

Redefining Health & Wellness

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Featured this episode: Sarah Gray & Shohreh Davoodi

Shohreh Davoodi: This is episode number 57 of the Redefining Health & Wellness podcast, and this week we are celebrating the one year anniversary of the pod. Fuck yes! I am so proud of this project, and the fact that I managed to put out at least one episode a week for an entire year honestly feels like a bit of a miracle.

Today's episode flips the script a bit. I have invited on one of my dearest friends, Sarah Gray, to guest host the podcast and interview *me*. We chatted about the steps I've taken to run a feminist and social justice-oriented business, what coaching with me is like, some of the challenges I've overcome in my biz, and plenty more. To access the show notes and a full transcript of this episode, head to shohrehdavoodi.com/57. That's shohrehdavoodi.com/57.

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Joining my Patreon community at shohrehdavoodi.com/patreon is the best way to offer ongoing financial support and get extra members-only perks in the process. If you prefer a one-off contribution, you can tip me for my work through the payment links located at the bottom of the show notes for each episode.

Lastly, even if you're unable to support the podcast financially, you can always subscribe, rate, review, and share it so that more people can find and benefit from the show. However you choose to invest in the podcast, thank you for believing in me and tuning in each week.

[Music plays]

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Welcome to the Redefining Health & Wellness podcast. I'm your host and resident rainbow glitter bomb, Shohreh Davoodi. I started this project because I saw how black-and-white messaging about health harms everyone, and I wanted to paint a more honest and vibrant picture. This podcast is a space where we can reimagine health together by confronting limiting misconceptions, delving into aspects of well-being that are often ignored, and prioritizing conversations with marginalized individuals. I encourage you to take what you need and leave behind what you don't. Are you ready for this? Let's fucking go!

Sarah Gray: Hello everyone! I am Sarah Gray, a writer and editor based in Austin, Texas. As a writer, I've interviewed dozens of people, but today I have the absolute honor to interview one of my longest and closest friends, Shohreh Davoodi. Shohreh and I have known each other since our middle school days, and our friendship has only blossomed over the years. She is the Leslie Knope to my Ann Perkins, and today, I'm excited to speak with Shohreh on the Redefining Health & Wellness podcast in commemoration of the pod's one-year anniversary. Shohreh, welcome to your podcast!

Shohreh: Woo! What a fun thing to have someone say to me. It's so strange.

Sarah: Party time!

Shohreh: I'm excited to be here! On my podcast!

Sarah: Well, I'm excited to guest host your podcast. I have never done this before, so this is a wonderful, fun adventure, and I'm excited to talk to you today.

Shohreh: Yeah, this is gonna be super fun. Because as you mentioned, we've known each other since middle school. You did not tell the folx at home that we've known each other through band, and that is how we met. [Laughs]

Sarah: Yes, band nerds for life. This is true.

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- Shohreh:** Yeah, I mean, I feel like if you've had to wear an itchy and heavy marching band uniform together, then that really just keeps ya close forever.
- Sarah:** Yes, you are in it, and you have seen it, as friends [laughter].
- Shohreh:** Especially in Texas where it's like a billion degrees when you have to wear that uniform, so good times, good times.
- Sarah:** So true. Well, speaking of our long history together and all the changes we have gone through as friends, let's dive into this interview because I have a lot of questions for you and the first one has to do with changes. So, a lot has changed for you since you started your business. Not only have you yourself changed, but the world keeps changing, and your business keeps changing. Through it all, I know you've tried to lead with your values, even as your values themselves have evolved. So, can you tell us what steps you have taken and you will continue to take to run a business that is ethical, feminist, and social justice-oriented?
- Shohreh:** Absolutely. This is a topic that's really important to me, and feminism, social justice, and ethics are really important to my business. But I will say that when I first started my business, these kinds of things were on my mind, but certainly not to the level that they are now. And I think that's because when you first start a business there's a bit of trial and error with everything, and it can take a long time to find your voice, and find your values, and figure out how that's going to fit into everything.
- Like, I just remember at the beginning, just feeling everything out and being like, how the hell do you run a business in the first place? And then add on the fact that you want it to be a successful business. And there's almost an aspect of kind of trying on other people's personas and seeing

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how other people's ideas work, because you're so new to everything that you can't necessarily come up with your own ideas yet.

Which, you know, isn't the case for everybody. Some people can start their business, and they're just like, this is 100% me and 100% my voice. But I think for the average person, when you're first getting started, you don't know what the hell you're doing, and so you're looking to others and hoping that something will stick and feel good for you.

I'm definitely not saying that you reach a point where you should stop taking other people into account, because I think, in fact, in order to run an ethical and social justice-oriented business you have to take other people into account, but the question is *who* are you taking into account in your decision making? And for me, one of the shifts that I've made is that instead of focusing my attention on, say, the big business coaches, or the marketing professionals, or even the other people in my niche who are doing it really well, I'm focusing my attention on those who are the most marginalized.

So I'm always doing my best to listen to those communities and be open to changing my mind about things, changing my business practices, based on what I'm learning from them. And I'm listening for things that they consider to be a harmful practice, or things that just might be a more helpful or inclusive practice, and that's where I'm taking my cues from.

So the reality really is that the process of putting these things to the forefront of my business is a fluid one, and it's one that is always in motion. So I have had to learn how to be open to critique and to see that as a gift instead of an insult. And really, to not let hurt feelings take the wheel.

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I think when I first started, I was more sensitive to criticism from other people, or I was more sensitive to people saying, “Hey, this thing you said or did was harmful.” And that was kind of my perfectionist nature where I felt like, oh, I’m a bad person, you know, if I mess this up, and I have to do it perfectly. And now I realize that perfectionism is bullshit, and that doesn’t mean I don’t still struggle with it, but it does mean that I try not to take that into account. And I really am understanding of the fact that just because I make a mistake doesn’t mean that I’m a bad person or that I’m a bad business owner. It just means that I’m a flawed human, like all the other flawed humans out there, and I’m doing the best that I can. And I need to be open to hearing from other people.

And so, in terms of actual examples of things that I've done in my business over the last few years to align with my values and beliefs, really there are a lot of different things, but let me name a few practical ones that even other people could use.

