

Richard T: [00:00](#) Welcome to the Solo Business Show for conscious creators, authors, and entrepreneurs, where we talk mindset, meaning, money, and mastery. I'm your host, Richard Taubinger. Find out more at [consciousmarketer.com](http://consciousmarketer.com).

Richard T: [00:15](#) Hi everybody, thanks for tuning in. I'm Richard Taubinger, the CEO of Conscious Marketer and the host of the Solo Business Show, and I really appreciate you being here. I'm really excited today to have Dr. Ginger Nash on. Ginger is going to be talking about the rhythms of business, her new movement called Feminology, she's putting that out on social media and then into the world. And we're gonna talk a little bit about community building and long-term customer value.

Richard T: [00:43](#) Let me tell you a little bit about her before we get going. Dr. Nash is a Naturopath, and she's been studying and practicing natural medicine for over 20 years. She's worked along side some of the best minds in the field. She works with the underlying causes of disease, not just symptom management. She specializes in whole body health, and, in particular, women's hormone balancing, nutrition, and digestive complaints.

Richard T: [01:09](#) So today, we're gonna talk about rhythms of business in the body, the Feminology movement, and long-term customer value and community.

Richard T: [01:16](#) Welcome, Ginger. Hi.

Ginger Nash: [01:18](#) Hi, Richard. Thank you so much for having me. It's great to be in conversation with you.

Richard T: [01:22](#) Yeah. It's been great, and I had the pleasure of working with Ginger over the last year, just working together on some of the concepts that she's created. And I have to say, she's not only an amazing doctor but an amazing entrepreneur, a business person who, I think, with her new movement is really gonna start to change the world and help so many people especially in the women's field.

Richard T: [01:45](#) Do you want to tell us a little bit, Ginger, about how you got into what you're doing, and what your hero's journey was to kind of land you where you are right now?

Ginger Nash: [01:54](#) Sure. With your guidance, that's been part of what I've been able to really get down to the root of in my work in feminology. I came to natural medicine like many other naturopathic

doctors because of a personal health crisis when I was a young woman. And it was around a women's health issue. This was back in the '90s when we didn't have health insurance necessarily. I was a struggling graduate student, and I was studying the history of medicine. So I already had an interest in medicine and was fascinated about the way that different cultures define concepts of health and disease. But I was coming at it from a much more academic perspective.

- Ginger Nash: [02:39](#) Then I had major abdominal surgery, emergency abdominal surgery, and lost one of my ovaries and fallopian tubes and had to go under general anesthesia for the first time in my life without knowing if I was gonna wake up with any of my female reproductive organs still in my body. It was a terribly traumatic experience.
- Richard T: [03:02](#) My understanding is that how you moved through the system was pretty horrendous at the time, is that right?
- Ginger Nash: [03:09](#) Yes. I was living in San Diego at the time, and I quickly came to realize that if I was not a native English speaker, as you know in San Diego there are many Spanish speaking people, and just realized that I was able to work the system and call in some people that I knew. I would have been steamrolled, basically, if I hadn't had the chutzpah that I had and the privileges that I had to really push the system to get me this surgery. Not to sound overly dramatic, but this cyst was rupturing, and I could've died. It was a real big eye opener for me.
- Ginger Nash: [03:56](#) And in the wake of the recovery, I was next to a woman who was actually like 20 years older than me. This was when I was 24. And she was an acupuncturist, and she had friends come in and give her acupuncture in the hospital. She and I had the exact same surgery. She recovered super quickly. And I was 20 years younger than her and it took me a lot ... I was in the hospital for eight days.
- Ginger Nash: [04:25](#) Anyway, it just was a real eye opener and since I had this background in the history of medicine, and I was aware of all these competing models of medicine. We call medicine just medicine. We think of it as truth with a capital T, but once you start thinking about Chinese medicine, about [inaudible 00:04:42] medicine, about all these other traditional forms of medicine that are thousands of years old, you realize, wait a minute, there was a whole other way of looking at the body and helping people get well and stay well and I really threw myself into the study of that. I decided I wasn't gonna go the academic

route and just jumped in and started learning all about the rich history of natural medicine in Europe and then in the United States as well. And then went off to Naturopathic medical school.

Richard T: [05:18](#) It's like that wounded healer archetype is like a lot of people in the medical profession, practitioners and psychotherapy, they have that ... I think what's probably not maybe apparent is if you're in alternative or complimentary medicine or if you're a Naturopath, which you go through medical school, you come out and you actually have to learn how to run your own business too, right?

