

Ep #192: Marketing from Your Butthole with Danielle Savory

Full Episode Transcript



With Your Host

Simone Grace Seol

[Joyful Marketing](#) with Simone Grace Seol

Ep #192: Marketing from Your Butthole with Danielle Savory

Welcome to *Joyful Marketing*! I'm Simone Seol, and I teach you how to get your life coaching practice fully booked, without having to pay for ads, buy Instagram followers, or complicated sales funnels. It's not rocket science, and you can do it too. Listen on to find out how.

Simone Seol: Hello, my friends. We're going get freaky today, in so many ways, I cannot wait. And, my partner in crime, with whom we're going to have, maybe, the freakiest conversation about marketing, that probably has ever been recorded in podcast history. If there's one that can top this, I would love to know. Allow me to introduce you my guest here today, Miss Danielle Savory. My dear friend, brilliant coach, sex coach. She teaches women how to have better sex. Welcome to the show, Danielle.

Danielle Savory: Thank you. I'm so excited for this conversation.

Simone: How are you doing today?

Danielle: I'm doing pretty good. I've made some big decisions, as you and I talked about before we hopped on, and so it's like my brain's braining a bit, and my body just feels so liberated. So.

Simone: How's your butthole?

Danielle: My butthole is like, free. It's like, unclenched, and relaxed and at ease.

Simone: So, we're going talk about buttholes all day today. It's probably too late to say if you have children around, maybe not the best episode to listen to while they're around. I'm just going to tell a short version of the story of how the heck this all came about.

Ep #192: Marketing from Your Butthole with Danielle Savory

So, Danielle is in *Joyful Marketing*, and we were on one of our *Joyful Marketing* group coaching calls. I happened to be coaching her on that day. I don't even remember what it was about, but the details don't matter. She was describing how doing a particular thing for marketing made her feel. And do you remember the exact words you used? Because it was very specific.

Danielle: Yeah, because I feel... It's very true of my body. But I was like, it makes it feel like my butthole is clenching and crawling up inside of my body.

Simone: Yes, that's what you said on that group call with hundreds of people on it. And the minute I...

Danielle: Unfiltered, unfiltered me.

Simone: Sex coach; she's bringing it! I heard that, and I was like, "Well, let's make sure you never, ever do that thing, ever again. We're never going to do things that make your butthole clench and the climb up your body, because that's a horrible feeling." And then everyone just died laughing. We both died laughing, and we were like, "This is the greatest concept, ever."

You need to feel... You need to let your butthole make decisions for you. Like, if it's a butthole clench feeling, that's bad. We don't want to do that. If it's a butthole open and relaxed feeling, we want to do that. And I was like, "This is the craziest shit ever. I'm going to ask my podcast producer if I'm allowed to say these words on a podcast." And, she's like, "Well, you already say everything else." I was like, "Okay."

I had to make sure [cross-talk] shadow banned from the podcast platform [cross-talk] marketing. I explained to her, as I'm going to explain to you, we're dead serious about this. Danielle is an expert in all things; reproductive parts, sex stuff. And, I would trust anything she has to tell me, any day, about the butt. And so, we're going to talk about it.

Ep #192: Marketing from Your Butthole with Danielle Savory

I think, Danielle and I, we've been on different journeys. But I think in different ways we've been on, respectively, been on journeys of finding, "Hold on. What gives us that butthole clenching feeling? What makes us feel tight, and unopen, and tense in our bodies?" And then, sort of, creating businesses around dropping all of that. Feeling our way into what gets us open, what gets it gets us relaxed.

We are so used to making business decisions and strategizing around business, using our minds only, using our thoughts only. It just breaks my heart, every time. And, I see this all day, every day. Every time I see coaches trying to bulldoze through business problems by just, "If I could just think hard enough... If I could just change my thoughts hard enough..."

They're just in their brains, completely cut off from the rest of their bodies, while their bodies might be screaming, "Stop. This feels awful." It's almost like a sexual assault on your body. Your body's like, "No! I don't consent to going." Then you're like, "Well, I'm going do it anyway. Let's just push through." It's just horrible. No wonder, why so many people get burned-out on marketing and get burned-out on business.

So, tell us a little bit about... I was like, "Danielle, you've got to get on my show. I'm going talk about this, and tell all of the people how to navigate by your butthole. So, tell me, how, if you wouldn't mind share a little bit, about how that landed for you, in that moment, when we were coaching. And, what kind of shifts you've made since then? Let's just start from there.

Danielle: How it landed with me, with coaching, it just felt like a sigh of relief, like a whole-body sigh of relief. And, it's just like you said, Simone, I think there's so many times, especially when it comes to building our business, ...

