



Expand Your Fempire Podcast #12 Energy Management for Women in Business with Aeriol Ascher

Welcome to Expand your Fempire with Caterina Rando, the podcast for women in business on a mission. Sharing ideas to support you to grow and thrive. Now here's your host, Caterina Rando.

[00:00:17] **Caterina Rando:** Hi everybody! Caterina Rando with you again for another exciting episode of Expand Your Fempire! And today I am so excited because I have with me the fabulous, amazing, fun to be with super smart Aeriol Ascher and Aeriol is a master of many things. One of the things that Aeriol is a master of is self-care for women in business.

[00:00:47] She's also highly intuitive. She's a Reiki Master. She's an energy healer and teacher. And of course, a good friend of Thriving Women in Business and myself, and she's a wealth of wisdom and knowledge.

[00:01:03] So I thought that we would talk to her today about a potpourri of topics. Hi, Aeriol. So happy to have you here.

[00:01:14] **Aeriol Ascher:** Hello! I'm going to tagline that - I love a potpourri of topics. Yes. That sounds wonderful. It's so amazing to be here with you today. What a great opportunity to connect with you.

[00:01:27] **Caterina Rando:** Well I'm so happy to have you here. My friend, first thing I want to ask you, cause I like to ask everybody, is how you got into your business. And before you tell us that, tell us what your business is, so all the listeners understand.

[00:01:44] **Aeriol Ascher:** Well, I have kind of a couple different things that I do, Caterina. **As you know, I'm a speaker and an author and, and I love that. And I also work with speakers and authors, and I also love that.**

[00:01:58] And I think one of the most epic things that I do is my energy healing. So, it seems that my whole life I have done either teaching, performing or energy

healing or some combination of those things and my life continues on and on like that. So I still have all of those things going on.

[00:02:20] My business, my healing business, is Soma Sound Therapy. And, as you mentioned, I do Reiki and energy healing. And what I really love is my Vibrational Bowl Therapy. So, I do do some sound healing mixed in with my energy healing. And, what I find about the sound healing is it's just an instant way- especially the vibrational sound healing - obviously acoustically we can listen to sound and relax ourselves, but I do a specific kind of sound therapy that's with vibrational bowls that actually are on the body.

[00:02:58] So they work vibrationally on the body. So somatically through the body. And I'm so excited about that modality. Because I've been doing energy work for a really long time, my friend. This is so amazing. I just put bowl on my lovely client. Give it a little ring. I don't have one at my disposal in my hands right now, I was looking around. Usually I've got props surrounding me. But, when I do that, my clients just instantly fall into that beautiful, relaxed and tranquil space. And the better they get at it, the better, the quality of their life. And so, it's just this great cycle that just keeps going and going. I love it.

[00:03:39] **Caterina Rando:** Well, I've been on your table, my friend. So, I have had the bowl experience and I do want to say for everybody, **I find sound bowl healing to be extremely blissful.** Like when I leave, I'm always blissing and this is something that probably a lot of people haven't tried.

[00:04:01] So I want to highly recommend sound bowl healing and therapy and a sound bath is something else where you go and you can do it individually or in a group, right?

[00:04:14] **Aeriol Ascher:** Well, that works acoustically in the whole room, so that's not vibrational on the body, but that is awesome stuff.

[00:04:20] **Caterina Rando:** Right. Right. Very exciting. Okay. So, my friend, that's what you're up to these days. I also know that you train practitioners and you teach people a lot of different topics. **I want to ask though; can you share a little bit about how you got started in your Fempire building?** Because you have a lot of twists and turns as many of us do people say, how long have you been in business? I say, well, more than 25 years, but it's been a very circuitous route to, it always looks a little different. Can you say a little bit about how you got started on your path?

[00:04:55] **Aeriol Ascher:** Yeah, absolutely. I started my healing path in 1994. I was working in the restaurant business. And I was a server and I knew intuitively that I was supposed to do something in service. And I really knew that I didn't like being a server and I kept getting promoted to management because if you've known me for five minutes, then you probably understand why I kept getting promoted to management. I'm good with people. I'm charismatic. And I didn't want to live my life that way.

[00:05:27] And it really was kind of in a moment of crisis when I finally decided to go into healing, and I started out with hypnotherapy. I really wanted to serve people and help people.

[00:05:38] And I was just out of college with a theater arts degree. And, I couldn't automatically make a living off of my theater arts degree. So, I went into healing arts and it gave me flexibility. It gave me all kinds of things and I got a little bit obsessed and just kept building modalities and building modalities and building modalities.

