E160 - How to step into your feminine energy in 2026 without losing your ambition or results.

Welcome to the Empowered Edupreneur Podcast. My name is Michelle Smit, and I'm a business growth mentor and subconscious transformation coach. I work with established women in business who are ready to scale beyond what they ever thought was possible, helping them grow thriving businesses that feel as good as they look.

If you're ready to elevate your identity, unlock your subconscious power and combine it with aligned strategy to create limitless results with more ease, freedom, and impact, then you're in the right place. Think of this podcast as your weekly dose of mindset upgrades and business expansion that will unlock your next level and help you thrive on your terms.

We're going to have so much fun together. So thank you for pressing play today. Now let's dive in.

Hello my friend. I hope you are doing so well today. Today I'm going to talk to you about something that's been really interesting for me to observe in my business journey and where I'm at right now on this. And I think this is an important conversation to have, especially with women in business.

The question is: how can we be ambitious and scale our business and make a lot of money and still be soft and in our feminine? And for me, I did not understand that from many years. I could not understand it if you had met me eight, seven, even six years ago, five years ago when I was in my business, you would've seen me in pure masculine energy.

I'm talking structure, strategy, hustle, push, launch after launch, funnel after funnel, Asana, project after Asana project. Everyone knows I love an Asana project, and it worked. I went from zero having no business to in two years, making a hundred thousand

dollars in my business and thereafter six figures every year for five years in a row.

So it worked. I created magic out of nothing, and I'm so proud of myself for that. I truly am, and I'm very grateful to my past self for putting in the work because I know that's what I needed to do to get to where I am. But there came a point in this journey, especially in 2022 when things really started to shift for me, once my dad had passed away.

And I've created podcast episodes on this. I had a massive launch, $68,000. It was made in 10 days, and of that 60,000 of it was profit. So I made $60,000 in profit in 10 days.

It was out of this world the result, I couldn't believe it. It really sorted me out. Financially gave me a lot of breathing space, but I was wrecked. I was so tired. I was so, so tired. So I had this money, but I was so, so tired.

And obviously then I had gone through the loss of my father and that had just completely wiped me out. And it was a whole thing, right? I didn't work for like six months. Thank heavens I had the financial means to have that breathing space. I was very grateful for that.

But after that life event, I changed as a person, the essence of me changed. My values changed. Everything changed my perspective on the world changes, and this is what big losses do to you. They change you. They change you every fibre of your being. They change your perspectives. They change what's important to you.

They change your values. They rearrange the world because you become a different person. And so I had this major life event happen that started to rearrange me, and I was just not the same person anymore. And I started to really resent that masculine way, that very exhausting way of business that I was in. Which was very much launch driven, adrenaline driven push grind work.

And it was wearing me down. It was wearing me down, and I realized, I don't want success if this is what it looks like. I really was like, I don't want this money if this is what it feels like. Making all that money was out of this world, but I was like I feel so tired, and it just doesn't feel sustainable.

And I was like, I don't want to do it again. Like I don't want that money again, because if I have to sacrifice myself to get that, I just don't want it. And so that's the thing that no one talks about. The way business is taught is this very masculine way, and as women in business, we pay the price.

Our nervous systems are dysregulated. We're not sleeping well, we're waking up with high cortisol. We've got the stress hormone surging through our body. We're feeling disconnected. Yes, we're creating and we have to be creating in business to make all this magic happen.

But it's creating from an energy of push, and it wears you down as a woman. And for me, I was like, what's the point of having all of this success and feeling like so tired. Just didn't have the energy for it. And it just was not sustainable.

It was very much adrenaline energy, this launch model that I was in. And I've taught launches and I do believe in launches. Don't get me wrong. Launching is powerful. I think it's one of the best ways to inject money into your business. I don't think you can get away with not doing launches.

Every now and then we got a launch that's fine. But the way I was doing it was just too much. And the strategy I was using was too much. I learned it from a very masculine style business coach. I did it very well. It made a lot of money. It was just exhausting though.

And so as a woman, I was just like, this is not fitting my body. And then I started to not be ambitious. So after the loss of my dad, I didn't have ambition. And so I was like, well, maybe I'm just not cut out for business anymore if I'm not ambitious anymore.

But I realized I wasn't not ambitious, I was just not wanting to have success that looked like that. I was like, I don't actually want this if it feels like this. And I was actually a little bit on the verge of burnout, although I wasn't working excessively hard all the time. I'd have these launch bursts and then I'd chill for a while and a couple of months, and then I'd launch.

It just started to not feel good to my body. It felt like a very stressful way to live and run a business. And I was not enjoying it. And I've been talking about masculine feminine energy for a long time. But it started to really get clear to me that I was more in my masculine and I needed to be more in my feminine.