We all get into coaching because we love the craft of coaching. We love helping people, we love doing this stuff. And, that's why your podcast and *Joyful Marketing* has been so essential for me, is helping. "Oh, yeah. This business side of things, how do I actually have human beings to coach?"

Ep #192: Marketing from Your Butthole with Danielle Savory

Along the way, we adopt certain belief systems from other people, or business strategies, or other things, and it can feel really invigorating at first. “Oh, okay. Now, I know a how. Or, this is how it's done.” And it can feel kind of exciting. And, it also can turn into a “should;” this is the *only* way to build your business. This is the *only* way I should be marketing or I shouldn't be marketing. And, if I'm not feeling into it, then I probably need a coach myself. So, I do it anyway.

It just landed to me, because it gave me, first, permission to even ask myself, “Is this really a thought, like something that I want to work through with my thinking? Is this something I really actually do want to do? And maybe, I'm just a little nervous or scared or freezing about it? Or, is this a, no? Is this me being here, and doing it this way? Actually, uh, no.”

And so, that's when we really get into the somatics, and the coaching, and how our body responds. It's helping see the difference... Feeling your north star in your body, like really tapping into that freedom and that joy. And where it feels like you're literally being pulled forward towards something versus being pushed back away from it.

Simone: And, then trying to push forward, giving it all of your energy, and you're not making much momentum, and you're exhausted, right?

Danielle: Yes, yeah.

Simone: So, these decisions, that we make all day long, that we can feel into our bodies, I want to say it ranges from everything as small as, “What do I want to talk about today in my marketing? To, “What should my niche be? What's my marketing plan? How should I set my pricing?”

All of these questions, are questions that your body has brilliant answers for. I am going to... I love talking about the butthole for this one reason; it's really hard to lie to yourself about how your butthole is feeling.

Ep #192: Marketing from Your Butthole with Danielle Savory

Danielle: This is true. Especially... But I want to say, a lot of people, and especially, if you've been socialized, as a woman, will clench a lot in this area and hold a lot of tension in your pelvic floor area, anyway. Sometimes, we just cut off from it. So, if you're not in tune with how your butthole feels, also, know that it's totally okay. And it's totally normal. I am very in my body, all the time. And so, butthole clenching is a very quick sign, for me, that it's a, no.

Simone: I can't wait to grill you all about how to reconnect with our nether regions, for the greater good. But I think that, at least speaking for myself, I'm so brilliant at talking myself into things and rationalizing why something is a good idea or a bad idea. I think as a society, we're all way better at that, than really feeling into our bodies, feeling every part of our body. I mean, if you're going to feel into your butthole, you really have to reach all the way down, and really feel your body.

Is this normal, Danielle? I feel like for me, when I feel into my body, it's a lot easier to feel the upper parts of it. I feel things a lot in my chest, I feel things in my shoulders, around my heart, I certainly do also feel things in my gut. But then, underneath that, it's like, "Oh, what goes on there?" It doesn't get a lot of attention, probably because we're socialized not to think about those things, and not to feel... It's all bad and dirty and scary. So, tell us how to turn that back on.

Danielle: Well, there's lots of ways. But I love what you said here. It's really easy for us to pick up on sensations, especially in our chest. If you have a rapid heart rate, or if your shoulders have gone all the way up to your ears, or another really quick place, is your jaw. There's nothing wrong with feeling into these areas. It's really good for us to notice... That was one of... Before I was reacquainted with my butthole, I really went to my jaw.

My jaw was the main place that I went to. I would notice my jaw clenching, before I noticed a thought that, maybe, I was having or some sort of reaction. And so, my jaw was the first place that I kept paying attention to. So, if that's the most accessible, just start where you can already feel stuff.

Ep #192: Marketing from Your Butthole with Danielle Savory

And then, also, work on reacquainting this part of our body. Because we are...Like you said, the way that we've been socialized, the patriarchal system, all of these sorts of things, we have cut off from sensation down there, because for a lot of us, it wasn't safe.

For a lot of us, learning about desire, it's more important for us to be desirable, versus tapping into our desire. And so, even when you think about marketing, the idea that we are trained to be desirable, likable, getting the things, hooking a client, getting the popular whatever on reels or whatever it is, that's all based on our desirability. Versus tapping into our true desire, means going a little bit deeper, and a lot of us are cut off from actually feeling desire for ourself.

We mix it up with the idea of being desirable. Giving yourself permission to really drop down there. I could go through all the ways of how to do that. But that's kind of a sum of why it happens with that area.

