

Intro: [00:02](#) Hello and welcome to the sparkle hour, a fun and Feisty podcast for empowered women and woke menfolk. Join us as we pull back the veil to reveal how we are taking control of our life stories and creating a movement of positive change. I'm Michelle Lewis, and I'm Nicole Lewis-Keeber. And if you're ready to feel, laugh and heal, this podcast is for you.

Michelle: [00:30](#) Hey Nicole!

Nicole: [00:31](#) I feel like I haven't seen you in forever. I know it's only been two days, three days, but it still feels like forever.

Michelle: [00:38](#) It's true. Like we got to spend so much time together the past week. It was awesome for me. Yeah, for me too. Yay. Um, so you guys, we're at podcast movement together in Philadelphia, Pennsylvania for a week and it was an incredible time. But, uh, there's, there's a lot of stuff that went on there. So many things. We're going to just do a little quick recap of our experience of podcast movement, which for those of you who have no idea what we're talking about, it's essentially a convention for podcasters and there's industry leaders, There are up and coming podcasters, There's people who've been at it since the word go. Did you know that podcasting is over 10 years old? It feels like such a new medium,

Nicole: [01:26](#) You know, on one hand I feel like I've been aware of it. I just wasn't aware of the possibility of it, so I believe it.

Michelle: [01:33](#) Yeah. Right. And then for people who are thinking of starting a podcast, there was a lot of brand new newbies there who have an idea and a hope and a dream and it was, it was fun to be around that energy as well. Yes, it was. Yeah. But we, you know, we got to spend time learning some new things, getting some ideas, getting some feelings for stuff, getting some feels, and we also got the hell out for awhile and got to experience Philly in real life in real time.

Nicole: [02:06](#) Yeah, we did. So our Monday, that was the preconference day. We did a few things including a women's networking group, which was great. I'm so glad we did that and I'm so glad it was at the beginning. So we did that and we also had our own Sparkle Hour happy hour at the continental midtown and it took us quite awhile to get there because the VP for the country was in town, so there was security for his detail and subsequent protestors in handmaid's tale costumes, walking around the town so we weren't able to get a cab or uber and we ended up walking. We were late for our own party but still we did still have some martinis and fun so that was really funny.

Michelle: [02:48](#) We sure did and we got to hang out with a couple of very special ladies while we were there. Do you want to give a quick shout out to our special guests who joined us?

Nicole: [02:56](#) So Jessica Barnak who was one of our guests a couple of seasons ago,

Nicole: [03:00](#) drove in to hanging out with us and have a drink or two and we also got to hang out with Julie Purcell who is the owner of Epic Creative. She's a friend and fan of the sparkle hour who drove in for it as well. So a lot of interesting conundrums around the timing and the accessibility, but even so we still got there. had a ton of fun and had some really good friends show ups.

Michelle: [03:23](#) We had a nice time. We did. We definitely, definitely sparkled some shit out all the way around that.

Nicole: [03:30](#) We also glistened some shit out there was some glistening happening, sweat. [laughter]

Michelle: [03:38](#) We'll be sure to have links to, Jessica's and Julie's stuff in our show notes. So be sure to check out our show notes on our website after you listened to this podcast episode. So while we were at podcast movement, we got to meet a few outstanding people and everybody is wonderful in their own way, but there were a few people who were standouts for us and we'd like to shout out to them today on this episode we have just a handful of people we'd like to talk about.

Michelle: [04:10](#) And the first one is Tracy Goodwin and she's a voice expert. So I'm, I'm excited about the possibility of working with her in the future so that I can make better use of my voice, which is my tool and my instrument and the way that I connect with people. But she was incredible. Like she gets it. She's an amazing speaker, so if you ever have a chance to be in a room where she's presenting, get your booty in.

Michelle: [04:40](#) Tracy is the owner of captivate the room.com and we'll include a link to her in our show notes, but she's a voice expert. She's classically trained. She, she worked as an actress or actor. I don't know how that works anymore. Like I don't want to be, I don't want to be gender specific.

Nicole: [04:59](#) I Think actor includes both

Michelle: [05:03](#) Uh craziness], but anyway, she can tell you how to use your voice. Um, whether you are a speaker, a presenter, or just trying

to live in this world and communicate with other humans. So check out Tracy Goodwin, the voice expert of [captivate the room.com](http://www.captivatetheroom.com).

