life." So that's amazing. I would take this—"As I've neared,"—I would shorten it. Ask her permission. But I would ask her if I could shorten it to, "As I've neared,"—or, "As I've felt the urge to go off the deep end,"—something—shortening it a little bit.

STACEY: Yeah. Yeah.

MARGO: "I knew I needed to schedule a session with Stacey. She never fails to give me hope." I would just do that in gigantic font. You know what I mean? And those are the little tiny tweaks that can just make websites more readable and more engaging as people are just scrolling. So I would just kind of play around with that a little bit. What was the other one that stuck out to me? "Her immense capacity to hold space is a rare gem." Just taking those little blips out and making them big. But maybe more full flushed out quote but just taking a little—the super highlights is a thought too. And yeah. We have ten seconds or less. Is it three? What do they say? Before people just decide if they're going to close your window, your tab, or not. So I would just maybe work the very top of your website a little bit more. Just to hook someone who maybe doesn't

know what somatic sex education, Ayurvedic, or tantra are, and hook them with the feeling, again, and the need and being like, “This is what I offer, and this is why.” And maybe get—maybe save some of the details for down just even a little bit lower. You have the somatic description and definition down below. So maybe having a whole section of definitions could be kind of cool. But having the top be just a big—it doesn’t have to be gaudy. But like a very clear you’re here for a reason. Is this why you’re here? If you’re here for this reason, stay here and read more. So you don’t lose people is just a thought.

STACEY: I love it.

MARGO: Cool. Well, we took some meandering side roads. But somehow I feel like we’ve maybe come to a place of completion. I appreciate you letting me practice on you and just kind of go with the flow here as we chatted.

STACEY: That’s definitely how I roll. And it also felt really, as I said, grounding. Very concrete. I feel like I got a ton out of this conversation.

MARGO: Oh, that’s wonderful. Well—

STACEY: It didn’t feel like a practice session at all. It felt like I just got schooled.

MARGO: You’ve been schooled. Well, I’m really excited to dive a little bit more into your world. I mean if nothing else I think that we should totally do some more collaborating, of course. And I’m going to share some of your stuff on our Instagram this week.

STACEY: I’d be so honored, Margo. Thank you.

MARGO: Yeah. Of course. And I am going to get on your newsletter list. And then I’m excited pending—when are you due? Soon?

STACEY: I’m due end of March, early April.

MARGO: Oh, okay. So you’ve got a little time. So I’m excited to see you start sending out regular newsletters and maybe incorporating some of these ideas. And I want you to tell me how it goes, and we can brainstorm more.

STACEY: Yeah. Awesome. Thank you.

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(closing music)