So, first of all, I've learned a ton from the disability community. One of the things that I have implemented is using alt text for images on my website and for images on social media. So, I try to always embed alt text on Instagram, for example. There’s a built-in feature where you can kind of go in behind the scenes and describe whatever the image is, and this is really important if it’s an infographic so there’s a lot of text on the image. And if there’s so much text where it’s actually gonna be difficult to try and copy and paste in alt text, I’ll put an access note in the caption that says, “Hey, you can DM me or comment, and I’ll send the text of the slides to you.” And I've absolutely had people reach out to me on some of my bigger posts asking for that text.

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And I also, from the beginning, have offered a transcript for every single podcast episode that I've done. So I pay somebody to transcribe the episodes, even though, as I mentioned in episode 50, I'm still at the point where my podcast doesn't make any money. And that's because I just felt like I couldn't ethically have a podcast without offering a transcript for the deaf community.

Plus, it's just a better business practice, honestly, because some people would much rather read than listen. So it also has the effect of more people can enjoy the content of my podcast, because even if they're not a podcast person they might be like, "Oh, I'm really into this person that Shohreh interviewed. I'm gonna go to the transcript, and I'm just gonna read it instead." So that's something that I think is important.

And something I learned literally just last week from a friend in the disability community is that it's important to capitalize the first letter of each word in your hashtags, because apparently, it's better for screen readers, and it's also easier to read for some people with some cognitive disabilities. So that's something that literally within the last week I'm like, cool, now I know that, I'm now gonna implement that. And so it really is just that fluid, [laughs] where sometimes I have someone who is like, "Hey, here's this thing," I look into it, I'm like, "Oh, you're totally right." That's such an easy change for me to make, right? It is not hard for me to change my hashtags to using a capital letter at the beginning of each word, so I'm gonna put that into place.

Some other ones are that, you know, I just did an episode with Kelly Diels who is big into feminist marketing practices, and she's had a huge influence on me in terms of my marketing. So I've stopped using scarcity tactics in my marketing. So that's things like countdowns on a sales page

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or false deadlines where you try to say, “Oh the cart’s closing,” but it’s really a thing that’s gonna be open all the time or most of the time.

And I've also learned to bake consent into my email marketing practices, so it doesn't feel like I'm tricking people into being on my email list. So instead, I'm making it very clear, like, “Hey, this is gonna get you on my email list, here's how to get off of it.” Making sure they actually want to be on there.

Something that a lot of people will know if they've followed me for years is that I've learned that I don't want to use my body to sell my services, and I've learned this from fat folk who have told me it's very harmful when thin people use their thin privilege, essentially, to sell whatever it is they're selling and kind of put their body in every post. Because the implication there is that if I work with you, if I do these things you're saying, even if you don't say it out loud, that I can get a body like yours.

And that's not true, that's bullshit, that's not how bodies work, but a lot of people use their bodies to sell their products, even if they don't really know that's what they're doing. So, most people who follow me will know that there was a very clear decline over the course of my Instagram account, for example, where I have stopped using very many pictures of me, and pictures of me are just not a big part of my work accounts, or even my website in general anymore.

I mean, I even changed the artwork for the podcast a few months ago so that it's no longer a picture of me on the cover. 'Cause I really just feel like this podcast isn't about me, even though I'm the host. Like, it's about these topics that are so much bigger than me, and so I didn't feel like I should be the face of it, per se?

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A few other things I will say, and I know this is a long answer, but I just feel like this is such an important topic.

Sarah: It is. It's key to your business.

Shohreh: It is. It's key to my business, and not everyone knows that all of this is happening behind the scenes because you don't necessarily see it.

Sarah: Right.

Shohreh: So, a few other things is that I've learned the utility of trigger warnings, you know, putting a trigger warning or a content warning for certain posts or even in my stories, and just kind of learning what is harmful.

And the biggest thing, honestly, is just learning to eradicate harmful language. And I know this is something you and I have been working on together, even though, you know, you're not necessarily running a business or in the public eye, but this is something we *all* need to be working on, is listening to other people when they say "Hey, that word is harmful to me, and here's why." So something that might be a best-practice word to use today, in six months, or a year, or two years, it's not necessarily going to be anymore. And so we really have to be open to change.

I've learned the importance of capitalizing the word Black, when referring to Black people—that's been a big one this year. I've been trying to remove ableist language from my vocabulary, so words like "crazy" or "lame," or "crippling,"—trying not to use any of those anymore. I've stopped using culturally appropriative words like "tribe" or "spirit animal," which white people just continue to use.

Sarah: All the time. All the time.

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Shohreh:

All the time! I'm like, indigenous folx have been very clear that they find this offensive and culturally appropriative. Is it not that hard to find other words for these concepts. So we just all need to be thinking about that.

And I understand, like, when you first start thinking about this stuff, there's this visceral reaction of like, "I don't wanna take that out of my vocabulary! I like that word!" Right? But it's like, you don't own that word. It is not yours to have necessarily. And do you wanna be doing harm with your language? I think the average person doesn't want to be causing harm with their language, and so, if someone is telling you, "This is harmful to me. This hurts and here's why," like, you should listen to that. *Epecially* if it's coming from a marginalized individual or marginalized group and you have privilege in that area, you don't share that marginalization, then it's not your place to be like, "I disagree. I should be able to use this word."

So, that's the biggest thing really that runs through all of this is just language and how it's constantly in flux. And the last thing I wanna say, because I think it's important is, focusing on overall accessibility in terms of pricing. I think this is a very tricky thing, but it's something that all business owners need to be thinking about and working on constantly.

And I wanna be clear that like, a lot of us business owners aren't just like rolling in riches. I can tell you that I am not [laughs]. Many business owners, small business owners, are barely scraping by. Maybe they're making a small profit, or maybe they've reached a point where they can finally feel comfortable, after many years, but not necessarily making millions of dollars. I wish! That'd be great.

So, this is not about making things so inexpensive that you can't also have a living. Like business owners 100% deserve to make a living, and they're working hard. I'm working my ass off, you know? I deserve to make money

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for what I put out into the world. However, I think it's important that we also find ways to make what we create accessible, because that's a key piece of building a more equitable society.

And whenever anyone talks about this, the first thing they assume is like, "Oh okay, so you want me to do a sliding scale." And I do have a sliding scale. I have a "pay what you can" sliding scale for both my one-on-one coaching services and for my consultations. I think that can be a really helpful piece of the puzzle when we're talking about equitable services. But I think there's a lot of different ways to do this. It depends a bit on what your business model is, what you're offering.