- Nicole: [05:20](#) Yes. And she also has a podcast too.
- Michelle: [05:22](#) She sure does. And we're going to talk more about that in the future and hopefully we'll get her as a guest as well.
- Nicole: [05:31](#) Oh, I sure hope so, I hope so. So I absolutely loved her. I loved what she talked about in the way that her mission around using your voice lines up with our mission and they're really cool way that we'll talk about later. But yeah, she was almost like an answer. We literally talked about someone just like her earlier and there she was. So you're talking about manifesting- a conversation in Panera manifests a voice coach [laughter].
- Michelle: [05:54](#) I love it was she was definitely a confirmation and yeah. What a. What a special thing that that was. We had actually just. We were just standing around. We were kind of on the edge of the room at this point, doing a little observation, doing a little little scoping things out. We had actually done our red carpet photographs, which turned out ridiculous by the way. They're so funny.
- Nicole: [06:19](#) I know one of the co-producers of the event, Dan, jumped in some pictures with us. Those are funny.
- Michelle: [06:25](#) Yeah, we, we actually kicked it off so we actually started the line there. What's up?
- Nicole: [06:31](#) Way To jump in.
- Michelle: [06:32](#) Yeah. jumped in with both feet and then as we're waiting on the side up came Tracy wondering what it is that we do, what our podcast is all about, and it turned out to be in such alignment with what she's doing. Really, really cool. Yes, and then we met some other people to tell us about some of your favorites,
- Nicole: [06:52](#) So I really enjoyed meeting Allante. She said that it's "aka L L" is what her friends call her and she has a podcast called Strengths Not Strikes. Strengths Not Strikes is the graduate school guide for women of Color. She was at the table with us. We were doing the women's networking event and she said, I literally started a podcast because I had trauma from being in Grad School and my doctoral program as a woman of color and so she talks about her podcast being a place for other women who

are in higher education that don't have mentors or role models that look like them. That value, the things they value to really have a place where she can talk to people about that and help her own self heal through that, through the podcast.

Nicole: [07:38](#) So I really enjoyed getting to talk to her. We didn't get to talk to her as long as we would like because they kept moving tables within this networking, you know, activity, but she just really stood out for me. So we'll make sure that we include her a podcast in the show notes, but she's a very strong and amazing woman.

Michelle: [07:55](#) Yeah. It was fun because on that very first day you get to meet a few people just a handful, you know, and you, we could see them throughout the conference, you know, you'd see someone person that you recognize from that event and they'd throw up a wave and a knowing look across the room. Like, Hey, I see you girl. Yeah, I see too. Wonderful. Because one interesting thing about podcasting is it is still so male dominated and I, I believe and I felt. I didn't feel like it was exclusively men at this conference though the, the numbers would suggest otherwise. It was very much still old boys club in a way, but it didn't feel like that, that kind of aggressive. You aren't allowed to be here, go way. No girls allowed. It didn't feel like that at all. It felt like they're actually trying and that was a really hopeful thing that I was able to take away from this, you know, still some that just don't get it because God bless people.

Nicole: [08:57](#) It's almost like it was male dominated by default as opposed to opposition.

Michelle: [09:03](#) And it was nice to see that, you know, there's some effort being made to include, you know, to even include a woman's networking event where you could look around the room and see a room full of women who are not afraid to use their voice. It's awesome. And then all the up and coming women who are starting podcasts and being guests on podcasts and speaking wherever. So that was exciting and wonderful to see. But yeah, it was neat to see a few of those ladies that we were able to get a good connection with even if it was for just that moment. Because there are people that we can look up and look to and listen in on, on what their conversation is and see how we can assist and how we can be assisted by them.

Nicole: [09:46](#) And it was good to see the people from She Podcasts representing on some of the panels and discussions that were going on, some of the workshops, et Cetera that were on the agenda. Whether we were able to get it to them or not. It was

really good to see that they were there. And again, like you said, those knowing waves. The glances. We would get "sparkle hour!" or "cousins!" like those waves. So it was Kinda cool.

