

Start 2021 On Fire with Aimee Batuski

SPEAKERS

Aimee Batuski, Lara Schmoisman

Lara Schmoisman

This is coffee number five. I'm your host, Lara Schmoisman . Hi there. Thank you again for being here in coffee number five, I'm so excited you're here. And a lot of times we think about intimacy as something that is private, something that is only for us. And for our partner. We never think of discussing these issues, maybe joking around with a friend, or maybe even in a podcast, or in a newsletter. But have you ever thought about talking to an intimacy coach? Well, today I'm meeting with Aimee, she is there entrepreneur of all the woman who want to get in touch with their own sexuality and their body, and they can explore their desire. So I can't wait to touch this point a little deeper. And to learn more about this. Hi, Aimee.

Aimee Batuski

So exciting for me too.

Lara Schmoisman

Yeah, well, it's great to have coffee with the Oh, even that, for me is so late. But for you so early. So like that, I kind of jealous that you're in Bali. I mean,

Aimee Batuski

I, I always say that I want everyone to come over to Bali, just so we can hang out and be together and actually be in person together. So yeah, I feel the jealousy, I really get it. And underneath the jealousy is a desire, which is what I always tell my clients. And so I love that desire to be together and to be in Bali. And to explore.

Lara Schmoisman

Yeah, I'll take you on that I'll be in Bali at some point. Amazing. I love you brought up before I even can say it, and I love the model of the desire, then everything you do, it's working around the desire because that itself is marketing. Yeah, it's how we market ourselves is to provoke desire in other people. So definitely your approach to desire. Tell me a little bit more. What's your take?

Aimee Batuski

Yeah, well, I used to live very much from obligation and expectation, and shoulds. So I don't know if anyone who's listening can relate to this. But I bet there are plenty of people who can relate. And I would I would really live my life from like, Okay, how can I? How can I achieve, right? How can I be the best? How can I win? How can I have the have the best at everything, and be the most successful, and

it was all this kind of like needing to achieve needing to drive needing to get somewhere, right, there was all of this drive. And that was great, right? It made me very successful at a young age. And my personal life, my sexual life, my intimate life was a really suffering. And so I didn't have balance. I didn't have balance between achievement and drive and success, and slowing down, feeling my body, feeling into my desires, knowing what would feel pleasurable for me in every area of life. And so I started to dive into this work, which I call the feminine work. And I started to engage in the conversation around desire. And what does it look like to live a desire led life, because most of us are conditioned to live a money led life, or an obligation led life or a fear led life? Right? So our fears are leading us or our expectations from our parents, or our society or our culture, those are the things leading us or pushing us instead of our intuitive desires. And so now I live my life from What do I want? What would feel good for me? What would what would ignite something in me? And then I trust when I follow my desires that everyone else benefits.

Lara Schmoisman

Okay, so a lot of people connect desire with sex. And for me this desire is beyond that is anything one can be in business, how can you applied this to business?

Aimee Batuski

Oh my gosh, I mean, I could go on for hours about how my work applies to business because so many, especially women, and I'm going to kind of speak most to the female entrepreneur here since that is what I am. That is what you are. That is what my clients generally are. When we are in what I call man mode. For Business, we are actually not engaging with a super powerful part of ourselves, which is our magnetism. So we're in our man mode of like, I need to get it done. It needs to be linear, I need to have a plan. I need to do it right. I need to be efficient, and it did, which are all good. Right? We need to have those qualities absolutely to be successful in business. It's part of it. But the other part that I was not aware of years ago is that to make business easier to make business flow, you actually can engage with your desires in every area of life, be more connected to your pleasure and have business be more magnetic. And this is really key. Because the way that I do my business now and I just had a \$300,000 launch, so business is going well, is that I am all about attraction versus promotion. I'm about magnetism. Instead of push

Lara Schmoisman

How do you get find that magnetism?

