

Rachel: Hello everyone, today we're here with Kit Murray Maloney. Kit founded [O'Actually](#) as an alternative to mainstream adult entertainment sites. Following her masters in gender and social policy studies from the London School of Economics, she committed to channeling her passion for gender equality into a celebration of women's sexual pleasure. With the aid of angel investors, she hatched O'Actually in 2014 as an initiative to promote creative content celebrating female sexual pleasure.

I met Kit probably about a year ago. We were in the same master mind together and she is just one of my favorite people on the planet. I think she is such an amazing woman and she has such a huge purpose and gift to give to the world and I know even just reading her bio you might be like, "Oh, this is going to be an interesting show." I think it will be. Kit just has so much to share about just everything and a lot about female pleasure and how important it is. I think we're just going to cover such spectacular stuff on this show. So Kit, thank you so much for being here. I've been so excited about talking with you all day.

Kit: Me, too, Rachel. Thank you so much for having me. I am thrilled and I have loved knowing you. I can't believe we've only known each other for a year because you're such an important person to me. So thank you.

Rachel: I know right. It was like a year. It felt weird to even say it. It doesn't feel like that. So the intention behind A Better Life is to show people that if they have a choice they can choose a better life. So can you take a minute in that spirit to share with us some of the things that you're most proud of in your life?

Kit: Yes. This is one of my favorite questions of yours on this brilliant Podcast. So I am incredibly proud of my relationships with my family and my friends. I am constantly in gratitude for being surrounded by unbelievable people. My parents are unwavering supporters of me and are just so wonderful. I feel that it's a real privilege and honor to have such a tight connection to them and I feel the same about my older brother. I also have this amazing group of women that I grew up with and they're incredibly important to me and I feel like it's brag-worthy to have friendships that can last decades after decades. I also think that something I'm really proud of is being open to fostering new relationships in conjunction with the old. You're a great example of that and the mastermind that we had been a part of is another great example of that in that. It's sometimes easy to think that we already have this certain support group and that that is finite. I'm really thankful that I've been able to see the joy and growth in continuing to meet and engage with people because there's just such an amazing community out there.

Then another thing is that I feel like I'm very proud of myself for the moments in my life where I've really trusted my gut even when it's been saying some pretty crazy things. Like starting this company that celebrates women's sexual pleasure through adult

entertainment or what you really want to do is drive across the country and be pretty nomadic for six or seven months. These are things that I've done in the relatively recent past that have rewarded me in such magnitudes that it's even hard to describe. But primarily what I'm most proud of is what we're doing with O'Actually and that we're about to launch, how we're launching, and I think that we will have quite an impact on the world and women. That is definitely aligned with my purpose so it's a very exciting time.

Rachel: Yes. Everything you're saying I'm just nodding my head. I know how hard you've worked at just following your intuition wherever it takes you, including these things that are just . . . Like they sound crazy to other people.

Kit: Yes. That is fair.

Rachel: But it's great. I love it. I'd love if you could let us know about what drove you to create the company that you're creating because I know you have a really fascinating back-story about that.

Kit: Yeah. Well thank you. I laugh because I definitely have a short, medium, and long-term answer for this. So I'll try to keep it succinct at the beginning and then you dive in with further questions, Rachel, that you think the audience would most appreciate. But in short we started [O'Actually](#) to be a space that is fun, playful, and a genuine celebration of female sexual pleasure. That is me really focusing on what I do want to see in the world. I spent my late teens and much of my twenties really focusing on what we didn't want to see in the world. So I was immersed in discussions and leading groups that were trying to best tackle and grapple the problems with sexual violence and that work was incredibly rewarding and I think that we made some great progress. That is what really led me to get my masters in gender and social policy.