[00:06:00] I think I started my first massage therapy business in 1994. And that was after being a hypnotherapist and not really knowing how to market hypnotherapy in 1994. I mean, I didn't have words like self-care and mindfulness. And coaching wasn't even a thing that people did yet, right?

[00:06:19] So I was really doing all of that and, and accumulating skills and just being a helper. So, my business branched out of my massage business first. People loved my massage business because I added those aspects of hypnotherapy and the Reiki energy work and it just kind of snowballed. So, I've always kind of done that.

[00:06:42] But my undergraduate work was in theater arts. So, I'm a performer, right? But **that energy management is part of how I became a performer because I need to control my own anxiety and my own stuff to be able to be out there like that.** I think one time you and I talked about, I really identify as an introvert and I find that extremely shocking because I have a big personality, but, but I recharged as an introvert and I identify as a highly sensitive person.

[00:07:15] So, now I have language to put around all that. But my whole life, basically, I was trying to serve other individuals that were like that and be of assistance to them.

[00:07:27] **Caterina Rando:** Aeriol, what would you say for our listeners - because you know, **energy management is something that all women in business have to do.** There's managing your personal energy, just to have vitality. There's managing your energy before and during, and after a meeting. There's managing your energy when you go networking and people are bouncing off the walls or not sending you love. There's all kinds of situations. Right?

[00:07:58] **And a lot of women in business may know about managing their energy, but they may not know any tools to do it. Can you share with us two or three of your favorite super tips to support women in managing their energy as they build their Fempire?**

[00:08:17] **Aeriol Ascher:** Yeah, absolutely. **I love to make sure that people are grounded,** right? That's something that I find, and there's a lot of different ways that different practitioners can tell you how to get grounded. And a real shortcut that I can just say right now, because we don't have all day is just to imagine yourself with a connection to the planet, all the way down into the planet. Almost like you can

take an electricity plug or your USB plug and plug it into the center of the planet from your energy, right?

[00:08:51] But we also want to what a lot of people, if you've ever done Qigong or anything like that, we want to pull down our energy. Pull down the heavens. **So, we pulled down the heavens and plug it into our heart. And then we plug our heart all the way through and down into the planet.**

[00:09:08] Okay. That's great stuff right there. Right? So that is simple, simple, simple. **Plugging into your source and plugging into the planet.** So that you become a conduit of light or energy, right? So that you become a clean conduit of energy and center of your energy yourself. So those are the first things that I tell people.

[00:09:32] I also, because I do work with the voice, **I really, really encourage people to have a daily practice that they include with their meditation that is focused on breathing.** And, you can't do enough of this, right? And it's partially the visualization of filling up your body with the oxygen, allowing the muscles and the tension to come out of the body and getting the breath into the body. But also, the breath support of the breath coming out, right? And a lot of meditation practices we talk about, there's a lot of different names to call it, but **I think what's important to remember is breathing in through the nose, slowly holding that, and breathing out, a little bit longer than we breathed in.** Okay?

So if we do that in counts, I'm a musician. So I do everything in four - it's in two, three, four, hold two, three, four, and then exhale one, two, three, four, five, six, seven, eight. We actually want to go all the way to eight if we can. Okay?

[00:10:41] That cleans out the cells. **Physiologically, you're doing so much good for yourself and you're resetting your energy, your brain balance there.** So, it's great to breathe out. That's how we get the toxins out. Right? One of my favorite interviews on my "healing body, mind and soul" podcast, this [00:11:00] doctor gave me this great tip bit of information. He said, "Aeriol, where does the fat go when you lose weight?" I said, "I don't know. I think you, like, what do you pee it out? Or like, what do you do? Or where does it go?" And he said, "Actually, it's the breath that carries the excess out. It's when you get rid of that carbon dioxide, all the icky stuff. That's where it goes." I never knew that. I thought that you must burn it off or somehow your body excretes it, but actually most of it is getting rid of it through the breath.

[00:11:33] **Caterina Rando:** Interesting!

[00:11:33] **Aeriol Ascher:** I know. I love science.

[00:11:34] **Caterina Rando:** Interesting. Wow. Okay, good. So, we're going to help the ladies get grounded. Now Aeriol, anything for the ladies when they're going to go to a **networking event and there's going to be lots of people there and lots of energy and anything to support us with our energy management in one of those types of situations?**

[00:11:59] **Aeriol Ascher:** There are a couple of things. Let me share this one with you. If you imagine your energy field around you is something that is projecting from inside of you okay? And you can sort of make your energy go further away from your body and closer to your body.

