"Fabulously important! . . . Lora Cheadle has hit it out of the ballpark with her glorious book!" — Stephanie Blake, actor and two-time Miss Exotic World Pageant winner

FLAUNT!

DROP YOUR COVER & REVEAL YOUR SMART, SEXY & SPIRITUAL SELF

LORA CHEADLE

Praise for *FLAUNT!*

"*FLAUNT!* is a reassuring reminder to us gals that we are not alone in this crazy journey to become fulfilled and self-actualized. If you are searching for insight, wisdom, logic, intuition, emotion, and humor, read this book. Get out your highlighting pen — you'll need it!"

— Lannie Garrett, singer/entertainer and Colorado Music Hall of Fame inductee

"In order for each of us to fully express our gifts in the world, we must combine the masculine and feminine parts in ourselves — the drive, on the one hand, and what Lora Cheadle calls the 'sparkle,' on the other. Whatever you desire to create in your life, Lora's combination of practical insight and contagious enthusiasm will help you get there."

— Kelly Notaras, author of *The Book You Were Born to Write*

"*FLAUNT!* is a fabulously important book for all women! Too many wonderful women underestimate themselves and need more self-esteem. Lora Cheadle has hit it out of the ballpark with her glorious book!"

— Stephanie Blake, actor, two-time Miss Exotic World Pageant winner, and burlesque legend

"Sage and refreshingly honest, Lora Cheadle's *FLAUNT!* provides a playful path for women to unapologetically integrate all of themselves to live and work with more passion, creativity, and freedom. Whether you've defined your self-worth by what you've achieved, you've squashed your own dreams in order to support someone else's, or you want to shed self-judgment and rewire your brand (and your body!) to choreograph a different kind of life for yourself, you're going to love this book!"

— Alexia Vernon, author of *Step into Your Moxie*

"Reveals tips on how burlesque will empower women's lives."

— Leslie Zemeckis, actress, author,
and award-winning documentarian

"Written like you're talking with your best, wisest, and funniest girlfriend, *FLAUNT!* is a must-read for all women (and men) who need new tools and a path forward to be their best and happiest selves."

— Kathleen Nalty, founder of the
Center for Legal Inclusiveness

FLAUNT!



FLAUNT!

DROP YOUR COVER & REVEAL YOUR SMART, SEXY & SPIRITUAL SELF

LORA CHEADLE



New World Library
Novato, California


New World Library
14 Pamaron Way
Novato, California 94949

Copyright © 2019 by Lora Cheadle

All rights reserved. This book may not be reproduced in whole or in part, stored in a retrieval system, or transmitted in any form or by any means — electronic, mechanical, or other — without written permission from the publisher, except by a reviewer, who may quote brief passages in a review.

The material in this book is intended for education. No expressed or implied guarantee of the effects of the use of the recommendations can be given or liability taken. The author's experiences used as examples throughout this book are true, although identifying details such as names and locations have been changed to protect privacy.

Life Choreographer® and Life Choreography® are registered trademarks of Lora Cheadle. Naked Self-Worth™ is a pending trademark of Lora Cheadle.

Text design by Tona Pearce Myers

Library of Congress Cataloging-in-Publication data is available.

First printing, November 2019
ISBN 978-1-60868-621-6
Ebook ISBN 978-1-60868-622-3
Printed in Canada on 100% postconsumer-waste recycled paper


New World Library is proud to be a Gold Certified Environmentally Responsible Publisher. Publisher certification awarded by Green Press Initiative.

10 9 8 7 6 5 4 3 2 1

To all the women who have cried in the shower,
smiled when they wanted to scream,
and couldn't wait to get home and unhook their bra.





