



## Episode 057

### Sarah Shepherd - A Vision For Health In New Earth Energy

Laura Foster [00:03:26]:

Hi, Sarah.

Laura Foster [00:03:27]:

Welcome to the podcast.

Sarah Shepherd [00:03:28]:

Hi, Laura. Thanks for having me.

Laura Foster [00:03:30]:

It's such a pleasure. Thank you for being back on the podcast. I felt like well, we both felt like there was another conversation that we wanted to have and go a little deeper on a really big passion project that you're doing that I think is, quite frankly, going to serve humanity well.

Sarah Shepherd [00:03:50]:

Thank you. I just want to thank you, actually. I've just been relistening to a lot of your episodes, and I'm so championing women in the world right now that are delivering connectable knowledge to people. I feel like your podcast and the way you work in the world is such an inspiration to me. And, yeah, it's really an honor to be able to come back and share with you in this way.

Laura Foster [00:04:12]:

Oh, thank you. That's really beautiful to have reflected back to me. So today we are going to be talking, like I said, about your passion project. We'll get into that in a couple of minutes. And I

know so much of what it's about. You've walked me through it in person when I was in Vernon, BC, Canada, for those who aren't familiar with where that is. But there's been lots of updates and upgrades and the way it's being rolled out into the world. But before we get into that, let's have a place for this to land. And can you share a little bit about who you are and what you do in the world and really what lights you up at the core of your being?

Sarah Shepherd [00:04:52]:

Yeah, thank you. I'm really excited to share who I am in the world because it's taken a while to really land in claiming that I have a big mission and I have a big kind of way of describing myself. And, yeah, it feels really good to be able to share. I'm a mystic and an entrepreneur. That's an interesting combination. And it took me, like I said, a little while to come to a space of, like, are you allowed to be both of those? I don't think that they go together, but I'm also a single mom, as you said. I live in Vernon, British Columbia. It's a beautiful day today. It's like one of those gorgeous, like, spring days where everything's green in the Okanagan. So it feels really good to be celebrating summer solstice. At this moment of 1111, I just cast my eyes up to, oh, look at where we're landing in all of this. My background is I was a massage therapist for a little over 20 years. I spent most of my career working in training around the myofascial system, which I now call the crystalline system. Lots of work around the nervous system, which is the electrical system, essentially, in mysticism, and the endocrine system, which is our hormone system, but I would call it our magnetic system. During my career, I was always drawn both to being a practitioner, but also being an entrepreneur. I founded sort of Canada's version of a massage membership franchise called Crave Massage that I ran and sold for ten years. I sold it back in 2018. And yeah, I really found businesses to be these guides that are working with us, that are teaching us. They're kind of sometimes compared to the best self help book you could ever read, would be like to run a business because it'll show you everything you need to know about yourself in very many black and white ways. If you're doing well, the business is doing well, then you're growing, and if it's not, it's time to really look at your stuff. So, yeah, I found that to be true, but I also did a couple of other things during that time. At 29, I opened an off grid retreat center, which I ran for twelve years. And that was an opportunity for me to work with a wide array of spiritual teachers. And back in this time, people working in journeying and shamanism was still fairly new. But I attracted these people to where we were because we were in the middle of nowhere and it was a really beautiful opportunity to be in a collaborative energy of spiritual teachers and really speaking about awakening as a process. Yeah, and then I think, like many people, I had a really big initiation personally, during the pandemic and the lockdown, I went through what a lot of people call their dark night of the soul, where I lost everything. Two houses, my marriage, multiple

businesses. My former had a brain injury at that time, and my son was diagnosed with autism during that time. So I had this big loss of these elements of my identity. And then that was also the time I found the gene keys. And so the gene keys really helped me recognize that I wasn't all of these things that I thought that I was. But I was able to look at this hologenic pathway, this luminous body that I am, and start to look at it through that lens. So now I've woven them all together and I work as a gene keys guide. I work as a mentor and a coach for practitioners. I use shamanism and mysticism and business coaching. And most recently in the last two years, I've been founding a software company called Cormowell Health Technologies. And it's to bring all of these awakening wellness things together.

Laura Foster [00:08:47]:

Honestly, there's so much goodness in there. I just really appreciate this honesty that you have because it would be really easy, and I think you spoke to this before recording, but sometimes you can glimpse at someone, and I'm sure listeners can relate to this, where you glimpse at someone and they look like they're really killing life, for lack of better term. Like they're really crushing it, I guess would be a better way to say it. And I'm not saying that you are or you aren't, but what is true about all humans is that life is many shades. There's so many things happening simultaneously. It's not even this or that. It's this and that. And so when you can share how your life is coming together in big, bold, beautiful ways, but also say, it's been hard, it's been tough. This has been a dark night in my soul of the soul. And I think that's a really beautiful opening for others to say, yeah, I'm really proud of who I am. And also I would love to own the fact that this hasn't been easy.

Sarah Shepherd [00:09:55]:

There's a really beautiful quote a friend of mine shared from a pastor that he worked with, and that was that to be fully human is the moment where you have the most humility.

Laura Foster [00:10:13]:

Yes. Wow. I'm very human. Let's talk a little bit about mysticism for a second. I feel like there's probably people who are listening that don't quite understand what that might involve or how you would describe mysticism or being a mystic.