- Michelle: [10:09](#) Yeah, that was fun. Alright, who else did we meet that we'd like to give a shout out to you today?
- Nicole: [10:16](#) Beth Liebling. She's the creator of The Darling Way, which is um, she's, she got her hands in a lot of stuff actually. She has a podcast called Love and Laughter with Beth. She also broadcasts on ESPN in Houston. So she (go on!) and also Darling Way - Live and Love Beautifully, which is pretty much, I don't want to call it a sex shop because that would be very demeaning to it, but it is a boutique that has to do with love, sexuality and all the things that go along with that that you can purchase.
- Michelle: [10:52](#) Wonderful. So enhancements to your intimate life.
- Nicole: [10:56](#) Right. And we loved her because she sat down and she just has so much energy. She can barely sit still in her seat.
- Michelle: [11:05](#) I'm sure there's like three people living inside her body. She's got a ton of energy.
- Nicole: [11:10](#) She used an attorney before, you know, she's just done a lot of stuff and she is not afraid to share her story and her perspective to make connections and give recommendations. Like she's just very in in it. And I love that about her.
- Michelle: [11:26](#) That's so great. And I love when women have have taken up space in places where we're supposed to be quiet and you know, traditionally like, oh, keep that behind closed doors- No! it's part of our life. It's part of being in this human existence. Why not speak loudly about it? Why not create this as a place where people can talk about anything because people are gonna have questions and they're going to wonder how I can, you know, most enjoy my body, this body that I live in, like it's designed for pleasure. So let's explore that in ways that are healthy and safe and not creepy and dark. Like let it just be as wonderful and magical and kinky and weird as you want it to be.
- Nicole: [12:11](#) Yeah. I'd love to have her on the show because I was looking at some of the podcasts that they've done and some of the topics and it runs the board. It runs everything from, you know, relationship experts to what it means to be trans, Trans & Sexuality, and Trans in relationships. You know, it, it runs the gamut. So I really liked the fact that she has a very broad

inclusion of what it means to be with that love and intimacy topics. So I really enjoyed her. I'd love for her to be able to show,

- Michelle: [12:41](#) oh, that would be great. It would be fantastic to hear her perspective and and get some of her wisdom. Yeah, shout out to Beth. What's up, girl? Those of you listening, if you have any questions about sex or anything that we talk about here today, write to us, go on our facebook page or visit our website and in that little comment section ask a question. We get that directly. That doesn't go through any third eyes. That's just us. So you can ask your questions. We will address them on air.
- Nicole: [13:17](#) Absolutely.
- Michelle: [13:17](#) Who else do we run into that we want to give a shout out to?
- Nicole: [13:20](#) So I ran into Jenny Wetter. I believe that this. I ran into her in a session when you and I have separated at some point we had to split divide, conquer. We really wanted to hang out with each other at some point in order for us to get some of the knowledge that we were seeking. We had to split up, but Jenny Wetter is the Director of Public Policy at the Population Institute where they fight for reproductive rights and reproductive health every day and she also has a podcast as part of that because they're. They're utilizing podcasting from a nonprofit standpoint to help people stay informed about the rapidly changing landscape of what is available and so, if it's called "Repros Fight Back" and we'll make sure the link is in the show notes for that, but they talk about sexual reproductive health and rights that are under escalating assault both at home and abroad and their podcast is meeting people at the front lines and fighting back. So the experts that they have, the topics they talk about, the fact that reproductive rights in other countries are being influenced by our government that we are interfering with other people's reproductive health. Ain't Cool. And so, you know, I really. I told her. I said I wanted to make sure I said hello to you and grab your information because who you are and what you're doing is so important to us both and we definitely want to highlight her and share her as a resource because the podcast is very informational, but also the institute is doing a lot of good work as well, so we like to highlight good work being done. Right.
- Michelle: [14:57](#) Absolutely. We're here to work as a collective and and reach out and share wisdom and share resources and share love in that kind of way where you may not know what to do, but we know people who do.

Nicole: [15:12](#) Exactly. Exactly. We can share them, we can connect you with them. That's part of who we are is getting to know other people to be a part of the collective healing so and she certainly is one of them and she's doing the podcast on top of her already full time job, so she's really hustling it out to make sure that it's a resource that's available for people. So go to their website, we'll put it in the show notes. There's an option for donation, you can donate there. So check her out and take out their institute.

Michelle: [15:41](#) Yeah, it doesn't matter where you land politically on this issue. People's bodies are their bodies and we need to make sure that they remain autonomous. Exactly. Good stuff. So while we were at this convention, this podcast movement, we took some time because it's, it can be very overwhelming and there was, you know, I don't know, 3000 people or whatever in that building. So there's a lot of energy and a lot of different ideas going on and you can get lost in that sort of shuffle, you know, just like in life, just like going about your day. You can get lost in the shuffle of everybody's energy bumping up around you. So we took time for own self care needs, to bubble a little bit and kind of step away from the fray so we can process what we were experiencing, deal with any kind of questions or feels or whatever that was coming up within us and bounce some ideas off of each other.

