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SPEAKERS

Megan Hale, Leslie Tagorda

L Leslie Tagorda 00:06

Welcome to the savvy luminary podcast astrology for entrepreneurs. I'm your host, Leslie Tagorda, creator of the Astro rad method, business astrologer, Brad designer, author and Aquarius boss woman, I help visionaries, spiritual entrepreneurs and impact makers like you illuminate and amplify your unique star powers. So you can be the luminary you were born to be. Well, luminaries, I'm so excited to bring you my friend and coach and just a wonderful Leo goddess, Megan Hale. Megan is a profit first business strategist and money mentor for equity driven entrepreneurs ready to step into their field good money to create sustainable aligned business growth. Hello, Megan. I Leslie, I'm so excited to be here with you. Yes, the same here. Oh, my goodness. So I always love to tell people how we met. And I remember that we went to a retreat. And it was a kind of a big retreat. So there wasn't really a way to meet a lot of people. But we ended up being on the same flight out. And you just walked up to me and like, and you're studying energy and beauty, or like, you're one of my people I can tell.

M Megan Hale 01:30

It's true. It's true. I think that as like soulful, spiritual entrepreneurs, we just know when we see another like minded soul. We're like, yeah, we'll have good conversations.

L Leslie Tagorda 01:40

Yes. So ever since then, we've been Fast and Furious business friends, and I've worked with Megan, you've helped me in your intensive with getting my money organization, it just, it feels so good to have your support. Because the containers and structures that you build are so flexible. They're not this one size fits all, and just having my money organized. I'm like, Oh, look, I have two months of income for my dime. And I don't have to worry about it. So that is such a gift. But anyway, Megan, tell, like I read a little bit of your intro, but I know that there's so much more about you. So tell me who you are, how you identify and who you serve?

M Megan Hale 02:24

Yes, for sure. So I identify as a business strategist and a money mentor for very much like visionaries and changemakers. And I would say also like rebellious intuitive leaders, a lot of my clients, they kind of don't like the idea of having structure. But I think that I have my approach with structure is so expansive, that it actually ends up feeling very supportive. And that's what really allows my clients businesses to really start creating a lot more traction as to having more structure around their intuition. So it knows where to direct its energy and creativity and all of those things. So I bring a lot to the table with this whole money conversation. I am a former psychotherapist. And so everything that I do kind of pulls from that background of really looking at how we're relating to money, what are the unique dynamics that are present between us and money, it's like a human to human relationship. When we can start to think about it that way, we can really start to illuminate the ways in which we are projecting things onto money or allowing ourselves to feel safe or supported by money or all of these beautiful things. And so that's a big aspect of my work. But I am also a business strategist that is deeply, deeply curious around what it means to build sustainable businesses and really having a flexible framework that allows your business to flex and move through your seasons that can adjust to your needs. I have been through so many difficult life seasons where my business has really had to shrink so my life could expand and vice versa. So that's my work today is really helping people build flexible businesses that are deeply grounded in sustainability and unprofitability.

L Leslie Tagorda 04:14

Oh my gosh, I just I love it so much. And of course I have your chart in front of me. And so Megan is a Leo son with a Leo rising and Aries moon. And so we think about your Leo rising and how you are showing up as this creative passionate leader. Of course, you are attracting your Aquarius Changemaker, visionary clients who with an Aquarius, there's like

oh, there's nothing that's one size fits all. I am completely unique. You're framework about helping people tap into their intuition and what makes sense for them money wise and giving them those systems is so aligned. It's so beautiful.

M

Megan Hale 05:00

Yes, I mean, I feel that I have done I mean, our Astro brand reading was so deeply affirming for me. So I feel like I have finally arrived to the work that I am most been called to do. And if you would have told me that this is where I would be like several years ago, I would not have believed you. Because money has not ever been something that has felt good for me. And it's actually only been through, you know, my money work that I've learned how to actually create feel good money for myself. And now I get to teach it to others and help others do the same. So it's really beautiful journey and kind of a full circle moment.