Sarah Shepherd [00:10:31]:

Yeah, I am teaching this now because I was one of those people and I was one of those people that had this idea that it was something that holy people did. Ancient sages, just not a white girl from Canada. That was kind of my awareness. As it turns out, I come from a line of Christian mystics, and my father did not identify with organized religion growing up, and so he took us more the route of, like, sex, drugs, and rock and roll as our initiation pathway as kids. But it's been really beautiful to start to kind of be curious about this and just really be curious about what is mysticism and what is this ecstatic state. And there's this really kind of fascinating combination between the quality of the type of person that gravitates to being an entrepreneur and the type of person that is a mystic, and that is this observation of flow of energy. There's a real, like, stepping back to watch the flow of energy. But in the case of the entrepreneur, we would say, I'm watching the flow of money as the way of watching the flow of energy. So money is this great archetype for looking at the flow of choice and life force and where other elements are working with human energy flow, earth energy flow. It's really actually kind of throughout our society in more ways than you'd probably realize. So even the word incorporation, it means a body outside of a body. It's literally an entity in shamanic language is that same element. They were designed originally to be bodies of protection for human bodies so that people couldn't get sued and that if something went wrong, they couldn't actually make an individual liable. There was a corporate entity that would claim liability around that. I go so far as to when I'm working with people. Look at your business has a gene keys. Your business has a soul pathway in the world because there's an incorporation date or a date of birth that's on your incorporation certificate. And so that's a really lovely tool in working with people of like, what is the energy behind this business that you're creating? What is it longing to bring in the world? And I have found that, like I was alluding to earlier, businesses could be compared or paralleled to ascended masters that are working with you or holier like guides that are working with you in this world. There's really kind of neat terminology around other entities like this. There's this word called an aggregore. And an aggregore is a nonphysical entity, and it arises from collective thought. So when many, many people believe something to be true, it takes on an energy frequency of its own, and it actually carries that thought throughout the world. And we see this happening in medical health. And this is something that I've been observing for a while is that we sometimes forget that our health care system is a business. This is a business that profoundly shapes the world that we live in and profoundly shapes the way that we look at health care and how we influence health in a meaningful way. Another common thing to speak about in mysticism is, like, words are spells. They have a vibrational frequency. And everything you say has, like this signature that casts into the quantum, this line. So quantum is an unmanifest reality. It's something that hasn't been made visible. The word manifest means make visible. So when we are coming up with things like diagnosis or titles that we're working with, it's like a spell casting mechanism

that we're working with. And this is a fascinating thing to look at when you look at our system, where it's like in order to receive care that's part of our insurance system, you need a diagnosis that's provided to you by a physician or a psychiatrist. And this is an arbitrary tool in the mechanism of business so that there can be an associated billing code for an insurance pathway of flow. And so we have a diagnosis, then that physician or psychiatrist has the capacity then to say, I've seen this person for this delineated amount of time. They have this diagnosis. This is our provision of care that we're going to give a prognosis and any kind of pharmacological interventions or anything that they see fit for that person. And now here's your title. And so many of us actually really are seeking that. I just want to acknowledge so often in the unsureness of the world, when we have these symptoms coming up, the mind really wants to grab onto something. It really wants to be like, why is this happening to me? And it wants to say things like, oh, it's my PMS, or, oh, it's my low iron, or oh, this is my anxiety. And what I really try to encourage to people is be careful with your words, and especially when you're claiming those because your body is listening. I'm sure you heard this element before in your practice where people are like, oh, that's my bad arm or like that's my bad knee. And it's just like be mindful of what you say the body really is listening to these elements and so that is both important to name but it's also a place of power. We can shift our words and we can shift the way we respond to the world and encode our body with higher languaging, higher codes, higher capacity to orient towards health and vitality.

Laura Foster [00:16:14]:

I have to say this is a massive thing that you're just saying. I think it is the cornerstone of what holds so many humans back in their healing journey. It's this desire and I understand it's exactly what you say. The brain is hardwired in a land of uncertainty, especially right now, where a lot of humans think so many things are uncertainty, uncertain. Rather a diagnosis is a relief for people but it very much is a spell and the words of the diagnosis are a spell and how you claim ownership over it or don't also will shift the way you work with that information. The implications of holding onto a diagnosis can be huge for humans and I would see this all the time a couple of ways. One would be number one, you refer to your diagnosis as who you are, which is kind of what you were just saying that you are not your diagnosis. Just like we're not our career and we're not many other things that we decide are our identity. And because of the energy and the vibration of those words, that shifts the way that you're going to respond to everything that comes after that. The other side of it is I would see things like if somebody engages in a lawsuit around an injury and I know you probably know exactly what I'm going to say here if they engage in a lawsuit where it's like it's important to have the symptoms to get the outcome that you're looking for. And although our brain will say I'm trying to get better,

I'm trying to get better, I'm trying to get better. But the process of all of the stuff related to the insurance and the claim and the proving and all those kinds of things because like healthcare is a business so of course is the interaction of the insurance company. The bottom line of an insurance company is to not pay you out your claim. That is what their intention is. It's not necessarily the people can be benevolent but the system is not benevolent. And so therefore, that becomes a lot of what happens when somebody's embroiled in that is that they spend a lot of time proving that they still have symptoms, proven that they're not, quote unquote, pre accident status and all those kinds of things. And therefore, this is what you are imprinting upon yourself as you talk about in the quantum field. And so, so many times I would see humans struggle with getting better until it comes to a point where the insurance claim gets dropped and they're on their own, right? Like, all of a sudden, because there'll be a point where they're like, we're not paying anymore and therefore you're stuck with it. And now all of a sudden this is completely on you. And that's the gift. Even though that can be hard because I will tell you that is when I oftentimes will see somebody actually really start to heal. That was a lot I know I'm saying in there, but I think when we're listening to this, sometimes when I'm listening to a podcast, the information moves so quickly through the podcast that I kind of don't get a chance to really have that land. And I think what you said is so poignant there that I wanted to repeat it in the way that I look at it.