[00:12:17] If you **keep your energy tight and bright**. I like to say “tight and bright,” we don't want it dissipated out so that there are no boundaries. We'll save that for our deep meditations. Okay? You can become one with the universe, but you want to be a vital force, a pillar of light, tight and bright around your body.

[00:12:37] At the edge of that tight and bright. And I say, keep it like eight to 12 inches from your body, all right? I'm not talking about puffing yourself out really big, but keeping it tight and bright, close to your body. If you sort of project right at that area, a rose right in front of you, okay? And then you can walk around with that rose. It kind of follows you around.

[00:13:01] Now that rose is going to become a filter for you. So, as you're walking around at your networking event, you have this rose in front of you, okay? Then you're not absorbing energy into your body, but sort of watching the rose and watching the rose out there when you interact with somebody. And their energy can come on up into the rose and you may notice the rose may blossom, if that's a good match for you. Or maybe if it's not such a good match, it'll like curl and turn black or the leaves fall off. Okay?

[00:13:34] Don't worry about that. You just notice, right? Cause the Rose is outside of you. So, all of the energy comes to the rose. Now when the rose gets kind of cruddy and no good anymore, we want to be able to clean things off. So, what I recommend is that you get a big stick of Wile E. Coyote dynamite, light it on fire, and explode that rose into smithereens, okay? And then very quickly with the

[00:14:00] powerful force of your imagination... joooop...you can put another one up there.

[00:14:05] So when you're playing this game of having a rose up at the perimeter of your energetic field, it **serves as a buffer and a filter so that you have more discernment and energy coming towards you**. So, it just gives you a little bit of an energetic shield that is not a wall that people can't get through. It's still inviting and lovely, right?

[00:14:30] You're projecting that mentally in your space there, it's still an inviting thing and you can still hold great conversations. But have that boundary set so that you're a little bit further back. We do want to lead with our hearts, but **you don't want all energy in your energy field**, right? So then here, this friendly barrier, is a methodology to have some sort of filtration.

[00:14:58] **Caterina Rando:** Well, I think this is really good. And thank you Aeriol for this. Because, you know, when we talk about business, talk about sales, marketing, operations, finance. We don't really talk a lot about energy management or, I mean, in some circles, of course we do, but it's another thing for our Fempire builders to put their attention on. And the other thing that you know that I like to

talk about as one of the five pillars of being a Fempire builder. Speaking selling, serving, strategy. And the last one is self-care.

[00:15:34] And **I think that you are a master at teaching women in business, how to really make self-care a priority.** And Aeriol, I want to hear about your super tips, but first I want to hear a little bit about in working with so many businesswomen, as you have done over the years.

What do you feel are one or two of their self-care challenges that we want them to be aware of and address?

[00:16:03] **Aeriol Ascher:** That is a great question. Thank you so much. This is a great question. When I talk about self-care, I talk about whole self-care. I don't just talk about body care. I mean, obviously it's important - body. But really whole self-care. **And this includes body, mind, emotion and spiritual components.**

[00:16:26] So when I talk about whole self-care, **I really would love for more people in positions and in business positions to put their attention on their mindfulness,** right? Their intentionality, managing their emotions and energy, like this, because.... we need to be conscious about it. I mean, really because we need to be conscious about it in order to make strides.

[00:16:58] if you want to be in business, you're going to have to be seen. So, you have to break through these fears of being seen. Break through these fears of being heard. We all have all of this stuff that, you know, part of us doesn't want to really be out there and be in the public. But the more self-care that you practice, you're just going to be comfortable with yourself.

[00:17:22] **Self-care is automatically going to make you a better salesperson, because you're not going to be in a place of survival, you're going to be in a place of service.** You're going to be a better leader, because you're going to be a better communicator because you're more in touch with your intuition, and you have done your deep breathing and done all of your practice for the day. You're having your own needs met. Like they say put the oxygen mask on yourself first and then take care of others.

[00:17:52] I think only by embracing this kind of self-care, this holistic self-care and, by really taking on self-care, can leaders be successful, businesspeople be successful. **Because you want to be in that calm, harmonious state when you're serving your people.**

[00:18:13] **Caterina Rando:** Absolutely. So Aeriol, let me ask you this question, okay?

[00:18:17] **Aeriol Ascher:** Okay.

[00:18:18] **Caterina Rando:** **What are a few things that you tell your clients to support them with their self-care?** What is your advice for all of our Fempire builders who are busy building their Fempire, but also know the importance of holistic self-care to grow their business.