Simone: Such a brilliant summary. I think it could not be more important. Yes, in terms of your marketing, but also in terms of reclaiming your power as a human, for feminism. I remember the first time it clicked with me that my entire life I've been approaching sexuality in terms of how others are viewing me. Are other people finding me desirable? "I feel desire, if you feel desire," that kind of thing. Seeing myself as a sexual object. And, always, looking back at myself, filter through what I thought were other people's eyes. I remember how revolutionary it was for me when I first learned, "Wait. It's not, am I desirable? It's, what the fuck do I desire? Yeah. What do I want?"

Danielle: What do I want? What if that was more like...? That's the craziest question that we don't ever ask ourselves that. Right? We just don't.

Simone: Or women. Where I was, I think, it's probably the vast majority, it's probably so common. We're always taught to look at our bodies through others' lens. It's always, do I look good? It's not, do I feel good? Am I desirable? Not, do I desire? And, I think it's equally uncommon,

Ep #192: Marketing from Your Butthole with Danielle Savory

unfortunately, tragically, in marketing, where we're, like you said, we're always trying to be liked. We're always, what do they think of me? Do I come across professional? Do I come across trustworthy? How can I present myself so that they want me?

Completely ignoring the questions of, who do I want to connect with? How do I want to connect? What do I desire to say? And that desire is so... I think my approach works so well, for me and for others in *Joyful Marketing*, because it's what I teach. It's like, "Well, what about you? What do you desire?"

It's all emanating from within, and it's really disorienting and uncomfortable, for so many people, at first. As I'm sure that, Danielle, you see this all the time, most likely, I'm guessing, in sex coaching. Where suddenly, if you're allowed to own your wants, and that means you actually have to start paying attention to yourself and take responsibility for feeling into your desire and claiming it. And I think that can be really scary for people. People fight it. Fight me on that all the time, in marketing. I'm sure people fight you on that in sex, too.

Danielle: Yeah. Well, I love what you said about the marketing, and going there, because I used to use my vulva as my north star. So, it was like, anytime I would get tingles in my vulva, I was like, "Yes, that's what's next in my business. That's what I need to do. That's what I feel."

And, along the way, it's not that I was disconnected from that part of my body, in all areas, but when it came to business, I was going to my brain. I really... This is the way to do it. This is the right way. I needed to get my brain and my body on board, and forgot to keep coming back to, "What are my north star kind of markers? Where am I being guided?"

It really it was out of fear. Because it's like when you might desire something. This is the same when it comes to sexual, but when you desire something that maybe is off-limits, or you're not supposed to, or it's not the right way, or it's not the way that somebody else like your neighbor, a

Ep #192: Marketing from Your Butthole with Danielle Savory

colleague, or something else is doing it, we are taught to squash that desire.

So, we literally push those sensations away so that we can get into motion. going after the right thing, being the good girl, being whatever it may be in your realm, that's telling you yes, this is actually the way to do it. This is the way that it's demonstrated to me. It's so normal. Like when you asked before, about not feeling down there, of course, because this is kind of the seat of our desire. This is a place that can really, really speak to us and guide us into so many of our wants, sexual and beyond. Turns out, marketing and buttholes.

It's really important to rekindle that relationship, because the way that we've been socialized is to push any sensations we get, down there, away and put it on the backburner, and not important, not here, not right now, not in this way.

Simone: Question. This is something that I bet a lot of people are wondering. So, how do I know that my vulva or my butthole is trustworthy? How do I know that if I follow that, I'm going get what I want? Because I bet a lot of people aren't thinking this. I don't question that, when it comes to my marketing, my business, because I've had such a history of building a relationship with my body and with trusting my inner self, and all that in business.

But for example, let's say I'm going to do what my vulva tingles at. And, I see the plumber, and my vulva is tingling at the plumber, but I'm a married woman, and I probably shouldn't go sleep with the plumber, right? So, my vulva, leading me in a direction that I can trust... Is my butthole going to lead me to the riches and the business success I want? What if somebody has trouble trusting that? What would you say?

Danielle: Well, I think there's a difference between trust and what we have decided we want to create in our life, right? So, it's, for me, like when it comes to sexuality or attraction, I decided I want to be in a monogamous

Ep #192: Marketing from Your Butthole with Danielle Savory

relationship with my partner of twenty years. That is a decision that I've made. And so, for me then, even if I get those tingles, I'm like, "Ooh, there's some desire. There's some want." That's not necessarily saying that it's like when you walk past a donut shop, and you have the aroma wafting in your face, and it's like, "Ooh. Donuts."

Simone: It doesn't mean you eat all the donuts you see there.

Danielle: Yeah, exactly. Right. And so, I think, there are boundaries. We're not just like putting our sensations, vulva sensations, or butthole sensations out for every single choice and decision, and the minute they start speaking to us, we're like, "Ooh, you know pay attention to this." There are urges.

