



Heidi Hauck: Hello and welcome! This is Heidi Hauck - I help Badass Bleeding Hearts release old stories, reclaim their power, and build thriving businesses that make the world a better place.

As part of my mission to empower my fellow Badass Bleeding Hearts, I'm interviewing entrepreneurs from a wide variety of fields and specialties, sharing pieces of their journeys as they've built their own thriving businesses that make the world a better place. I hope their stories and insights will help you to see the possibilities for your own dreams, purpose, passion, and journey.

Today, I am so thrilled and honored to have LuxATL with me. She is known as the "Pole Dancer with a PhD," but she is so much more, so much more. She is a true feminist badass who is doing amazing work in the world, helping women reconnect with what it is that makes them beautiful and special, and bringing the inner light out into the world. At least that's how I would describe her work.

Lux, I really like to start with what I call jokingly the easy question, which is, what would you say is your greater purpose? What is your sort of "mission" behind the work that you're doing?

Lindsay Byron: My mission in life is to help women find joy, to help women learn to love themselves, to stop self-flagellating. I guess that's a big word.

My mission in life is to help women see all of the things that they understood about themselves as imperfect, scars, fucked up, and view ourselves in a more compassionate, productive light.

Heidi Hauck: That is so beautiful, and so needed in this world, so desperately needed.

Lindsay Byron: It's so needed. Happiness and joy is extremely needed right now, and I believe in spreading that shit practically on a fucking political level.

Heidi Hauck: Yes, absolutely. Absolutely. Especially right now with everything that's going on and it's just everyday it seems like it's getting worse. I know a lot of people, women especially, who feel guilty being happy and having joy right now.

Lindsay Byron: Oh yeah. I am really in a place of transformation both personally and professionally. If I were to be completely honest, which I aim to be. Years ago when I first started to gain traction on the Internet, social media, which is a blessing and a curse, I would say that much of my stance was one of righteous indignation. That was kind of my thing.

This was in an era actually before that was so hip and prevalent. The constant outrage that is present in every corner that we now see, I like to think with some self-deprecating humor that I was a bit of a pioneer in.



- Lindsay Byron: I was an academic, very much still am a scholar and absolutely a cultural analyst. That is in my blood and I love it. As an academic my work was... I was really a cultural historian. My work specifically was on American gender and race in American culture, 1890 to 1950.
- It is my impulse to critique culture. That's really what got me a following. I mean, yeah, I'm known as a pole dancer with a PhD and I certainly have done my fair share of pole dancing, but what really got the ball rolling for me, I think, was the cultural critiques that I was putting out there.
- At that time I was also stripping full time, which is a job that I engaged in for 16 years on and off... my whole fucking life. In my early days of building LuxATL, which by the way, this name exists because I was an academic and I had to have a fake Facebook profile. I couldn't be Lindsay Byron and post these pole... you know? So the name exists because it was like an alter ego profile and Lux was a stripper name.
- Heidi Hauck: Right, and it was a necessary protection.
- Lindsay Byron: Yeah. I wanted to keep my job. So in those early years, righteous indignation was very much the place that I was at. It wasn't an act - that's the way I felt. And trust me, my friend, I'm righteously indignant about a whole lot of shit too, still.
- Heidi Hauck: Yeah. There's a lot to be indignant about.
- Lindsay Byron: Oh God, yeah. I'm mad about a lot of things, come to think about it. You ever watch Seinfeld?
- Heidi Hauck: Oh, yeah. Years ago.
- Lindsay Byron: You familiar with the Festivus episode?
- Heidi Hauck: I'm not.
- Lindsay Byron: You gotta watch it. Like, today. It's a holiday that George's family makes up where you air your grievances. The annual airing of grievances.
- I have plenty of grievances I could air, but the work that I do now is purposefully positive. I have not stopped with the social critique. I am always aiming to open my students' eyes in the most loving of ways.
- What I do want to put out in the world right now... and what I offer professionally, like with my retreats, for example. That's how I make my money. That's my income. And what I try to do with those retreats, for example, my all-women retreats is like... Dude, I'm trying to create a space of joy, a space of vulnerability.



Lindsay Byron: Let me put it to you this way. You're a grown woman. You got a career, you got a whole life, right? And you worked really hard for it and you accomplished all this shit and you're running full tilt. I'm sure you can relate. You ever feel like you're just fucking out of breath trying to make this shit happen and like, "Have I made it happen?"

