



Medicine Stories Podcast

Episode 92 - Amber Magnolia Hill

EXPANSION IS OUR NATURE: A
MATRIARCHAL REFRAME FOR MONEY &
HOW I WENT FROM BROKE TO FLOW

Air Date - July 9, 2022

[0:00:02]

Amber: Hey, friends, it's Amber. This episode is a little different, and it's funny because part of what I'm going to be talking about is this message that we, especially women, get to stay small. And I was thinking like, "Oh, I won't even number this episode at won't be number 92. It'll be numberless, then I'll delete it after a while." Which, it's just a trip when I realized what I was doing to myself there by trying to stay small, by feeling like, "Oh, no, I can put this information out there and this really personal story of mine for a while, but I can't, like, leave it out there forever." But that's what I'm going to do, because today I'm going to talk about money with you.

And I know it's not my usual thing, but helping women redefine their relationship with money is something I feel really passionate about. In my real life, I'm constantly talking to my friends and acquaintances about ways to better their business, generate more income, expand themselves in their creativity, in their capacity. But it feels super vulnerable and scary to share about that in a public way in our current social climate, but fuck it. I'm done hiding and keeping myself small, and I very much hope to encourage others to do the same.

So I did this for myself a few years back: I shifted my thinking around money and changed everything. And it's been — it wasn't like one moment, you know — it's been a small, slow series of steps, but it really has made such a huge difference.

So 10 years ago, I was a newly single mom sharing a tiny, dark, and dank apartment. It was a downstairs unit, like dug into the earth that got very little sun, with another single mom. It was a sweet time, to be sure. Our five year old daughters were good friends, and so are we, and so are we. But there were months when I couldn't afford my half of the \$700 rent. There were times my daughter and I met friends out for a meal, and I didn't order food for myself because I was afraid I'd overdraw my account. I would, like, sneak food off the kids plates when people weren't looking (*Amber laughs*). I was on food stamps — bless them — for many, many years, and financial stress just absolutely dominated this phase of my life.

And I think most of us know what this feels like. It's the worst because it's survival stress, and it goes right to the heart of our deepest fear, which is that we won't be able to survive. So we can yell all we want about toxic capitalism — and like, I'm there. I'm with you — but the hard fact is that we won't

be dismantling capitalism anytime soon. The old beast will die slowly, if at all. We still need money to survive and to thrive, but we can start to change things from within.

So people love to scoff at the money mindset talk, and I get it (*Lindsay laughs*), and I will go into that in this episode, for sure. I cringe at, like, abundance mindset and manifestation and stuff. And changing your mindset will not automatically open a spigot of cash to rain down upon you — that's not how it works. However, never thinking about money, never seeking out income-increasing strategies, never healing your unconscious, limiting beliefs around money: that is a guaranteed way to stay broke forever. Unless you win the lotto, which, like, best of luck, seriously (*Amber laughs*). Every now and then, I have the thought like, “I should be playing the lottery, you know. What am I doing?”

So I changed my money story by reading books, listening to podcasts, taking online and in person courses. I recorded a Patreon bonus for this episode all about, like, my actual, step-by-step journey and which book, which course, which podcast, which person, which influencer helped me along the way. And I, especially, give you my very, very favorite ones that really made the biggest difference, and people I really love, and who are walking with integrity and changing people's lives. So that's at patreon.com/medicinstories for patrons of the \$5 a month level. Thank you, I love you.

[0:04:26]

So I didn't just, like, sit back and hope I'd start magically making more money, you know. I sought out resources and listened to the stories of people who had already done it. I even hosted two local, ongoing book clubs for women all about money. I talk more about this in depth in the Patreon recording which, by the way, is pretty short, too, and has links to everything that I talked about. So I was dead broke when I started the first book club, but what I learned inspired me to start my herbal products business and, more importantly, to charge enough to not only cover the costs of goods sold but to pay myself, as well. And during the second book club many years later, I realized that it was time to start the damn podcast I've been wanting to start for over a decade.

So my point is, and this is like my foundational point here of all of this: if you want something to grow or get better, you have to put your attention on it. A plant, a child, your bank account, they need attention in order to grow and thrive. There is no mystical, New Age, nonsense belief system required; just simple attention.