But when I was in London in my masters, which I absolutely loved, I was still very much focused around issues of violence and it was incredibly daunting. I found myself needing to step away from the work. I wasn't able to stay engaged and then also present, alive, and joyful and that was who I am. I am incredibly inspired by the people who can take on these issues and also maintain energy and the vitality to really continue to have the impact. For me I needed to rethink, to step away, and to understand how I could access the discussion in a way that was going to be truly aligned and enlivening for me. So I spent a couple of years doing various things very differently, very outside of anything gender-related, and had a moment about two and a half years ago now where I thought, "I've got to get back to doing something about gender equity. I've got to be doing something to better women's positions in the world." I did sort of that thing which I think a lot of us do, I went back to thinking about how I had been involved before. So I reached out to people I had worked with in the past and was thinking about maybe I could be on some boards and non-profits that I really admire and

maybe write papers in my side time whilst doing my other job. Then I had this moment of realization that as I was getting older I was getting to know myself that much better and no, I couldn't access the conversations and the work around ending violence in a full-time or even in a part-time way. I needed to feel like I was leading something that was really important but different.

I had this moment where I was reading about how there were women, primarily in Europe, Australia, and Canada who were getting behind the camera and making really sexually, stimulating, and awesome videos that were geared to women and also a celebration of women's sexual pleasure. I thought, "Okay. That's what I want to be a part of." So it's the long way of me saying that I sort of went from really focusing on what we don't want to really be focusing on what we do want. From that mindset is how O'Actually has been created. So it's a real focus on pleasure, fun, and all of the great things that come from female sexual pleasure.

Rachel: So one thing that I've been curious about that I don't think we ever talked about was . . . So at the time when you were first beginning to just talk about all of the sexual violence that you didn't want, I'm sure you had a lot of friends who were in that same . . . Like you were kind of simpatico with. They were all about the same thing. So when you decided to change your direction and instead go on what we do want I'm curious how they responded because I could see where people might not like that.

Kit: Yeah. Really great question and I had a lot of nervousness around that and a lot of thankfulness that for the most part people have just been so supportive and so intrigued. So I think that that was probably even a better way, at the early stages of me talking about what is now O'Actually was this knowingness of my previous self and how I was acting and reacting to things. Then thinking, "Well Kit's going to go do this now? This is really intriguing and I'm interested to learn more." That was the overwhelming reaction from friends, family, and people within the space that I had worked with in the past. I think because hopefully to know me is to know that my intention is very good and that I have thought things through at least a little bit before I go forward with them. People were really intrigued, really sort of saying like, "We didn't see this coming necessarily but therefore tell us more." So I was really thankful for that being the overwhelming reaction.

Rachel: Well I think that speaks to who you are as a person because really I'm thinking about it, when I'm thinking about if you have all of these friends that are bonding over what you don't want it's more of a negative kind of vibration. Then to go into such a completely different vibration and still be received I think really speaks a lot to who you are. Because I can see where people would be like, "No. People are getting sex trafficked and all of this stuff. How is something focusing on what you want . . . How is that going to help them?"

Kit: Right. Right. I had those conversations sort of back and forth with myself to tell you the truth. I finally realized that it was worth it to me to get engaged in this discussion and it's doubtful that we'll do this perfectly and I get asked a lot what if you promote a film and then find out that it wasn't as much about pleasure as you had assumed it to be? Now that's an awful worst-case scenario for us. However it's not enough to deter me from trying to really add something wonderful to this space. I think that we can always come up for so many reasons not to do something and to be fearful of doing it. This is me saying, "Let's at least give it a shot." Let's open up the conversation and let's release the taboo around female self-pleasure and really open that door so that we can celebrate female orgasms in a bigger more meaningful way and see what comes.

Rachel: Why is that important to you?

Kit: Well for many reasons. That women have a voice and an equal voice in this world has been a passion of mine since I was really a little kid, a little girl. Always trying to make the argument for why I should be allowed to do something because my brother could and everything from bedtimes to sports to schools, and I have incredibly supportive feminist parents so that was rarely an issue. But it was . . . I almost feel like I was born with that drive to make sure that women were treated fairly and justly in the world. When I saw the gravity of the injustice around sexual violence, particularly sexual violence on college campuses, it really struck a cord in me that I knew I wanted to be involved in that discussion at that time in my life.

Now that several years have passed I feel like this is the moment for me to say, "Well this is so important in a somewhat roundabout way." I know that some people might think that this is naive. I actually think that we can better the world through celebrating pleasure and have an impact against violence by actually celebrating pleasure. So that is incredibly important to me to see women being able to thrive and grow and when women are attuned to their bodies and receiving pleasure the world is a better place. Women are happier, engaged, fulfilled, and doing better work in the world. So it's one way of adding that powerful woman into the world, I think.