Every once in a while, you remember this firecracker that you used to be, like that real you, that person you were when you were 22. You know, the one who was wearing the dog collars and going to the punk rock shows or maybe... I don't know, maybe you were more hippy...

Heidi Hauck: No, I was more goth. {laughs}

Lindsay Byron: That's not hard to believe at all. I could see it. That person that we know we have inside, that we think on fondly and sometimes sadly because you think, "Oh, I'm old now and I guess I never get to be beautiful or fun again. I guess I never get to create for the joy of creating. I guess I never get to be free or be myself again because I'm old and I'm grown and I got all these responsibilities and this family and this fucking job and this image, the image."

What I provide for women is an escape from that and an opportunity to reconnect and embody that greatest you, and the vulnerable you. And also to make friends with women that are like... Because I hear so often women, they just don't have friends and they don't know how to make friends. I mean, I luckily have a lot of friends now because of the work that I do, but if it wasn't for the work that I do, I wouldn't have these friends.

And I can say my greatest point of pride is, this is an absolute fact, because of me - just as me being the catalyst and because of my retreats alone - I've brought together hundreds of women, dude. I mean, women that are still, today, they are texting each other for years. And some of these women have become my closest friends. Hell, I've hired some of them, really. I wish I was rich, and I could hire a lot more of them because they're brilliant in a million ways.

So, my main thing that I'm trying to do in the world is to just be a fucking beacon of positivity, man, and help people to remember that life is worth living, because life is fucking hard.

Heidi Hauck: Yeah. Yeah. That's awesome. And I really want to speak to that community piece because this is one of the things that I've seen - even just following your Instagram, and when you share sort of after the retreat, the photos from the retreat. You can see, I mean there's a sisterhood that develops between these women. And when they comment on the photos and they're interacting with each other, even just on Instagram, you can see this connection that's been built.



Heidi Hauck: I really want to acknowledge the value of the space that you create at your retreats. Because this is something that is so devoid in our daily lives for most of us, for most people in our culture, is that sense of connection and that space where it's safe to be vulnerable. It's safe to be who you are. And there are people who will actually, not just accept that, but really embrace and celebrate who you are.

Lindsay Byron: Yes, thank you. I really appreciate that. And it only works because the women who are coming are coming with that purpose as well.

These women, hell, they're paying hard earned money to do this. They're investing in this and so they're showing up ready to make friends, and they are. It's crazy, I can't tell you how many times I have wept with people as one of our first conversations.

I am fostering... I am, from the beginning to the end, steadily step by step with different little methods that are meant to be seamless and invisible to the guest, trying to foster environments where it's easy for even an introvert to feel like they're part of it. To foster different types of environments where, let's say that you are an introvert, you don't have to get on a stage, you don't have to sing karaoke. Don't worry if you want to play board games.

So, I'm throughout the whole experience trying to steadily build this camaraderie and a vulnerability because I'm super nosy. I'm very interested in their lives, I really am. I'm a writer as you know, and that's like my art. That's my other big passion, is writing. And I've always thought that the reason I'm a writer is because I find other people so interesting.

And so, I like to get my women together and I ask questions, fun questions, questions that people want to answer that give you some insight, like, tell me about the family member that you cannot stand. And this is something I have a gift for, is catalyzing friendships and communities. I don't really do a whole lot. It's not the LuxATL Show. Don't get me wrong, I show up and I'll look beautiful. I probably will wear a wig--

Heidi Hauck: {laughs} I've seen the photos and you sure look gorgeous.

Lindsay Byron: You gotta give them what they want, but it's not the LuxATL show. I just light the match and the ladies really make the magic, man. It's the best work of my life and best job in the world.

Heidi Hauck: That is awesome.

Lindsay Byron: It's fucking awesome. Yeah.

Heidi Hauck: So I'd love to hear a little bit about how did you get here? I have sort of like the Twitter version of your journey, which is fascinating. You earned your PhD--



Lindsay Byron: Ignore Twitter.

Heidi Hauck: Twitter as in the length. This is the CliffsNotes version, right? You earned your PhD, you were an English professor at a university, and you gave all of that up because you were miserable.

Lindsay Byron: Yep.

Heidi Hauck: You went back to stripping. So how did you go from there to, LuxATL, luxury retreats for feminist women who need to reconnect with themselves.