Aimee Batuski

Yeah, well, a lot of inner work a lot of coaching I'm basically where I found it is in my pleasure. So I love that you brought up the desire is beyond just in the bedroom. Absolutely. A pleasure. Right? We we collapse the word pleasure and the word desire with sex, right? your sexuality. Yeah, it's everywhere. I am always tuning into what would feel best for me right now. What does my body want? What would feed my soul in what I wear during the day in what I eat? in how I work? Right? I, I, I don't know how edgy you want me to be on this in this conversation. But I sit in a really like, you can see my room because you can see me my room feels pleasurable. Like I have a gorgeous kind of setting I have I have a glass wand next to me, which is a dildo. Which the energy of that is really vibrant. It's sensual, right? It's there's a masculine energy next to me while I get to embody my feminine energy, right? So

there's different things that I do in order to make sure that I have my candle right next to me, right. And so there's different things that I do to ensure that I'm in my pleasure, at all times doesn't need to be in bed, although that's important, too. And so I'm consciously going through life, asking myself, what would have this experience, feel 10% more pleasurable? What would have this experience feel 20% more pleasurable? And that's in work in food in cooking in conversations in sales calls. Right? And then in accessing my pleasure more, I have a self pleasure practice.

Lara Schmoisman

I have to stop you right now. And I have a deep in that sales call.

Aimee Batuski

Okay, great. Yeah, I just, I just got off a sales call. So it's perfect timing.

Lara Schmoisman

Yeah. Tell me about it. Yeah, sell me. I want to hear.

Aimee Batuski

Okay, so I just got up. I have a program starting it actually already started this week. But there's a few women that are like who want to get in. So we're getting we're letting a few more women in. It's called pleasure mastery. It's a six month program. And so many of the women are entrepreneurs, we really my business partner, Ellie, and I attract a lot of entrepreneurs and women that are in business because we attract successful women. Right. And the thing is, we attract successful hardworking women who are often people pleasers, right, and they don't have solid boundaries, and they're not connected to their bodies. Why? Because that was me. That's, that was my business partner. Right? We we were the high achievers high achieving people pleasers, right with no boundaries, always doing things for other people always wanting make everybody else happy and not having any idea or connection to our bodies or our pleasure, or we weren't having earth shattering sex, right. So that was me. And that's who we attract, because that's who we want to work with. So yeah, in the in the sales call that I just got off of. She's like, she's a good friend of mine here in Bali. And she is the most ideal client, she said yes to the program. Because she is a high achieving woman. She has a successful network marketing business. She wants to call in her one, right her life partner. And she keeps putting business and partnership and like magnet magnetic turned on a live, play and sex and pleasure in her life. She's putting those two in opposition with each other. Right? I can't be successful and hardworking, and also focus on my pleasure and my body and my self pleasure practices and conversation about desire, I need to work I have shit to do, I have goals to reach. And so that's what we do, we put them in opposition with each other, instead of seeing one, the feminine side as serving the other than more masculine side, the doing the achieving the structure or the rigidity that we need in order to be successful sometimes. So they actually beautifully complement each other. And I teach women, how to connect to your body, to your pleasure to your desire, get super vulnerable in your life, reveal yourself and your heart to people and have amazing boundaries while you do it. So you're not constantly taking care of everybody else, and constantly people pleasing. So you break those patterns. You're in your pleasure and in your desire and then you are just alive in your purpose and in your business and your magnetize I mean, we have 53 women signed up for this program that starts this week. And it like we we were like yeah Our desire is to have 50 women in this program. And just because over the last six

months, you know, COVID, dah, dah, dah, dah, dah, all these things were like, you know, if we have 20 women, it will be amazing, right? And no, no, no it what we were doing all of our pleasure practices, we were in all of our magnetism we were so in our pleasure in our lives, my business partner and I, we were totally walking our talk. And we had 53 women in the program more trying to get in now. It's already started. So this is what I mean, we were balancing working hard creating, creating the slides for our event, planning the event, you know, promoting it, telling women about it

Lara Schmoisman

Okay, let's talk about promotion, because promotion needs the power of attraction. So what do you do for promoting your business?