Sarah Shepherd [00:19:35]:

I love this example and I've kind of forgotten about this one because I've been out of working with what it is in BC is ICBC. I've been out of that for a little while. But thank God, really, from a Gene Keys perspective and from a soul awakening perspective, which, if you haven't heard about this, Laura and I did a podcast a couple of months back that's more about Gene Keys. And I would recommend going back and listening to that because really in this process of awakening, what that example of a system does is it underscores the necessity to stay in a victimhood, which doesn't allow you to vibrate at a frequency of health. It doesn't allow you to vibrate at a frequency of healing or interact creatively with your capacity to move towards healing. It orients you to move towards illness. And underscores that, you need to keep staying in that consciousness, that aggregoric consciousness in order to receive resources in the world. So it's really like making that poor nervous system, that's like trying to keep you safe, committed to the illness.

Laura Foster [00:20:39]:

This is true. This is so very true. I've heard so many people, including myself, talk about this experience of awakening that's happening in the world, happening within the individual, happening collectively. How is really our Western healthcare system influencing that, would you say?

Sarah Shepherd [00:21:03]:

Yeah, there's so much that has been coming through for me in this realization recently. One of the things that I'm observing that is just so fascinating to speak about is how much our Western culture has a very sterilized idea of what normal is and what is considered like acceptable healthy behavior versus what would be considered something that doesn't necessarily fall within that. The genies has done this really beautiful job of introducing this idea of superhuman feats and capacities, which is called acidic frequency, so that there's this opening towards this. You're capable of so much more than you realize that you're capable of. And many people have been saying, don't shoot so high, don't go for that, whatever. You're not as capable as you think you are. Don't be shining your light in whatever way that you see to shine your light in society, because that demonstrates you standing out in a way. And we need a normality and a conformity for all of us in this collective Aggregor to feel safe. And yet we are built with this operating system that allows us to move, to be these tuning forks and these vessels for divine experience. And that that actually is an expression of health. That's an expression of a normal aligned human being. It might look like shaking or wailing or a variety of different things that are processing trauma. It's processing somatic trauma in the body. That's what complex PTSD is like. This baked in trauma throughout the body physically. But as we go to move towards it, that sometimes means that we have to step away from the egoic idea of, like, I don't want to lose my shit, or I don't want to be considered crazy. And so that whole kind of sterilized idea of what is normal is something that we're trained on in our assessment model as well. So as we're working with people, we've got a confirmation bias looking for what's wrong with a person. We're not orienting to what's healthy with the person. We're not orienting to what's really working for you. We're looking for what's the diagnosis that's been given? How do I create a prognosis for pathology to put out that fire rather than moving towards, like, where's the vital health in this person? Where is the energy flowing within this person? And why is there a terror to awakening? Why are we afraid in the first place to step into our greater gifting? You look at the co creation of the sun and the Earth working together to make a flower bloom. A flower just sprouts, it grows. And when the sun comes out, it blossoms. It doesn't think like, what is my neighbor flower going to think if I start blossoming and shining within this? It's just a big part of the society that we're living in that really has this narrow idea of, like, this is what's normal. And anything sort of beyond that

could be perceived as abnormal or weird. And as practitioners, we're involved in this system. We're involved for what's wrong.

Laura Foster [00:24:12]:

We are so involved in that. And I think, too, because I've been a practitioner in the American healthcare system, which we call it the health care system, but our system is very much a sick care system in Canada and the United States and in every other industrialized nation. But having said that, there's this part where, if you are involved in the insurance system, and in Canada, our insurance system is our paid for system that we have to adhere to and show up in a certain way in order to receive care. And there's this gatekeeper, and I think so many times, we, especially as Canadians, we're just so apt to kind of expect less than what's possible because we've been conditioned to believe that that's what's possible. Right? In other words, you go to the system because that's what we've been taught. You, of course, want to hand over so much of your own personal responsibility because somebody is gatekeeping. That's the nature of it. And that gatekeeping changes your expectations because in that system, if that's how you move about the world for things that are related to your health, it's the door opens or the door closes. The door opens or the door closes. And so as practitioners outside of, let's just even say an MD nurse practitioner, allopathic model, even if you're a chiropractor, even if you're a massage therapist, even if you're one of the regulated or unregulated regulated health professionals, or one of the alternative therapies that exist in the world, it's very slippery. It's tough sometimes to not model that model that exists in the world, wouldn't you say?

Sarah Shepherd [00:26:08]:

Oh, yeah, absolutely. There is this really beautiful podcast I listened to recently and it's called The Revolution Will Not Be Psychologized. And he has this allegory of the modern day DSM, so like the Directory of Statistical or sorry, Direct Diagnostic and Statistical Manual for Mental Disorders being the modern day Malleus Malafikorum. So The Hammer of the Witches, which was this book that was produced during the Puritan revolution, which basically said, if you have these symptoms, this is a symptom of demonology, and therefore here's what you do. You hang them or you burn them or you drown them or you whichever. And that was really what the Rich trials were based on, was this. And that might seem extreme or heavy handed to say that, but we are living in another revolution right now. And it is that powerful to start to look at. How are our systems interacting with energy, like I kind of first said. And Gabbard Mate has this book that he's just released recently called The Myth of Normal. And I really appreciate this idea of looking at this. One of his quotes is, whether you realize it or not, it's our