Lindsay Byron: You want to know? 'Cause I can--

Heidi Hauck: I want to know!

Lindsay Byron: Okay, it was a long and winding road, my friend.

Heidi Hauck: It always is. It always is.

Lindsay Byron: I'll tell you what were the key ingredients in getting from there to here. The key ingredients were having the courage to take a risk, to take a bunch of risks, to take big risks. Knowing that I would survive even if I failed.

Look, here's the way I think about it. The idea is to be ahead of the game, not in the middle of it. So always thinking ahead. So, here's what I did. As you said, I got a PhD. That took 13 years with the three degrees: the Bachelor's, the Master's, and the PhD. I really love the scholarship that I did. I won't go on at length about that, but if you Google Dr. Lindsay Byron you can find it. Did a lot of work on women in mental institutions, actually...

Heidi Hauck: Interesting.

Lindsay Byron: ... among other things. Loved the scholarship. I love scholarship. Put me in the bottom of a library, oh my God, it's a fucking fantasy. I'm telling you, today I would love to go and do archival research. I will be back there, that's happening again.

But there's no jobs for a PhD in English. And that's what I had. A PhD in Humanities is like... Ooh. It's ugly out there professionally. And if you do get a job, the landscape is so grim. I mean, long story short, I didn't want to move from Atlanta, which I loved. Frankly, I never had money. I did not want to never, never have money, ever.

Not because I wanted beautiful jewelry, though that would be nice. But I wanted such extravagant desires as buying a home.

Heidi Hauck: Right, knowing you'll have food in the fridge.

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- Lindsay Byron: You know, my dad was a mechanic who I think was a felon. I'm not sure if it was prison or jail. But the man did time, he was a mechanic, and he had a more bangin' lifestyle than I did when I was 30. I wanted a normal life and I knew that staying in the academy wasn't going to give me that because there was no money to be made. Even if you could find a job, and by the way you probably can't find a job. Doesn't matter how brilliant you are.
- Well, I've been a stripper on and off my whole life. I always knew I could make money doing that. The notion that we're making millions of dollars, though, that's a bunch of bullshit. And even strippers will propagate that too sometimes with their imagery and such, I myself have done.
- And I have made a shit ton of money at times. On certain nights, whatever, that happens, too. But I knew I could make enough money. Like I knew I could make more than I was making in the academy.
- Heidi Hauck: Which is just... My mom was an elementary school teacher, so I have a lot of feelings about how we treat teachers in our culture.
- Lindsay Byron: My husband's a teacher.
- Heidi Hauck: Oh, yeah?
- Lindsay Byron: He's a high school teacher. Yeah. So I'm right there with you. So at that same time that I was stripping, I was starting to post my little pole videos on the Internet.
- This was, I don't know, 2012? I had to open this account, LuxATL, due to the fact that I was still an academic. I was an academic, but I was going to quit, but I didn't know what I was gonna do. I wanted to post my pole videos anyways because I was feeling myself, and on that account I became famous in this niche subculture of pole dance.
- These pole dancers for the most part, they are not strippers, at least not back then. They were civilians. Whatever - teachers, lawyers, housewives, what have you. But they were not strippers. I was a stripper though, and I was open about that.
- When I quit the academy, I started posting dressing room photos. I started talking about being a stripper. I started talking a lot about it. I started doing social critique on that and then my shit started getting viral on, like, Tumblr. I'm not even on Tumblr. And then it's on BuzzFeed and Bustle and Playboy, whatever. People are picking up this shit that I'm throwing down on this fucking Facebook account.
- Because of that notoriety that I've built on social media with my primary fan base being the pole dance community at that time, I developed a workshop called StripCraft.
- Heidi Hauck: I love the name, by the way. I just have to say I love the name.



Lindsay Byron:

Yeah, man. I love it too. I came up with it on a hike. I remember very clearly. I mean, my husband played a big part in coming up with that name, I cannot take all the credit, but boy, we were kicking around some things and that just... Boy, I gave that brand a workout.

I had developed this workshop called StripCraft. I intended it initially to be like... The pole community was really enamored with real strippers, and I was one of them. So I was like, let me go teach 'em some real stripper stuff. That's what all I intended it to be.

But what it ended up being was like an hour-long sermon that while I was... I started going on tour to pole dance studios all over the US and as I'm hitting studio after studio after studio, I'm just developing this sermon. I never wrote it down, but I ended up memorizing it. It's like an hour long. And that made my reputation.