Contents

Introduction: The Curtain Rises 1

Act I: Recognize & Release 15

Chapter 1: The Labels, Roles & Scripts of My Emerging Womanhood 21
Chapter 2: Your Turn in the Spotlight! 39
Chapter 3: Igniting & Integrating Your Sparkle 71

Act II: Reveal 99

Chapter 4: Revealing My Sparkle through the First Three Steps of *FLAUNT!* 105
FLAUNT! Step 1: Finding My Fetish 105
FLAUNT! Step 2: Laughing Out Loud 109
FLAUNT! Step 3: Accepting Unconditionally 111

Chapter 5: Reveal Your Sparkle through the
First Three Steps of *FLAUNT!* 115
FLAUNT! Step 1: Find Your Fetish 124
FLAUNT! Step 2: Laugh Out Loud 139
FLAUNT! Step 3: Accept Unconditionally 149

Act III: Re-choreograph 167

Chapter 6: Re-choreographing My Life with the
Final Two Steps of *FLAUNT!* 171
FLAUNT! Step 4: Navigating the Negative 173
FLAUNT! Step 5: Trusting My Truth 178

Chapter 7: Re-choreograph Your Life with the
Final Two Steps of *FLAUNT!* 183
FLAUNT! Step 4: Navigate the Negative 184
FLAUNT! Step 5: Trust Your Truth 196

The Curtain Call 225
Acknowledgments 229
Index 233
About the Author 243

Your Brand-New Season! (Get It? "Brand"?)

If you have spent great portions of your life wishing for a map to follow or an instruction manual to read, I've got you covered! In the final exercise, you are going to re-choreograph your life by writing out a screenplay for your future. But before you write your next chapter, you have to know what feelings or flavor you want to create. Many performers have a certain identity, or brand. They are comedic, athletic, slow and sultry, or vintage. What is the identity, or brand, of your life?

Who are you? Go back to your burlesque name. If you have not already done so, formulate a tagline. What does my name and tagline tell you about me? I'm Chakra Tease, the Sexy, Flexy Goddess of Zen. Who are you? What is your signature color? Do you have a motto? Are there any other distinct branding or identity elements that convey who you are and what you believe? Your identity comprises your past, present, and future. And although your present may have been determined by your past, it does not determine your future. Release the past and re-choreograph your future with intention and clarity.

The Elements of Drama and Writing the Screenplay of Your Life

In writing a play or screenplay, whether for a TV show or movie, writers use the elements of drama in order to construct their story. The basic elements of drama are: setting, plot, characters, theme, and style:

- The *setting* is where the story takes place.
- The *plot* is the sequence of events that make up the story.
- The *characters* are the individuals in the story.

- The *theme* is the main idea or the lesson.
- The *style* is everything that gives the show a certain flavor or feel, such as the time period, the language, and the costumes, makeup, and behavior of the characters.

Think about different TV shows that have been on over the years: *Leave It to Beaver* in the 1950s, *The Dick Van Dyke Show* in the 1960s, *All in the Family* in the 1970s, *Family Ties* in the 1980s, *Home Improvement* in the 1990s, and *Desperate Housewives* in the 2000s. Although the setting (the family home), the plot (the adventures of a typical modern-day family), and the characters (mom, dad, kids, neighbors, and friends) are fairly consistent, the theme and the style of each show are vastly different. Each show was set in a different decade and a different part of America, giving them all distinctly different styles. While shows such as *Leave It to Beaver* had a theme that supported the correctness of the fifties status quo, *All in the Family* encouraged shaking up the status quo and accepting change.

Your life is like a three-part series, with season 1 being your past, season 2 being your present, and season 3 being your future.

In your mind, summarize the first two seasons of your life, thinking about the setting, plot, characters, theme, and style, before launching into a detailed screenplay for the third and final season. Specifically, what are the unifying themes, lessons learned, and values portrayed? What issues, if any, arose repeatedly season to season? Was there a definitive shift from one season to another, where you took more ownership or control over your life or where the style or theme changed over to something entirely different? List the various roles you have played.

Will they shift in season 3? Are any roles or characters

written out of the script altogether? Do the changes you make affect the other characters? At the very end of season 3, is there regret? Are there more changes you wish you had made that you didn't? Is the ending a peaceful, happy resolution?

Ponder the following sample hypotheticals to see how changing just one element changes the screenplay entirely.

Setting

How would your favorite show or series be different if the families portrayed had lived in a different time or place? What if *Leave It to Beaver* had been set in downtown Manhattan, if *All in the Family* had taken place on an American compound in Iran, or *The Dick Van Dyke Show* have taken place in 2016?

What are the settings of your life? How would things have been different if you had lived in a different part of the country or in an entirely different country altogether? What might you have struggled with if you had been born in a different generation? Going forward, are you going to change the setting of your life? What impact is that going to make?