Rachel: Yeah. I mean I think that's a really great point. Women are feeling better, they're going to show up better for everybody around them. Absolutely. I want to talk more about you, too, but I mean also I think that just your whole . . . The whole O'Actually and your [pleasure pledge](#), I want to ask you about. I think there's just so much there and I think that you're just such a change-maker and this is so innovative to so many people it's just hard not to ask a whole bunch of questions about that. Maybe we'll have to have to have you here for a couple of times.

Kit: Go for it.

Rachel: But yeah. So tell us about the pleasure pledge.

Kit: So the pleasure pledge . . . I'm so excited about, Rachel. The pleasure pledge is us asking women to make a commitment to bare pleasure with the focus on their sexual pleasure for each day in February. So it's the first time that we're launching it and I'll run it from February first through to February 28th. The pledge is to prioritize your orgasms on a daily basis and it's . . . Of course, as a good CEO and founder would do, I've tested this out to make sure that it's as wonderful as we're saying it is and it's fantastic. It really has an impact on your life to see what happens when you make a commitment to yourself in this way and hold yourself accountable to it. So making the time and making it fun, joyful, playful, and prioritizing yourself.

So what's interesting is that in some ways it sounds so fun, it sounds easy, and then in some ways it sounds rather daunting. It's a bit of a balance and it takes a bit of a groove but it's quite life-changing to incorporate orgasms into an assumption of your daily routine. It really has an amazing effect. I found personally and we found in testing this with other women to have that reconnection to your body in a deeper way and the impact with relationships, stress levels decreasing, sleeping better, and all of these good things that we want to have. How cool is it that it can come in the form of an orgasm? That is the crux of the pleasure pledge. We also want to be really open in our conversing with O'Actually community around the truth that maybe sometimes you're genuinely not in the mood. That's why we've decided to really hone in on this being a pledge and promise to yourself without being any sort of challenge.

There's no way of failing the pleasure pledge. This is about being fun but also being a little bit more committed to yourself than you might be otherwise. However if there are days that it's not really feeling right then we're asking women to really think about what they do need for that time, whether that's a walk or some delicious chocolate or just to go and find a nice tidy area of the house to be alone, sit, and be contemplative. That is prioritized as well.

Rachel: So just making a conscious commitment to some kind of pleasure every day.

Kit: Exactly. Well and because it's us, the focus being sexual pleasure.

Rachel: Absolutely. So you said that it's been helping people with stress levels when you were testing it and I know some other people tested it, too. So stress level is a big one and getting enough sleep. What other benefits did people report?

Kit: Some really fun ones. So yeah, orgasms are a great stress relief. Cortisol is like flushed out of you in a really wonderful way and stress is something that keeps us up at night and all the rest of it. So there's just a knock-on effect. Some fun other anecdotal treats from testing it with other great women that we know. A connection to your partner. That was sort of like fun in like an almost surprising way, or a surprising thing to see. Partners would like almost intuitively pick up on that their female partners were more sexually satisfied and it made them even more sexually desirable. So people started

having more moments of self-pleasure and then experiencing more moments of sexual pleasure with their partners. Which seemed like quite a great testament to the pleasure pledge as well. In addition that real like permission . . . I think that often times women are seeking out permission from outside. But then to be giving it to yourself, like, "Well I'm part of this pledge so this isn't selfish or this isn't something I can say I don't have time for or something else is more important." Getting into that mindset also has such a knock-on effect which I think is really valuable.

Rachel: So I'm just thinking about for women who are listening, and I know men listen to this, too, so I'll ask questions about that next. But for the women who are listening this might be like such a foreign concept for them, what advice would you give for them to actually make it a priority?