I think there's a difference between what feels really aligned. What does actually feel really aligned. And maybe it starts to speak to me in that area. But the rest of my body feels open. The rest of my body, it feels like freedom. It feels like I said, like that pulling. You get that pulling from your heart center. Like you're leaning in and you're pulling. That's a lot different.

We're talking about this full body, yes to something. Like with marketing, today, I had made the decision that I'm going off social media. And really, my brain is like super scary, but the minute I made that choice, and I created some safety for me, I was like, "Okay, we're going just do it for June." I feel like it's going to be a lot longer, but let's start with June, brain.

Let's see how this goes. My whole body, the minute I made that decision, it felt like I was free. It felt like the shackles were off. It felt like all the, yes. The tingles, the butthole relaxing, all of these sorts of things were like this full body, "Yes, Danielle! This is the way. Thank you for listening to us." It felt kind of like the skies had opened up.

Immediately after I felt this, of course, my brain was like, red alert! What are you doing?" And then, losing followers on Instagram, or people are like, "Oh, I'm so sad you're going to leave. See Danielle? You really, really messed up." It's coming back and trusting that; you know what? I don't

Ep #192: Marketing from Your Butthole with Danielle Savory

know for sure, if this is the right decision, but it's the right decision for me, right now.

Simone: And that's the best I think we can do.

Danielle: Yeah.

Simone: There's only the right decision for me, right now. I think that when you haven't really built, you haven't really not nurtured, cultivated a relationship with your inner guidance, you call it your north star... Sometimes it's located in your vulva. Sometimes it's in your butthole, sometimes it's... I haven't necessarily thought of it that way exactly, as of yet, but I might start. It's a very spiritual sense for me, and I have had a lot of practice listening to it, when it felt completely contrary to logic.

I know now. When it says something that feels crazy to my rational brain, I know that it's safe to trust, because I have built up this relationship for a long time. I think that when you haven't built that relationship, you've basically spent all of your life exiling that part of your knowing, just to push ahead with your mind.

I think it can be really scary to start to build that relationship at first, because in a way, it's like letting go of control a little bit, right? It's letting go of that linear, planning, rational, I have to do things this way. If you let that go, what remains is the uncertainty and fear of not knowing what's next.

I think that is a hurdle that a lot of people, unfortunately, don't manage to get through. So, what would you say? What would you advise somebody who's like, "I would love to be able to do what you're saying, Danielle. And it just feels so scary to let go of control. Like driving the bus with that part of my mind?"

Danielle: Yeah, well, I think the first thing is just acknowledging that you never had control to begin with.

[*Joyful Marketing*](#) with Simone Grace Seol

Ep #192: Marketing from Your Butthole with Danielle Savory

Simone: It's an illusion, right?

Danielle: It's always an illusion. So, your brain is believing, "Oh, this is the right way. This is the wrong way." The first step is just questioning, "Says who? Why?" Just being really curious. With your brain, "Okay, because that's the only way we've seen done. Is that the only thing that's been demonstrated to us?" Just starting to peel back the layers.

I always like to say to my brain, "Maybe, maybe you're right, but let's just see, anyway. We're just going to give this a little try." It's like what I do with my kids, "Maybe. You might think this is absolutely disgusting. And you're still going to take a no, thank you bite." You're still going to take a bite to try it out and to be curious. Then, doing it for littler decisions.

When I'm working with my clients, I really am working with them to... It's a muscle, I call it the "I want muscle." Really building the "I want muscle." Because if we have been shutting down our desire, in so many different areas for so long, it can be very discombobulating. You're like, "I don't actually know what I want." So, you can start with small things like, "Okay, I'm going to look at this menu," and maybe the menu even feels too big. "Okay, I'm going to just look at the salads or the soups. What do I want on this menu?" Making it be a very, who cares if you order the wrong food, trivial thing to start seeing how it's okay to move forward with these "I wants" and this desire.

We can create safety with ourselves and with our nervous system, by not feeling like we have to take all of the clothes off and jump into the deep end, totally exposed, and vulnerable, and naked. We can start on the steps, with a swimsuit on, and we can still know that we're going to make it to the deep end eventually.

Simone: If you're like, "I think I need coaching on all of this, and my sex life," I'm going to shamelessly plug Danielle's program. This is such

Ep #192: Marketing from Your Butthole with Danielle Savory

important work; to build safety within yourself, to claim your wants. Now, a really important question that I would love for you to address is, how to tell the difference between when something is a genuine butthole, yes. Vagina, yes. Full body, yes. If it's something that you genuinely want, or don't want, because it's having the opposite direction. Or, if it's just a matter of habit, it's just what you have been accustomed to. How do you know if a body cue is genuinely something that you should trust and follow, versus, "Oh, maybe that's just habitual. Maybe that's just reflexive and it's not necessarily my north star?"

