

# MAGIC HOUR PODCAST

CREATIVE PODCAST BY UNICORN MARKETING CO.

## The Magic Hour Podcast – Episode with Renata De Melo

**Hope Mikal:** Thank you so much for coming on *The Magic Hour* today. I'm so happy to have you here.

**Renata De Melo:** It's such a pleasure. Thank you for having me.

**Hope Mikal:** There are so many things about you—you are full of multitudes! I don't know how you'll answer this question, but can you give me a quick summary of yourself and a brief introduction?

**Renata De Melo:** Oh, sure! So, I was born and raised in Brazil. I am the third-generation granddaughter of a medicine woman, so I grew up very much in the medicine world. My grandma, my mom, my aunts—my mom is the youngest of ten—so it was a big family, and we all grew up in this space together. That created the biggest imprint on who I became in the world.

When I was 15, I left for Canada alone. I just felt like that's what life was bringing me, so I took off with the approval and blessings of my parents. In Canada, I feel like I experienced the second phase of my life. The first was growing up in Brazil in a powerful, spiritual family, and the second was being exposed to the Western way of living. That's where I grew into adulthood and entered the corporate world—only to realize that it was absolutely not for me.

I don't know if this resonates with you or your audience, but I grew up being the 'good girl'—the one who gets A+ grades, studies well, is kind and quiet, present but not too much, sweet but not too emotional. A lot of that had to be deconstructed at some point in my life. I had achieved everything society tells us to strive for—the car, the property, the job, the money—and then I asked myself, *Now what?*

That question led me into the third phase of my life: a massive deconstruction of all the external achievements to come back to myself. At that time, I was still in corporate, working as a core sales executive—a really successful one. Then, the fourth phase of my life arrived: I fully left corporate and asked myself, *How do I actually want to serve in the world?* So, I would say that I am a woman of many phases and deaths.

**Hope Mikal:** Yes.

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**Renata De Melo:** And a lot of rebirths.

**Hope Mikal:** Yes! Amazing. And how does it feel to be in phase four of your embodied self? What does this look like for you?

**Renata De Melo:** Phase four is liberation. It's amazing. It's the part where I can see that everything I've been through has led me to where I am today. It's a phase of gratitude for every experience that shaped me.

Today, I am someone who is absolutely true to myself, committed to living in freedom, and raising a daughter who will live on her own terms, not dictated by society. Phase four is about preparing for the next generation of my lineage and for all women to step into their power. I now have the privilege of supporting women in both worlds I grew up in: the corporate and business world, as well as the medicine world. I help women embody their true essence in their businesses, relationships, and leadership while being their biggest cheerleaders and gatekeepers—ensuring no one breaches the integrity of their being.

**Hope Mikal:** Incredible. Oh my gosh! I have chills. That is so beautiful! You talk a lot about embodied feminine leadership. Can you describe what that means to you and what this shift looked like for you as you transitioned from business to life?

**Renata De Melo:** Yes! Before we tap into embodied feminine leadership, let's first look at the world we grew up in. We were raised in a society where women cannot fully be themselves. We are told how to be, what to strive for, and that our worth is measured by our output—how productive we are.

This is the result of a highly patriarchal society, birthed from the industrial revolution, which emphasized production above all else. It's why we often feel disconnected from our true power as women. Our power isn't in what we do, but in *how* we do it. Feminine leadership is about shifting from output-driven success to essence-driven success.

For example, Hope, your podcast is making a huge impact. But *how* are you being in this process? Are you caught up in checklists and metrics, or are you allowing your essence to guide the impact you're making?

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**Hope Mikal:** I feel like I'm somewhere in between. I see the end goal, but I'm still stuck in the 'doing'—all the outputs I need to create to build the life I want where I feel comfortable and safe.

**Renata De Melo:** That makes perfect sense! This is what I call different levels of consciousness:

1. *Have-Do-Be* – “I need to have X so I can do Y and then be successful.”
2. *Do-Have-Be* – “I need to do X so I can have Y and then feel successful.”
3. *Be-Do-Have* – “I am already successful, so I take actions that align with that, and as a result, I have everything I need.”

Most of us are operating from Do-Have-Be, meaning our joy and success are conditional on hitting external metrics. But when we shift into *Be-Do-Have*, we embody success first and act from that place—regardless of external outcomes.

**Hope Mikal:** That resonates deeply. But how do we shift into *Be-Do-Have*?

**Renata De Melo:** We start by nurturing ourselves first. Many women pour into others—partners, children, businesses—before themselves. This is often part of the 'drama triangle' where we unconsciously play the hero, saving others while neglecting our own needs. To break free, we must:

- Ask, *Is this in my highest good? Does it bring me joy?*
- Set boundaries that honour our well-being.
- Shift from *doing* into *being*—showing up as the leader of our own lives.

**Hope Mikal:** That's so powerful. How does this apply to structuring our businesses, especially in alignment with our cycles?

**Renata De Melo:** Women are cyclical beings, yet we're taught to operate like machines—constantly in 'summer mode' (high energy, output-driven). But true flow means honouring all phases:

- **Menstrual phase (Winter):** Rest, reflect, plan.
- **Follicular phase (Spring):** Brainstorm, initiate.
- **Ovulation phase (Summer):** Present, launch, sell.
- **Luteal phase (Fall):** Review, refine, complete.

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By structuring work around these cycles, we optimize energy and avoid burnout.

**Hope Mikal:** That makes so much sense! Thank you for sharing that. Before we wrap up, tell us how we can connect with you and what you're currently offering.

**Renata De Melo:** You can find me on Instagram @iamrenatademelo. I also just launched *NEST*—New Era Sales Transformations—a program designed for coaches who want to master sales from a place of authenticity and alignment. You can learn more at [renatademelo.com/nest](https://renatademelo.com/nest).

**Hope Mikal:** Amazing. Thank you again for being here. This conversation has been such a gift.

**Renata De Melo:** Thank you! It's been an absolute pleasure. I hope this serves your beautiful community and the incredible work you're doing.