Michelle: [16:39](#) And one thing that you're going to be. One thing that came to us actually was, you know, what are we doing like what are we really doing with this podcast because you know, if you listened to from season one, we weren't quite sure. We just knew we wanted to do something. We knew we wanted to get together and talk about ideas and kind of process just our own healing in our own lives and work through some of that stuff together, out loud and the thing that's been coming across over and over and over again is that we're here as healers. We're here as people who are definitely processing our own lives and our own healing, but sharing that wisdom along the way and our guests, our listeners, you the wonderful audience have reached out and told us that, you know, we've been helpful to you in some way by sharing this healing. And so we thought, you know what? Maybe let's be a little more focused and a little more intentional about what we really want to do with this platform. Let's talk a little bit about that.

Nicole: [17:49](#) Yeah, so you know, like you said, anyone who's listened from the beginning, the thing that's been clear is that we want to talk about hard issues with some humor and some skill building brought experts on that talk a lot, about a lot of different things around that. But we do want to get more intentional, more

specific to have more of a direct focus so that so that healing is possible and the healing happens in whatever we're touching, whether it's the podcast, you know, things that we offer, the people we interview, and so we're going to refine our language around our podcasts to make it easier for people to understand what we do and why we're here. And the healing of trauma is certainly going to be in that, in that definition of what we do. Because you know, what happens when you are in a room of 3000 people and they're all asking you what your podcast is about.

- Nicole: [18:40](#) And sometimes their initial impression is that it's like, well, what's the Sparkle Hour? you know, there's a little bit of like, what is this? How serious could it be? You know, should we give it our time, we hop to it really quickly to define our language around our podcast, so we did not either get dismissed or so that people could understand that, you know, the importance of the work that we're doing on the platform. So yeah, we have honed our focus in a little bit and it's going to inform everything that we do from now on.
- Michelle: [19:08](#) Right because transformation is the key always isn't it? in some kind of way. We want to experience transformation ourselves. And, we want to help promote transformation. It's not the right word. Promote's not the right word.
- Nicole: [19:22](#) Uh, I don't know. We might be in actually promoting people who help with transformation. So we're going to be promoting visibility around transformation. I don't know, Co-facilitate?
- Michelle: [19:35](#) Yeah, it's something. Words are hard. Words can be hard, (laughter) but it's like a collection of, of healers and people who have been experts in dealing with healing their own trauma. That can be, as you call it, little t trauma or big t trauma.
- Nicole: [19:55](#) Yeah, it's like a consortium.
- Michelle: [19:58](#) Can it be something Bitchin for sure.
- Nicole: [20:00](#) There was talk about a movement. There was also talk about a revolution and so you know, we'll get into more details about that later, but really honestly we're going to help people define their issue, defined their trauma, find, introduce new ways of looking at it, defining it and transforming it. That might not be as intuitive as you think. It might be surprising in a lot of ways as well, but in a really, really good way. So that's gonna be. That's gonna be a fun episode to flesh out.

- Michelle: [20:26](#) Oh for sure. But know this like we haven't changed in in any kind of negative way. We have actually been able to peel away another layer about who we are, what we're doing on this planet and why we're talking in these microphones and sharing stuff with you all is always going to be based in love. Always.
- Nicole: [20:45](#) Exciting. It is. One of the other things we did when we were at Podcast Movement, I think surprised people is we went around to the vendors. They had like a big exhibitors room and we went around to... We looked at every one of them and particularly if there were women representing the company we would stop and say hello, but we went to the vendors, the resources that we use and like Acuity Scheduling or Buzzsprout, podcasting whatever those were and we stopped and we would introduce ourselves and tell them, you know, that we appreciated the work that they did and this resource they had for us and told them how well it worked and why we liked it. And I think that surprised a few people.
- Michelle: [21:26](#) They were knocked back a little bit like, wait a minute, what?
- Nicole: [21:29](#) I don't have to pitch you. I don't have to sell anything to you. Literally just want me to receive love and compliments. Okay.
- Michelle: [21:38](#) And it was refreshing like after they were knocked back into their senses, like, wait a minute, people are stopping to be kind to us. Not that people are assholes in those places, but you know it, it was just, it's such a different energy that you bring when you're bringing gratitude to a person. That's not what's normally expected. Right? But it's how we live. So when we knew that some of our, some of our vendors that we use on the daily to make this happen, were right there. We were like, oh, what a great opportunity to go up and say thank you. What a fun thing that was. And it turned out to have like just as wonderful conversations where you can see the shoulders relaxed and you can feel that like exhale, like, oh my gosh, I don't have to work really hard right now. I can actually just experience you being grateful and say, Oh wow, we are doing a good job. So yeah, that was a fun little lesson for us as well. Now, energetically, by the time you hear this podcast, some things will have changed. There's not going to be. We're not going to be in the middle of a full moon cycle. We won't have just come out of some lunar eclipse. And so if you're sensitive to those energies or not, it won't matter. But while we were there, it mattered. And over this weekend it mattered. And entering into the mercury retrograde, it mattered.