Kit: Yeah. That's awesome. So we are having a private Facebook group that will be monitored so that it's super fun, super safe, and people can ask questions and get feedback on how things are going for each member of the Facebook community for the pleasure pledge. So that's one area or resource. The other thing is that I think what I have been inspired by O'Actually is that you can use us as an excuse to talk to your friends in potentially a more open way than you might otherwise. So I would encourage women to say like, "Did you see this thing that I read about from where . . . It's out on Facebook or I was reading about her in Marie Claire. Did you hear about this, and what do you think?" Often that will open up a discussion that then allows for support and allows for sort of the attitude of, "Well this sort of sounds crazy but it also sounds fun and I'll do it if I can talk openly with you about it." It can really help with creating deeper connections with your female friends. So I would encourage women to think about that and I would encourage them to just give it a try. You know? It's one of these fun things that doesn't really have any negative to it. So you know, yeah. I can see how it definitely would push some of us out of the comfort zone. Definitely took me a while to get into the groove with it but once it's part of a daily routine that's a really good thing.

Rachel: Yeah. I can see that. I mean a couple years ago I was in [Mama Gena's](#) . . . Have you heard of Mama Gena?

Kit: Yes, yes, yes.

Rachel: Yeah. So she has her whole School of the Womanly Arts. She's all up, this is for people listening, but she's all about pleasure. I remember there were people in the audience that were just so resistant to pleasure. They had all of these reasons why they did not want it. But I love what you're saying, that there really is . . . Like I don't think of any negatives either. Right?

Kit: So that's one way to look at it. You know, trust into yourself and into your own body and if it's really outside of your comfort zone maybe ask why and see what step might need to be taken in this moment that allows you some pleasure that does really feel

comfortable. So maybe that's really buying a nice bouquet of flowers or writing yourself a thank you note. These things that can feel a little bit less edgy as a way to tap into that focus on giving yourself some time, some appreciation, and pleasure.

Rachel: Yeah. I'm thinking it would probably be cool, too, for before people start the pleasure pledge . . . Like I have a book, it's a five-minute morning booster. At the beginning of it I tell them to try it for 30 days. So at the beginning I have them write different things like different areas of their life on a one-to-10 and then they write it again at the end of 30 days. So I'd be so curious if you did that with your pleasure pledge like see relationships . . .

Kit: Yeah.

Rachel: Like let's . . . You should totally consider doing that because . . .

Kit: I would love that. I would love that. Yeah.

Rachel: I bet there will be some tangible improvements for people. So for the men who are listening, do you have any . . . How would you want to relate to them? Do you have any . . . Like I guess where I'm coming from is how can men either help or do you feel like women need to take responsibility for themselves? Is it both of those things? What message do you have for the dudes listening?

Kit: The dudes listening. Kit says. Yeah. Focus on female sexual pleasure. It'll be rewarding to you, as well. I promise. So we do get asked often, you know, "Well is this site, is this company, only for women?" I say, "No. Our site is about women's sexual pleasure. Hopefully that's not only for women." The men that I've talked to over the years, everyone from great friends, husbands, to family members and business advisers have just been so wonderful and so supportive. Men can be, when we allow them to be, our biggest champions. So I think for the pledge it's also another really fun opportunity to say to, if you do have a male partner, to say, "I'm doing this and I'm taking this on myself. I understand you aren't making a pledge to my sexual pleasure on a daily basis but I also hope that this can be something that we can have a lot of fun together with." So it very much can and I would hope often does include men.

Rachel: Something that maybe I could have asked before but it's now popping into my head is for you, why is sexual pleasure important to you versus let's say the kind of pleasure with like buying the bouquet of flowers that you mentioned?

Kit: Yeah. Well. It is, you know, it's called self-love for a reason. Right? It's like the ultimate expression of self-love. I think that it has a really powerful impact on your body and your relationship to your body. I do also think it has an . . . When women are really connected to their bodies we can't deny the importance of the sexuality within that and so this is teaching about a little bit further than simply focusing on doing nice things for yourself. It's focusing on doing something really nice for this part of ourselves that we

often, as women, either don't believe is as important as other areas of our life or aren't necessarily encouraged to explore as much as . . . If it was a pledge to buy flowers every day I don't think it would be that edgy and it would be super fun, I love flowers, I'm surrounded by them right now. Thank goodness. They're beautiful, wonderful, and make me happy. But this is a way to be even that much more committed and connected to yourself. I think that that then helps us be more engaged in presenting how we want to be touched, communicated, and engaged with. So it presents us as women in a more powerful space with others and sort of in a more broadening way of in the world.