Plot

The plot is the order or sequence of events in a story. Would the plot of your favorite show be different if the characters were a different ethnicity or if the protagonist had a profound mental or physical limitation?

Similarly, would the plot of your life be different if you were born into a different religion or a different socioeconomic class or with much more, or much less, intellectual capacity? It's kind of crazy to stop and think how fragile our lives really are and how their entire trajectory can be altered by one or two factors. What are the next big events in your life? When

will they happen, and what changes come from each of those events?

Characters

The characters are the people in the story. It doesn't matter who we are or what we do; those around us affect our lives more significantly than just about any of the other factors. It helps to pay close attention to the company we keep and our beliefs about the company we keep. To fully understand the impact of the characters, imagine a character swap between *Leave It to Beaver*'s June Cleaver and *Game of Thrones*' Daenerys Targaryen, and you'll understand the impact and importance of characters!

Who were the characters in your life? How would your life be different if you had (or had not) been raised by an alcoholic or an abusive parent? Would the experience of being raised by an alcoholic or abusive parent be different if you believed that your familial situation was abnormal and shameful and something to be hidden, or if you believed that it was normal and acceptable and you could freely discuss your experience without shame? How we view the characters in our lives makes almost as big a difference as who those characters are.

Who are the characters in the screenplay of your life? What roles do they play? How do you feel about those characters? Imagine if one central person in your life had not been there and the impact their absence would have on you, as well as all the other characters in your life.

Now for the million-dollar question: Are *you* the main character in your own life? Ouch.

It is not uncommon for us to keep ourselves in orbit around others and to define our role in relation to them. You know, *I'm a wife* (to my partner, who is primary), *a mom* (to

my kids, who are primary), *a lawyer* (to my clients, who are primary); you get the gist.

Right now I don't care about your roles or who else is in your life; I care about you. This is your story. Not your partner's, not your children's, not your clients', but yours. They each have their own stories. Of course, your stories intersect, but until you are clear on the role you play in your own (*spoiler alert* — you are the lead!), your character is probably not defined enough. Re-choreograph your life and make your third season all about you.

Theme

The theme is the philosophy, moral lesson, or central idea. Themes get tricky because most of our lives contain a series of intertwining ones, whereas in the entertainment industry the number of themes typically must be limited in order to produce a coherent show. For example, the theme of "family love conquers all" was portrayed week after week in *Family Ties* as the liberal ex-hippie parents and their conservative children were forced to reconcile their differences time and time again, but there were subplots and auxiliary themes that were played out between the various characters as well. In real life, many of our themes are not that coherent, consistent, or easy to spot.

What are some of the themes in your life? Are there themes that keep popping up again and again? I covered myself during late adolescence, while practicing law, and in navigating motherhood. Covering and subsequently losing myself was a theme that popped up several times for me, making it extra important for me to address if I wanted to grow. Take special notice of the themes that repeat in your own life.

Pretend you are in line at the pearly gates, chatting with the souls around you about the lives you just left. Was there

an overarching theme to your life? Did the theme change as you grew, or did it remain consistent throughout your lifetime? How do you feel about this theme? Do you like it, or would you like to write a different one? The good news is, you are currently *not* standing in line at the pearly gates. You are here on Earth, and no matter how old you are, you still have time to make changes! What is your new theme?

Style

Comedy, sit-com, tragedy, soap opera, drama, romance, erotica, suspense, melodrama — there are many different styles that movies, television shows, or our own lives can take. Sometimes shows that are set in a different era, like *Mad Men* or *The Jetsons*, are given an exaggerated vintage or futuristic style. What if they had a different style altogether and had been produced as documentaries?

Just like our clothing, hair, and makeup, our — dare I say? — *lifestyle* is a reflection of our personality, our desires, the way we want to feel, and the way we interact in the world. Have you ever noticed that you have more energy and feel better about yourself on days that you look better? We don't have to be dressed to the nines or rocking leopard-print stilettos in order to feel good about ourselves, but the style we put forth into the world influences what we get back from others. If we look strong and confident, others treat us as strong and confident. If we look like day three of the stomach flu, others treat us like we are on day three of the stomach flu.