So earlier this year my friend, Katya Nova — you might have listened to my interview with her as Episode 88 — asked if I would participate in her *Confessions of a Well Nourished Woman* project and be an affiliate for it as well; meaning, she interviewed me as part of the collaborative, online course, and then I got a commission for everyone who signed up for it, using my link. So it was an easy yes, for me, as I was already promoting what she was doing, because it was so dear to my heart, the subject of true nourishment for women.

So in two interviews we did together when she interviewed me for The Confessions, and when I interviewed her for this podcast and on social media and in my newsletter, I authentically shared my story of going from a vegan pregnancy and postpartum period to eating nutrient dense animal foods. I cross-promoted the stories of other folks participating in the project, and I basically just wrote a huge wave of genuinely enthusiastic inspiration, all through that promotion period. I'm sure

many of you are watching me on Instagram, or listened to that podcast, or signed up for my newsletter and read what I was sharing there. I made \$20,160.48 doing it.

Katya created a beautiful, life-changing, incredibly valuable product. People craved the information and inspiration that came out of the fifty plus interviews she conducted, and the low price point combined with the high value meant that thousands of people signed up. And I got fifty percent for those that heard about it from me.

[0:07:20]

So affiliate marketing is a win, win, win. I've been doing it since 2017, and I've made a lot of money doing it. It's one of our three income streams. The other two are the herbal and mushroom medicines, and the Patreon for this podcast, which is how I am able to pay myself for this podcast without putting annoying ads in here for you to listen to.

In the Patreon bonus for this I talk about how I learned about affiliate marketing, how I shifted my mindset around that, and how I am so glad that I did because win, win, win: the people who buy the product get something valuable that they want, the person who created the product gets paid for their time and work and creativity, and the affiliate (me), who acts as a bridge between the two, gets a sweet little kickback. There's no manipulation, no dirty sales tactics; it's just people sharing authentically what lights them up and opening the door for others to join in if they so choose. It's a matriarchal framework of wealth creation, and hot damn, am I here for it and love it.

So next Friday, July 15 — and if you're listening to this later, yes, you can get the replay. Katya is hosting, like all day, it's like eight hours or something, a Zoom class called [The Confessions of Money Boot Camp: How to sell anything. Master Affiliate Relationships. and Finally Understand the Feminine Energetics of Money to Create the Life of Your Dreams.](#) She's interviewing eleven of us affiliates from The Confessions launch and we will be sharing our exact strategies, like screenshots provided of, you know, exactly what we posted that got people excited and signed up and changed their lives through watching The Confessions of a Well-Nourished Woman.

I will be speaking at 10am Pacific Time. And so, again, afterwards because, you know, a lot of people aren't going to make it live, and a lot of people aren't going to be there all day, but you'll get in your library each woman's 45 minute segment given to you, so you can just, you know, binge those as needed. I'm going to read the bio that Katya put together for me and for my talk:

Amber is the founder of a most beloved podcast called Medicine Stories...

Thank you, Katya. Here we are now on Medicine Stories.

... which she's been able to monetize brilliantly without any ads. In addition to running her boutique, herbal apothecary, Amber collaborates with a handful of carefully selected affiliate projects and absolutely loves the financial abundance these relationships bring.

Matriarchal Money Magic is a paradigm shifting masterclass on wealth creation. Amber will workshop her exact strategy with screenshots of posts and stories to show you how easy and gratifying affiliate relationships can be. Amber has made \$50,000 in sales so far this year from

collaborative partnerships alone. She believes that funneling money into the hands of women is the way to dismantle toxic capitalism and change the world.

[0:10:38]

Fuck yeah, I do. So y'all, that little daughter of mine that I mentioned earlier, who lived through a decade of me being broke and struggling, she turns sixteen next month, and we are going on a trip together to the UK. I am so excited. I can't believe it. Like, I can't believe it's happening. I really thought for so long that I would just be with those people who doesn't travel, doesn't get to do that. But with the money I made from Katya and from the Confessions launch, which was so joyful, and people were so grateful to me for being that bridge, I get to take her to London, probably Stonehenge, Edinburgh, and the Scottish Highlands where we have ancestry.