Rachel: Have you noticed a correlation between women's self-pleasure and their intuition?

Kit: Only anecdotally.

Rachel: Yeah.

Kit: But hopefully someday I'll be able to add some hard data to that. Because I definitely believe in it.

Rachel: I guess it would make sense, right? Like if they're more connected with their body then they can listen to their gut feels more often. They can like listen to . . . Because it's so easy to override what feels right, because you know, logic...

Kit: Right. We tell ourselves it's more important to, you know, go to the gym and run on a treadmill for an hour than it is to go and make yourself a bath and have an orgasm. What sounds more fun? So it's easy to have that logic and that mind override us that it's really wonderful and beautiful to have the moments when you choose something else.

Rachel: Do you get nervous like when you're telling investors about your company? Does it feel taboo still to you? Or are you ingrained in it now?

Kit: It's a bit of both. I mean when you first said that I thought, "Of course I get nervous all the time." Then I thought, "Well, I really have come so far in the past couple of years in how I present the company and present the vision." I'm thankful for those who gave me the encouragement to be able to sit in it with so much more confidence than I had just a couple of years ago when this was first just an idea and sort of a "what if I were able to do a company like this" type of discussion. But I had this moment a couple of years ago. It was July of 2013. I remember it because I had this realization that I was going to events or social gatherings and people would, as per normal, ask me what I do for a living. At the time I had two companies. I had one that was called Collaboratory which was primarily a co-working space for supporting other female entrepreneurs. That was such a wonderful fun thing to be a part of. But also way less edgy than O'Actually. So I'd find myself often leading the answer of what do I do with talking about my passion to support other female entrepreneurs and would have great conversations with that. Then try to assess out if it was going to be quote unquote "okay" to mention O'Actually.

I had this realization and now I guess a year and a half ago or so that that was so unfair. It was unfair to me, it was unfair to the person I was talking to, it was unfair to the vision of O'Actually, and that O'Actually is something I believe deeply in and why would I ever try to skirt away from telling the world about it? So my commitment to myself . . . I think that this probably applies, hopefully, to people who are listening in a much more general way that when you're proud of something, talk about it. Don't assume that people aren't going to get it because by doing that, you're not even giving the opportunity to engage with you on it.

I have had some of my most interesting conversations and gotten some of my most amazing connections from responding totally truthfully and forthrightly about what O'Actually is to just the people that I think, "Oh my gosh, please don't ask me what I do for a living. Please don't ask me what I do for a living." Because I'm at some fancy wedding or I'm talking to a gentleman at a political families [Inaudible 0:31:33], you know? I'm just thinking, "Oh. No. I don't know if I want to answer." Then those can be the most exciting moments.

You know, if it's not, if somebody doesn't want to talk to me about it, then I'm completely respectful of that and we move on. There are plenty of other things to discuss. But that was a really big game-changer for me and it had this great upward spiraling effect of giving me more confidence, which then made me less nervous, which then continued that upward cycle of being able to talk really openly. I think it's like anything else when you're sort of presented with the energy of comfort. People are then able to respond in that way and when I was nervous there was that nervous energy and so again that wasn't really fair to whomever I was speaking with.

Rachel: That's a great point. The other thing I was curious about was you said in the beginning about how you have a lot of doubt about bringing it up to friends and family. How did you get past some of that doubt to just get your message out there?

Kit: So, slowly, I would say. I was first reading about the type of work that is being done but then motivated O'Actually. Late one night, and I was at the office, I was like, "There's something here, there's something here that I want to do." I started doing more research online and checking out the numbers and being really amazed, encouraged, delighted, and sort of confused that I didn't know about how many women are accessing adult content online already and thinking, "Wow. This is something I'm not talking with my female friends about and I didn't even know I wasn't talking to them about it." So my brother is a wonderful supporter of mine, gives me abundant counsel and has heard lots of my sometimes out there ideas over the years. I wrote him this email and it was . . . Actually I texted him and I said, "What's your personal email address?" He was like, "Well, here it is. But also you could just call me now. Like we're texting each other." I was like, "No, no, no. I had this idea that I'm not even sure I'm going to email you about. But I just wanted to think maybe I would." So it was full of like, "I don't know if this is too

weird, if this is too much, blah blah blah." But I sent that out to him, he was incredibly supportive, he was like, "Do it. I think it's brilliant."