What is the style of your life? Is it extravagant or simple, messy or streamlined? Are you a harried single mom or a busy but centered single mom? Oftentimes we can change the entire tone and feel of our lives by simply being aware of the style we embody and changing it up. I am not joking when I say

that how we *think* about ourselves affects how we *feel* about ourselves. If you can identify both the style of your current life and the style of the life you wish to attain, you can unequivocally *have* the life you wish to attain if you live and embody that style.

I'm not saying that you will go from being homeless to living in a mansion simply by changing your style. But I'm not saying that you won't, either! I'm simply saying that if your kids, dog, or partner or you yourself were up all night with the stomach flu and you feel like you were hit by a truck, you can make yourself feel better by shifting your style.

Let's say that the morning after the stomach-flu incident you have to drive car pool and lead a telephone conference at work. Can you feel the difference in your energy, outlook, and mindset if you:

(a) forgo a shower, put on your winter coat over your sweats, slap on dark sunglasses, and move through the day without brushing your teeth; or
(b) brush your teeth, take a quick shower, put on a semicoordinated yoga/fitness-like outfit, slap on some lip gloss, and pop in a pair of fun earrings?

I am not joking when I say that lip gloss makes me run farther and faster. It does. Style matters. Even when nobody sees you, style matters because it informs you about yourself.

Going back to your life and the style of your world: Does it have a slick, urban feel or a down-home, country one? Is your life a fairy tale, a rom-com, or a docudrama? Has the style of your life been consistent throughout, or has it changed? Are you currently experiencing a cohesively styled life; or does the style of your life differ between work and home depending on the people you are with?

I'm not talking about being more lighthearted with your

group of college friends than you are with your colleagues at the Society of Funerary Accountants. I'm talking about multiple-personality type of differences within your everyday world and relationships. Moving seamlessly in and out of a variety of different styles is healthy and enlivening. Living in a state of constant agitation, where you are constantly flipping into and out of a variety of identities, is not.

Is there anything you can do to re-choreograph your life that will create a more healthily consistent style to it? Remember your identity and brand, and find something concrete that represents your life's style.

This exercise is designed to give you a deeper understanding of your life as a story and of yourself as a character who is adept at playing a wide variety of roles. Perhaps these roles and scripts have fit you well, and perhaps they haven't.

Recognize and release what you no longer wish to carry. Going forward you have a choice. You can write your own script, or you can have somebody else write it for you. Nobody says you have to create your own life at all. You can create your own roles and play them how you feel they ought to be played, or you can accept the roles others give you. What will you choose, and what will you reveal?

Whip out that journal. Spend some thoughtful, quality time writing out the screenplay for season 3 of your life. You can be as detailed as you wish, or you can be rather vague, as long as you commit to following your heart. In my case, I had no idea that being a burlesque dancer was even a thing! There was no way I would have written a script for that, because I didn't know it existed. My script was about my commitment to the five steps of *FLAUNT!* My commitment was to follow my own rules, write my own scripts, and honor what my heart told me was right for me.

I found my fetish, laughed out loud, accepted unconditionally, navigated the negative, and learned to let go fully, get naked, and trust in my truth. Through my commitment to *FLAUNT!* I found my Naked Self-Worth, and I rechoreographed a life that was far beyond my wildest dreams. Being a smart, spiritual, *and* sexy burlesque star was the result, and it was far better than anything I could have imagined.

I did the work. I recognized and released. Then I took a deep breath, stepped back, and let the Universe step in and work its magic. When my sparkly new destination appeared on the horizon, it was my turn to take up the reins and rechoreograph my life.

To build my dreams and live my sparkle.

Are you ready to build yours?



About the Author

Former attorney turned female-empowerment coach, speaker, and radio personality Lora Cheadle encourages women to reveal their smart, sexy, and spiritual selves so they can fall back in love with who they are and find the satisfaction and fulfillment they crave.

Integrating her unique identities as an attorney, hypnotherapist, and aficionado of all things dance and fitness related, Lora works with women worldwide to identify and reveal the lost, covered-up pieces of their personalities so they can reveal and accept themselves as they are, not as they think they should be.

As a Life Choreographer, Lora is the creator of *FLAUNT!* and *Find Your Sparkle* coaching programs, workshops, and destination retreats, which utilize the concepts found in burlesque to show women how to playfully release self-judgment and integrate their beauty, brains, and beliefs into everything they do. She is the founder of the *FLAUNT!* Follies, a dance

troupe for women of all ages and abilities, and the *FLAUNT!* Flock Facebook group.