Ginger Nash: [05:45](#) Absolutely. And I was desperate, Richard, to find somebody whose practice I could join. When I moved to Connecticut from Portland, Oregon, I was like, "Oh my gosh, I don't want to do this by myself. I need to find somebody." I couldn't really find the right fit so I was forced to sort of hang up a shingle and just start. I cold called practitioners in the area. I just said, "Hey, can I take you out to lunch and tell you about natural medicine?" And it worked. I just met some key people that started referring clients to me and then when you get good results and you're really committed to what you're doing, which did definitely come out of my own health experiences and that sense of really wanting to help empower women to be able to make choices about their bodies and get in touch with their body's ability to self-regulate and to heal. So that commitment sort of just came through with my communications with people and my practice grew pretty quickly.

Richard T: [06:50](#) This is Solo Business, but it's like we work with a lot of healers and psychotherapists and things like that, and there's definitely a business angle. And I think in the past, your field in particular, like a lot of others, the Internet's kind of opened it up so that if you have a larger message to share with in what you're doing, you're not just an open door thing or bricks and mortar thing, but you can actually get out there. But then you have to learn that aspect of digital marketing.

Ginger Nash: [07:21](#) Absolutely. That's where you come in.

Richard T: [07:22](#) Well, I thought it was where you come in. You have to put all the work in.

Ginger Nash: [07:31](#) Yeah. But, absolutely, that was it. I was like I kind of feel like I've been in the trenches for 20 years, seeing patients one-on-one, and really trying to learn as much as I can which is constant

about the body and all the complexity. But then really trying to take the message larger and reach more people and find a way to help educate women about these kinds of things that I've been doing one-on-one for a long time.

Richard T: [07:59](#) I think there's so much noise out on the market about health these days. It's probably hard to break through and get people's attention. Can you talk a little bit about the natural rhythms, but it sounds like naturopathy in general but also connects to your movement. But you probably see that there's a need out there and what we talk about being empathetic with the customer but how are people out of balance with the rhythms of how they're running their life and what do you see in your practice with how people are running?

Ginger Nash: [08:36](#) First of all, we're all living in a culture that's constantly do, do, do, do, do, and performance and productivity and all of that, so I think that puts a tremendous stress on women's health and hormone balance in particular, and especially at those times the big transition which is part of what feminology is so interested in is the transitions for women. The big ones being puberty, of course, and then postpartum, so many women go through such a radical shift in their thinking, in their life path, etc., and then again at perimenopause and into menopause. So these times in particular are times that women are especially vulnerable to stress and chronic stress and so there's a lot of need for supporting women with getting in touch with their bodies first of all so that requires pulling back a little bit and finding what is gonna work for you, and some women who are really enlightened can even plan their lives around their menstrual cycle, which happens in a monthly fashion as we know.

Ginger Nash: [09:49](#) There really are sort of two phases for women, and the first two weeks of the cycle are very different hormonally and in terms of mental outlook than the second half of the cycle, which is the premenstrual period. So we encourage women to really get in touch with those rhythms, and some of that includes educating them about the things that they might be doing that are throwing them off of their rhythms. One of the big things we talk about and we produced what I think is a really nice educational guide about being on hormonal forms of contraception, so the birth control pill, implants, IUD's that secrete hormones. What those do is actually suppress the entire rhythm of a woman's monthly cycle and that has profound impacts. And it's not that we're saying that women shouldn't have control over their bodies and their reproductive facilities and when they want to have children or if they even want to

have children, but of course we want to take into consideration all the ramifications on a woman's body that that entails.

- Ginger Nash: [11:02](#) So there's a lot of education around that and then there's also just education around how women are different than men and certainly in the business world, the structure of our society is very patriarchal and women are expected to perform as men do and are often penalized if they're not and certainly pay gap and job interviews and reentering the workforce after taking time off to have kids, and women are still overwhelmingly responsible for caregiving to children. There's just so many issues, like you said, and there's so much information out there now a days that it's really fun to start talking to women about getting in touch because they know. Once you can remove some of those impediments to them hearing their own intuition and listening to their bodies they know that this is the way they want to move forward in their lives. A lot of young girls aren't even in touch with that yet. That's why I love working with the perimenopausal age woman because she's learned a few things.
- Richard T: [12:19](#) You would hope, right?
- Ginger Nash: [12:21](#) Yeah. Yeah. And it's like learn what to let go, what to focus on, and hopefully be in a position to sort of create the kind of life and lifestyle that she wants going forward.
- Richard T: [12:34](#) It's interesting because it's almost like there's this illusion that life is really long but you just quite never know. I think women in particular they have this guide posts that are a little more obvious than for men.
- Ginger Nash: [12:51](#) It is. That's a really good point. I read somewhere recently women's physiology dramatically changes every 15 years and it's not quite the same for men. It's different. It's more of a slow change over a longer period of time, rather than having these obvious, like you say, sign posts for transition.
- Richard T: [13:17](#) Right.
- Ginger Nash: [13:18](#) Even though there is andropause.
- Richard T: [13:21](#) So tell me, you're kind of expanding out into the world with your partner, your business partner, Tara, is that right?
- Ginger Nash: [13:29](#) Yup. Dr. Tara Nayak, yup. And she's 20 years younger than me, so we have a different lens ...