The next day I talked to my best friend about it, she was full of insightful and supportive questions and we had this great lunch. From there I sort of picked very purposefully a small handful of people that I didn't necessarily know would be supportive of the concept, but I knew would be supportive of me. So they were safe people to introduce the vision to. That built up, one-by-one-by-one in conversations and then gave me the confidence. The passion was also spiraling upward as these conversations were happening for me, as I was realizing that this was really what I wanted to do, and so that made it more helpful to continue to connect with others.

Rachel: Yeah. That's another thing I think would probably be really beneficial to talk about for a second. Because you mentioned, with the things that you're proud of, about how you have some really great friendships in your life from people that you've been friends with for decades upon decades, but then also making your new friends. Now you're saying about how having safe people, those friendships that you've cultivated, being able to talk with them and kind of have a springboard with which to bounce from is so helpful.

Kit: Oh, it's amazing.

Rachel: Yeah. You're so masterful at the cultivating relationships and I wonder if you have any tips on how to do that.

Kit: Well, thank you for the compliment. On that, Rachel. I do love people. So I love connecting, I love hearing stories, and I love trying to be helpful. So I think coming from that place I would hope is something that helps me further connect. I do also really find incredible value in the going deep. I know you and I have talked about this over the past year a lot but it's so scary and yet so powerful to connect with people outside of the normal questions and the normal conversations. To really understand what motivates people, what makes them happy, brings them joy, and what they're really struggling with. Oftentimes we can go days, weeks, or months without having conversations that allow us to tap into something that is deep, true, and real for one another. Yet those conversations, as scary as they are, lead to some of the deepest connections that I think we can have. So I've been trying to be more mindful of pushing myself to be open and then also really receiving to other peoples' depth.

Rachel: Yeah. I mean that makes sense. When you're able to really bare what's really important to yourself it does definitely create more of a connection than, "How's the weather over where you're from?"

Kit: Right?

Rachel: Yes.

Kit: But yeah. But it's easy to operate in that weather sphere for a long time.

Rachel: It is. It is. We actually . . . There's a marketing event that happens once a year and I've been asked probably about 50 times this last month if I'm going to be going. I'm just thinking about like all of the conversations are going to be either with the new people like, "Where are you coming from?"

Kit: Exactly.

Rachel: "How's the weather over there?"

Kit: "How was your flight?"

Rachel: Oh, gosh. Yeah.

Kit: Yeah. They're nice questions, they're coming from a good place. People are trying to be politely...

Rachel: Absolutely. Absolutely. I guess I'm just . . . You know, I just so detest the small talk. I don't think I can do it.

Kit: Yeah. Exactly. We've been broken out of the small-talk paradigm. But the small-talk is not . . . It's polite and it gets us through to some degree.

Rachel: Yeah.

Kit: But it's also not terribly memorable. I think that's what I found as well and when I'm able to be vulnerable, laugh at myself, or be open . . . I mean it's totally ironic in some ways that I'm saying this because as you know more than others I have an incredibly hard time doing this. So it doesn't come easy to me but I have seen the rewards be so obvious that it's a continual commitment to me to try to go deeper, be vulnerable, really open, and let people see who I really am because then we have this connection that then lasts and then is powerful.

Rachel: Yeah. That's a really good point. For some reason I'm just feeling called to mention to people how one of the things that you and I do is the venting. When we just start going through like rough times or something and we just need to have someone hear it. So often it's like you don't want to bring negative energy or blah, blah, blah.

Kit: Right.

Rachel: But yeah.

Kit: Oh. But letting it out. Letting it out to you, Rachel, is so powerful and you are a venting master and so inspiring.

Rachel: Probably not a good thing, right?