It's (*Amber laughs*), you can probably hear, I'm like smiling so big. I can't believe it. I pulled it together really quickly in the last month or so, like, expedited passports. And we didn't even have passports because just for so long, I was like, "I'm not a person who's capable of traveling, financially." You know, since her sister was born almost six years ago, we just haven't been alone together. And like, we used to just be alone together, you know. So it's been a strain for sure on our relationship. And I'm so thrilled that we get to spend two weeks alone together and doing something, like super special and out of the ordinary, and that she's excited to do it, you know (*Amber laughs*). She's excited to spend that time with me is really, really amazing. Thank you for listening to me gush about this. I will definitely be sharing all about it on Instagram @MythicMedicine. So if you're not following, go ahead and follow please.

So during the confessions launch a few months ago, I kept telling Katya like, "You have to do this again about money. We have to talk about how we're doing this." She made so much money doing that. She just pulled it out of fucking thin air. You know, she just created this valuable thing for people and sold it, unabashedly sold it. Cannot be afraid of making sales. This is a huge mindset shift that a lot of us have to make. And it worked and she was dead broke before that. So, you know, speaking of, like you being broke does not serve the world. It does not make you more effective at helping attain social justice, it does not make you more spiritually advanced. These are beliefs a lot of people have, even maybe very subconsciously, including myself, for a very long time.

[0:13:26]

In Rachael Roger's brilliant book, [*We Should All Be Millionaires: A Woman's Guide to Earning More, Building Wealth, and Gaining Economic Power*](#), she writes that studies show that when women earn more money, they typically reinvest 90% back into their families and communities, while men reinvest just 35%. So women building wealth can — and will — change the world, like straight up, full stop. I mean, obviously, right? Like, we know this, it's a shift from a patriarchal to a matriarchal paradigm of money, abundance, wealth, sufficiency, enough, nourishment.

At this point, it's like a known fact that when women get money, their communities thrive, and we will do it and we are doing it by implementing new systems that empower one another. So no more power over, dominator type of moneymaking, no need to exploit the earth or fellow humans in order to create wealth and wellbeing. Collaboration is the name of the game — and no, I do not mean MLMs or pyramid schemes of any kind. I have been an outspoken critic of those destructive

models for a decade now. You can go deep into my Facebook feed if you want to. They are deeply entwined with the kind of toxic capitalism that I would like to see die. Only people at the very top make money while the 99% lower down lose money and destroy relationships.

So MLMs are sold as being, like, collaborative, relationship-based, “let's all lift each other up,” but mathematically, they're just not. You can, there's many resources where you can learn about this. If you don't already know, there's a ton of podcasts about people recovering from MLMs. There's one on the podcast, [A Little Bit Culty](#), that I really liked. But mathematically, like a pyramid structure, means you always have to be bringing more and more and more people in at the bottom. And that that doesn't work. It doesn't work. People don't want to sign up. And even like population-wise, even if everyone on Earth signed up, you run out eventually.

So the way those work — and the people who start these businesses know this — the people at the very top, the people who get in from the beginning, they make a lot of money, because you're making money on everyone who signs up below you, and everyone who signs up below them, you know, it's called the downline. But eventually, it eventually doesn't take very long at all. Everyone in the downline is not going to get their investment back.

You know, with MLMs there's a buy-in. There's no buy-in with affiliate marketing. The worst that's going to happen with affiliate marketing is that you're not going to make money. That's the worst thing that's gonna happen. With MLMs, you're gonna lose your buy-in and you're gonna destroy relationships, because, well, there's many reasons that happens. But, you know, you convince people to come in, they lose their money, too, or you keep trying to ask people and they say no, and then they get mad. There's all these ways MLMs destroy relationships, this is well known. And again, you can... there's so many MLM recovery podcasts out there, it's crazy. There's never going to be an affiliate recovery podcast (*Amber laughs*), okay? It's a totally different model.

So sharing helpful information, cultivating strong relationships, building systems that allow money and resources to flow between women and the people and causes they care about: this is what I'm talking about. This is the matriarchal reframing of money, wealth creation, abundance, that I'm all about, and that I would love to be a part of cultivating more in the culture.

[0:17:14]

So yeah, I've been studying and implementing this mind-money shift in my own life for a long time now, and I've been wanting to talk about it more online. But again, it's scary. It's scary that I'll be attacked for making money, for wanting to make money. This was very vulnerable. Although, since I sent my first newsletter out about this a couple of days ago, and I've been sharing on Instagram Stories, nothing but love and gratitude, nothing but women. Even women in really bad financial situations right now, who felt like they've been burned in the past trying to make more money just being like, “Thank you for sharing your story. Thank you so much. I need this, I need this, to have my attention directed in this way.”