L

Leslie Tagorda 05:37

Yeah, well, I remember that there was an exercise in one of your workshops, like a bonus exercise about your runes to wisdom. And, you know, when when I'm thinking about wounds to wisdom, I'm always thinking about Kairos. Because in astrology, Kairos is a center who has, he's immortal. So he, but he got a mortal wound that was supposed to kill him, but it didn't, and instead caused some severe pain where he traveled all over the world, looking for different healing modalities to help heal himself, yet he couldn't. And instead, all people from all over the world went to him and he was able to heal him and heal them. So the idea of the wounded healer, and so are. So when we think about the wounded healer in our own businesses, it makes sense that our wounds that we've overcome, that we've worked through, then becomes this biggest gift that we can offer others,

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Megan Hale 06:33

for sure. I mean, I often will say to people that like, I feel like money was that mountain that I needed to learn how to move. And I believe we all have our own mountains that are there for us to learn how to move them so we can teach others. So I 100% agree with that we can turn our wounds into our greatest wisdom. And when that is such a rich way of looking at some of the hurdles or obstacles that are placed in our path, you know, yes, my gosh, I



Leslie Tagorda 07:00

remember just doing that exercise, because that was kind of recently I was like that, Megan, I feel like I've gotten a year worth of psychotherapy done just for this one exercise.



Megan Hale 07:10

I know so beautiful. I'm so glad that you had that experience. I call that exercise, but wisdom audit, where we really look at just every single area of your life and what it's given you and how it's uniquely qualified to you to do the work that you're doing. And I think for me, especially for most of my clients, because I'm a very rebellious soul to like, if you tell me to shrink and put myself into some blueprint, like I revolt, I'm like, No, there's no, I think that our businesses really can be expansive in that sense, where we don't have to leave certain parts of us out of the table, like everything gets a space to belong. And when we intentionally design our businesses, that way, it feels like this beautiful playground where we continue to like, expand and evolve and grow and shift and our business gets to do the same alongside us. So I am so glad that the wisdom audit was that powerful for you.



Leslie Tagorda 08:05

It was so powerful. And I think that's why I'm so drawn to your work because not only do we use very similar language, in terms of sustainability. But there's this idea that you're just so transparent and so honest in the ups and the downs. And I think in the business world, especially with like business coaches and online personalities, you're not well, at least see the downside, we only see all of the highlights and business. It is cyclical, it is seasonal, not just within our month, our year. And you know, of course, I'm always thinking astrological seasons, as well. We have our seven year seasons, or 12 year seasons and all of that. And you have these containers that allow for that so that we're just, we're not just growing, growing, growing, because that is not sustainable.



Megan Hale 08:58

No, definitely not. I mean, I firmly believe in like being human first CEO second, because like we're always going to have our full human experience. And so being able to really honor that for ourselves, I think is the shortest path of creating growth and creating big leaps. It's when we really like ignore or avoid or suppress the very human quality of who we are. We're just trying to carry on as business as usual when life is not usual. We're doing like a disservice to ourselves, you know, and so I'm always kind of interested in how do we create businesses that really allow for our full human experience and it all gets to belong. We don't have to pretend to be these perfect experts. Like we can be like messy

and complicated and human and still stand firmly in our expertise.

L Leslie Tagorda 09:46

I what I hear when you talk about that is that is that that messy that play that joy that that everything that just kind of radiates No matter if the ugly or the pretty the good or the bad. That there's space for it all. And that creates the complete experience.

M Megan Hale 10:04

Yes. I mean, I think I was talking to a client the other day. And we have she's done several of my programs over the years, we first met when I was still a practicing psychotherapist. And I was like seven years ago. So we know each other very long time. And she said, you know, Mike, and I've been in a lot of people's spaces, but I've never felt fully held, except for when I'm indoors. And that meant so much to me, because I think that there is such a gift and allowing everything a space to simply be and it's not wrong, it doesn't mean anything is wrong about you. Just we go through like life seasons that are hard to hold, sometimes were expanding to learn how to hold them. And we need to honor that need to 100% honor like that human piece of all of us, you know, yes,