Kit: No, it's a brilliant thing because whenever I listen or read any of your guts you can . . . I can actually feel it being released from you. So it's given me permission to do the same and then to really, truly let it go with the vent. It's not a vent to hang on, it's a vent to be like, "I've just got to get this out." Then move on.

Rachel: Yeah.

Kit: It's just so inspiring.

Rachel: Well, thank you. Yeah. I mean you're amazing at it, too. Even right before we started talking you're, "Let me get this out of my space."

Kit: Sorry, I don't want to bring this in.

Rachel: One thing that I've been playing with lately is having a thought, seeing it in front of me, and then putting it into some kind of shape or something. Seeing it in front of me and then exploding it. I actually learned this from this intuitive, like I'm going to a school actually for deepening your intuition. It's pretty awesome. That was the exercise and it's so helpful. I woke up this morning and I just felt like I had some dreams that made me feel kind of cranky. I'm just like, "I can very easily see this morning not going well." So I just took all of those, like that crankiness, and I put it into shapes and colors and just exploded it. I was amazed by how easily they just dissipated.

Kit: That is amazing and I cannot wait to start doing that.

Rachel: Seriously. Let me know how it goes for you.

Kit: I will.

Rachel: It really fascinates me. Cool. So maybe we're ready, I might already know your answer to this, but what is a specific action-step that you take on a daily basis to make your life better?

Kit: Yes. I do have daily orgasms. I also meditate. Those are probably the two things that have bettered my life in incorporating them into routine in the biggest ways. I always feel better and I also, if I get out of the habit of either one, I almost instantly feel worse. So I had a friend say to me the other day that they weren't sure if their meditation practice was really doing anything and I'm very understanding of that because I've had those feelings before. It's like, "Really, this clearly add up this time, this is a lot of time. Maybe I can do this in the house." My invitation to him was, "Well, then just stop meditating. See how you feel." He didn't want to. It was like, well there's an answer in that because there's a knowingness that this is making you feel better. But also I've done that myself. Like if I stop meditating or if I stop prioritizing orgasms then I don't feel as good and that's my answer into how valuable the time is. So yeah, those are my two biggies.

Rachel: Yeah. Those are great answers. Well what, for you in your experience, is something that most people don't share about improving yourself? Maybe it's not a sexy kind of thing or it just doesn't paint this pretty rainbow kind of picture.

Kit: Well, I think that particularly in the world of entrepreneurs and people who are working remotely we don't talk often enough about the importance of leaving your house and doing so early in the morning. This is a big one for me personally because I am very good at convincing myself that these are things that I don't need to do. But they are so important and it does tap into the importance of routine which doesn't necessarily sound very sexy but I think that I at least crave routine in a much more serious way than I admit to myself sometimes. But really the routine of getting up in the morning and doing whatever sort of morning ritual you do. But having that include putting on some real clothes, not pajamas, and getting outside of the house even if it's just for 10 minutes is so valuable and somehow not talked about as much. I guess what I mean to say is it's not talked about as much as how one how difficult something that seems too simple like that is, and two how easy it is to then not incorporate it and get pretty down and isolated. So I welcome some more openness around those types of conversations.

Rachel: That's a great point. The importance of routine, I actually have a list of potential podcast topics and that is one of my next ones I think is just that power of routine is so helpful and I remember Tim Ferriss was talking about how he had studied a bunch of routines of some of the world's most prolific creators . . . Have you heard this? Do you know where I'm going already?

Kit: I think so. I mean I'm thinking of Tim Ferris as well and he's like the guru of routine.

Rachel: Yeah. Seriously.

Kit: But I didn't mean to interrupt.

Rachel: No, no, no. It's totally fine. So yeah, he said that when people have routines it just takes out questions . . . I don't remember if I talked about this on another podcast, too, I may have. But like when you take out the questions, because you have so many things automated, you have more energy to put into your creative endeavors and you're able to just make more.

Kit: Absolutely. Absolutely. You don't use that time wondering if today you're going to do this and dah, dah, dah. That time is negated. You're just already in doing mode.