Something I've tried to do is make sure that I have a variety of services available at different price points, so that people with varying budgets have ways to access what I offer. So I put a ton of free content out there, between my email newsletter, the podcast, everything on my Instagram, and I also have things at different price points that come out throughout the year. So, you know, one-on-one coaching is gonna be the most expensive. Group coaching is cheaper than that. I'm working on some other offers as well, which we'll talk about later.

So just really trying to have a lot of different options that are out there, and just thinking about that balance. Again, I'm not saying that there's one right way to do this. So some people have gone the route of having scholarships for some of their programs, for example, or other people have made their sliding scale such that they are having people at the top essentially pay more if they can afford it, so that some people can join for either very cheap or even for free.

So I'm not the expert in this. I think there's some wonderful people out there who are talking about this, but if you're a business owner and you're

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not thinking about this, I would encourage you to spend some time thinking about this and finding ways that your business can have equitable pricing and be more accessible. And again, maybe when you're a baby, small business and you're not making much money, it's gonna look different than when you finally reach the point where you're making six figures, and that's okay. We just wanna be moving in that direction of making sure that access is not an issue.

Sarah:

Definitely. Well, and through your answer it's clear that it's always about progress and not perfection. It's being open to change. It's figuring out what changes you need to implement. I think, as someone who's been a long-time client and friend of yours, I know who you are as a person, and you've instilled that in your business. And it's always just been a constant journey.

Shohreh:

It is a journey! Absolutely. And, I mean, you know by the fact that I was able to rattle off these various things [laughs] that I spend a lot of time thinking about this. And I am constantly changing things and letting things be in flux.

And in some ways, that's rough, right, because there are costs that could be incurred with that, such as, for instance, needing to make changes to my website that I need to pay my web designer to help me with that. I've made more changes to my website over the last three and a half years than I would have liked to, just from a monetary perspective.

But sometimes it's not expensive. Sometimes these changes are very simple and easy to implement. And you don't have to do it all! You can take small steps. Again, what are the things you can do that are within your price range, that are within your energy capacity, that makes sense for your business? You know, there's a lot of people online who are like, "You

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have to do it this way,” and I just think any time we’re getting into that black-and-white, or all-or-nothing thinking, that gets really tough for people, because there’s always gonna be barriers. There’s always gonna be issues of access, for us as well on the business owner side in terms of how we can put this into place, how easy or difficult it is to do that.

So, I’m not trying to say if you haven’t done all the things I just said that, like, you’re a horrible person and business owner, at all. I’m only saying these are the kinds of things that I’ve been putting into place and that I’ve been thinking of when it comes to having a feminist, social justice-oriented, and ethical business. And also, those terms are subjective terms. There’s a lot of different ideas and possibilities that are out there for you. But I just encourage you to make sure that you are thinking about it, and you are making it a part of your business.

Sarah:

Definitely. So, kind of staying on the topic of your business and about who you are as an individual, you say on your website that you are unapologetically yourself. And again, as someone who is a long-time friend and client of yours, I can attest to this. And I personally think that it’s why you and I have stayed friends for so long, because I know that you are always being yourself. And that also means, though, that you might not be for everyone, either as a coach or a human being. So can you tell us a little bit about what you look for in an ideal client, and maybe talk about what coaching with you is like?

Shohreh:

Yeah. It’s funny, you mention on my website how I talk about that I am unapologetically myself. And I think it’s also important to mention that on my website I talk about the challenges of getting to this point of being able to feel like I can be unapologetically myself. Because when I was an attorney, that was not a possibility for me, and that’s one of the reasons

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that I left that career. And I also honor on my website that there are real barriers to people being able to be their unapologetic selves, and one of the reasons that I have been able to is because I have a lot of privilege in this world, right? Society doesn't treat me as harshly for some of the ways that I have forged my own path as it would if I was in a fat body, or if I had darker skin than I do, or if I was disabled. And I just think that's really important to mention.

In terms of coaching with me, I really try to create a space where whoever I'm working with can feel like, at a bare minimum, they can be unapologetically themselves around me, right? So even if maybe it's not safe for them to do so in other aspects of their life—with maybe their family or at their jobs—that they can come to the space with me and feel like they can be honest, and they can be true to themselves. And I really want people to know that I respect them and I honor them just as they are. And that I'm not coming into coaching with an agenda to change them. And I think that's important to say. I'm not trying to change their bodies; I am not trying to change their minds or their hearts. Like, my job as a coach is to help them facilitate the change that they have decided that they wanna make in their own lives.

So I always give the analogy when I'm on consultation calls, for example, that I am the GPS and my client is the driver of the car. So, I'm guiding, right, I am able to give them different route options and alternative routes. I can tell them what destinations and things are nearby that they might wanna access. I can let them know about barriers that are coming, or possible barriers that are coming. But I'm just guiding them. So they can totally ignore me. They can drive off into a lake if they want to. They can, you know, drive up a cool mountain and check out the view. Like, it is not my choice. And I'm gonna do what I need to do to help them but at the

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end of the day, they're in charge. They are in that all-important driver's seat, and they're calling the shots.

And that can be really scary for people, especially if they're used to health and wellness coaching that's in the vein of diet culture. Because in diet culture, the coach or the trainer is the expert, right? You are going to them because they hold the key to what you want. And for most people, that's weight loss, right? It's, I wanna lose this many pounds, in this amount of time, and the trainer is like, "I have the answer. I will help you."

And maybe the answer is that they're gonna yell at you until you get there, or they're gonna just hold you accountable and they're gonna micromanage what you eat, but you're looking to them to tell you what to do. Maybe they're gonna give you a meal plan that says, "Eat exactly this." They're gonna give you a workout plan that says, "Do exactly these workouts." And if you don't do them, you're gonna disappoint them. And that's one of the things that motivates people to a point. Eventually that's not very motivating anymore, and in fact, it is a really frustrating experience to be in, I think, on the client side. Because I've been in that position as a client, and it's not fun, and there can develop a lot of resentment there.

But if that's what you're used to, it definitely feels scary to have someone say, "Hey, I'm here to guide you and help you, but you get to be in charge of what's going on." And so to a certain extent, to work with me, you have to be okay with going into that position and with me not necessarily being the expert, right? Like I am the expert of some things. I have a lot of expert knowledge about intuitive eating, about helping people get where they wanna go, about exercise, and all of these different topics. But, they are the expert of their own bodies and their own lives. I can't be that. I have not lived their history and their experiences.

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So you have to be comfortable coming in with that, or if you're not comfortable, at least have the courage to take that leap, to say, "Mmm, this is gonna be scary, but I'm gonna make the jump anyways because this feels important to me."