[00:18:36] **Aeriol Ascher:** A couple of things are paramount. And I've mentioned it already, but it's worth mentioning again. **Having some sort of practice around deep breathing is very, very important.** Not just meditation, not just intentionality, but breathing. Taking two minutes to breathe, taking five minutes to breathe. Super important.

[00:19:02] I know that sounds overly some simplistic, but what I've noticed as being bodyworker for 30 years now is **people's breathing is actually out of sync with their body.**

[00:19:14] And we have so many things that go on, even as women, as performers or whatever, we don't want our bellies to be too big when we breathe. I mean, there's all kinds of stuff in our head that affects how our breathing is working and breathing is supposed to happen naturally. **So, if you can take just a few moments to put your conscious attention on your breathing and to check your body and make sure that you're breathing properly, it will put your body in better posture, better alignment, everything.**

[00:19:45] Also journaling. having some reflection time, some people do that by meditating. I'm with you Caterina, and I know you're in this camp, that **if you write it down, then you can do something about it.** If you just meditate upon it, you know,

[00:20:00] you might have some revelations, but it doesn't guarantee that you can go back and tweak things. **So, breathing and journaling are two big things in my world that I recommend to people.**

[00:20:12] **Caterina Rando:** Okay, great. So, let's say that the ladies are doing good with their self-care. They're doing good with her energy management. One of the other things, Aeriol, that I know that you're really masterful at is **how women can embrace, turn up, tune up their intuition in their business.** And you're so intuitive yourself. I know that you also help others to turn up their intuition.

[00:20:43] Give us at least one thing to put our attention on for our listeners that want to improve their intuition in business. Because it is so important to be having that skill. Again, another one of those things we don't really talk about - sales, marketing, finance operations, but **intuition is a really essential business strategy.**

[00:21:07] **What are your thoughts? What are your recommendations for ladies?**

[00:21:10] **Aeriol Ascher:** Well, it will kind of go back to my same things, self-care and breathing. because you must be a master of your own energy. **Your intuition shows up different for different people.** With me, it's my body. I get little pains and I feel it in different levels of my body, like energetic pressure from outside and actually inside. I feel stuff. That's just how I operate. Not all my clients are the same. I have clients that are very visual, and I have exercises.

[00:21:42] But, in order to know how you're wired, and I think that all people have intuition and all people to a certain extent are psychic or have some sort of vision or feeling or something. Everybody is wired a little bit different, so it shows up

different for them. **And you only know what your gifts are when you spend some time with yourself.**

[00:22:03] And breathe and meditate and show up with yourself and develop a relationship with yourself, really. **Your self-care represents your relationship with yourself.** So, so I think that everything else in your world is a sort of microcosm of how you're showing up at that relationship with yourself, right?

[00:22:26] **Caterina Rando:** Right, that's very insightful.

[00:22:28] **Aeriol Ascher:** The deeper that you can go into the self-care practice. And, and even myself over the last couple years, as I've been saying "self-care, it's self-care, it's self-care" has gotten deeper and deeper and deeper of the practice that I've already done for 30 years. there's still more deepness to go. There's still more to find out always, it's a process.

[00:22:49] But following the breath is so essential. I can't state it enough. Your listeners are probably getting tired of me saying it, but it really is a primary practice because when you can breathe into your body and really notice the nuances of where there is tension, where there's space, where there's comfort, where you feel things, where things register. Where maybe your alignment is off, right? Being able to go, "Oh, you know, something in my spine. Maybe it's time to go visit my chiropractor." Or, "Oh, this muscle, you know, it's time to get some trigger point action going on cause I'm having that tension or that thing"

[00:23:37] To be able to **tune into yourself and know what you need is when you have mastered your self-care.** More than just, you know, what you had for lunch or how many times you made it to the gym. I'm not undercutting any of that stuff, but **there's more to our relationship with ourselves than just those things.**

[00:23:56] **Caterina Rando:** Well, I think you're making a very good point, Aeriol, is that the more we do it consistently, the better we get and the more we get masterful at listening to our body, being attuned with our body and that, that supports our intuition as well as our self-care. Beautiful.

[00:24:16] Okay. Next thing I want to know, Aeriol is what's next for you?

[00:24:22] **Aeriol Ascher:** Oh, thank you for asking. I am really excited Caterina. As you know, I have been doing my own podcast, "Healing Body, Mind, and Soul" for about a year now. And I just, we're just clocking into about a hundred episodes that we got under our belt.

[00:24:40] **Caterina Rando:** Bing bing bing that's awesome!