woundedness or how we cope with it that dictates much of our behavior and shapes our social habits and informs the way we think in the world. One of the things that I found working with people, for example, in human design, and if you don't know human design, it's really like your aura has a job description. And people that are manifesting generators more often than not have a diagnosis of ADHD. Their auric field is here to skip steps. They're really good at high grading, like what information is important and what information isn't. And all of the rest of this is considered attention deficit disorder because it doesn't follow this kind of systematic rule, but it really is how you're supposed to show up in the world. This is the way that your energy is meant to interact with this. And that's not going to be taken into consideration by a physician or somebody that's giving care for that. So these are the things that it's important for us to be able to take a responsibility in guiding our care in whatever direction that we move towards. And that's something that I really want to help wellness practitioners understand, is that we have a lot of opportunity here to orient people towards what is healthy and what is really working in the world. One of the parts that I found massively influential and I still feel it in the way that I work with people is this idea when you're in the paramedical space, there's like a there's like codes that have to do with, like do you remember we had for MSP we had, like, a code that had to do with the cervical spine, for example, or code that had to do with whatever it was that you're working on. This is how we used to do billing. So there's the practitioner care, there's the insurance business and then there's the client. And so there's kind of this three ray triangle that's happening at any given time. And we're complicit in this model in the sense of as practitioners, we went to school, we bought this education. This education gives us this title that garners you as a regulated practitioner that is allowed to deliver care. And in principle, this is really beautiful. It's really just to have kind of a quality of ethical responsibility that we're all agreeing that we're delivering really good care. But I would say that it has a really important element to look at, and that is that as practitioners that belong to a regulatory body, we're also in this system where the system says, you have this much money. To spend with a chiropractor. You have this much money to spend with a massage therapist. You have this much money to spend on whichever. Once you run out of it, then you have to wait for your calendar year before you keep taking care of your health and well being and your body and interacting with these amazing practitioners. You need to pay out of pocket, which is to some people accessible. But to many people through this aggregate of this insurance industry, it's like, oh no, I'm done my care now because I have to pay out of pocket. And so as a practitioner, there's this infuriating sense of like, I'm just getting somebody to the point where I'm really seeing meaningful change and them orienting to vitality and then that's often when the care ends. And then of course they're like, well, I can't afford to. But I would say you absolutely can. You always have been paying for care yourself and if you're not paying for it here, you are paying for it somewhere else. But as practitioners, we're also involved in this

because now we need to be regulated in order to be a part of the insurance model so that our clients or patients. Can have access to us. And that access has got a governing body over it. And what we found now in Canada is that governing body is regulating things like our own health care. So for massage therapists in BC, we saw this element which was, if you're not vaccinated, then you're not able to be a part of this system. And whatever your opinion is on that, you could take that either way. To me, that's a real issue for what does that mean for me to belong to this system that I don't feel like is ultimately in service to what's orienting to health and vitality anyway? And so, yeah, this year was a really big step for me. I let go of my license after it was a 20 year anniversary of it. It was like, I just don't feel like I am in resonance with this any longer, and I want to create a new way.

Laura Foster [00:31:42]:

I like amen, sister. We're often so afraid to call it for what it is, especially as a regulated health professional. And I also gave up my designation, gave up my regulation is that you are told what you can say, how you can say it, and when you can say it. And that's the first line of censorship that's happening in the world. And this could spin off into a whole nother episode. But I'll bring it back just to say that because things are being regulated, they're also being gatekept, which we talked about. But then that's where the censorship lies. I knew that in March of 2020. That's when I had just sold my clinic of 24 years and felt the need and the desire and the pull to take myself out of the system so that I could speak more freely. So I guess what we're really trying to say here is that there's so much more to this possibility of living a health of expansion and light and vitality. And the model is crumbling because it never worked, and it's really not working because it's at a maximum state of tension. And it's a good thing, but it's a tough thing that's happening, which I think there's no better time for us to start to segue into this beautiful gift of an idea that you have been bringing into formation. So let's talk about karma, well, health. Tell me a little bit about where it came from and what it is from the foundational perspective.

Sarah Shepherd [00:33:30]:

Yeah, everything that you just said. There's this beautiful quote from Krishna Murti, which is, it's no measure of health to be well adjusted to a profoundly sick society. And sometimes we need to paint a picture for what is possible. One of my teachers was this former business. I had crave massage, and it wasn't like I didn't invent the concept of membership based care back in 2008 when I opened, that was still fairly new, but it was modeled after this franchise, which is really prolific in the US called massage envy. And it was just this really kind of great container.

And this is the part of the business that it really taught me about containment and expectation around care, and in particular, the power of commitment. Our body is always evolving and it's a self healing mechanism. It's doing that all of the time. And sometimes we have practitioners or people which I would say they provide a resistance for the self healing mechanism to find itself within itself. I think sometimes as practitioners, we can get caught up in this idea of that we're doing it, but I would say it's actually the body that's doing it. And what's really brilliant is when you start to see people interacting consistently with care, their nervous system starts to be able to recognize what's safe. And when a nervous system feels safe, it moves more into that parasympathetic, rest, digest, healing. It starts to clean itself, it starts to reorganize itself, it starts to balance your hormones. And that when you go from a state of high stress or exhaustion or wherever you're at. Your symptoms that are coming out so often are related not so much to what is showing up as the symptom, but just an overall drain or fatigue on the body. The massage is like if you were to say that water is like the universal solvent, I would say massage is like the universal nervous system balancer. It does a really great job of bringing you more towards homeostasis and all of sort of what that means. And when people were working with us and crave massage, you sign up. I made them commit to a year. You get a lesser rate to come if you sign up to come for a year. But on the first of every month, you're buying a massage. And it was just auto billed to them. They signed a contract, they paid us on the first of the month, or they could buy the whole year out. And I wasn't sure if this business model would take in Canada, but it really did and it took off. And what was so kind of neat to watch was that where people were struggling with committing to themselves and consistently going for care before the membership model, what I found was when I said, listen, this is the deal. There isn't another deal. If you want to pay the full rate, come whenever you want. They would kind of have a hard time making time for it. But when I gave them a container of expectation around what that was, they were like relieved. And then all of a sudden, there was this esteem that would be developed where it's like, I have a membership, I crave massage. I'm one of those people that takes care of myself. And they would tell other people about it. And so it was this beautiful witnessing of like, oh, energy is flowing in a positive and meaningful way here. This is so cool to observe. But we also had a combination of practitioners. So we had both regulated like registered massage therapists and then just an array of everything from reflexology to reiki to all of these other elements. And then people could also use their credit that they had. So if you signed up and you'd accrued a bit of a credit, you could use that to see another person. So then there's this sort of kind of capacity of like, oh, I can explore other healthcare things. I'm doing well, so let me try something that I maybe wouldn't have tried otherwise. Retreats being one of those things. All of a sudden, people are like, whoa, I think I want to do a spiritual retreat with this balance that I have. And again, I saw this thing where when you said, oh, it's \$1,000 to come to this retreat, it's like, oh, that's too much money to