And most people who are coming to me are coming to me to work with them on their relationships with food, exercise, their bodies, their care for themselves, and honestly, I've tried so hard over the years to figure out the best way to describe my work and what I do. You know, I've kind of settled on that I'm a weight-inclusive health and wellness coach, but I even hate saying that because I feel like so many people see the phrase "health and wellness coach" as being, like, really skeezy or like they associate it with MLMs. There's not a good word for what I do. Like, "care coach" isn't a think, though that might describe better what I do [laughs], in the sense that—

Sarah: I like that.

Shohreh: —yeah, maybe that's what we need to go with [laughter]. I don't know, we're learning here. But I try to help people untangle themselves from diet culture so that they can redefine health and wellness in a way that makes sense for them. And, you know, I'm doing that through conversation, I'm providing resources, I'm offering tools and strategies, I'm being supportive. And that's gonna look different for everybody.

So some people that might mean, like, really doing a deep dive into intuitive eating and the principles of intuitive eating and helping them with that. Some people are coming to me 'cause, you know, they struggle with binge eating or yo-yo dieting and they want to not feel that out of control anymore. But it's always different with every client that I have. I mean, some people I'm working with them to help them draw boundaries with the

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people in their lives. Some people I'm helping them make more time for themselves and their hobbies. Or some people are like, "Hey, I just don't wanna feel out of breath when I go up the stairs anymore." So I never purport to know what is gonna happen with each client, but the way I see myself is that like when you're working with me, it's kind of like you're working with a friend, and a teacher, and like a confidant, and a cheerleader, like all rolled into one. I'm really playing a lot of different roles in my client's life, depending on what they need.

So in terms of what I'm looking for in *them*, you know, I'm looking for a good rapport. I used to be in a place where I desperately felt like I had to take every client that showed up at my door, because I was like, I need the money, I need to keep my business thriving, and so if someone fills out my contact form, I'm gonna try to sell 'em, right, and get 'em in here.

And it's not that I don't need the money [laughs], I definitely still need the money. But now I've realized that as much as clients are interviewing me on initial consultation calls, I'm also interviewing them. And I enjoy my work so much more when the clients that I'm working with align with my values and what I am passionate about.

And so, there are clients who just aren't a good fit for me. Like, I am looking for people who are self-sufficient enough, as I said before, to be in that driver seat, because I can't do it for them. Like, I can't make someone wanna change who isn't actually ready to change. Like people might logically be like "Yeah, fuck diet culture. I wanna do intuitive eating, and I wanna live this Health At Every Size-informed life," but if they're not actually ready in their hearts and souls to take that leap, I can't drag them there. And it's not fun to try.

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So, that's what I'm looking for when I'm talking to people is like, is this actually the direction you wanna go? How much thought have you put into this? Are you committed to this idea, generally speaking, at least enough that we can work together? And are you expecting me to do the work for you? Because I can't, so that's definitely not gonna be a good fit, even though it's like, yeah, I will support the hell out of you. I'm gonna help you navigate barriers. But there are limitations to what I can do for a person.

And then, of course, I'm not working with people anymore who intentional weight loss or bodily aesthetics are their main goal, because the tools and strategies that I'm using in my work just aren't gonna take them very far and it's not gonna be a good fit. Thankfully I feel like my website and social media by now, like, cut 95% of people off who might think of reaching out to me if that was their goal [laughs]. But every once in a while, one comes through.

And I'm not saying like the vast majority of my clients aren't still grappling with the desire for their bodies to change. Almost all of them are, and they're still struggling with that because we, of course, live in a society that says you are supposed to want to change your body. That at all times you're supposed to be trying to get thinner, and fitter, and prettier. So my expectation isn't that people come in and they're just above that, like I'm not above that. No one is above that. But I've at least reached a point where that is not calling the shots in my life anymore. I don't decide what I eat, or the exercise that I do, or anything else based on will this change my body. That doesn't mean that I never look in the mirror and don't like what I see. It just means that I'm able to put that aside, and that's what I'm asking for my clients, for the time that we work together.

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And of course, they can always decide after our time together that, you know what, I do wanna go back to dieting, I do wanna go back to shrinking my body, for whatever reason and that's their right. But, when I'm working with somebody, we are using tools where that is just not gonna be a good fit. So I don't see clients who are making that their main goal.

Sarah: Yeah, and what I hear a lot from your answer and just thinking about our history together, you expect honesty, and you also expect open communication.

Shohreh: Yes.

Sarah: And think that if a potential client's coming to you, they should have those skills in their toolbox right off the bat, because that's gonna make working with you that much better and that much, I don't know if "easier" is the right word 'cause it is hard work, but those two skills of honesty and communication are key.

Shohreh: Absolutely. Communication is a big piece of it. And again, I don't expect people to be perfect at these things. There is no perfection in either honesty or communication, but it makes such a difference in the coaching and client relationship.

Like, I literally just had a client last week in one of my sessions who like, I could tell she...there was something on her mind and that she was nervous about it. And she eventually blurted it out. And she was like, "I just need to tell you that I'm worried that I'm not getting enough out of our sessions." So I started talking with her about it, and I was like, "Awesome. Thank you for telling me. Let's talk about that. What do you want to get out of our sessions? Right, what are your goals, and what is not measuring up for you?"

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And in this case, what we actually found was that it was because she was really still putting some diet culture goals on herself, and of course, working with me, you're not gonna meet any diet culture goals because that's not what my coaching is about. So if you're really still harboring those inner desires and they're starting to take over, then you're gonna feel like we're not getting very far. And there were some other things too, and we talked it out, and like, she felt so much better by the end of the session. And she told me, she was like, "I was so nervous to say that to you," and I was like, "I don't blame you, and thank you so much for saying it, because I want to know."

'Cause it's not always that oh, you know, the expectation is diet culture, sometimes it's 'cause I'm not giving the client what they need. And I need to know that, because I can't fix it, right, I can't change my tactic unless they tell me that information. And again, if you don't speak up there's gonna be resentment. That's when that bitterness starts to seep in, and that's when all of a sudden, like, the client is not talking to me, right, and not responding when I'm reaching out to them.

So I try to get ahead of this, and I try to tell people up front, you know, "Please be honest with me. I can take it. I want to hear it." And I even have, also, a written feedback form that I have clients fill out, I don't know, like every four to eight weeks, just depending on how things are going. And in that form I ask them, is there anything that you need from me that I am not giving you, or is there anything that you didn't realize before that you needed from me and now you know that you need it? Because sometimes it's scary to say that on a call. Someone might feel more comfortable to be able to write that out and not have to see my reaction to it.

