



CREATIVE PODCAST BY UNICORN MARKETING CO.

The Magic Hour Podcast: Episode with Renata De Melo

Episode Title: Feminine Embodiment, Leadership, and Redefining Success with Renata De Melo

Episode Summary:

In this episode of *The Magic Hour Podcast*, host Hope Mikal sits down with Renata De Melo, a transformational coach and sales strategist, to discuss feminine embodiment, breaking free from societal expectations, and structuring your business in alignment with your natural cycles. Renata shares her powerful journey from corporate sales to fully embodying her purpose, helping women integrate leadership and intuition into their work.

This conversation covers topics such as breaking free from the "good girl" conditioning, stepping into embodied feminine leadership, working in alignment with your cycle, and understanding the drama triangle in personal and professional spaces.

Timestamps & Key Topics:

Introduction to Renata De Melo (03:18 - 07:07)

- Born and raised in Brazil, 3rd-generation medicine woman
- Moved to Canada alone at 15
- Transitioned from a successful corporate career to full-time entrepreneurship
- Struggled with "good girl conditioning" and breaking free from societal expectations

Entering Phase 4: Embodied Liberation (07:23 - 09:45)

- Leaving corporate and embracing a soul-led business
- Raising a daughter in alignment with new leadership values

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- Balancing the corporate and spiritual worlds in supporting women

What is Embodied Feminine Leadership? (10:12 - 14:26)

- Breaking free from patriarchal productivity standards
- Shifting from "do-have-be" to "be-do-have" mindset
- Embracing intuition and presence over achievement

The Drama Triangle: Are You a Hero, Victim, or Villain? (19:06 - 23:28)

- Understanding how women often fall into the "hero" role
- The impact of playing the hero and experiencing burnout
- Setting boundaries and empowering others

Finding Your Zone of Genius (23:47 - 27:46)

- Identifying where you are spending energy in business & life
- Zone of Genius vs. Zone of Excellence vs. Zone of Competency
- Outsourcing tasks that drain your energy

Harnessing Your Menstrual Cycle for Business Success (34:40 - 43:58)

- Aligning your business schedule with your menstrual cycle
- Tracking energy levels during different phases
- Planning launches, big projects, and rest periods accordingly
- Recommended app: Stardust for tracking moon and menstrual cycles

How to Create Flow in Your Business (28:54 - 32:21)

- Letting go of control and trusting your team
- The 80% rule: Anything 80% done by someone else is a win
- Shifting from serving your business to having your business serve you

Embracing Your Unique Timeline (50:21 - 55:06)

- Redefining success based on personal fulfillment
- Prioritizing health, joy, and family over hustle culture
- Looking at your calendar: Does it reflect your true values?

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Renata's Offerings & How to Connect (55:44 - 58:57)

- Instagram: [@iamrenatademelo](https://www.instagram.com/iamrenatademelo)
 - Program: NEST (New Era Sales Transformations) for coaches wanting to confidently sell and scale their business
 - Learn more at: renatademelo.com/nest
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Resources Mentioned:

- App for menstrual tracking & moon cycle awareness: [Stardust](#)
 - Renata's website & program info: renatademelo.com/nest
 - Follow Renata on Instagram: [@iamrenatademelo](https://www.instagram.com/iamrenatademelo)
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Final Thoughts:

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