invest in myself. That is too far. And for some people, that was their edge. But if they had a membership container or they had these subsidized payments where they were paying for it, well, all of a sudden it's titrated and it's more bite sized, and they're moving in that direction. So again, you see this container of like, when you have this way of managing the resources for people and making it more accessible, they would use it, and it was really successful in that way, so that was great. But then these two kind of things emerged after about three or four years of being in the business. One of them was, as a practitioner, I had healed my nervous system around resources because it was always this, like, you eat what you kill kind of mentality of like, I only make money when I'm seeing clients. I only make money during the time that I'm in the treatment room and I was burning myself out. But with the membership model, I was able to know on the first of the month how much money was coming in. I could hire more people, I could purchase more retail. I was able to forecast a year out as to how much money was coming in every month. And for practitioners, this is something that I want them to understand is available to them. This way of your business holding you so that you can be a healing artist. We are creative healing geniuses. And so many practitioners are like, I just don't want to do the administrative side of the business, or I just don't want to have to do all of this side of running the ads and doing all of these parts. And I get it. It's because it's counter to most people's healing nature to go in that direction. But by structuring a business around this, you have this kind of big Brother element to your ability to really show up and shine. And so that divine feminine element of me was able to come out more and I was able to do more training on myself, and I was able to do more training with my team. And so this is beautiful. Kind of toroidal energy started and then this super cool thing happened in watching the flow of money. So after people are like, doing really well and they're not in inflammation or pain or some level of chaos because their nervous system is starting to balance out, they would start to accrue a bit of a balance because they're still paying on the first of every month, but they might not be coming as consistently for care. So now they're investing into it, but they're not redeeming at the same rate. And this really triggered my money wound. Like I was like, are they going to be mad at me? Do they know that they're paying into this every month? What's going on? And so I would just start phoning people up and being, do we not have enough practitioners on what's going on? You've got \$1,000 here. You know, we have these events, right? And it was really beautiful to hear people say, I actually just really love this feeling of knowing that I've set aside this money for myself, for my well being, and it's held in trust for me. And that's an interesting shift because typically the way we do it is the insurance companies, they govern that, right? They're like, you can have this much, we'll hang on to it, we'll give you your money back when you've seen the right people in this system. So I could see there's not actually the necessity for that. People are willing and wanting to do this anyway. They just need the structure around that containment. But the thing that I love is that

a lot of the time, given the option, people will, gift their care, they will take that amount of money that they've set aside for healing and they'll give it to their friends, their family, their kids, teachers, their community members. And that offered the most remarkable shift in their own healing. It's like they were able to jump up to this next level of their own energy because of the capacity to give back to the collective, because of the capacity to offer more healing to other people's nervous systems. And this is so beautiful to witness. And so this is a really big part of what I'm wanting to share with the world, is that so much of your healing actually comes from being in a place to give it to other people. And yet without having a clinic where there was that combination of therapeutic and relaxation combined together, you wouldn't normally see it because people don't typically go into a physio office or a chiropractor office and say, I would like to gift my wife twelve sessions with a chiropractor. But you see this a ton in a spa where people are like, I want to go buy somebody a spa day. So that's a big part of the direction that I went with Carmel Well is that given the opportunity, I feel like more people would gift care than we realize. And I've seen this trend where when somebody's struggling, I mean, you could send them a scented candle or a body pillow or something like that, or you could build them a team of people that are going to support them through their divorce or their new baby or whatever transition that they're working on. Yeah, I'm really excited now.

Laura Foster [00:42:19]:

And here's the thing. I've had the opportunity to see it from both sides, like to walk through the software. So you've created this incredible software system that both serves well, it serves a lot of people. It serves what you call the patron or the person that's going to be receiving the service or gifting it, but whatever. They're the ones that are entering into the system. But it also serves the practitioner, like you said, this practitioner who's looking to be part of something bigger, who wants to have, number one, a bigger vision, but also someone who's kind of taking care of the back end. And so there's this incredible collaborative approach where if you're coming in as a patron, you're coming in and you buy into that membership. You can work with me, say I'm a practitioner, but then that person can start to build out or you can help them build out a team, like a really synergistic, collaborative team. And that is like a giant exhale. I can tell you as a practitioner, the worst thing that I have ever I dislike this. When I am the only tool in the toolbox of somebody, I appreciate that. I'm like, I'm here, I'm going for it. I'm supporting you with everything I got. But how much more beautiful is it when I know that someone is also being supported by other people? And so this is this place where it's like that individual who purchases, who says yes to this membership has the opportunity to have this plethora of incredible practitioners, services, support systems, and it's completely outside of the insurance

system, which I think is incredible. I think this is when we really liberate ourselves from a sick care system, is when we start to see what's possible in that way.