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So, I try to give people different possibilities for how they can broach that honesty and have that communication with me, because for me I'm like, I will be a better coach the more feedback that I get, even though feedback can totally be scary. And so, I ask for it, and I encourage people to give to me. And I think if you're a coach and you're not doing that, you are so selling yourself and your client short in what you can all offer to each other. And you're probably putting some clients off who you could be helping them even more if you had that line of communication open.

Sarah: Yes, absolutely, that's so well said. So we've touched on it a little bit, it's clear that you work really hard, you've had some challenges over the years as you've grown your business, but are there any particular struggles that come to mind that you've had to overcome?

Shohreh: I feel like changing my entire career and starting a business from scratch is probably one of the biggest struggles that I've ever had to overcome [laughs].

Sarah: You don't say! [Laughter]

Shohreh: You know, I built my whole life around being a lawyer for quite a long period of time, you know, a good five-year period of time. And I just threw that away. It was like, "Alright, I'm doing this now." And I don't wanna get into that too much because I've definitely talked about this on other podcasts as well, but that was terrifying. And I was very worried about what people would think of me and certainly was afraid of failure in terms of what if I do start a business and then it's a total disaster.

And thankfully, I do feel like I've overcome that for the most part. I mean, the financial aspect of it is still a struggle, right. When I was a lawyer, I had a very comfortable income. More than comfortable, like more than a lot of

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people have. And I had benefits, and health insurance, and all these other things. And thankfully, I have a partner who has been very supportive of me in starting my business and is the one who's paying our big bills, like our mortgage, that allows me to keep trying to grow this business.

And that's also been hard for me, because Sarah, you know, I'm like very much like the strong, independent woman type of person. It's a tough thing, I think, when you used to make a lot of money, and then you're not anymore and you feel like you're working your ass off. I mean, I work just as much, if not more, than when I was a lawyer. Thankfully I enjoy the work so much more, but you don't see that same financial return that was there.

And that's a work in progress, and I think it's been getting better, it will continue to get better. In some ways, it's kind of like I've run multiple businesses since I started my business, because it did take me a long time to find my voice, and find my niche, and start building what I'm building now. And I'm so happy with where I am now, and I am so happy that I've gotten here, and I know that if I hadn't run these other iterations of my business, I wouldn't be here. But there was kind of like a several steps back scenario happening because like I said, you know, I had to change my website multiple times. Like the vibe of my social media changed multiple times. I spent a lot of money on things like a business coach who was a terrible fit for me and my business ultimately. So that has been tough. I mean, that's been hard to overcome.

And of course, running the business that I run, there is a ideology fit that isn't for everyone. There's a lot of people out there, because diet culture is still the mainstream, who are like, "I don't wanna work with someone who isn't gonna help me change my body. I don't wanna work with someone who is telling me that these things I've been doing and saying are

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harmful.” Like, not everybody is ready for that level of introspection, and I don’t blame them. But it means that the clientele pool is smaller for me than say a health and wellness coach who is using the more traditional methods, that again, I find very harmful, and that I think are hurtful to a lot of people in the world. But, that sells, and that’s what a lot of people out there are doing.

So, there’s a lot of things here and there that have been difficult and that I’m definitely still working to overcome. The other thing I’d add too is that on a personal level, my ADHD is definitely a barrier that I’ve had to try to overcome in running a business. In some ways it’s actually advantageous, but in other ways it’s not. You know, I don’t have a boss who’s telling me what to do or giving me deadlines, like, I have to make all of the decisions for my business. I have to be my own writer, and editor, and content creator, and a billion other things.

Sarah: Right, like you are the business. You are every staff member that a normal company has.

Shohreh: Exactly! If any of you out there are working for a company, just think of all the support staff roles that exist, and I’m playing *all* of them [laughter] at once. And I’m trying to juggle them, and I’m trying really hard not to drop a ball and shatter it into a million pieces. So that is a barrier, is not having, like, a company, but really, it’s just me being a solo entrepreneur. And then adding in ADHD, where I always tell people, it’s like I have all these cute little squirrels running around in my brain, and I’m trying to get them all to sit at attention and listen to me, and they are wreaking havoc. And they’re like, “No, bitch, we do not wanna sit at attention. We wanna run up that tree and we wanna go over here and we wanna eat some food, and some

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of us wanna have a little chat and have a little side conversation.” They are wily, and they do not want to be tamed. [laughs]

And so, that’s my brain! And I do take medication and that definitely helps, but that’s gonna be me for the rest of my life, right? I cannot outrun this neurodiversity that I have inherited, and it does make some aspects of running a business very tough.

So, it would be a lie to say that being a solo business owner and running the business that I’m running is easy. It is hella hella hard. Thankfully, I’m very passionate about it, and that helps me keep going.

Sarah: Yeah, and well, that kind of leads me to my next question. So, there’s all these struggles, you work so incredibly hard, it’s not a walk in the park by any means, but as Elizabeth Warren would say, what makes you stay in the fight and wake up every day?

Shohreh: [Laughs] Lizzie!

Sarah: Aunt Liz.

Shohreh: Aunt Liz. I know, she’s a wise one, Lizzie.

Sarah: Yeah, well, ‘cause you really are kind of going against the grain of the health and wellness industry, and it is a lot of work, it takes a lot out of you. But you get up every day, and you stay in the fight.

Shohreh: I do stay in the fight! [Laughs] Yeah, I mean what you said was it takes a lot out of me, and it does. And I realized I hadn’t mentioned that one of the hardest parts of my work is just the clients that I’m working with, they’re going through so much. Many of them have multiple marginalizations. The world does not treat them fairly. They’re dealing with shit from their families. They are dealing with shit from the medical establishment or

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whoever else, and it's hard. And so, a lot of the work that I do is very heavy.

And there's not necessarily like a clear answer. It's not like I can fix systemic oppression, right? I cannot. And so some of it is just holding space for them to wade through that and figure out how they can live their best life knowing that no matter what they do, the world is gonna treat them crappy.

And that does take a lot out of me, but at the same time, it fills me with rage. So much rage about how shitty this world is, and these power-hungry assholes who are running it and just will do anything to maintain their privilege. Like, that gets me angry! And I think that anger is fuel for me and for the work that I do, because I see who's getting opportunities and who isn't. I see who's being treated poorly and who is not allowed to be their authentic selves out in the world, and I'm fucking pissed about it.