Rachel: I remember he was talking about this guy, Dean, and I forget what his . . . Dean. Dean Jackson, I think, maybe. That guy actually wears the same clothes every single day and whenever he travels anywhere he has this stink [SP] and smell. I think it's like a black shirt and khaki pants or something. That's it. He said his life, once he made that decision . . . I mean for me that doesn't feel fun, but for him he's like it gives him so much more energy for other things.

Kit: Yeah. I remember reading or listening about that from him. Thinking that that would free up so much time. I do think that there is a level which you mentioned that's important that if fashion is important to how you feel then that might not be the solution. But the overriding principal of that is so powerful. Just to get rid of all of the decisions that don't absolutely need to be made.

Rachel: Absolutely. So what would you say to somebody who might be listening now and feel like they're struggling or they feel like they're struggling and trapped by their circumstances. What advice would you give to them?

Kit: Well I love this question and I love that this is your whole intention around this podcast because it's both super simple and then super complex. Which is, I think to really believe in yourself and to trust that you know what's best for yourself. That can be really hard and has been really hard for me in times when maybe I've been in a relationship that I know I need to end but everybody around me thinks it's wonderful and I don't necessarily know how to kind of do it if it doesn't seem like it's quote unquote the right thing, or the thing that other people would do. The things in my life that have caused the most upward momentum have been the times where I've been honest with myself. Honest with myself that I can have a life that yields joy for me.

Sometimes it hasn't felt like that and I've definitely had my dark days, I also have come from a lot of privilege so I want to be very clear with this notion that I appreciate and am aware of that.

But regardless of life's circumstances, we can all get really hard on ourselves and really down, and it can get foggy and the not knowingness of if it's going to be okay and what really is the way out. At least the way out for me was to be more honest with myself and with the people that I really trusted and knew loved me. Then get clear that I could live a life that was better and thriving and that I needed to go for it.

Rachel: Great advice. Thank you. I love that. Also one of my favorite questions that I love to ask people is, you know I just want . . . One of the things I really want everyone listening to know is that none of us have it all figured out just yet and we're all humans with everyday struggles. So I'd love to know for you, what's something that you're currently working through in your life and how are you getting through it?

Kit: Well, it goes back actually to my previous answer which is that's my journey, is to continue to remember that it's my life and I need to do the things in it that feel aligned and trust that if that's what other people around me think I quote unquote should be doing that's okay. I respect that opinion but I need to really focus on where I think things need to be headed. I can acknowledge that and I can say that on this podcast to thousands of people and I will also admit that that is also a huge, huge struggle for me. To not be so concerned, not necessarily what other people are thinking but how my decision to . . . One example of this is that I move a lot. I love traveling, I love creating

communities in places, and meeting new people. What that means is that looking back over the last 15 or 20 years I have moved almost every two to three years. That's given me a lot of joy. I have met some amazing people. But I've also hurt people by leaving the cities and that weighs on me a lot and yet it's just balancing that knowingness that I'm hurting some people with the also knowingness that this is what I need to be doing. So I guess it's self-compassion, is probably what I'm in a constant struggle with. Hope that makes some sense.

Rachel: That makes total sense and thank you for being so open and honest.

Kit: Well I just said you had to be open and honest so like, "Damn."

Rachel: I hate it when that happens. Awesome. Well cool, I think this has been great. We've covered so much ground and so many different things but I think that people listening are going to feel just really inspired by you. I just love so much that you bring such a unique but important cause and just acknowledge that it takes a lot of courage and bravery to do what you're doing. So thank you. Thank you so much for what you do and can you let people know where they can go to learn more about O'Actually, also the pleasure pledge, and just anywhere else that you'd like to send people?

Kit: Yes.

Rachel: Cool.

Kit: Yes. So regardless of when you're listening to this, you can go onto oactually.com and there you can see our beta site. You can also sign up for the pleasure pledge. Once you sign up, you'll be invited to the Facebook group and that's pretty much as straightforward as it gets. Oactually.com, Pleasure pledge, and you can reach out to us from O'Actually as well. So I'm on [Twitter at @kitmalo](#) so if you need anything from or have any questions just ask me on Twitter.

Rachel: Awesome. Well thank you again very much for being here.

Kit: Thank you, Rachel. This was so much fun.

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Thank you in advance!

I really appreciate you.

With love,

Rachel Rofé