And let me just define this for you. The masculine and eminent feminine energy, the masculine energy in business is structured. It's direction, it's strategy, it's execution, it's the container. Feminine energy in business is intuition, it's creativity, it's magnetism, it's emotional intelligence.

It's being in a flow state. It's being very receptive, receiving, slowing down, resting. That's more feminine. So the masculine will say, okay, here's the plan. This is what needs to be done. It's action orientated. And the feminine is this is what intuitively feels good and I'm going to follow that flow and I'm going to listen to my body.

So masculine and feminine, they are the Ying and the Yang. It's the duality of life. Both are required in business, absolutely. I've always spoken about both being needed. But because we live in such a masculine driven society, as women, we find ourselves too much in our unhealthy masculine, and not in our feminine, in business.

And what that means is we burn out. I don't know how many times you've heard of women, but burning out on business. It's because we're too much in the masculine and we're not letting our feminine come through. We're not tapping into that feminine magic that we have. It's been a journey for me to figure this out.

Is it possible to have ambition and make money and still be into that feminine. And I know it's possible. I've lived it because I've been doing it. Especially in Portugal, my feminine is just coming through. It's just magical. It's activating so much of my feminine. It's possible because I'm also seeing flipping amazing women in business who are very much in their feminine making a shit load of money and they're very ambitious.

But they're doing it in a way that completely suits their body. And so that for me is inspiring. And that shows how possible it is and how we can find a way to be soft and feminine and also ambitious. And we have that polarity we can have those experiences at once.

We can be ambitious and soft. We can make money, and rest. We can be successful and not abandon ourselves. And that's really important. It's such an important story otherwise as women in business, we're not going to sustain this game. It will break us if we don't let our natural energy that feminine come through.

So just to clear something up, the feminine energy has nothing to do with male and female by the way. And feminine energy is not laziness. It's not avoiding structure, it's not hoping and manifesting that some sort of client will come and the universe will pay your bills. That's not the feminine energy.

That's just avoidance and it's sabotage and different things, right? Feminine energy is actually very powerful. It's very grounded. It's very self-aware. It's very embodied. It's a feeling. It's intuitive. It's trusting. It's a surrendering. It's not a controlling, it's a surrendering. And when you can see the difference in how you run your business versus from a control place to a trust and surrender place.

My gosh, it is absolutely unstoppable. So what happened when I started harnessing my feminine more? Now I've been talking about this for years. But I've been really paying attention since 2022 because of that event that happened and how it changed me and how I just couldn't continue the way I was doing.

And so I just realized I can't keep overriding myself. And I started to listen to my body, and I started to really ignore what people were telling me strategically, and I started to really just tap into what felt aligned to me. So if people are telling me I must do a membership, but I'm like, no, I don't want to do a membership that sounds like hell. I pay paid attention to my body and what felt like a yes and a no.

And just in the last, I would say two years or so, I've really, really turned things around. Especially since last year. Since closing down Digiteach as I know it and shifting my business completely. This is me living my feminine energy guys. I'm living this experience. I am simplifying my business model.

I'm just working one-on-one with people. I'm not creating lots of funnels. I'm not launching, I'm not on Instagram. This is literally me tapping into my energy, what feels good to me and listening. And not doing things that feel bad to me anymore. And so it's not like I'm abandoning strategy and I'm not doing any of the masculine.

I'm still taking action. I'm still being strategic because I'm a strategist. I'm still hyper intentional. But I'm just doing things that feel sustainable to my body, that feel good to me. And that I have energy for. It's like following the energy. It's paying attention to your energy and following it.

For me, that golden thread of where's your energy directing? If you think about your business and you think about what you do in your business and it makes you feel like dread, oh, I have to be on Instagram again, or I have to launch again, and I've got all this dread. For me, that's a sign of major misalignment, and that's where I was.

That's why I closed everything down and shifted. And now I'm literally doing everything differently because I'm like, this is what feels good to me. Creating content on Substack feels good to me. Not being on Instagram feels good to me right now. Spending a lot of my time in nature and the sun and dancing.

Oh, I'm dancing so much, man. It is just so magical for me to be in my body and to dance and to lose myself. This is me accessing my feminine. And can I tell you, since being in Portugal and since doing all of these things, and since listening to my body and since following it, I've actually feeling ambition again.

It's the first time in years. It's now 2026, since 2022, I can tell you my ambition was. Almost gone. I kept going because I knew I had to keep going, but I didn't actually have ambition. Since allowing my feminine to come through. Allowing myself to play to dance. I've been singing, I've been doing Kitan, which is singing.

I've been like now I'm going to go do a soap making class, which I'm just going to be in my creative. I'm going to start doing watercolour painting. All of this stuff is letting me activate my feminine inside of me. I'm not studying business all the time, which I used to do.

Now I'm like playing and exploring and I'm singing, I'm dancing, and I'm feeling into my body. I'm feeling intuitively into what I want and what feels good. And now that I'm doing that, I've got this ambition. It's like a fire inside of me is come back. It feels so good.