And you know, rage is fuel. This is something that in my episode with Lindley Ashline she mentioned that she uses rage as fuel in her work a lot, and I feel that. I think anybody who has social justice as a part of their business, who has activism as a part of their life, feels that rage. And sometimes it can get away from you, and it can make you wanna just shut down and not be a part of this world. And sometimes you have those days where that's what you need is to just shut everything off and feel that.

But, sometimes you can channel that rage into things that are really beautiful, and really creative, and are really moving us forward. And that's what I'm trying to do most of my days. Is take that angst and say, "How can I put this out into the world in a productive way? How can I help people who are struggling?" And this includes my clients. So it's everybody, it's these entire communities, but also on a personal level, I adore my clients.

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I've put so much effort into having clients who are a good fit for me, and that means that these people are my friends, that I deeply care about them. And that's why I wanna keep showing up for them and keep doing this hard work, because I know that I'm helping them. Every time someone shares a win with me, or they tell me how I've made a difference in their lives, like that makes me feel amazing. It makes me feel like it's worth it.

Even people I'm not necessarily working with who aren't paying me, I still get messages. I get DMs on Instagram, or I get messages on Facebook, or responses to my email newsletters where people are saying, "Hey, this thing that you said made a difference in my life." Or "Hey, I've been following you for a long time, and I went on this trip, and I decided I was gonna eat this ice cream even though I was starting to feel guilty about it, and I was like, well, what would Shohreh say?" And, you know, like that just lights up my freakin' life that people are out living their lives, and diet culture thoughts pop up into their brains, and then one of the ways they combat it is to be like, "What would Shohreh do in this moment?" I'm just like, that's amazing. It's so cool that these things that I'm putting all this effort into really are resonating with people. Really are helping them out in the real world. That's what I like to see, you know, that's why I keep doing this work.

And going back to Elizabeth Warren, I would also say, honestly, the fact that people like Elizabeth Warren, and Hillary Clinton, and AOC are able to get up every day, and keep going, and keep doing the work, knowing, like, the vitriol they've had to endure. That inspires the hell out of me, because I am on a much smaller scale in terms of public persona, in terms of who knows about me and who wants to troll me, and as my platform gets bigger, that definitely grows and it sucks, but I will probably never have to deal with the shit that these people deal with, right?

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Like no one is probably ever going to show up on my doorstep and call me a fucking bitch here in my workplace like just happened to AOC, right? Yeah, and if they do, well, I'm gonna beat them up [laughter]. But—they might do it online, people have certainly called me a fucking bitch online, but you know, it's not gonna happen at the steps of where I go to work every day. If they can be strong, if they can keep going for the greater good, then I can too.

Sarah: Yes, righteous anger is so powerful, and it's part of persisting and resisting everything society says we should be, but we know isn't how it should be.

Shohreh: Mmhmm. Persist and resist, always.

Sarah: Yes. Switching gears here a little bit, but you did talk about how your clients are going through a lot and how that affects you. So on top of that you're constantly working. But inquiring minds do want to know how you spend your free time when you are not working?

Shohreh: Yes, because sometimes I do take time off, which my therapist would be proud to hear.

Sarah: Yes, I'm also proud to hear it as someone who sees how much you work.

Shohreh: I don't take nearly as much as I would like to, yet, but again, a work in progress. It's definitely gotten better, and I've also gotten much better at just listening to my body, when my body is like, it might be like a random Tuesday, and my body is like, "Hey, hi, we're not working today." [laughter] And sometimes, thankfully, because I work for myself, that's a thing that I can do. That's one of the few perks that there is in running your own business is that I create my schedule, that I can shuffle things around if needed for the most part when I'm feeling burned out and I really do need to take a rest.

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But, when I am resting, when I am taking time to myself, pre-pandemic trapeze was my biggest hobby outside of my work. And then the pandemic stole that from me, [laughs] and I haven't been on my trapeze in over five months, which can be a little crushing when I think about it too much. And I'm definitely fearful of the experience of getting back on my trapeze, 'cause, you know, it's just like, I put a lot of years of progress into that, and I don't know what it's gonna be like. I don't know how much will be there, or how hard it's gonna be when I get back on it. Hopefully, some time before the end of this year, we'll see.

Sarah: God willing.

Shohreh: Yeah, but that was my biggest creative outlet, because it was just something that was really fun. It took me into my body and out of my work and my overthinking brain. And, also, I really enjoyed choreographing performances and performing, which just allowed me to find a way of expressing myself that I don't get as much in my work. I mean, I do have a lot of creative endeavors that are part of my work and even more so lately, which I love. But whenever you are getting paid for that, I think there's a different kind of pressure than when you're just doing it for fun.

So, thankfully, I've found another creative outlet during these pandemic times, and that is the social media app, TikTok, which I initially got on as just like a joke. I don't know, I never thought that I would be on TikTok. I was just kind of like, eh, I'll check it out, and now the joke's on me 'cause I'm creating content on TikTok all the time [laughs].

But I love it! It's like just a really fun thing to funnel energy into. It is like literally the only reason that I'm bothering to like put on any makeup these days or wear fun outfits, because it's like costumes in a way, you know? It's like I'm getting to plan out costumes, I'm getting to plan out these stories

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almost, 'cause that's really what TikToks are. They're short, like 15 seconds to a minute, but you're telling a story with what you're wearing, what you're doing, the music that you choose, or if you're dubbing over it with your voice.

So it's just been fun. There's a really cool queer community on TikTok, like shout-out to the LGBTQ community of TikTok, because they are way funnier than straight TikTok [laughter], sorry 'bout yo problem!

Sarah: [Laughs] I'm not surprised to hear that.

Shohreh: Yeah, I mean straight TikTok is mostly just like a lot of dancers and things like that, which are fine if you wanna get into the viral dances, great. But queer TikTok is fucking hilarious. So that's where I've centered my time, and also many of my TikToks are about bisexuality. They're about other things too. But it's been fun to find that community on there, especially in a pandemic when online community is more valuable than ever, because we're not able to hang out with people in person. So I'm really enjoying that.

People on Instagram know how much I love to take baths, so that's something I do in my free time. Admittedly, I do a lot less of it in the summer 'cause it's so fucking hot here in Austin that sometimes I just don't want a bath, but I still like it. It's a time where I can just like sit and chill 'cause I'm always kind of going. So even if I'm just watching something on my iPad or maybe I'm editing a TikTok on my phone—that's what I did in my last bath—it's just some time for me to chill out. So I like that.