Danielle: Yeah, that's such a good question. And I want to say there's always nuances and caveats to any of this. But for the most part, you'll start to notice when it's a body habit. So, for instance, let's say that you had a wound on your body, you had surgery...

I had surgery, a very intense open neck surgery a number of years ago, so my neck is very vulnerable. And, what I noticed afterwards, after this surgery... my child at the time was a baby and would reach for the tubes when I had them in there, so I had to protect myself and guard my neck and move in. And so, my body created this habit, "This is a wounded area. We need it to heal. I'm going to guard it and protect you, by closing in and moving away when anybody goes for your neck." As I knew that I had healed through it...

We can think about all the areas; maybe you're healing through bullying, when it comes to marketing. Maybe you're healing through embarrassment, with sexual trauma. There are so many different ways...

Simone: [cross-talk] Yeah. All of it.

Danielle: Yeah. So, I think you get to a certain point, and especially if you're a coach, where you know, "I've actually worked through this story. This isn't actually what's going on anymore. I have worked through the story. I do feel healed." But your body is still reacting in habit, like there's a wound there. And so, you want to start with the body instead of the brain.

Ep #192: Marketing from Your Butthole with Danielle Savory

So, for my neck, for instance, using that analogy, I would start to relax my neck, and take the shape in my body, if I felt safe with my neck.

That might be like opening my chest and letting my neck be exposed so, my husband could kiss it. Doing these things, where I took the shape, and then I would tell myself, "You're safe. You're okay. Let's just see how it goes." This really calm internal dialogue.

Simone: Did you really do this with your neck?

Danielle: Oh, yeah, for sure. I've done it with all, pretty much all parts of my body, because I've definitely gone through some trauma, and some assault, and sexuality, and all of that sort of thing.

It's really helping reclaim that part of your body, and taking the shape. Like, "Getting touched here doesn't cause pain. You're okay, baby girl. I got you." Moving into the shapes of your body, to be able to open up to a story that might be an old story. When you really do know it's safe to be seen, then...

And, you can't work past that thought yet, then start with your body. Like, show up to your computer, unclench your butthole, spread your wings and be like, "I'm going to take this shape, before I open my Instagram, before I go on to my email, so that I'm training my body that it's okay to do this thing."

Simone: I have tears in my eyes, because this is so important. And even if you've never been physically assaulted, if you've never been sexually assaulted, per se, your body... We have all been vulnerable to, I think, almost like energetic spiritual attacks, all of our lives because of the patriarchy. Where it's not safe to take up space with a woman's body, or, if you're not a woman, if you've been socialized as anything but a male.

Your body can hold the memory, like the imprint, of all of those energetic attacks, and respond as if there was physical attack. You could clench up; you could close up as if you know you're guarding from physical...And the

Ep #192: Marketing from Your Butthole with Danielle Savory

effect is the same. You're cut off from your creativity, you're cut off from your desire, you're cut off your power. This is such important... Like the most important work you can do, not just for your business, but for your soul, for your spirit, for your general well-being. Oh my gosh, thank you so much for bringing out all this wisdom. It's so important.

Danielle: Yeah, yeah, of course. Yeah. I think it is the reclamation of our own body, and our own nervous system, is probably the most important work you can do, in my opinion.

Simone: Yes. As we talk about stuff like this, I feel like, it's no wonder that so many people dread marketing, and they hate it. They just, "I wish I didn't have to market," because they probably only ever experienced marketing through that butthole clenched state. Right?

Because all of it probably felt like a... "You have to do this. You have to do things this way. Who cares how you feel? You just got to get in line and follow the instructions, if you know what's best for you. Because that expert said..." We've only ever approached, a lot of us have only approached sex that way. A lot of us have only approached marketing that way.

I love that Danielle, because I can just draw all of these analogies and they're so pertinent. And it could even be too much, too overwhelming to decide, to assume the posture. First, open up, and then, go look at your Instagram, because that might be too much, at first, sensationally, right?

If that's happening, that is 100% totally okay and totally normal. And I would even... Here's how small you can start these experiments; I invite you to experience what it might be like to practice relaxing, that part of your body, relaxing your vulva, relaxing your butthole, and if you're like, "Am I doing this right? Nobody's ever asked me to relax my vulva before. Maybe, except..." Let's not go there.

But if you feel like, "Okay, I feel like it's not entirely clenched. I feel like there's some openness, willingness to be open, happening down there..."

Ep #192: Marketing from Your Butthole with Danielle Savory

Maybe it's like exposure therapy. Expose yourself to something as small as like, somebody else's marketing email in your inbox.