Sarah Shepherd [00:44:16]:

Yeah, it's a really cool frequency too, like the philanthropic frequency of generating both, that we have resources and we're receiving as practitioners, but we're also able to give care and give referrals. So the synergistic approach that you're speaking about of like, I'm working with somebody and then I know you know who's the next person for you to work with is Laura. And when we're siloed in these different industries where nobody's speaking to each other, even in multidisciplinary offices, there is rarely a referral that goes from one practitioner to another. And this is the most obvious thing to me is that we would be knowing what other people are doing and then knowing where they fit into this. And I guess in a way, this is part of how my life process has led me to be kind of I call myself a Somalier of wellness. I know everything from like reiki to acupuncture to quantum or achieving all of these different elements of how different things show up for people. But to be able to know what other practitioners are doing and to be able to know how to kind of help them within that is something that I get really excited about. And it's echoed in Shamanism and it's echoed in the pearl sequence and the gene keys, where once you move through really claiming your body and the activation sequence and then your heart wounds and what it is that your wounding was coming into this world to understand your greater mission. Then the next thing you do is you offer it back to the Collective. Now, how do I serve? How do I show up to others? The catch on word for this in andean shamanism is I me. And it's sacred reciprocity. And so it's literally by gifting something to the natural world without expectation that we put ourselves in the position to be receiving health, we put ourselves in a position to be in the cycle and the circle of energetic life. And that is the part that I feel like is really missing in our health care is the soul has been left out of this element of what we have deemed to be moving towards health. Yeah.

Laura Foster [00:46:31]:

And what you said there about, in my words, sacred reciprocity, I think is so incredibly important. And I see humans who are wanting to give all the time and not necessarily wanting to receive. And I often say like, those two things are really important. And so built into Karma Well health is this idea that you could gift experiences and services and whatnot to other humans. Your employer will be able to do it. I don't know if that technology is already in place, but it's built into the overall vision of this technology and this really collaborative approach that you have. Tell me the array of types of practitioners that you see using this system.

Sarah Shepherd [00:47:18]:

I really want to empower people to understand there's so many more practitioners available than we've ever been led to believe that there is. Constellations has blown my mind wide open in understanding ancestral healing and elements of your epigenetics and how your body has these traumas that are really innocently a part of your birth and your birth right and that they can be affecting your health and the way that you see the world. So working, drawing practitioners in that are unique practitioners to the nontraditional model is really what I'm most interested in and inviting those people to help me shape what Karma Well will become. We're at this phase right now where we've developed what's called a minimum viable product or a model that allows us to test what works for people and what doesn't work for people. And I've built all of that out to be what I've observed in my career, but also what I want to create in the world. And now I really want to know how other practitioners will interact with that. So I'm inviting in people that are working in the ancestral side. I'm inviting in people that are working with plant medicines and hypnosis and subconscious behavioral conditioning. That is a program where they work with people in facing their shadows and going through those dark night of the soul moments and wanting to work with practitioners that traditionally were service providers but now want to be offering. Events and online courses and be able to work with people that are also practitioners in dropping in their segment of a membership container or their offering of a retreat in the whole process of curating a healthcare or curating a health experience. So one of the things that I'm concerned about that I see happening a lot is people are really drawn to ayahuasca or these different kind of ceremonies with different medicines and always like, just be careful. This idea that something outside of you is going to solve what's inside of you is the very thing that we're running into with the pharmacology industry. And you have all of it within you already. What's more important than that? And I'm not trying to minimize or tell people not to do it because for the right person in the right time, like, that is a beautiful transformative initiation and process. But how much time are you spending working with somebody, getting into the intention setting? What does your healed state actually look like? What are you trying to move towards? And I would say that's a big three month process of working with people and then you can have whatever it is that is like your retreat event or your thing that's like that big initiation. And then after that, how are we integrating this? Who are the people that are baking in the awakening into your DNA with you? And it's so silly to say this, but a spaceholder for witnessing healing is way more powerful than we realize. Having somebody watch you go through your transformation in the messiness of it in the flailing, is really where this incredible magical things happen. And yet so often we have these big initiations and this can just be even in a yoga retreat. You go to a yoga retreat, you have these

awakenings. You have this experience where you're like, I want to lead my life differently. Then you go back to your job and your family and everybody else knows you as the former iteration. Having a team keep that new expression alive and keep you on that path. It's. The missing part of so much of this is to have these people that can facilitate this next part and this next part and this next part. And I would say that all of us are in some level of being a deliverer of healing or a receiver of healing or somebody that is paying resource wise for that healing to occur. And we all kind of switch spots constantly. We're all kind of moving back and forth between all of these. But to not miss out on the opportunity to really look at how am I integrating these changes, because that's the section that I'm like. This is the juiciness for me anyway.