Richard T: [13:33](#) That's great.

Ginger Nash: [13:33](#) Yeah. It's really cool.

Richard T: [13:33](#) So you guys co-created this movement called the Feminology Movement, which I think is an awesome name and it's at [feminology.org](http://feminology.org). What's your vision for that? What do you see happening? What kind of world domination or how do you want it to help women and the planet at this time?

Ginger Nash: [13:58](#) Well, one of the things I'm really excited to do is start our own podcast which will be launching in a couple of months, and it's called The Feminologist, and it's stories of women's health in the context of our culture.

Richard T: [14:12](#) Love it, yeah.

Ginger Nash: [14:13](#) And the reason we're calling it The Feminologist is because we want to encourage women to think about themselves and their relationships to their bodies, minds, and health journeys as if they are their own feminologists. They're studying themselves. Feminology, the study of women, that's actually the name of some women's studies departments in Europe. They call it feminology. So the podcast is really gonna be a lot about story telling and I really envision inspiring other women by listening in to women's stories of how they've interfaced with either the medical institutions and or taking control of their health journey and giving some, maybe, actionable advice at times.

Ginger Nash: [15:06](#) But, really, more it's gonna be the podcast at least is gonna be more about story telling and community and inspiration. And then we also are providing women with a lot of information that is very actionable and really like what kinds of things need to be in place for you to live a healthy life and, again, as you say, that is so overwhelming and there's so much information, so we really try to simplify it. The first that we offer to women when you do visit the website is a home healing guide. So ways that you can just start simply taking care of your home environment and doing some simple things that is gonna help your body balance it's hormones. You have to start at the beginning. And then of course there are people with much more serious conditions and those are the kinds of things that we would work one-on-one with women for.

Ginger Nash: [16:03](#) Eventually, I would love to and Dr. Tara's really excited about some live events, we'd love to have some live events. I don't know if they would be retreats or more of a combination of

some short lectures or panel discussions of different women. I live in New Haven, Connecticut. I'm married to an academic. I know a lot of academics. I know a lot of really amazing, brilliant women doing amazing work around women's issues and around just issues in general that relate to just being a really embodied woman and creating the sort of life that we all want and deserve. And we know that there's a lot of blockades in that regard in some ways. And for some women those things are more around health.

Richard T: [16:56](#) Well, I think, the concept of storytelling and it's what people do. It's a great community builder because you want to know the people who've come before you what they've gone through, and to pass on the knowledge. It's a big theme if you look at my bookshelf beside me, you can't see it here, but I probably have 50 books on story telling. And it's kind of been a mini obsession for me because I think the future of marketing in some ways is a lot about just sharing stories.

Ginger Nash: [17:31](#) Yeah. And when I get together with these friends of mine and women that I know and when I listen to other podcasts, the thing that really turns me on is hearing people's stories and hearing the human connection and what people have done with their lives and how they've learned and evolved and that includes all kinds of ways. But there's just so many people just doing so much good work, and I really want to draw that out, because as we know there's so much negative crap happening in the world too, and the world is becoming more toxic and that's another area that we've done a lot of research around, Dr. Tara and I, she's really a high level expert in the microbiome and just thinking about this whole ecosystem that lives inside us and then obviously connects us to the outside world as well. The sky's the limit. I don't know exactly what feminology's gonna look like in a few years, but we definitely have big plans for 2019. We're gonna be busy.

Richard T: [18:41](#) It's kind of interesting because the energy of the creation that comes through, you can feel how it's part of you and what you're meant to do and there's kind of like two approaches. There's the mind or the ego and you're like, okay, I see this niche over here that I want to go after or market to or I kind of want to do this, but then there's this other thing that often overrides it if you can listen to it and it's like, I have to do this thing. And it's coming through me and I just have to birth it into the world. And I have to figure it out along the way and I don't know what it's gonna become but I have to just go and I don't know if I'm gonna make money or not. But it has to be

something because it's coming through me and I'm called to do this. And that's what it sounds like feminology is for you. It comes from a much deeper place for you.

Ginger Nash: [19:28](#) I hope so. I think that's becoming more of a reality for me to see it that way. And part of my own getting out of touch with my own rhythms the way I do that is I tend to push and try to force things. And it has been really important for me to think of it as a birthing process because that baby's not coming out until it's ready and then you got to be ready for whatever experiences and opportunities are gonna come at you when you go through that process. Yeah. It's definitely scary at times.