Danielle: Mm-Hmm. Yeah, or nothing. Just play with the posture.

Simone: Oh, yeah, you can just play with the posture. Yes, absolutely.

Danielle: Just play with the posture, like just do it multiple times a day. So, your body gets used to it. And so, you create that safety, then you can bring in the big guns, right? Then you can bring in...

Simone: Build it up, yeah.

Danielle: the things that are triggering. Yeah. So, you could just get used to it.

Simone: I'm so glad you said that because I bet most of us, probably me included, if I were just to really sit with the sensation of my butthole being open, I'm probably going to get a little antsy, in a minute or two. And be like, "Oh, what do I do with this?" Because, hello, most of us don't spend time here on purpose. Yeah.

Danielle: Yeah, exactly. It reminds me of this story, when I went through a birthing class. I went through hypnobirthing with my first, and the teacher had said, "Hey, we tell people all the time, 'Just be calm, just relax.'" But how often have you actually taught your body how to be calm, and then relax? And then, here you are in labor, which is the most intense physical thing, and people are shouting at you to relax. It doesn't line up, at all.

What she had told us was to practice relaxing every single day. To use cues that your body knew, "Oh, this is the time that I lower my shoulders away from my ears. This is the time I relax my jaw. This is the time I let my pelvic floor really relax and get soft." And so, I practiced that every day. Then, when I was in that intense moment, during labor, my body was like, "Oh, yeah, we know how to do this. There it is."

Ep #192: Marketing from Your Butthole with Danielle Savory

Simone: It's almost like neural pathways that you have to strengthen. So your brain knows to travel down that road.

Danielle: Yes. Yeah, exactly. I mean, it's like you watch athletes, they do this all the time, right? They're training their body to make things habitual responses, so they're not thinking through every single small, little adjustment that they need to make, to hit their PR.

Simone: Like, it just goes unconscious. It goes automatic. Yeah, that's so good. So, it can build up your practice of reconnecting with your body this way. You can build up your familiarity with and tolerance of, like that open, tingly, heart forward... How would you call it Danielle? Do you have a name that you call that kind of state? Or, just butthole open?

Danielle: Well, I mean, I did Martha Beck's training years ago, like seven or eight years ago, and she called it the, "shackles off." So, it's like a shackles on feeling, or shackles off feeling. I really like that. For me, it's like, what tastes like freedom? What feels like freedom? That Buddha quote, right? You know what your own... This is totally botched, by the way, "You know you've met the ocean because it tastes like salt."

Just like you know when you've reached freedom. Or, you know when you reach liberation, because it feels like freedom, right? So, it's that same kind of thing. You feel it in your body. It's shackles off. When I'm working with clients, we go through a whole practice where they're feeling all these different sensations, by using your imagination to take you there in your body, so that you are you can learn what it feels like.

When am I really relaxed? What does that feel like? Before, I'm just making myself relaxed, let's create relaxation with the mind, with the body, with a memory, with the imagination. As we recreate that, then we can really experience it in our body. And we're like, "Oh, yeah, this is what love feels like. Oh, yeah, this is what stress or anger feels like." And so, you start to memorize your body cues.

Ep #192: Marketing from Your Butthole with Danielle Savory

Simone: Ah, that's so beautiful. I think marketing, doing anything for marketing, is entering into relationships and showing up for relationships. So, for example, if you market on Instagram, when you show up to Instagram, you automatically; one, have a relationship with Instagram, the platform itself. And then, you have a relationship with everyone that is showing up.

In the process of building up trust, and safety, that calm, relaxed sensation, shackles off sensation, in your body, I want to invite you, if you're listening, to think about what it would be like to feel that safety? And then, imagine the thing that you're in relationship with, as if it were a person, as if it were an entity.

So, let's just say Instagram, you just imagine that Instagram is an entity. It's like a person, right? However you envision that in your mind, is totally up to you. There's no right or wrong. Then think about what would it be like to feel consent, to be in relationship with that entity? Like, are you truly giving them consent? Obviously, Instagram is not a real person. It's like a technology platform, whatever.

But it's a being, it has an energetic signature. What would it be like to be, "Huh?" Either, you feel into what it feels like to be in relationship with that, and/or you can imagine talking to it. Like, "Hey, I want to feel safe with you. I give you my consent. I'm willing to feel safe with you because I know that you're actually not trying to harm me." And it might just be a habit. "Now, I give you consent to be in relationship with me."

Have a relationship, a sort of consent-giving ritual with yourself, where you... With all the people that are on Instagram; it's like a mass of faces, right? Or, however you envision the people. Your people, that you show up for when you are marketing. Either... If you have a podcast, your podcast listeners, Instagram followers, your email recipients, whatever it is.