I'm prioritizing pleasure and joy, and because of that I'm going to be unstoppable. I'm going to make so much money, and it's been so much easier for me. It has felt so much easier. And so I truly want this message to land. If you are lacking ambition or you feel resentment in your business.

You're feeling almost like a deadness inside or a burnt-out kind of feeling from your business. Just pay attention to how much of your business is misaligned and what things you're doing on the daily that are really not feeling good to you. That are just masculine strategies given from someone that says, this is what you should do and you're just doing it because this is what you should do, but actually it's killing your soul.

If your business becomes like that, your ambition will die. Your money will drop. You will not make money from that space. What you need to do is you need to take real look at your energy.

Where it's pointing and what feels good to you as a woman. Intuitively, what are you drawn to? And it might be completely illogical.

For me, closing down my flagship program, DBA, and not being on Instagram was insane. If you had told me two years ago, I would do this, I would be like, you're absolutely crazy. That is completely illogical. That makes no sense. But I've done it and it's been the most powerful thing I could have done because I'm just listening again to myself and I'm honouring myself and I'm letting my intuition guide me, letting that feminine part of me guide me, not that masculine.

I need to control and action and action. No, I'm slowing down and I'm listening to my body and I'm paying attention. I'm following my energy. And since doing that, life has gotten so much better. I'm not suffering as much as I was suffering. And I know a lot of women in business, they are in a similar thing.

They're doing things that strategically they're told to do, but they don't want to do it. Some of them hate it. There are other ways to do things, there are new ways to do things. For example, not being on Instagram and going to Substack. You can do that. I've done that. Yes, I'm starting from scratch.

Yes, I might not be earning as much as what I was earning, but it's okay. I feel amazing. I feel good, I feel aligned, and I know I'm going to make great money. It's just going to take a bit of time. And I'll get to the point where I'm making the same amount as what I was, but in a way that feels good.

And feels sustainable and feels aligned, and that's what I want. And so it's not to say the feminine is lacking structure and I'm rejecting strategy, like of course I'm a strategist. I'm still being strategic with what I'm doing, but I'm being, I'm just paying attention to what feels good to me and I'm paying attention to my intuition and my energy, and my strategy is matching my body and my vision and things like that.

And I'm prioritizing creativity and joy and play instead of hustle and funnels and launching. For my first couple of years in business, it was just funnels, launching, selling, visibility, and it was like all the time, and it was a lot. And now I'm leading from magnetism.

Magnetism is the new currency right now. My energy is the currency right now, so I'm about simplicity, clear positioning, premium pricing, simple strategy, simple marketing, simple offers, connecting with women, spending time in nature, making sure my nervous system is feeling good and regulating, having space, honouring my creativity, doing things that are completely not business related.

And my ambition is back, baby, and I know this will happen for you as a woman in business. So if you're feeling that you're not ambitious anymore, pay attention to the work you're doing, the business model and how it's literally squeezing you and it's destroying your ambition. And actually tapping into that feminine energy will be your superpower.

Let it guide you back to a business that lights you up. Lean into the parts of you that know you can make money without abandoning yourself. Know that you can hold wealth without guilt. Know that you can lead without being hard and masculine. Know that your softness is actually your greatest superpower. Because you're magnetic, you're strategic, you're intuitive, and you don't need to hustle and grind.

You don't need that. You don't need to prove anything. You already know this. And that's where I'm at now. I don't need to prove anything to anyone. I am sovereign, I'm powerful, I'm regulated, I'm ambitious, I'm all of these things and it feels like I'm back to who I truly am, my true self.

So let this be inspiration to you. You can make a lot of money, and you can be soft and there's ways to build your business that feel so good to you, that feel so aligned. And as women, we have to follow our energy and our intuition. We cannot build businesses from masculine way.

It just will not work. I know too many women who are burnt out from it. All right, so if this is something you are yearning and you're looking to grow your business in a way that really aligns with your energy, your lifestyle, a business model that matches you. You're looking to rewrite your strategy and go deep in a one-on-one container to have someone mentor you and guide you in this process to growing your business in a way that feels amazing to you. Then send me an email. You can just send me the word strategy, and we can have a conversation, and we can see if maybe we'd be a fit to work together.

All right. I hope you have a beautiful day. And I'll chat to you soon.

Thanks so much for listening to today's episode. If you are an established woman in business who's ready to scale their business to the next level of success, and you don't just want strategy, you actually want deep, subconscious, reprogramming and powerful identity shifts.

Then email me mind shift, and let's see if you are a fit for my Millionaire Mind Shift one-on-one container where I help you rewire your subconscious so you can become the woman who can create and hold incredible success, visibility, and wealth with ease. I appreciate you so much, and I cannot wait to connect with you in the next episode.

In the meantime, go create a business and life you love.