Currently I've been raising monarch butterflies from like egg where I go outside and literally harvest eggs off my milkweed plant, and then they turn into caterpillars, and I feed them and care for them until eventually

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they go into their chrysalises and transform into monarchs, and I get to release them back out into the world.

Sarah: It is wonderful to watch.

Shohreh: I was surprised to see how many fans there are of the monarch content, which I've mostly moved to my personal Instagram account instead of my work Instagram account. But I get DMs constantly from people who are obsessed with the monarch content. And actually, right now, I'm technically raising both monarchs and queen butterflies because I harvested a bunch of eggs and I didn't know that half of them were from queen butterflies. They're very similar looking.

So that's been really fun. It's super nerdy. I feel like I know a lot more about [laughs] monarchs than the average person, for sure, now, and I'm just filling my brain with nerdy little facts. But that has been a joy. That'll be ending pretty soon 'cause that's only during the summer season.

And then, I love creative, artsy type stuff. I used to do a lot more of it than I've been doing now, and I wanna get back into that. Like there are some ways I'm still doing that, but I have a ton of supplies, I got glitter, I got all kinds of good stuff, so I wanna make a conscious effort to spend more time doing that artsy stuff as well.

Sarah: Yeah. So we've talked about your journey, kind of like your past leading up to this. We've talked about the now. So now let's talk about the future. Looking ahead and knowing you, I'm sure you already have plenty of ideas churning around in your brain, but what are you planning and hoping for with the future of your business and your work?

Shohreh: An excellent question! In many ways I'm flying by the seat of my pants constantly in running this business, and it is very day-to-day. But I am also

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always trying to think to the future and the direction that I wanna go. So I definitely have some ideas.

One thing is futuristic, but it's also happening presently, because concurrent with this episode's release, I am launching my Patreon for my business. After many months, years, whatever, of being asked to do this by other people, and other people saying, "Hey, you really should start a Patreon," I finally looked into it, did enough research, and decided that yes, I want to have this as part of my business. So, for those who don't know, Patreon is a model where people can become patrons of your business. So you sign up for a tier, that's like a dollar amount tier, so you know like \$3, \$5, \$10, whatever, and depending on the tier, you get different perks. Usually the more money you spend, the more perks or access that you get for that particular business.

And as anybody who has listened to episode 50 of the podcast knows, up to this point, I have not really made any money from the podcast 'cause I don't have enough downloads yet to have consistent advertisers, though that's definitely something I hope is in the future of the podcast. But in the meantime, I've decided that for the many people who tell me they love my content and they wanna support it, that I wanna offer this Patreon. So this will be a way that people can monetarily support my work even if they don't necessarily wanna become a health and wellness coaching client, but they are getting stuff out of my content. And I'm really excited about that. So that's kind of the big thing that's happening right now, is the launch of that and then just kind of getting that running and getting people into it.

And then the next big thing that I've been plotting out and working on is some courses. So right now all the ways to work with me involve like an

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actual time exchange with my clients. So I have one-on-one coaching, I have group coaching, and I have consulting. So people pay me, and then they are paying for actual time with me. Which is great, and I love that, but I only have so much time. And that really stops the growth of your business, because eventually when you get completely full of clients, you can't add anymore. And so that becomes your ceiling. And in addition to that, I wanted to offer something that is more cost-effective. I mentioned earlier kind of having a variety of options for people in terms of what the cost is. And courses, something a person can do on their own, is gonna be cheaper than coaching where you're paying for time. And some people just are really independent, and they're like, "I don't want a coach, I just wanna go through this material myself and learn."

So, I am working on some courses. I think they're probably not gonna come out until next year. I'm hoping early 2021. I think I'm gonna have a course that's related to food and eating, a course that's related to exercise and movement, and then I'm thinking a course that's related to self-care, but just like care in general. Like also considering community care and just a focus on ways that you can nourish yourself and the different steps that you could take to get there, 'cause I do think there's enough there that it could be its own topic.

So that's coming up. Very excited to put those out in the world. There's just a lot of work that has to happen on the front end for a course, because you basically have to build out the entire course before you ever make any money off of the course, before you can even sell it. So just making the time for that is tricky, but I'm working on it.

And then long-term, long-term plan that I have mentioned before but will share again is that I would really like to write a book and get a book

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published. And I honestly don't want to write that much about my work, because I don't necessarily think that that's my lane to write about, if that makes sense. Like I think in a lot of ways, *Health At Every Size*, even intuitive eating, this should be the lane of folx who are more marginalized to be talking about and talking about their experiences, especially because we already have a shit ton of books about intuitive eating and diet culture that are from thin, white providers. Not that I'm white, but I don't think that my voice is needed in this area in terms of putting out a book.

Instead, what I really wanna write about is my own life and my experiences, and I think I have a lot to say as a mixed-race, bisexual, neurodiverse lady who's led a pretty interesting life [laughs] and has interesting family and interesting experiences. I don't know. I've been starting to outline this book, and I was surprised how much was there and how quickly I was able to kind of come up with chapters, and what that might look like, and what wisdom I wanna share.

So, hopefully that will be a thing happening in the future. Again, maybe I can get something done in terms of like a publication deal by the end of the next year and then a book could come out in like 2022. I don't know, but I would like to not self-publish. Not that there's anything wrong with self-publishing. Lots of people do that successfully. I just think that my personal dream would be to get an actual publisher, do the whole thing, put it out into the world that way.

So I'm excited about it. We'll see what happens. Like I said, I've been outlining it, so ideas are coming there, but we'll see. I don't know. I'm excited about the future.

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Sarah: I like it. I am happy to hear that you are outlining your book, because as a writer who took professional writing courses in college, the number one thing I learned was make an outline. So you're well on your way already [laughs]. I think a lot of people think that writing is easy. And you have always been like artistic. You've always been creative. I think you've always been a good writer, content creator. But I think a lot of people think anyone can write. So a lot of people don't realize there's a process, like with anything, get that outline. It's helpful. It'll be good.

Shohreh: Yeah, especially now, I feel like, in the age of influencers, like, I have definitely noticed that people who just have large followings, like publishers will approach them and be like, "Hey, do you wanna write a book?" And these are not necessarily people who would otherwise consider themselves writers or who would wanna write a book, and so, I feel like that's a totally different thing. And again, not that those don't have value, but I've definitely read some of those books where I was like, it's basically just like a bunch of Instagram posts turned into a book that the publisher was like, "We can make money off of this because they have so many followers."