L Leslie Tagorda 10:53

I just love that so much. But I look at your chart, there are so many areas of expansion just because you have so much Fire, fire, triple fire, yet you have really grounding energies. So one of them the money aspects that I look in a chart, there's a couple of money keys of Crespi has Venus who is our attraction, our ability to call in the people and the resources that we need to survive. And we have our second house CUSP, which is like really the money in the bank, we have our eighth house cars, which is like money, from group partnerships. There's all these different aspects and for you, your second house is Virgo. So when I'm teaching astrology, the second house is like what we value and how we add values. We can even think about it as like our brand promise and our business. And so when you're Changemaker clients are working with you to kind of get their money mindset and get into flow and figure out their offers and all like the money work that you're so like, just so gifted at giving them. The result is that they have a whole business, that they have the resources that they need to fund their whole business. And when I'm talking about whole business, it's not just about the business, it's about their personal life and their family life. And so with Virgo on that second house CUSP, it's like, practical, it's diagnostic. It's sustainable, it's effective. It's so beautiful. And with Venus right there, that's like the that's money. It's like practical money, practical, tangible money. Yes. I

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Megan Hale 12:33

mean, I think that that's so key, because so money is a very, very layered topic. It's very nuanced. There's a lot of different windows on which we can view money through. And I think that the the internal spiritual work around money, our mindset, our beliefs, our transgenerational stories are even somatic experience with money, right, we have unique attachment styles with money, like there's so many things just like from the emotional lens, that that's a really important piece to pay attention to if you're here to step into a nurturing supportive relationship with money. And also we need to build mastery with with tools and margins and numbers and practical goal setting and financial stewardship and building Money Mastery from the very practical pieces. And we do so need both. So I think that that's probably one of the more unique pieces that are brings the money conversation is really being deeply grounded, and the practical tools and the know how, but also being able to blend and the inner work all of those psychological pieces that really have to weave in to all of this for you to have a whole relationship with money that truly does feel supportive for you.

L

Leslie Tagorda 13:42

Oh my gosh, I wish you could just see your chart as you're talking. Just like your chart just lights up. When we when I'm thinking about mastery, I'm thinking about Saturn. And sometimes people have this difficult relationship with Saturn because sometimes Saturn is about boundaries and saying no and hard work. But really all of those things add into this sense of mastery. And your Saturn in Libra is very balanced. It's at the bottom of your chart. And it's making two aspects to a supportive sextile to Neptune and Sagittarius was just like spiritual expansion. And so we're thinking about, like, if you're structured and balanced and have this really good mastery, there's this part of the spiritual evolution that feels supported. And then also you have mercury. And Mercury is about, about understanding and communicating. And so all of these, these three energies are all in these supportive sextiles for you and it's like, Yeah, not only can you create that mastery, but you can speak about it and give it a spiritual context like I has begun.

M

Megan Hale 14:51

I love that so much. I mean, I think like even when I think about my clients and the outcomes of our work together, the things that we might not know Thoroughly perceive money being able to touch like money has a hand in so many different aspects of our life. And so when we start to build more confidence with money, more safety and security with money, more mastery with it, we start to build a much deeper confidence in our ability to be self sufficient to be independent, to create a future that is beyond our wildest dreams,

we start to have such a rich self efficacy and who we're here to be and what we can achieve for ourselves, like so many other parts of our lives are positively impacted just by doing money work alone. So the spiritual expansion that's showing up in my chart, I hope that that is one of the highest gifts that I can give my clients through our work together. Because yes, like, we're going to radically shift the way that money feels, and both your life and your business and the revenue that you're able to achieve. But the inner growth, the spiritual expansion that comes as a result, like that is the best thing in the world to me.

L Leslie Tagorda 16:00

So beautiful. Can you tell me more about what sustainability in business means for you and your clients? And what that looks like how you help people achieve that?