Named an Exceptional Woman of Excellence by the Women Economic Forum in India in 2019, she is beloved for her ability to provide practical tools that enable people to become happy, healthy, and free from burnout. She has written for *Elephant Journal*, coauthored a book in law school, and has a top-rated radio show, *FLAUNT! Build Your Dreams, Live Your Sparkle*. As her burlesque alter ego, Chakra Tease, she teaches and performs all over the United States, including Las Vegas, New Orleans, Los Angeles, and Hawaii.

A lover of the outdoors, she lives in Colorado with her husband and has two amazing sons. To learn more about Lora and her female-empowerment speaking and coaching programs, visit her website at loracheadle.com, or find her across all social media.



NEW WORLD LIBRARY is dedicated to publishing books and other media that inspire and challenge us to improve the quality of our lives and the world.

We are a socially and environmentally aware company. We recognize that we have an ethical responsibility to our readers, our authors, our staff members, and our planet.

We serve our readers by creating the finest publications possible on personal growth, creativity, spirituality, wellness, and other areas of emerging importance. We serve our authors by working with them to produce and promote quality books that reach a wide audience. We serve New World Library employees with generous benefits, significant profit sharing, and constant encouragement to pursue their most expansive dreams.

Whenever possible, we print our books with soy-based ink on 100 percent postconsumer-waste recycled paper. We power our offices with solar energy and contribute to nonprofit organizations working to make the world a better place for us all.

Our products are available wherever books are sold. Visit our website to download our catalog, subscribe to our e-newsletter, read our blog, and link to authors' websites, videos, and podcasts.

customerservice@newworldlibrary.com
Phone: 415-884-2100 or 800-972-6657
Orders: Ext. 10 • Catalog requests: Ext. 10
Fax: 415-884-2199

www.newworldlibrary.com

Personal Growth / Women's Interest $15.95 U.S.

Build Rock-Solid Self-Worth While Finding Freedom and Fun

Attractive woman, savvy career professional, devoted wife and mother, caring daughter — the list of roles women play is endless. We may have chosen and cherish these roles, but nevertheless, they may occasionally chafe. What lies behind these roles? *FLAUNT!* dives deep into how and why you got where you are and uses laughter, play, and storytelling to help you express your truest self with self-love, sass, and joy.

"Sage and refreshingly honest, *FLAUNT!* provides a playful path for women to unapologetically integrate all of themselves to live and work with more passion, creativity, and freedom. . . . You're going to love this book!"
— **Alexia Vernon,** author of *Step into Your Moxie*

"Written like you're talking with your best, wisest, and funniest girlfriend, *FLAUNT!* is a must-read for all women (and men) who need new tools and a path forward to be their best and happiest selves."
— **Kathleen Nalty,** founder of the Center for Legal Inclusiveness

"Lora Cheadle takes the concept of burlesque, in which the body is literally revealed and celebrated, and employs it to illustrate the benefits of revealing ourselves to ourselves. Get prepared to sparkle in every way!"
— **Jo Weldon,** headmistress of the New York School of Burlesque and author of *The Burlesque Handbook*

"If you are searching for insight, wisdom, logic, intuition, emotion, and humor, read this book."
— **Lannie Garrett,** singer/entertainer and Colorado Music Hall of Fame inductee

"Reveals tips on how burlesque will empower women's lives."
— **Leslie Zemeckis,** actress, author, and award-winning documentarian



Lora Cheadle is a former corporate attorney turned female-empowerment coach, speaker, radio personality, and the world's first Life Choreographer. She is the creator of *FLAUNT!* and *Find Your Sparkle* coaching programs, workshops, and destination retreats and has performed burlesque widely as Chakra Tease. She lives in Colorado. **www.loracheadle.com**

Author photograph © Eric McPhee, EM2 Photography
Cover design by www.levanfisherdesign.com
Printed in Canada on 100% postconsumer-waste recycled paper

New World Library
www.newworldlibrary.com

ISBN 978-1-60868-621-6

Excerpted from the book FLAUNT! Copyright ©2019 by Lora Cheadle.
Printed with permission from New World Library —
www.newworldlibrary.com