Aimee Batuski

Yeah. So um, it's so funny that you asked, because I love to just bring in like current things, right? Like the sales. Yeah, but I just got off of right. I was just, I was just, I was just outside. Yeah, I'm in Bali. And I was just seeing a beautiful snail outside my room. And my roommate came up to me and I was like, Look at this beautiful snail. She's so feminine. She's just so slow and connected to her senses. And she just like moving slowly and doesn't have anywhere to get to and, and my and my roommate was like, you need to make an Instagram story about this, you could just teach me all about the feminine just from this snail right here. And so that's what I do. And that's what my business partner does. We just share my experiences I share about my dating life I share about my sex life, I share about myself pleasure practices, I share about difficult and uncomfortable conversations that I have, I share about boundaries that I set that I'm terrified to set, I talk about, you know, lying in bed and resting, I share about like the hard work, when things are overwhelming. I get on, I get on a story or I make a post and I'm like, I am overwhelmed by the level of work that we're putting into this event that's happening. And I'm so turned on about it. And I'm so excited about it. And I'm stressed. And I reveal I reveal. I reveal I reveal. Because what I teach women is to reveal get vulnerable, get messy, because what we've been taught is have it all together. be perfect. Get it done. Don't let anybody see your weaknesses. And I just reveal I reveal the messiness of life. I reveal my resistance, my fear, my turn on my pleasure practices. I reveal all of it. And women are attracted to that, because they want the truth. People are attracted to the truth. They're not attracted to inauthenticity. People can feel when you're being inauthentic. They can feel when it's it's a show,

Lara Schmoisman

You'll have this take about desire mean pleasurable, but you need to be willing to and First, you need to acknowledge that is what you need in your life. And then you need to be willing to express to someone and to get into a program.

Aimee Batuski

Yes, it takes a lot of courage is that and it's not for it's not for everyone. I mean, it's only for the women that are ready for this healing for this growth. It's confronting for women, right? I mean, this is the most shamed area of our our lives, right is pleasure, sexuality desire, asking for what you want, you know, in the bedroom and in the boardroom. Right, we talked about money. We talked about sex, we talked about family trauma, we talked about all of the chargee topics.

Lara Schmoisman

Well, in marketing, we say always that we believe in a brand. And we believe in a voice that is the same that is everywhere. Of course, you have to learn to use the native language of each platform. So my question is your teaching woman's to be pleasurable, and to be these two different sides of business and private, but at the same time, they're the same brand this they're the same personas. So how can you do that switch that goes from one to another.

Aimee Batuski

So to me, they're not, it's not about having them be separate. It's about integrating the two right? So in my view, the way that I've learned it, is that we all have masculine and feminine energy inside of us, right? And usually they're out of balance. And so usually for and this was, ie, my masculine energy was leading the way in my life, right? It was like, get shit done. Do it all. Don't stop until you've made it did did it was like very rigid. Okay, so I was out of balance with my feminine energy. And so what I teach women is to get in the flow of their feminine energy to connect to their intuition to connect to their desires to heal their blocks and their patterns around people pleasing and shame and you know, not having boundaries. So, in teaching women, these practices and tools, they get more vulnerable, that impacts their brand. They then become more authentic, they share more freely. They're willing to put themselves out there, right? They're willing to be seen, which is so important for marketing. Right, you have to be willing to be seen, which is part of intimacy. And so I actually, it's, I don't make them separate, I actually teach women to integrate the two energies inside of them. Now, I have plenty of women in my programs who don't want to outwardly talk about sex or pleasure, right? No problem, they get what they want to get, they get a lot, and then they integrate it into their work. So I have clients that are hypnotist, that are dance therapists, that are private chefs that are personal trainers that are that are therapists. So they bring in the flavor of transformation that they get into their work. And it's, it's about revealing and being real and true and in their pleasure and giving permission to people in their world in their field, to be themselves and say yes to themselves, which is required for sales.