Laura Foster [00:51:23]:

It's so true and a couple of things there that are so high in resonance with me. Number one is we look for the healer. When we don't realize that we're a healer, it's easy because we're practitioners. So it's like, yeah, I get that, but for everyone else or anyone else who is constantly looking outside of themselves. Not to say that working with someone else can be incredibly powerful, but it's that place where we can just own that we have that within ourselves. So I love this idea that we show up for each other and we switch spots and we do this also. I think it's really important to recognize we heal collectively. We have our own individual process. But you're not a unicorn on an island. It works so much better when we heal in community. I think that's so deeply, deeply important. I will say that I have such resonance in this as well because I too host retreats, as you know, and it has just occurred to me and there was my pre pandemic retreats and then there's my post pandemic retreats. It's like two different people are hosting these, which I'm sure everyone can relate to on some level in their own life. But this post pandemic person who's hosting retreats is I'm so much more concerned with what's the pre? What's the preamble to this experience. I don't want everybody to just fly up in the airplane and get out, stand on the beach and be like, woohoo, I love that. I think that's important. But I don't want to just meet you the moment the retreat starts. It's like, what's the preamble? How are we setting the stage for what's to come? And then there's the experience and you're right, everyone's like, if I can just hold on to this. It's the thing you always hear at the end. It's like, oh my God, this has been transformational and I'm terrified I'm going to go back and I'm just going to have the same experience I had before, which you are so right. Humans will see you as you've always been and there is an integration that's so vitally important. So this is so powerful set and setting is so powerful in all of this work. But I think the biggest message that I'm hearing in all of this, that I know I can feel this in the resonance of whoever's listening to this, which is when there is a human, when there is a collective of humans. When



there is a large synergistic, collaborative experience of someone holding space for something bigger than you. Perhaps see for yourself in your healing, in your life, in your expansion, in your life experience that is so powerful and that is something that is so lost on our current system that is crumbling and falling apart, is we see people as the sum of their parts. We're individuals with a kidney and a liver and a knee and all those kinds of things. And the energy never expands beyond the walls of the skin. And we really so rarely hold a vision that's larger than what's possible or that's that person sitting in. And I think this is really the depth of what you are talking about and also baking into the system that you're creating because it doesn't exist.

Sarah Shepherd [00:54:41]:

Yeah.

Laura Foster [00:54:42]:

How high are you in strategy, by the way? Sarah, tell me, what's your gene keys? What's your human design?

Sarah Shepherd [00:54:51]:

How high are you in strategy?

Laura Foster [00:54:53]:

Because the humble you that I know just well enough to know what you have created in karma. Well, health is really revolutionary but also simple, and that's what's so cool about it. What's your vision for that work?

Sarah Shepherd [00:55:13]:

So remember I said the gene keys really helped me land in my soul truth. And this is what I love working with people as this contemplative tool. It's really just an opportunity for us to talk about your higher, bigger self. And sort of what you were saying there, that was what I was able to claim was like, oh, this big vision that I have of what's possible, oh, I meant to deliver this to the world. And I was meeting all of my shadows and my distractions before that in my life. I was in this space where I couldn't allow myself to believe that the things that I see as

possible in the world could become true. And when I really started to kind of help people from this coaching level of it, it meant that I also had to be acting from that space. So I am a projector. We're here to create alignment for people in the way that they are in the world. And the thing that I feel, see, taste when I work with people is how they could just shine a little bit more, how they could come to letting their suffering and the resistance that they have be there, but be a reorganization of like that's actually a fuel and a piece that you want to incorporate within you. I love working with practitioners in this. I love being able to coach practitioners and mentor practitioners of like do you realize what's possible and what's so beautiful that you touched on is in my gene? Keys there's this one sphere that basically says you came from the future to bring something from the future into the present so that people can start moving in that direction. And I needed to hear that. I needed to understand that I thought I was crazy, thought that it wasn't possible. And I was so afraid of the system and how in the system I was, that I couldn't see there being a way out either. And so this allowed me to really reorganize around that. The other thing that's been a really big shift for me is looking at the shadow frequency as simply a state of Dysregulation in the nervous system. So it's not so much that there's something bad about you or that you have to do this shadow work in this way that you need to heal the shadow. It's more that there's a process going on where your nervous system is either repressing based on a likelihood of something that has to do with your soul message, or it's reacting to. And those are just overly yin or overly yang ways of energy flowing through the nervous system. And when you can work with that, with tools, then the nervous system again starts to heal. And then people go into their gifting. They don't need to chase their gifting or these higher frequencies they're already baked into their body. And so we use this as a way to help people move through their hologenic pathway, through looking at the nervous system. And so those are the practitioners that I want more of. It's like people that are drawn to help reorganize nervous systems, to help people move through care over a committed period of time. I'm really wanting those practitioners that are like, standing up in their chair right now and hopefully you're not driving, but just like, yes, this is me, this is what I've been looking for. Because it really isn't for everybody. It's not something that everybody will identify with as the way that they want to go. And in this process of me bringing it to the world, I need to work with people that are willing to test it and to help me out within that. And so, yeah, I've got a handful at this point of practitioners that are what are called early adopters or kind of these evangelists that want to be a part of directing it. And they're very patient with me. And we work together and I coach them. And between the group of us, we're bringing together more and more of this. So depending on when you're hearing this, we're somewhere along that pathway in 2023, we're somewhere along that. I don't want to oversell and under deliver. I want people that want to be a part of creating this change in the world and painting this picture for what's possible for other practitioners. I believe within our healthcare system, we

could massively take off the burden of our health care system by creating a wellness care system within the healthcare system that's directed and driven by the healthcare practitioners. Because, let's be honest, most physicians don't understand what Reiki is going to do for a system. So. Why would they recommend that? You know, who understands that other wellness practitioners, people within this system, are able to say to one another, I know what this person needs, and I know kind of in my community of practitioners, who else is available for that. And so I see it sort of happening in pods, kind of in that way of like individual groups coming together to create a multidisciplinary clinic with no walls and no roof. We are taking this into this space now where we're not limited by our geography, we're not limited by the capacity to put ourselves under one roof and to do care in that individual way. Let's take it out and start painting a picture of what it could be. Because it's true. All of these systems are crumbling. We are in, whether you want to recognize it or not, we are in the middle of a massive revolution. And you could focus on all of the things that are going wrong, or you could focus on what do I want to create, what do I want to build? And so that's what I'm hoping to draw in more of and have that invitation to people of like, if this resonates, please reach out. We will figure out where you fit. That's what my gifting is.