[00:24:41] **Aeriol Ascher:** I mean, it's huge. It's huge. But what I learned over the last year of doing a podcast on whole self-care was how much I love supporting other practitioners and hearing what you know, what their take on self-care is and, meeting other "woo woo" practitioners and medical practitioners of all kinds.

[00:25:04] It's been such an interesting journey and next year it's snowballing into an even bigger thing. We have signed up on another huge platform. We're going to be part of Voices America, and we're just putting it out there on a larger platform.

[00:25:21] And also, I am compiling a healing anthology. I'm so excited about this. I really want to support all of my healing friends in an anthology that I'm compiling, entitled "healing, body, mind, and soul empowered self-care." And it's going to be so wonderful. I already have some fabulous authors on board and, and I'm collecting more people every day. I have a couple more interviews, on the horizon next week. But I am so excited to compile an anthology like this. It just seems like a natural progression in what I've been doing over the last couple of years, supporting other healing practitioners. And now we're going to have an actual book compilation where authors, healers can contribute different modalities, different stories to empower self-healing what I think will be all around the planet.

[00:26:23] I always tell everybody I've been on a mission to raise the consciousness of the planet since 1994. And I used to have the tagline "raising the consciousness of the planet one soul at a time." And I keep telling everybody, I need them to change that tagline so that it's a bigger audience so, one at a time, I'm never going to get it done in this lifetime. So, I'm really branching out to this podcasting and now the healing anthology. I'm very excited and we will raise the consciousness of the planet.

[00:26:52] **Caterina Rando:** I love it! Now, Aeriol, I'm sure our listeners are getting that you have massive, massive, massive value to bring, and that you're a wealth of knowledge. How can our listeners get in touch with you and anything exciting you want to share with them?

[00:27:11] **Aeriol Ascher:** So I have several websites, Aeriolascher.com. That's A E R I O L ,Asher, A S C H E R.com. And **there is a free download there called "How to speak so people will listen."** Edit: free gift at <https://healingbodymindandsoul.com/free>

[00:27:27] **Caterina Rando:** That's a good topic. How to speak so people will listen! I've done a lot to get that. That sounds really good.

[00:27:36] **Aeriol Ascher:** Yes. Yes. Yes. So the Aeriol Ascher website is my speaker website. I do have a healing practice. It's called Soma Sound Therapy. S O M A. Sound S O U N D therapy.com. And my whole self-care blog is on there. And there are lots of energy tips and energy downloads. There's some videos there. Soma Sound Therapy is a wealth of knowledge for both practitioners and lay people alike. Anybody who needs some assistance for meditation, you're just getting started on your healing journey. "Healing Body, Mind, and Soul" is also the podcast that goes along with that. And you can look that up on healingbodymindandsoul.com.

[00:28:21] So those three websites are all great. All great to reach me at. They all connect with each other, so you can get tidbits of information, massive information and freebies at Soma Sound Therapy and so many great interviews. It's really wonderful.

[00:28:38] **Caterina Rando:** Well, Aeriol, I want to thank you for being with us today. My friends, as you can tell, Aeriol has massive value to bring her podcast by the way is amazing. Go listen to that. Follow her on Instagram. Connect with her. She does lots of amazing things. You're going to want to stay connected to her and Aeriol any final thoughts, words of advice for our Fempire builders?

[00:29:04] **Aeriol Ascher:** **For Fempire builders, what I want to say is your voice matters.** And your voice is more than the noise that comes out of your mouth. Remember, we were starting with that breathing and that internal, that intuition, all of that is part of your voice.

[00:29:25] **And when your intention and your breath and your language all meet up and match, that is when you're really in your sweet spot and you're bringing your divine self to the world.** And I encourage you to get that kind of balance in your life because your voice really does matter.

[00:29:42] **Caterina Rando:** Yay. That's great words to end on. Everybody, your voice matters. You have a massive value to bring, go be loud and proud about your massive value. Aeriol, thank you so much for being with us today.

[00:29:57] Everybody, we will see you on another episode of Expand Your Fempire. Caterina Rando signing off. Be yourself. Do your thing. We'll see you next time.

[00:30:12] **Aeriol Ascher:** Bing bing bing!

[00:30:13] **Caterina Rando:** Bing bing bing!

We hope you enjoyed this episode of Expand Your Fempire with Caterina Rando.

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Aeriol Ascher is an international bestselling Author, Speaker, Podcast Personality, Metaphysical Teacher, Holistic Healing Master, Mentor and Intuitive Guide on a mission to raise the vibration of the planet one soul at a time.

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