Lara Schmoisman

Yeah. Amy, I have one last question for you. But I think it's it's like, Okay, what is the three things that you do to make things to turn them pleasurable? How you can do that switch? In your mind, give us the three tips?

Aimee Batuski

Well, I would say the first thing is to ask yourself that question that I said earlier, which is how can this experience be 10%, more pleasurable, or 20%, more pleasurable for me right now? and ask yourself that anytime when you sit down for a sales call, when you sit down to write a post, right? When you sit down to create some content? How can you get yourself into the into the practice of making your life and your setting and your situation more pleasurable for you? So that's the first thing is always be asking yourself, How can this be more pleasurable for me? How can this feel good for me? What do I need to do to take care of myself. And then the next thing I would say is like, practicing. And these are, these are all like not so simple practices, at least for me, like I needed a lot of support, I needed a lot of coaching to get good at this practice. But the next thing is practicing revealing your truth as much as you can. And so anytime you have a little bubble of like, Oh my god, I want to say that, oh, there's that feels, ooh, that didn't feel very good. Oh, I have a desire here. Practice just saying one thing every day

that you normally would withhold, right, because we were massive with holders in our culture, especially women, I'm not going to say that I don't want anyone to hear that. I don't want to upset anyone. So practice reviewing, every day, just as a practice, one thing that you might normally hold back, but instead reveal it, because I love the quote, we're only as sick as our secrets. Hmm. So if we're revealing more than naturally, life becomes more pleasurable, right, we're more whole, we're more complete, we're more in our it feeling good. And so And the third thing I would say is, and this kind of goes along with sharing the truths and the things that we're withholding, but just practice making small requests for your desires, right? So if you're in an Uber, and it's too cold, and air conditioning is on, then make the request, could you turn down the air? Would you please turn up the heat? Right? These are little ways that women hold themselves back and do not express their desires, right. And if you can start practicing that, with your boss, with an Uber driver, with a friend, you can do it in the bedroom, right or with a client, or in all these scary situations where people are like, so afraid to be real or express their desire. And I say to my clients, like if my potential clients like, I feel very clear that this is for you, right, I feel I have such a clear desire for you to be in this program and to hold you in this experience. And so I express my desire, and then I invite them to express theirs and to own it. And to be clear about it and to let themselves have the desire fulfilled. That's the scary part. Women are so afraid to receive, we are so afraid to receive, we block receiving what we really want, because it's really vulnerable. And that's where it really ties in to business. Because if you have blocks around receiving, and like letting yourself have more and have even more and have even more than you're not going to make more money, you're going to block it, you're going to sabotage it. So learning to receive which is a very feminine quality is extremely important in order to be successful and successful in a way that feels good.

Lara Schmoisman

Well she said it all. So now ladies, let's start to practice them and if not, if you know where to call Amy. So we're gonna put all the information here in the chapter notes and people know how to reach you and maybe they can I see you in Bali.

Aimee Batuski

I would love that. And I actually have a pleasure challenge coming up in January the 11th through the 15th, which is virtual so anyone can join. It's free. Free using the code pleasure. So we'll we'll put that in the notes and make sure that anyone who wants to join and have a little taste of this pleasure desire work, you can do it easily with a free challenge that's happening in January. It's a great way to dip your toe in and get some practice with this stuff.

Lara Schmoisman

Sounds great. Okay, thank you so much. Amy was awesome to work with you and to talk with you.

Aimee Batuski

Yeah, my pleasure

work with you. You

Lara Schmoisman

You gave me so much information that I feel like great. I got a coaching session.

Aimee Batuski

There you go. I'm glad it was valuable. Thank you so much for having me.

Lara Schmoisman

It was so good to have you here today. See you next time. catch you on the flip side.