M Megan Hale 16:12

Yes. So I have developed a whole framework around creating sustainable growth for ourselves. And I think that my approach is a little bit unique than what is out there. So for me, I'm always looking at how do we create financial stability? First and foremost, I think for many of us, we look at like the top of our money mountain where all of our big financial dreams live. And we're so focused on that top mountain that we forget to look at, like, how do we actually start moving in that direction and doing it in a sustainable way. And so at the very foundation of my framework is helping you set a foundation in your business that allows you to achieve financial stability. So in my work, that means how do we create a whole year's worth of sustainable cash flow for you that meets six key financial needs. And those six key financial needs or having your personal life expenses covered for a full year, your business expenses covered for a full year, having your taxes covered, so tax time is not a time of stress, or worry, you're covered there. And now you're also able to save a little, give a little and invest a little. And that's really starting to step into a more abundant relationship with money, but also starting to foresee some of your needs that we all have as entrepreneurs. And the way that we do that, though, is there's like 9 million ways for us to make that money, right. So my goal is how can we create that level of revenue in a way that honors your time, honors your energy allows you to bring your full gifts to the table, and really sets a foundation for like a sustainable sales process not having to sell all the time every single day. But really thinking about how do we get to that stable place and the easiest, most sustainable way possible. And from there, that does serve as the foundation for us to reach the top of our money mountain a lot faster.

L Leslie Tagorda 18:11

Oh, my gosh, okay, luminaries, you have no idea. Like how transformative Megan's process is. I mentioned that she's a friend. But I also hired Megan to help me create that framework for the six financial needs. And just having all of those categories and seeing the money grow in each of those accounts. It is beyond that, that feeling of safety and foundation and just trust, I'm not freaking out at all day. Like, I know what money that I can spend and what money I need to just keep in the bank for when things are lean. It just guess that those six financial needs are huge. And so if anybody is interested in like, definitely, you're gonna have to connect with Megan, because she has got that down with her money map.

M

Megan Hale 19:00

Yes, Yes, for sure. And I think the thing is, too, is when we have a foundation like this in place, it allows us to not only scale with a lot more ease, but we can get to the top of our money mountain did not want to burn our whole businesses down to the ground. Because I think that that's oftentimes what can happen is where we might be earning the money that we want to make. But none of it feels sustainable. For us to do long term, we're maxed out on our time, we're maxed out on our energy, there's like nowhere else for us to go, we're not enjoying our businesses anymore. So if we intentionally design them this way, from the start, it opens up so much more ease along your path of growth. And when you get to the top of that money mountain, you're not burnt out, you actually get to enjoy your your cash, which is a beautiful thing. And then you have all these beautiful, rich business tools and mastery that you're like, Okay, now what's next and you can go even more and bigger by still honoring all of your time and energy. So it's a really beautiful process to see people businesses thrive in. Yeah,

L

Leslie Tagorda 20:02

it's just this wonderful combination of like having all of your big dreams, but then actually having the stepping stones to accomplish those dreams because like, for somebody with a lot of fire, like with you, like or even with me a lot of fire and air like big dreams big meaning being all of this, like, Okay, what are the practical steps and I think for a lot of your ideal customers and a lot of luminaries, here, creative entrepreneur, creative and spiritual entrepreneurs, sometimes those practical step by steps to kind of ground us down and like, get real things done in this clunky physical world.

M

Megan Hale 20:37

Yeah, cuz I mean, I think to the thing that I see that a lot of visionaries that sometimes our,

our visions can be so big and so grand, and so far from where we are, it's like we don't even know like, how to even start moving in that direction. So we get to that place of paralysis and feeling overwhelmed, and then nothing is getting done or not make any forward progress. So I really love being able to take a very big vision and break it down into like, step by step like this is how we grow into it.

L Leslie Tagorda 21:04

So beautiful. And like talking about the seasons, like, of course I think about seasons from like astrologically what is how do you work with seasons for your clients.