Again, it's all about attention, where we put our attention will grow this kind of thing that people, like just their manifestation, meditations, or visualizations, like sure. I'm not against those, and I think that they even can work, but they have to be coupled with like, actual, actionable strategies, right, about how to generate more income, how to generate more creativity, relationships that are going

to bring money into your life. Like it has to be both. And what I've noticed for me, is that each time I read a new book, watch a new course, this money bootcamp will absolutely be this for people. Just tune in, put my attention there, a mind shift, a mindset shift will happen — I should just call it a mind shift because I keep doing that — and then my actions change as a result of that. And these all stack up and add up and have brought me to where I am now from where I was 10 years ago.

So the Money Boot Camp, another subtitle Katya has given it is “How to sell anything like hotcakes, make bank as an affiliate, and expand your capacity to receive and hold more money.” I love how she does these really long titles, because you might have noticed, that's absolutely what I do on this podcast as well. So it's a live panel of 11 women, mostly mothers, some single mothers, who are making extraordinary amounts of money outside the mainstream culture — these are like healers and yoga teachers and stuff like that — by being our authentic selves and building partnerships and truly doing what we love. So it's a comprehensive, no bullshit, hands-on training on how to sell anything with integrity, let go of impostor syndrome, and amplify your message and wealth through relationships.

It's half off before Friday, July 15. So if you are one of those people who download and listen right away, you are lucky in that way. But even if you're listening to this after July 15, it's still fucking cheap, okay, compared to the money you can put in to some of these like master classes and whole online courses and memberships around growing your income. Dude, it's so worth it. It's such a killer return on investment for this bootcamp money thing that Katya has put together.

[0:20:34]

So one thing that Katya said to me when we were doing Confessions a few months ago is that “expansion is our nature.” And that has stuck with me so deeply, because it's true. Expansion is our nature, and yet here we are in this culture that tells us, especially women, to stay small. I mean, this is something I'm still absolutely undoing for myself, like I said at the beginning of this episode. I was like, “I'll just put this up there for like a week, and then I'll delete it, you know, so not too many people know the truth that I'm doing well financially, and that I've changed my story and have created abundance and wellbeing for my family and my community and the causes that I care about— stay small.”

So if you look at mainstream women's magazines, when they have, like, a money article, it's almost always about, you know, skipping the lattes, scrimping and saving, and just shaving a little bit off the edges; not taking up too much space, barely getting by. And Rachael Rogers in that book, *Women Should All Be Millionaires*, which you should absolutely read. It's my number one of all the books I've read, and everything I've taken in around this over the last decade. It's the best. She's like, “Fuck that, stop focusing on how to save money and make it smaller, and start focusing on making more money.”

So even though I've been making pretty good money for a few years now, just that one mindshift has been pretty revolutionary for me lately. Instead of being like, “Gosh, okay, so I gotta do this and that and da-da-da,” no, just make more money, so you can pay for all of it. I mean, obviously, there's always still going to need to be like budgeting, or you know, conscious effort at how you're going to allocate your money. But just that shift from “stay small” to “No, go big. Learn how to generate more income” has been huge for me.

[0:22:37]

And I also think about, because I was reading that book while we were doing Confessions of a Well Nourished woman, how it's the same advice around diet and bodies: stay small, same fucking women's magazines, or, you know, there'll be the article about skipping the lattes and budgeting, and then like, it's going to be the article about how to lose weight. And it just kind of blew my mind when I made that connection, like, oh my god, it's the same thing: Ladies, don't take up too much space. Don't be too powerful. Don't let anyone see your beautiful, bodacious body. Don't let anyone know that you actually have however much money in your bank account, like, shhh... you know?

And so what does that do? When we agree, when we buy into that social contract, it allows toxic capitalism and the worst of patriarchal notions to run amok and destroy the fucking planet and hurt human beings. And no, like done. Okay, time for us all to shift away from that. When you are making more money, you can funnel that money where you want it to go: whatever cause, charity, thing that you believe in, and of course, you can take care of your family, you can take care of your loved ones, you can take care of your immediate community.