I was then able to tour that workshop for three years in a row worldwide all over the UK, fucking New Zealand, Australia, Jamaica, the entire US multiple times. Canada. That is what got me the following that I have.

Once I had that big following online, I was like, let me think about another way I can make money. And my home girl that I knew named Alethea Austin was doing these camps where people could come and stay at her house and then she would teach them the next day. She lives in Nashville and she was doing these camps and I asked her, I was like, "Alethea, I'm kinda like trying to rip off your idea, dude." And she was like, "Word, go for it. Here's my advice."

So, I took her advice and I started hosting people out at this rental house. I bought a bunk bed that I built from a bunch of pieces of lumber with my friends. It was not easy. That was an adventure. And I started hosting people in my home. My husband who's a great cook was essentially our chef.

Heidi Hauck:

Catered, I love it.

Lindsay Byron:

Indeed. And on the first night I would take them to a strip club in Atlanta. And then on the second night we would do something quintessentially Atlanta. I mean, go to Turner Field, or go to the Varsity, get burgers, just different Atlanta stuff. And during the day we would train pole dance.

From there, I was like, "Well, I wonder if I could ever do something like this, but a little bit bigger." And I was in a competition called Miss Pole Dance America. It's the only competition I've ever done. It's invite only and it's very prestigious, and if you get invited into that, in the pole dance world, that means you're at the top of the game. It's such an honor.



Lindsay Byron: And so, I was so fucking stoked to be in this show and they were offering sponsorships. They were saying if any studios or anybody wants to sponsor a competitor, they can sponsor them for \$500 bucks.

Well, I was never affiliated with a studio because I learned all of my pole dancing in the strip club, unlike the rest of the pole dancing world, for the most part. So I didn't get a sponsorship.

And I was like, well I'm trying to make some money to pay for this competition. I thought, hmm, I've always liked to rent cabins in the woods. That's something I've always done. I mean, 20 years I've been doing that shit.

So I thought, let me rent a cabin and I'll strip and I'll bring the pole and all these girls, all these women in the pole world, whoever wants to do their little amateur night, if they want to pull their boobs out and live their lives, they can feel free. And I said, I'll have a little sleepover in this cabin. I'll charge \$300 bucks a person. I had no idea, and I called it StripCabin.

I had no idea this would... I mean, I very vividly remember being like, is anybody going to do this?

And they did, and instead of \$500 sponsorship that I couldn't get, I made \$3,000 and I had a blast. Then I was like, well, let me see if I can take this up a notch. And that's when I... In the meantime I got a business coach. She was very helpful. Rachel Rogers.

Heidi Hauck: **Mutual. We love her.**

Lindsay Byron: Yeah. Yeah. Rachel Rogers helped me. She was one of the first people, and there have been others who have helped guide me as well. Namely folks like Susan Hyatt, as well. Also, my manager, Tressa, who's the shit.

Rachel was the first person to open the door to me to understanding your value beyond fucking trading time for dollars. Nope, stop doing that shit.

Listen, I couldn't believe it. I had gone to school for 13 years, I had extreme wealth of expertise. This was proven. It was expertise that people wanted or else they wouldn't be eating up everything I put out on the Internet for free. I'd been giving away my knowledge for free forever, and by the way, I continue to give away plenty of free knowledge. And I always will.

But I started to understand my value based upon my credentials, based upon my experience, based upon what I know I'm capable of doing, based upon the experiences that I can create that no one else has or ever will.





Lindsay Byron: I mean, because only I can do what I'm doing. Nobody else that can do this, I mean, and that's true for you as well. And that's true for all of us, but most of us don't know it. I know it.

So, Rachel was one of the first people to open the door for me to understanding that the experiences that I create, the knowledge that I provide, the community that I ignite is worth more than \$300.

Heidi Hauck: Yes. Yes!

Lindsay Byron: Yes, because I was charging prices like I wasn't a stripper in VIP, which I hadn't. And I had spent a lot of time trading time for money and doing equations like, "Well, if food per head is this amount, then you can...", then this, this, and breaking down every little minutia of each investment that I was making and doing that throughout my whole life in any number of careers, relationships, or arenas.

Essentially, utterly ignoring the vast investments that I had made in myself all these years and just devaluing them. I don't do that anymore. I know what I'm worth.