M Megan Hale 21:17

So I think we have a couple of key seasons in our businesses, the first would be like a maintenance season. So our maintenance is like when we go down to like what I call MBO, your minimum viable output. So you've might have a lot on your plate and your personal life, your business just kind of needs to maintain, to just hold it steady to have the revenue that it needs to come in to keep the lights on and all of those things. So there's really that sense of safety and security. And I think maintenance seasons are really powerful for getting your systems really dialed in, and making sure that things are running with a lot more efficiency. And then we also have like building seasons, where we're actively creating a lot we're building new offers, we're building in this new direction, that's typically a time of high creative output. And then we also have what I would say, like refining seasons, where we're taking what we've built, and we're looking at, okay, what needs to shift to make this even better? How can I get even more powerful results for my clients and all of those things. And then we also have seasons where I call them restructuring. And restructuring can kind of feel like we are kind of zipping our businesses down and looking at like what needs to shift here to create even more space for myself, more ease, more scalability, all of those things. And so the restructuring period can be very unsettling. So it's almost like we've built we've built, we've refined, we've refined and it almost feels like we're kind of starting over from scratch. But we're not because we're bringing all of this wealth of wisdom to the table. And the restructuring season of business is really what allows us to go even bigger when we kind of fine tune all of those pieces. So I always like to kind of consider what phase of business I'm currently in. And really tailoring like my energy and looking at what my I might need, you know, because I maintenance seasons gonna be very different than going through a building season, for instance. So I think that's helpful to know that we're all going to be moving in and out of those seasons at all times.



Leslie Tagorda 23:15

What season do you think you're in right now? Like, what do you feel is your season right now? Because you're going through a lot of big things, I kind of see it as a number of seasons for you.



Megan Hale 23:25

Yes. I mean, right now we're really going through, I'm going through a restructuring season. So I have done so much building in my business up until this point, I've done refining on all of my offers analysis, like restructuring how I'm delivering those offers to have an even bigger impact. And so there's a lot of things that I am playing with right now moving into different delivery of my work. I'm really, really excited about it, because it's opened up so much more capacity to serve so many more people and help their businesses. But also it's like looking at how like I feel like businesses sometimes like a puzzle, and you have these like puzzle pieces, and you're trying to see like how did these puzzle pieces fit together. And that can be a very playful, creative space. That's definitely where I'm in. I've just developed a brand new 12 month container that is amazing. It's like my life's work. And so I'm really excited to deliver it. But it's taking everything that I've learned from the money map and like actually building the business that can create so much more flow for you. So I'm really excited to just deliver this and this work in this new capacity and see where we are a year from now. I think it's going to be so beautiful.



Leslie Tagorda 24:39

Oh my goodness, I definitely want to hear more details about that. And one thing before we dive into all of the details of this new container that you're building, I just wanted to go back to the seasons because you're talking about the maintenance and the building and the refining and the restructuring and it's so interesting. Again, of course I'm always thinking of things from an astrological perspective and we look at kind of the our year season based on the sun, you you said exactly that you are in the restructuring season. And right now the sun for you is going through that 12th house. And we were talking about that before recording. And I'm looking at that as kind of like this reformation season, like how can we bring more ease and flow and like spiritual alignment kind of the souls work. And that's to hear it, like just so parallel is amazing. And I can see all of those structures in in our charts when we start to look at it, even with your framework and how that works with that kind of, I call it a sustainable harvest in, in our own astrology, so that's so beautiful.



Megan Hale 25:46

It's always so aligned. It's like, it's always so amazing to me. And I'm like, Oh



25:50

my god, the



Megan Hale 25:51

stars are just they're giving me the wisdom and the insight that I need to like ground down into what is currently here.



Leslie Tagorda 25:57

Yeah. And you know, for VM, of course, I'm like, all big picture and like way up in the sky, and to hear how you talk about it and grounding. And I'm like, Oh, yeah, that's how that's showing up in your chart. So exciting. So Oh, my God, I love it. Yeah. So Megan, I just absolutely love your work. Again, I've hired Megan for so many things. I've done a money math intensive. I've done her her offers course her Quantum Leap offers. So tell us what is this big container that you are now offering? Tell us all about it.



Megan Hale 26:30

Yes. So the work that we have done together, this container is actually what comes next. So you have done the Quantum Leap intensive with me, which is really helping you create one Quantum Leap offer that can really generate that whole year's worth of sustainable cash flow that we talked about. And depending on where you are in business, that's going to determine which offer is going to take on that financial responsibility. So in my framework, we really have an introductory offer that is bringing people into your methodology. It's, it's introducing them to you and how you work what makes your approach unique. And the introductory offer really prepares your client to take that next step with you and to your foundational offer, which most people might think of like as a signature offer signature system, something like that. But a foundational offer is really like the biggest transformation that you can provide for your clients or brings your full magic to the table, it feels very expansive for you to deliver. So for you, for where you are in your business, you're really at that stage where you're looking at having an introductory offer be your Quantum Leap offer. And that's going to bring more and more people who are your perfect fit client into your world. And then when you open the doors to your foundational offer, it's like you have all of these people who are already a perfect fit. And