And you know, that's not what I'm trying to do. I want it to be about what I'm providing in the book, not about how can we spin this to make money for the publisher [laughs].

Sarah: Yeah no. You definitely have a lot to say, even as someone who shares a lot already. Looking forward to reading your book one day.

Shohreh: Aw. Love it!

Sarah: Alright. We have done a lot of talking here, we've covered a lot of ground, but I have one more question for you. I know you typically ask all your

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guests how they define health and wellness for themselves at this moment in their lives, but I also have a question that I like to end all of my interviews with, so here it goes: To anyone who is listening to this episode or your podcast in general, what is one thing you want listeners to know?

Shohreh: It's a great final question, I'm sure you've stumped many a person by asking that

Sarah: I have. I can confirm! [Laughter]

Shohreh: I have heard a lot in my life that I have a tough exterior or that people perceive me as having a tough exterior. And part of this is that I have Resting Bitch Face, for sure. Like, just a major case of RBF. I think I constantly look like I have a scowl on my face [laughs] if I'm just sitting there. So that's part of it. Also, I get cold all the time, so I tend to sit with my arms crossed, which multiple people over the course of my life have been like, "Oh, you shouldn't do that, it makes you unapproachable," and I'm just like, I'm cold. Like this is the way that I am comfortable. I don't know what to do about this [laughter].

Sarah: Fuck off! I'm cold!

Shohreh: I know! I'm just like, I understand, body language is like a huge part of communication, and also, I run cold, so fuck off [laughter]. But all of these things contribute to people sometimes thinking that I'm unapproachable or I'm bitchy. And I think also, I'm just gonna be honest and say that I'm a really fucking smart person. Like I am very intelligent, I'm well-spoken, and so in different settings, whether that's like a classroom setting or a work setting, like, I have been told that I am intimidating. I have been told by many people that I'm really intimidating until you get to know me.

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So I've just accepted that this is part of the immediate judgment that happens with people when they are assessing me, right? I also have a very angular face, which for whatever reason [laughs], it's like when you...god, what was this? I don't know if it was a YouTube video or something else, but there was this hilarious video that was basically showing how every Disney villain or villains in shows are always given high cheekbones and a very angular face. So for whatever reason the world has decided that this is associated with being a villain [laughs]. I don't know what that is, but anyways.

The point is, [laughter] all of these things together contribute to some assumptions about me as a person before you get to know me. And so, what I want people to know is that while that may be the case, if you are in my life, if you are someone that I count as one of my people, someone that I love and care about, whether you're a client or you're a friend, like, I am warm as hell. I will go to bat for you. Like I go hard for the people that I love. I am so thoughtful, I am supportive, I am always making sure that people have what they need. That I'm checking in with them, seeing how they are. That I am giving them gifts, 'cause gifts is one of my main love languages, showing them how much I adore them. And so, I think that it's important to know that you can't judge a book by its cover. And that there's a lot more to people than you might realize.

So not only just me, but other people. This is something I've learned time and again in my life, is that the ways that we judge other people are taught to us. We have been taught through the media, and through stereotypes, and through oppressive systems that we should see a person and automatically have all these ideas about them and that we're gonna try to categorize them. And I have really learned, especially over the last few years, that you can be so, so wrong about a person and who they are if

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you don't push back against that initial judgment that you have about them.

And that judgment is not your fault. It comes from the world trying to tell you "This is what people are." And it comes from your brain trying to make the world simpler by categorizing people. Like, there's nothing wrong with that. But we just have to realize that that initial reaction is not necessarily the truth. And we have to dig deeper. We have to actually get to know people, give them the benefit of the doubt, unless they're being, like, a white supremacist asshole, in which case they don't deserve the benefit of the doubt. But other people do. And so, just really letting yourself let go of those initial judgments, recognizing that they're there. Just taking the time to really get to know someone and push back against those assumptions that you have about them.

Because I am the perfect example of this, and I have many friends in my life who, like I said, their initial thought about me or their beliefs about me ended up being proved to be wrong, and now we're like super close. And they realized, oh, that's not who she is at all. So you just never know what's going on with people. You never know what's broiling under the surface.

Sarah: Yes. There is a reason I call you my Leslie Knope, and it is because you are thoughtful, and warm, and you will go after anyone who dares to cross your friends and your clients.

Shohreh: Exactly, exactly. And like, I am Leslie Knope to the point of having both her good qualities and her not-so-good qualities. Like, when you are a Leslie Knope out in the world, you can sometimes steamroll people. You can sometimes think that your way is the best when it's not. You can sometimes think that you can hold the whole world on your shoulders and

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not let people help you. Like those are absolutely flaws of mine that I am working on, and that I'm trying to get better at. So I really do resonate with Leslie so much in all the ways possible.

Sarah: Yes, but again, progress, not perfection.

Shohreh: Precisely.

Sarah: Well, thank you Shohreh for sharing your heart with us, your thoughts with us. I think that about does it with our interview. I should hope that everyone by now listening to this knows where they can find you across social media and your website.

Shohreh: God, I hope so [laughter].

Sarah: I would really hope so, if not—

Shohreh: There's three h's, y'all! There's three! [Laughter]

Sarah: Yes. Three h's. Please spell her name right in communications [laughs]. But thank you for joining me, it has been a blast. I love you, and thank you for being on your podcast.

Shohreh: I love you too. Thank you for having me on my podcast.

Sarah: You're welcome.

Shohreh: This is great, and I'm so glad that you agreed to do this and be the Redefining Health & Wellness's first ever guest host.

Sarah: I'll come back any time!

Shohreh: Yes! Awesome. And happy anniversary! Woo!

Sarah: Happy anniversary, baby!

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Shohreh:

And that's our show for today! If this podcast has taught you anything or helped you in any way, I hope you'll consider supporting me in my effort to keep it going. You can join my Patreon community and receive members-only perks by going to shohrehdavoodi.com/Patreon, or you can tip me for my work through the payment links located at the bottom of the show notes for each episode. I would also encourage you to subscribe and submit a rating and review through your podcast provider of choice. I love hearing from listeners, so feel free to screenshot from your podcast player, post on social media, and tag me. Finally, if you're looking for more information on what I'm all about and how to work with me directly, head over to shohrehdavoodi.com. Hope to see you for the next episode!