Nicole: [23:03](#) It was definitely interesting being in this space together under those, under that energy and see how both of us are different in that energy totally. Yeah. Plus it was a lot of people, so it's a lot of overwhelm, but so one final note about podcasts, movement and how useful it is. So mercury retrograde decided to show me some excitement this morning. We were talking about this earlier. Michelle is like, oh my God, you to talk about this. I'm going to do it really quickly. So I have a messy desk. Everybody knows this about me and I have a lot of papers everywhere and this morning I decided I would start my Monday by lighting a candle and it's one of those really short ones. It's like a little tin and so I lit that candle on my desk and I decided to jump on a zoom with someone. I've pulled my earbuds out and they moved the papers unbeknownst to me closer to the flame (omg I'm having anxiety right now). Right. And so I'm about to jump on the zoom with this person and I smell burning paper and I look over at my desk. It's on fire, all the papers around the candle or like or like on fire, the fire is spreading across my desk and so I needed to put it out and they would, it was spreading really quickly like the, you know how it is when the paper, the paper just goes. You have to act fast. Yeah. So what I did is I was like I'm going to have to drown this out, like suffocate it and snuff it out with something big because it's spreading and I can't just blow it and put my hand on it or whatever. So my podcast movement bag was on the floor because I was using it to pull out cards of people we met and everything and so it happened to be there. So I grabbed my podcast movement tote bag, which was pretty big. Put it down on the fire and managed to snuff the fire out with my podcast movement bag. We will have a picture in the show notes for you to see the damage to this poor bag, but thank you podcast movement for the extra large tote and a material that is able to sniff out a fire because mercury decided to light my business on fire this morning.

Michelle: [25:09](#) God talking about lighting a fire under your ass.

Nicole: [25:12](#) I know, right? Oh my God. So yeah. So Jason, his parting words to me were after at fire alarms going off and there's smoke everywhere is please be more careful and we're going to get a fire extinguisher. It actually could have been bad. I'm really grateful that I caught it in time, but yeah, so podcast movement. Woo. Thank you for the tote.

Michelle: [25:34](#) Thank you for saving my cousin.

Nicole: [25:37](#) Thank you Jared and Dan for putting on such an amazing event. Your care and concern and attention to detail was noticed.

- Michelle: [25:45](#) Absolutely and deeply appreciated. Thank you for bringing together so many amazing people under one roof. Um, thank you for creating a platform where we could all get together and experience each other, learn from each other, teach each other, grow together in the same direction, and that is to spread knowledge and wisdom to a dying, hurting world. So thanks for joining us here on The Sparkle Hour today. Be sure to visit our website and check out our show notes because it is juicy today there are so many wonderful people that we have given shout outs to be sure to check out their links on their websites. We are not paid affiliates for any of them, we just think they're bitching, Kick ass people doing good work in this world. And we're here to amplify it. Absolutely. As always, if you have any questions or comments, reach out to us. Visit our website and go to the comment page. Let us know it's, it's fun. Um, yeah. You just click on there, send us your questions, your comments, your feedback, and of course subscribe [for free] on all the different ways that you like to listen.
- Nicole: [26:52](#) Go to our facebook page, The Sparkle Hour, follow us there. Join our group, When In Doubt Sparkle That Shit Out, because if you were in our group, you would've have been the beneficiary of some live video of us doing spa treatments in the hotel. So yes, join us and follow us on our platforms and share us with your friends so we can grow the community and our influence.
- Michelle: [27:13](#) Yes, please. Let's make it grow you guys. We love you and take care. See Ya. Bye.
- Closing: [27:21](#) Thank you for listening to The Sparkle Hour. Today's episode was brought to you by Nicole Lewis-Keeber Coaching and The Blessings Butterfly. To learn more about the topics discussed today, please visit our website at [www.thesparklehour.com](http://www.thesparklehour.com). And remember, when in doubt, sparkle that shit out. Yes, please.