If you imagine them... Maybe it's a particular person you imagine. Maybe, it's like a sea of faces, like I said. And then, just energetically, once you've

Ep #192: Marketing from Your Butthole with Danielle Savory

established that baseline of like, “I am relaxed.” Feeling like, “Can I extend my relaxation when I am in relationship with that entity? Now, can I give my consent to feel peaceful, to feel trusting with that other entity?”

This kind of thing, it feels a little, I don't know, like airy fairy. But this kind of energetic work, it's going put you in an entirely different state of mind. It's going to make available an entirely different set of questions you can ask yourself. You're just going to show up differently when you do that.

Danielle: Totally. And I love how you explain this relationship. Because I think the other thing that's important, when we're like dating somebody, whether it's like a friend, like a non-loving, non-intimate friendship, or a lover is, we don't go in never feeling nervous. There's always a level of anticipation there.

I think that's like when you're asking before, what's the difference between total shutdown and anticipation? If you have that fluttery feeling in your chest or that anticipation, what we usually do is, we pick that up as like, “Oh, that's a no. That's a full body no,” right?

When you start to create this safety, and like you're saying, you're dipping your toe in, it feels consensual, you really do want to, and your body creates some nervousness, it's just like, “Okay, I really want to take it to the next step, the next base with this lover,” it doesn't mean that you feel totally calm and relaxed when you're doing it.

That's the beautiful thing of why I love desire so much, it's because there is an ease and relaxation, and also, there's this juicy anticipation. That's what creates arousal, and you want to be aroused by your marketing platform. You want to be aroused by your audience, or what you're sharing, and all of these things.

That's where we bring in that calm and that relaxation, we have that safety. And also, there's a little bit of that other part of our nervous system, that makes you kind of on edge, and that excited nervous, “Ooh, I don't know

Ep #192: Marketing from Your Butthole with Danielle Savory

how this is going go” way. That's not a no. That's not a butt clenching moment. That's just fear. And...

Simone: What you're saying reminds me of when you're doing yoga. The most relaxed pose is probably, Savasana. Where we're just lying on the floor, and you're integrating, and you don't have to do anything. You're very relaxed.

But that's not necessarily all there is to yoga, there are other poses where you're meant to create some heat. There's some energy there when you try to do some of the different poses. Not a yoga expert. But that tension that you feel, that heat, it's not bad. In fact, it might be invigorating. It's what you're going for, at least part of the time, and then you do the other part of cooling down, with poses that relax you; Savasana.

So yeah. It's like sometimes, the butthole clenches. But it's not the clench of like, “This doesn't feel good to my soul.” It's the clench of like, “Oh, we got some tension. We got some heat building up, let's go for it.” Which is completely different from I hate this and I have to do it anyway, because some guru told me I have to.

Danielle: Exactly and, I'm talking from... I'm a neuroscience nerd. We're really talking about the parasympathetic and sympathetic nervous system here. What we found to take action is, you don't want to be only in your parasympathetic nervous system, which is your rest, and relaxation, and digest. So, when we're talking about the calm and the relaxation, that might need to be able to create safety in your body.

But we do actually need to trigger a little part of that sympathetic nervous system, because that is where motivation comes from. That's where inspiration comes from.

And so, it's actually finding that good balance between the nervous system. We don't want to be in a total sympathetic nervous system, because that's fight, flight, freeze, avoid, all of that stuff. And we also don't want to be only

Ep #192: Marketing from Your Butthole with Danielle Savory

in parasympathetic, which is like, “I’m going to lay on the couch and fall asleep. And I’m melting.” So, it’s finding that balance so that you’re taking action towards the thing that you want.

Simone: How beautiful would it be, if this is how everybody navigated? What kind of energy to bring to their businesses? How to show up to their relationships in business? It’s like, “I filled up on this part that requires energy and I felt energized. I burned up some energy there. And now I’m going to rest, and integrate, and fill up again.” It’s this beautiful cycle. It really can be that, if we were to just really start allying with our bodies, instead of treating our bodies extractable resources that are at service of, of our minds.

Danielle: Yeah, for sure.

Simone: I feel like we [crosstalk]. Butthole is where you start. Oh, my gosh, I feel like we could do like a whole month-long course on just this. This is so rich, but hopefully, our conversation, up until now, gave you a really, really good starting point. Some actionable stuff you can take with you. Actually, let’s give people, each of us, you can give something, I can give something, something really small and really accessible. A practice or suggestion they can take into the day to jump-start this process. Do you have anything that comes to mind?

Danielle: Yeah, I would just think first, what is the quality that you’re wanting to cultivate? Maybe you’re wanting to cultivate confidence. Maybe you’re wanting to cultivate inspired. So, think about a quality. First, start with like, “Why do I want to do this? Why am I doing my business? Why do I want to share my message?”