One of my favorite things to do with my money, and I do have like monthly donations to certain groups and causes that are very dear to my heart, but I love being able to donate to GoFundMe because, you know, I swear, it's like every day there's another one that's just devastating. And I love being able to throw some money at, especially, people in my real community or people that I know, people that are friends of friends when they're needing it, because so many people are hurting. So I think a lot of us who are empathic, compassionate, care about social justice, care about other people want to stay broke in solidarity, right? This is backwards (*Amber laughs*), ass backwards. Generate more income so that you can put that energy, money is energy, into changing the things that you want to change.

[0:25:01]

The final thing that I want to say is that I think so many of us are waiting for permission, subconsciously, really, you know. I hereby give you permission to expand, to just even open right now to the possibility that you could make more money, that you can make more money than you ever dreamed possible. That's not selfish to want that, it's not petty, it's not unspiritual. It's human nature to want to expand and to want to thrive, to want to help others. And this is the way to do that. So I don't actually you don't need my permission, but since so many of us are subconsciously waiting for it, I'm just, like, saying: I hereby give you permission to at least, right now, at the beginning, if that's where you are. Step into the small possibility, step through the small, tiny — easy is what I'm trying to say by small — easy doorway of possibility, of expansion.

I think a lot of people, you know, they see people like me who are doing well, who have a podcast, who have a large following. Oh, by the way, a lot of the affiliates who are going to be a part of this bootcamp don't have large followings. It is not necessary to make money as an affiliate to have a big following. You can absolutely start small, and your following will grow through affiliate marketing, because it's all people sharing each other's stuff. I mean, if you're watching me on Instagram right now you're seeing it, or if you've watched me in the past, talk about, you know, during an affiliate launch period.

But I think we look at people who seem whatever, you know, farther along the path than us, and think like, God, or an angel, or an ancestor came down and told them, "This is your destiny. You can do this! Go ahead and begin." No, that didn't happen. Like we all just said, "Well, shit, I guess I'll try, you know. Trying seems better than not trying." That has absolutely been my experience, and I still definitely sometimes deal with self-worth issues.

But for sure, the more... they're very, they are intertwined, like the self worth piece and the ability to generate more income piece. And the more I heal one, the more I heal the other. And, you know, I think it might be a never ending, ongoing journey. I mean, gosh, if we could all heal that, right? If like, all women could just know how beautiful and worthy and sacred they are, it would absolutely change everything right away. And the money piece is a piece of that, because we are living under a system where we need money in order to survive.

So you have permission. You don't need permission. You have your inner authority, which is all you need in order to begin to take the steps towards expansion.

[0:28:21]

So, this probably brought up a lot for most of you. It brings up a lot for everyone. It's so personal, so vulnerable; there's guilt or shame; there's fear, fear of failure. There's all sorts of stuff. But you know, we really are in this, like, new economic climate where work is not what it was. There are so many more possibilities now. There are infinite avenues, infinite ways to make money in this new online world. So even if you're like, "Well, I can't. I'm not going to do what Amber's doing, you know. I can't do it because it's not going to look like what..." You know, no one's looks the same. No one's looks the same, and any progress is progress. And it's just so healing on so many levels, individually and societally, to step into expansion.

So, I'm sure I'm more than I want to say. I will continue to be sharing about this on Instagram and in my newsletter. And I'm really grateful to Katya for pulling this together. She just pulled it together, like, in the last week. And because it's finally, it was like the little nudge I needed to talk about money online — which again, I've been very scared to. I am afraid I will be attacked, and the haters will come out of the woodwork, even though that hasn't happened yet at all over the last few days that I've been sharing about this on Instagram. I'm grateful to Katya for pushing me to come out of the closet and talk about something that I feel really strongly about, and I hope that it benefits you.

I hope that you join us for The Money Boot Camp. I'll have the link, of course, in the show notes. I hope that you'll listen to my bonus Patreon recording and get all the other resources there. But the most important one is this mini boot camp where you can see the faces of these women and hear their stories. There are some incredible stories in this container.

And we're not going to upsell you anything. This is not an upsell thing where you buy in, and then we're like, "Also, now that you're here, buy this instead. It's better and ten times more expensive." No, this is it. This is it. There's no... You're here for us talking about our exact strategies with affiliate marketing and how we've shifted our money mindsets over time.

Okay, I think I'm done. Thank you so much for listening. I feel nervous but also very, very excited.
Okay, I will see you in the confessions Money Boot Camp.