so it's already starting to set the foundation for a lot more sustainable and easeful sales for you, which is huge for cash flow. So flow is a 12 month program that really helps you create that quantum leap offer, first and foremost, but then build the rest of the business model that really supports it. So we'll be focusing on building your foundational offer inside that program. Also your introductory offer understanding like what your processes and your method, and how that's going to follow your client journey through their work with you. And from there really creating those two key offers, depending on what's the first step that they need in order to take that next step with you. And then building out all of your marketing flow around that. So you know, like what you're supposed to be talking about and when, throughout your whole year, which can be so clarifying for you. And from there, it's really about dialing in your cash flow, there's all of the money pieces that I bring to the table. But doing all of this in a way that really honors your energy. So flow focuses on those four key areas of flow, your cash flow, your offer flow, your marketing flow and your energy flow. And I cannot even imagine where people's businesses are going to be a year from now. I'm like so excited for all the growth and transformation. I know it's going to happen inside.

L Leslie Tagorda 29:03

It's I just get so excited hearing you talk about it because I'm like I need that I need that.

M Megan Hale 29:10

so great about like a powerful offer flow, is when you have like a really powerful introductory offer like you're creating right now, your foundational offer starts to sell itself because people are like, how do we keep doing this work together? What's next, right? And that's like the best because when your business actually starts to work for you and do some of that heavy lifting, and then you're like, what is this life like how this is amazing. And so I really want to help people build that for themselves, because it's very client centered. It serves your clients in such a powerful way. But it also starts to support you really powerfully as a CEO of your business too. So yeah, I'm super jazzed about all the things.

L Leslie Tagorda 29:51

Oh my goodness. So for all of you that are excited about Megan's upcoming flow program, I will definitely have a link in the show notes, but Megan, where can everybody find you?



Megan Hale 30:05

Everything is on my website and Megan hale.co. So that's dot co, you'll see more about flow and all of the magical work that I'm up to, I would definitely love to encourage people to check out the 2% pledge. So one thing that I would love for everybody to know is that flow has an equitable pricing model. So depending on where you are in revenue, will depend on how much you pay to come into the program. But one of the other things that I am big on is the 2% pledge, which I know you've taken. Lastly, yeah. And that's both a public and personal promise to donate a percentage of your revenue towards organizations that are creating more equity in the world. So if you go on my website, definitely check out flow. But also, please definitely check out the 2% pledge, because I would love to see you take part in that with us, too.



Leslie Tagorda 30:49

Oh, my gosh, I have all your things. Megan, I like anything you say I'm like, Yes, it just, it just aligns so much with my own process. And thank you, and you got it that I've been working on my introductory offer and a new container of how to offer it that's more like just really more aligned with my energy. And I'm just really excited that star powered is going to be is that introductory offer so excited for you. Oh my gosh, I'm so excited for you. So Oh my goodness. Thank you, Megan for sharing all of these wonderful tips on like six financial strategies and how to really build sustainability in your business by understanding what season you're in. You're your Leo sun and your Leo rising your creative, joyful expression is so delightful. Thank you Megan. You



Megan Hale 31:47

know, I so appreciate it and you know as Leos we love to hear all the ways that we just shine in the world.



Leslie Tagorda 31:56

And that's why me as an Aquarius, we're just you know, Aquarius and Leo. We're on the opposite ends of that coin, and we just like love each other. I love it.



Megan Hale 32:05

I totally believe it, too. I'm so glad I got to be here with you today. Thank you.



Leslie Tagorda 32:09

Thank you, Megan. All right luminaries. Until next time, head over to [Megan hill.co](https://meganhill.co) and check out her offers or head over to the savvy luminary comm for the show notes and I will have some links for you. Alright, take care. The greatest thing that you could do to me to pass things forward is to head over to Apple iTunes and leave a rating and review for this podcast. let others know what you think. And each rating and review helps this podcast be more visible to listeners. Like you