Heidi Hauck: Good. That's awesome. Because when you embrace your value, when you stand solid in that incredible length and depth of body of work that you bring to what you do, you're giving permission to other women and other entrepreneurs to do the same thing.

Lindsay Byron: That's the idea, thanks.

Heidi Hauck: One of my early mentors... Years and years ago, I used to work at a bead store and pretty much everybody who worked at the bead store made jewelry and sold it on the side because we knew how. One girl in particular, she would throw together a little pair of earrings and sell it for like \$10 or \$5 or some ridiculously low amount of money.

And her reasoning behind it was, "Well, it only takes me like a minute to make." And our boss, my mentor said, "Yeah, but that's a minute plus the 12 years that you've been making jewelry."

Lindsay Byron: Correct. Absolutely. And that is what so many people, I think women in particular, are afraid of presenting the bill for. Apologizing in every way, including the values we set upon ourselves.

Heidi Hauck: Right. And one of the things that I try to sort of remind clients and everybody in my audience who sort of identifies with this guilt around asking for... really what their work is worth. By increasing the amount that you charge, not only are you better able to provide the experience to participants, but you've also been able to take care of yourself in a way that gives you more bandwidth to then do more for your clients. Right?



Lindsay Byron: Oh, yes, absolutely. Have you read *The Seven Habits of Highly Effective People*?

Heidi Hauck: I have not. It's one of those, like, it's on my list of audiobooks I haven't gotten to yet.

Lindsay Byron: I know that it's one of those books that everybody says, but read it immediately. It is life-changing.

And the reason I say that is because one of the main concepts, one of the major things that author talks about is what you just said, which is essentially, we forget often about the fact that we have to...

Okay, let's just say for example, that you make pottery for a living. It makes perfect sense to you that you must spend money and you must spend time and care to take care of your pottery wheel. Because if the pottery wheel doesn't work, then you don't make pottery and nothing else works.

That makes perfect sense, to invest in machines, to buy a new laptop, right? To invest in these machines. But in that book, and like you said, the author reminds us that you must invest in that which is producing... you much invest in the producer, that being yourself.

And that's another thing that I do in my life. I've proven that I'm not going to produce quality if I'm overburdened doing piddly shit that I don't really care about, that anybody else can do. I prioritize the work that only I can do.

Heidi Hauck: Right. Now that brings up an interesting question because I know that asking for help is also another thing that Bleeding Hearts, definitely women in particular, really struggle with. I know we have this really, I call it, the toxic myth of the Lone Ranger where we basically feel like if we can't do everything ourselves, we're somehow failing. Right? We're not good enough. Was that something you ever struggled with? Have you always been good at getting help?

Lindsay Byron: Oh my God, yes. I was an academic. I mean, were you an academic or am I crazy?

Heidi Hauck: I have high academic leanings, yeah.

Lindsay Byron: So, to be an academic, to get a PhD, you have to do it all yourself. A lot of people who haven't been academics don't really understand the nature of, for example, getting a PhD. So you have to write a book, and yes you have advisors, but I gotta tell ya honestly, these motherfuckers ain't paying that much attention.

Now, some of them are better than others and some of them really do care. Shout out to Dr. Barbara Latch, shout out to Dr. Elizabeth Wess. But I was bred in that academic culture for so long, I mean, you must be completely disciplined. There is no one telling you to do anything. And so I take care of everything, I handle everything. I am a single, I'm a one--



Heidi Hauck: One-woman show.

Lindsay Byron: Yeah. That was a big part of my identity. And also there were things I knew I could do if I just took the time to do it.

Heidi Hauck: Those are the hardest ones to pass off. Like, "Oh, I can do this."

Lindsay Byron: Yeah. Like, for example, cutting and editing a video. I can do that. It's not a problem. I'm capable of that. Now, it's going to take me an hour and a half, but I can do it.

I did learn though, and I'm gonna tell you, man, the best investment that you can make, the moment it... probably honestly before you feel like you can afford it, is to hire somebody to fucking help you. When it comes to being a business person at least.

I've got a number of people, I have many people that I pay, for - I never in my life dreamed that I would have, for example, both a manager and assistant. And a few years ago I wouldn't have been able to tell you what the difference... the way that a manager and an assistant, the different ways that they operate. I now know very clearly what those two people do because they are so, so integral.