Ginger Nash: [20:05](#) But I also do feel that deep connection to this is what I'm meant to do. And the way I got into naturopathic medicine has been such a deep connection in my soul that absolutely feminology is the same way. And it's funny because I struggled over two years trying to figure out what to call this and then when I finally hit on the word Feminology, it was like a light bulb. It really was. It was just like, "That's it." And I've had so many people give me that positive feedback. It's a great name, and I thank you for encouraging me to trademark the word and I did. It's almost to the registration point. Yeah. It's exciting.

Richard T: [20:52](#) It's a big concept. And this kind of comes back to the long-term customer and, I think, an interesting question for everybody listening to ask is if I had to do one thing with my life or my business, what would I do until the day I die, basically? What would I be okay committing to and I think that with long-term customer value, women go have the whole ... there's a whole life cycle that they go through and so you have something here that is actually quite large but it also gives you a good birth that you could be doing this and helping people til you die basically.

Ginger Nash: [21:37](#) Who retires anymore? Is that even a thing? It's like people retire and then they start their next career. It doesn't feel like that's even a possibility or even a desire because this is how I am interacting in the world is through this work. It's pretty cool. Unless I open a dog rescue, that's the only other thing I can imagine doing.

Richard T: [22:04](#) If you go onto Ginger's Facebook page, she's rescuing dogs all the time. It's awesome.

Ginger Nash: [22:11](#) I'm trying to help people find ... if you need a dog, let me know. Reach out, please. Send me an email.

Richard T: [22:20](#) All right. Well, it's been a great talk. If you want to join Ginger's movement, you can go onto Facebook and just google feminology. And then you can also go to feminology.org and make sure you register for her email list. There's a pop-up that comes up at some point or you can click a button and get on her list so that you know about what she's doing. Events, she has courses for different stages for women, online courses. And of course if you're in the ... I think you do phone consultations as well.

Ginger Nash: [22:52](#) I do. I have like 50% of my practice is long distance, maybe even more than that now.

Richard T: [22:57](#) Let me ask a question. How many customers that you started with 20 or even 15 years ago, do most of them stick around? It's like they never leave?

Ginger Nash: [23:04](#) I have people that I've been seeing for 18 years. 18, 19 years.

Richard T: [23:09](#) And it's because you just serve and they want to stick around and you're there for them as they're moving through life, yeah?

Ginger Nash: [23:14](#) Yeah. Yeah. It's kind of amazing. Somebody recently asked me how many active patients or clients do I have, and they almost fell off their chair, I was like, "Probably close to 2000." And they were just like blown away. That seemed like such an insane amount. But you're in practice for 20 years, I don't see all those people on a monthly basis.

Richard T: [23:40](#) There's a nice energy about when you meet somebody, you really want to be their doctor for life. You want to be their provider, whatever, service for life, and to have enough of a broad range that you can do that.

Ginger Nash: [23:59](#) Yeah. And that's how it used to be, right? Nobody sees the same doctor twice half the time when they go in for their checkups. And people say that to me all the time how you know me, and it really does make a huge difference in terms of patient care when you've been working with them or even other family members and that kind of thing. So, yeah, it's pretty cool.

Ginger Nash: [24:24](#) I tell new naturopaths all the time, because we tend to be a nomadic bunch, I'm like, it really helps to stay in one place for a little while if you want to build your business. You can't really go bouncing around to five different states.

Richard T: [24:40](#) I'm a little more nomadic, I'm an internet marketer, but yeah, I get that.

Ginger Nash: [24:46](#) Yeah. People get very attached to their doctors. And it's important to give them the sense of stability.

Richard T: [24:55](#) Thanks for being on the show. Thanks for being in my life. You've added so much value, I can't wait to see how Feminology unfolds through the years and again, you can go to [feminology.org](http://feminology.org) to learn a little more about Ginger and her movement. You can also go to [consciousmarketer.com](http://consciousmarketer.com), that's where this podcast is housed, sign up for my list. And if you like the episode, also share it with others who may want to connect in with Ginger and what she's doing.

Richard T: [25:24](#) Thanks, Ginger, for joining us today. I really appreciate you being here.

Ginger Nash: [25:27](#) Thanks so much, Richard.

Richard T: [25:29](#) And we'll be in contact. Thanks to all the listeners for tuning in and we'll see you next time. Thanks so much. Bye-bye.

Ginger Nash: [25:35](#) Bye-bye.

Richard T: [25:37](#) Thanks for listening to the Sole Business show. Find out more and subscribe at [www.consciousmarketer.com](http://www.consciousmarketer.com).