And when you feel connected to your “why,” and you’re asking yourself why this is important, then ask yourself, “Okay, what quality am I really wanting right now, that will help move me towards this ‘why?’ That will help me take action. Why this is so important?”

Ep #192: Marketing from Your Butthole with Danielle Savory

And then I want you to ask your body, what would that look like? If I can't say my quality is confidence, how would I show you, with my shape of my body, what confidence looks like? And then, practice going into that shape every day before you go into the office.

Simone: On purpose. Yeah.

Danielle: Yes. Before you go into this. So, one of mine recently, has been kind of like this, "Oh, yeah!" It's like Al Pacino is like... He did it in one movie, I don't know. He's like, "Ho, yeah!" Throw your fist up, you can't see me, this is a podcast, but I am doing a lot of big motions with my hands.

So, I would do this kind of like, "Ho, yeah," before I walked into my room. "Ho, Yeah," before I like sat down and wrote an email. "Ho, yeah," really feeling it and taking that shape. For you, just ask, what is that quality and practice the shape of it, and see how it inspires your work. See how it influences the action that you're taking?

Simone: Amazing, I love it. What's one thing that I could suggest? Today, wherever you are, whatever you're doing, just practice making one decision. Probably something really small, not that important. Making one decision solely based on what your body says. No, brain's not allowed to get involved. It might be as simple as like, what drink do you want to have with dinner? Is it a water with a lemon in it? Is it a Diet Coke? Is it a beer? I don't know.

When the options are presented to you... Something as small as that. Your brain's not allowed to give input. Just let your body say, "Oh, you know what? Actually, think I want to get some milk. Oh, that's random. No, you shouldn't have that, because who drinks milk with that?" No, no, we're not going do that thing where you come in with your thoughts. Your body's like, "Huh? Milk? Sounds good. We're going have some milk."

Just one really teeny, little decision that you practice making with your body. And it doesn't mean your brain shuts down, obviously, it doesn't. It'll

Ep #192: Marketing from Your Butthole with Danielle Savory

contribute thoughts. But you're like, "Okay, thank you, brain, for your input. But we're making decisions with our bodies at this moment, and just sit down." Just something small like that.

Practice that today. Try it again tomorrow. That's how we build up that trust with our body-knowing.

Danielle: Yes, I love it. Such a good one.

Simone: Okay. Perfect, amazing. Danielle, where can people find you and what can they hire you for? Because everybody's going to be dying to hire you after this.

Danielle: Well, probably not on social media, right now. But you can find me DanielleSavoryCoaching.com. The program that I have right now, is the Turned On Woman Membership where you really do learn all of this stuff. It's really about being turned on sexually. Yes! Let's take it to the next level. Let's see what's possible.

And also, when are we turning off? This is exactly what Simone and I've been talking about. Like, a turn off key, here, was the clenching of the butthole. And so, the turn on, is that relaxation. It's really understanding your body so that you are living more turned on in all areas, which is just going to take your sex to the next level.

You can find *The Turned On Woman* on my website, and also my podcast, *It's My Pleasure*, which is starting the next season this next week.

Simone: Brilliant! Okay, we're all going find Danielle, even if she's not on social media, and then we will just... I love that, by the way, I want more. Everybody just assumes that I think everybody has to be on social media, nothing could be further from the truth. Last week's podcast, I had talked about the paleo marketing challenge where it's like, "No, put your phones down. Stop hiding behind a screen. Talk to human beings." And I cannot wait to get to witness, and to support you, and to cheer you on as you

Ep #192: Marketing from Your Butthole with Danielle Savory

make this happen. We need more examples of people disobeying the rules, who cares, you know?

Danielle: I'm going to be posting a lot in *Joyful Marketing*.

Simone: Coach me. Coach me. My brain's braining again. I might have an unclenched butthole, but... You don't want to miss out on that, which you don't. You also want to join *Joyful Marketing*, where we talk about all this, put it into practice, and then, really do the work so that it's showing up in our lives. It's showing up in how differently we feel in our bodies and our spirits. And of course, it shows up in your business results.

Okay, Danielle, thank you so much for being here. I can't wait to talk to you next. And we'll put all the links to her stuff in the show notes, and we'll see you... We'll talk to you next time.

Hey, if you want a shot of fresh inspiration and actionable tips to improve your marketing every single week in your inbox, you better get on my email list. Sign up to receive my free e-book called, *20 Unsolicited Copy Tips*. It's been known to get people to come out of the woodwork and ask to work with you. So, get on that link, in the show notes, and I'll see you in your inbox next time.