Not to sound too head-in-the-clouds here, but I know my strengths. I'm an artist. I'm an artist and I'm a visionary for experiences. I am a great host, and I'm great at getting people to talk and have fun. I'm a great catalyst for that. That's the work that I do and that's the work that I do very well.

However, there are other things that I don't do very well, and for those things... Interfacing with service providers? I don't want to fucking do that, man. I don't want to do it. It's difficult. It's complex. You have to make spreadsheets.

Heidi Hauck: {laughs}

You do, you have to make spreadsheets, and I mean you actually need spreadsheets in life.

Heidi Hauck: Which some people love and most people don't.

Lindsay Byron: I got a girl that loves them, and you know what? I pay her to make them. I know my strengths, I know her strengths, and I know the strengths of my team. And that's another thing I've really got going for me that I'm so proud of is the team that I've got is just out of this world, dude.

And basically, interfacing with clients, like managing my events, managing all my service providers like PayPal. Honestly, I spend my time, truly I spend most of my day making art, dude.



Heidi Hauck: That's beautiful.

Lindsay Byron: Yeah, it's really great. And that's all been by design.

Heidi Hauck: And I love on the one hand that you've been very intentional about building up that team to support your strengths. In my experience, that's where we really start to see almost a snowball effect of momentum in our businesses, is when we're able to really, really focus on those strengths... versus like you said, wasting our time on the piddly shit. Which we, I mean, the thing that gets me about that is that it's not just the time waste. There's a huge energy waste.

Lindsay Byron: You better believe it's an energy waste.

Heidi Hauck: Yeah. And also I want to really acknowledge how much I appreciate you talking about your team. I know that there is, again, with that Lone Ranger myth, it's very easy for you know, "solopreneurs" on the Internet, tend to sort of present themselves not just as the face of their business, but as the sole entity, the sole person involved, which again perpetuates that myth that you have to do it all on your own.

Lindsay Byron: Yes. I am... so much of the nuts and bolts of this business is not only people doing what I say do. These are people who I am going to for advice. My team are not my servants. They are not my servants in any stretch of the imagination. They are not my gophers. They are the people that I... Frankly, these are some of my best friends, man. I never meant for it to be that way. It didn't start that way.

But I especially, once again, shout out Tressa, shout out to Deya. This is my manager and my assistant. I trust these two people... I mean, I might trust my momma more. I trust them so much and they have helped me and my business could not do it without them.

Heidi Hauck: Awesome.

Lindsay Byron: Yeah. Wouldn't want to.

Heidi Hauck: Yeah, right? Even if you could, you wouldn't want to, and you shouldn't. Awesome. Well, we are winding down to sort of the end of our time.

So before we go, a couple of final questions for you. The first is if there's just sort of one thing that you would like viewers to take away from this, what would that be?

Lindsay Byron: If I had one thing for people to take away... I got a lot of things for people to take away. I got to be honest with you, Heidi, but --

Heidi Hauck: I know, it's a hard question.



Lindsay Byron:

I'll spit one message that's been on my mind and that is what I would really encourage people to do is to understand that in order to be happy and fulfilled, rather than racing breathlessly to achieve, achieve, achieve, and hit milestone after milestone. I want to tell you that even when you hit the milestones and you get married or you have the baby, or you have the career or you buy the house, even that excitement only lasts momentarily until the desire for the next thing arises.

I want to encourage people to put in as much work as they put in at the gym, on their abs, I want them to put in a similar work on finding joy, peace, true authentic happiness, in the present moment. Like, what the fuck you're doing right now. I mean, this conversation that you and I are having, you know what I'm saying?

And that is what is so important to me personally right now in my life, and that's the journey that I'm on. So that's what's on my heart the most lately.

Heidi Hauck:

Beautiful. Beautiful. I love it. So, final question, where can people find you online and what is the thing that you feel the juiciest about sharing? Where would you like people to find you right now?

Lindsay Byron:

Oh Gosh. What you really want to do is subscribe to my newsletter. You can find my newsletter at my website, [LuxATLPole.com](http://LuxATLPole.com). You can subscribe to my newsletter at the top of that website. Definitely do that.

That whole website is going to be overhauled this year, but my newsletter is where you can stay up to date on all the cool shit that I'm doing and offering. And also, I'm always spitting wisdom and giving away some free sermons out there. My newsletter just wrote one today, a really good one that'll be out on Monday. So that's where you can find me.