Laura Foster [01:00:46]:

That is what your gifting is. And for anyone who doesn't know, like you said, about the gene keys, we did do a podcast episode on it. I have so much incredible feedback. Some of my clients went and worked with you and were blown away. Sarah such incredible I worked with you, and even today we started and we just had kind of like heart to heart house life right now. And this is so part of who you are. You were able to because you know me, you know my astrology, you know my gene keys, you know my human design. You were able to reflect back to me why it is that I'm moving through life. In this particular experience that I was talking about today, I deeply, deeply love that. What I get excited about when I hear what you're offering is that everyone can be a part of it if it resonates with them. So for the person who wants to receive it, like be in the system, be a patron, they can become a member for no cost. And for the practitioner, I cannot believe the amount of value that you are giving within the system for such a low amount. So I had a big center at one point, multidisciplinary, as we call it.

Sarah Shepherd [01:02:05]:

And you called it.

Laura Foster [01:02:07]:

And here's the thing with all that. It's really expensive to have centers like that. And so much of what you offer and the way that you pull it all together comes with a really big price tag. So what I love about Carmel, well, health is really because there's no brick and mortar within this system. It's pretty exceptional value for the practitioner who wants to be a part of it. So you are calling in people who want to kind of test the product right now? Beta testers, I guess you're calling them or you called it someone else, didn't you?

Sarah Shepherd [01:02:45]:

Yeah. Early adopters or beta testers, for sure.

Laura Foster [01:02:48]:

Yeah. So I would say for the person who is really deeply interested in this and really wants to learn more, how can they connect with you?

Sarah Shepherd [01:02:58]:

The best thing to do is to go to the landing page. Well, put all of the links for the website in the show notes and book a demo. We'll start there. You can go and poke around and check it all out yourself. There's a landing page that's for practitioners. There's a landing page that's for the patrons is what we're calling them. Again, because words are so important to me, I didn't want to call them patients because it describes it suggests that you have to either wait a long time or that you're sick, one of the two. And neither of those really resonated. And so both pages are to help people kind of understand that as a patron, you can curate your health program however you want to, but there's very few practitioners that are on it right now. So I would say book a demo and I can help you understand what's going on and then I can call in those people like, do you know who we need? Is this I can help people curate a plan and that's free. That's something that's available to anybody that wants to work with me in this way because I'm really needing to work with people that can direct and help me with this part. If you're a practitioner and this resonates, the way we've got it structured right now is it costs nothing to open an account, it costs nothing to post your offerings and to share them out if somebody purchases them, whether that's like an online purchase or whatever it is that you're offering. As an in person, we take a 5% commission and that 5% includes the 2.9% stripe fees and a 35 cent per transaction fee. So we're making pretty like less than 2% on this. But it allows me the opportunity to kind of go, can I test this market? Can I see what works for

people? Is it something that's acceptable to people to give a 5% commission and what do I need to do to make that easy to bring you more customers? I'm not interested in taking a 5% commission of people that you're already working with. I'm interested in creating a new model, being a part of creating a family of practitioners that want to do this in a new way and then helping them understand how we can all collaborate and work together as well. So, yeah, moving in that direction, the best thing to do is to go to the website and book a demo.

Laura Foster [01:05:05]:

With me and the website's, Karmawellhealth CA. And like Sarah said, all the links are in the show notes, as well as the myth of normal and some of the quotes and a lot of the beautiful things that Sarah said today. One of the things that I've learned about working with you is there is such deep wisdom in so much of what you say that it's the kind of thing where I have to slow it down and go back and relisten again. And so what's beautiful is I've just started transcribing the episodes. For somebody who wants to do it that way, you'll have to head over to [Soulinspiregirl.com](http://Soulinspiregirl.com) and check the episode on my website and then you can download the transcript, which might be a really beautiful way to really sink into a lot of the wisdom that you said here today. Sarah, thank you so much for so many things. As a practitioner, I can tell you this changes the game for what's possible. And as a human that's navigating the world in a very difficult but also exciting time. Right now, we need people like you, visionaries, who are willing to go first in certain things, and this is an example of that. Your vision and your experience has brought you to this point and you're sharing it with the world and that takes a fucking lot of courage. So I want you to know I see you.

Sarah Shepherd [01:06:30]:

I'm going to cry. That feels so good. We were sharing kind of before we jumped on how courage never feels like I'm kicking butt. I am terrified. So thank you for holding that and supporting it and speaking the way you do into the world about all of this beautiful collaboration that's possible. Thank you, Laura.

Laura Foster [01:06:53]:

Oh, you're so welcome. And thank you for listening to the podcast today and every day that you do. Please check out the show notes. If this episode resonates with you, would you share it with somebody who needs to hear it? Will you pop into our DMs and let us know what lit you up, what made you think differently, or what resonated with you in any way? And rating and

reviewing the podcast is also like icing on a really great flourless chocolate cake, let's just say. Thank you so much. I hope that you create yourself an amazing day and I will see you again soon on the podcast. Hey there. Thanks for listening to the soul Inspired Girl podcast. To learn more about my program and feminine collective roots in The Sisterhood, or to find out more about what it means to one on one coach with me, you can go to [Soulinspired.girl.com](http://Soulinspired.girl.com) and find me on Instagram at [Soulinspired.girl](https://www.instagram.com/Soulinspired.girl). If you like what you heard, be sure to share with a friend post and tag me on your Instagram stories and leave me a five star rating on your favorite podcast platform. Now go out there and create yourself an amazing day.