The juiciest thing that I would like to share would be this, and I am really excited about this next thing. I'm very fucking excited. I'm really excited because this is the work that I really want to be doing. As I've said, I'm a writer, this is my gift, I'm currently writing a memoir. I've taught writing for a university level for seven years. And what I'm finally going to do is host a writing retreat. It's gonna be so badass, so check it out.

Heidi Hauck:

Oh my goodness.

Lindsay Byron:

You're really gonna like this. For the first time I'm going to allow people of all genders. This is totally unprecedented in my business. But I couldn't find any real reason not to for this particular event.

A secluded lodge in North Carolina mountains. Everybody has their own room, their own little space, but we have a couple of beautiful gathering places, including a big screened-in porch with a fire pit in the center. Each day you give your cell phone to my manager. You'll



Lindsay Byron: get it back at the end of the day and you will have emergency instructions that you give to my manager in case. So you will be reachable if the shit hits the fan back home. Okay?

You'll give your cell phone to my manager each morning. There are no TVs in the room. Any engagement with the Internet is strongly discouraged.

I will be giving a class each morning. We will then get to work writing on our own. You'll spend your mornings alone, and in the afternoons perhaps we'll take a hike. Maybe we'll go on a scenic drive. Maybe we'll write some more in the evenings. We're going to read each other's work. We're gonna share dinner and then we're going to gather to workshop and have fun like right? Casual, but like I'm going to be giving great prompts. We're going to record your favorite work at the end and I'm going to release it as a podcast.

Heidi Hauck: Oh my gosh.

Lindsay Byron: It's going to be so cool.

Heidi Hauck: That sounds amazing. It's sounds completely amazing.

Lindsay Byron: It is going to be really amazing. And then just like every meal provided, I mean girl... Right before I got on this call with you I was working on the content for that event. I'm just fucking stoked.

Heidi Hauck: Oh my gosh. I have to ask, because I know that your retreats tend to sell out in a heartbeat.

Lindsay Byron: They do.

Heidi Hauck: When are you announcing, or do you have a timeline yet of when this is going to be announced?

Lindsay Byron: That's a very good question. Yeah, in the email that's coming up on Monday, I allude to it. What I like to do is allude.

Heidi Hauck: {laughs}

Lindsay Byron: I allude to it this Monday and then ideally, if not next Monday, then the Monday after that. But this month is absolutely the goal. I mean, I've got probably 70 percent of the content laid down. We've got the site. I've just got to write these people a big old check and get the page live.

But yeah, it's definitely happening. So if you are interested in attending this writing retreat, it's going to be intimate too, absolute max of 15 people. Probably not even that, might cap it at 13.



Lindsay Byron: If you're interested, get on my mailing list today because these things do sell out. I mean, always within days. I've never had one not sell out within days.

Heidi Hauck: So, for anybody who might be watching this after it's too late, they missed out on the opportunity. Do you think this is something you'll be doing again or is that kind of up in the air?

Lindsay Byron: Yeah, I really want to do this again. Not only that, I want to... This is really a direction that I'm taking my work too, is creating, producing, making art together.

I know that the terms making art and might intimidate some people, but I want to let you know all y'all are out there making art already every day. You might just not want to call it that because you think it's pretentious, but you are already making art.

So yeah, if you catch this too late and the retreat's already sold out, hang in there because I'm keeping these things coming. I've got so many good ideas.

Heidi Hauck: Awesome. So definitely sign up for the newsletter because that's where you're going to hear about it first.

Lindsay Byron: True that.

Heidi Hauck: Oh my gosh. Well that is super exciting and I will say I am on the newsletter. You're one of the few newsletters I still subscribe to, so I will be looking for the retreat information.

Lindsay Byron: Awesome.

Heidi Hauck: Oh my gosh. Thank you so much, so much for joining me today, Lindsay.

Lindsay Byron: It was my total pleasure, my friend. Thank you for having me.

Heidi Hauck: Oh my gosh. I'm honored. I'm absolutely honored.

And thank you dear listener for joining my guest and I, as we explore this journey towards creating businesses that make the world a better place.

If you'd like to hear more of these interviews, you can listen, download, or sign up for the notification list at [HeidiHauck.com/bbh-interviews](http://HeidiHauck.com/bbh-interviews).

This is Heidi Hauck saying, "Until next time."