

Awaken Your Inner Witch: Magic, Mindset & Mastery with Kelly Dawn

Hey, it's Adam Nox, and welcome to another exciting episode of *The Cult of You*. Today I get to speak to an incredibly powerful woman, Kelly Dawn from *Awaken Your Inner Witch*. Her podcast is always growing, and her insights are always profound. She talks to us today about the problem in the mindset most witches face. Most witches don't take themselves seriously in a commercial sense, and it's very easy for us in controlled environments—lots of people of similar thinking—to understand our place, but we've commonly been the outsider when it comes to the more commercial endeavors.

Kelly breaks those paradigms and helps us to set up new narratives by which we get to embrace the world and see that what was making us different for so long is actually what makes us unique in the long run.

Kelly is available for business coaching for witches as well as general consulting. Her magical services and professional services blend beautifully together—this woman walks her talk.

Listen as she helps us today to arrive at our inner voice and learn to express that, while also navigating some of the worst mindsets and practices in magic and how to avoid them.

If you want to learn more about Kelly, please check out her page in the interview section inside *The Cult of You*, or check out her podcast, *Awaken Your Inner Witch*. Sit back and enjoy today's interview, and remember to live deliciously.

Kelly, thank you so much for joining us today. I know you have so much going on, so firstly, thank you and welcome.

We've had a couple of conversations offline leading up to this. And for everyone listening, do check out Kelly's show—you're going to find some amazing and powerful ideas in there. But more about that later.

Kelly, I have a couple of questions I want to open with. I want to get as much out of your brilliant mind as I can in the time we have. Let's dive in.

One of the biggest mindset problems I see with witches, magicians, and practitioners of alternative arts is that they have powerful messages but tend to separate themselves from public leaders or coaches. As a result, they don't charge, they don't put themselves out there.

What mindset problems do you come across when helping people cross this divide?

Such a great question. A lot of us who identify as witches and magicians were the “weird” ones, especially when we were younger, and that often wasn't positively reinforced. So, as we get older and feel called to share our work, we carry those old beliefs with us—memories of being ostracized or made fun of. But now, that uniqueness is our greatest strength.

There are a lot of people doing good work in the personal development space, but as witches and magicians, our differences make us stand out. Our authenticity is our gift. The more we show up as our quirky, weird, beautiful selves, the more we give others permission to do the same.

That's powerful. What you're saying is that our individuality actually gives us an edge. But some people feel like they shouldn't be “too much themselves” and instead try to cater to market trends. How do we strike the balance between authenticity and market demand? I definitely fell into that trap. I watered down my message to be more palatable. But what I found is that the more we stay in our own lane and focus on service, the better. Sure, look to others for inspiration, but don't let it dilute your magic. Ask yourself: if you didn't have to make money, didn't have anything to prove, what would you be doing? That's your truth. Exactly. We tend to misplace our value by looking externally. And I agree—if we're always looking out, we're not recognizing our own value. Would you say that by doing that, we're saying what we have isn't enough?

Absolutely. I fell into that early on. I thought I had to be loud and extroverted like Tony Robbins. But that wasn't me. I wore a mask—dressed a certain way, acted a certain way—and it felt inauthentic. The moment I dropped that mask and just showed up as myself, everything changed. People are magnetized to truth. Whether it's a suit and blazer or ripped jeans and swearing—just be you.

This is great. Let's talk about some of the common blocks people face even after beginning that journey toward authenticity. What stops them from success, particularly in their magical practice?

One huge block is not feeling worthy of success. On the surface, we say we want it, but deep down, we believe we haven't worked hard enough, or we're not good enough.

Another common block is fear of outgrowing their current environment—relationships, jobs, even geographical locations. That fear of leaving people behind keeps many stuck. But not everyone is meant to walk our entire journey with us. Growth sometimes means letting go. There's also fear of being seen—fear of judgment, haters, silly comments. But if you want a big audience, you need to accept that not everyone will love you. That's just the deal. More impact means more opinions. It's a polarity we have to accept.

This is key. We often avoid action, even when we know what we should be doing. We sabotage. So what are some strategies to move past that?

The biggest thing is awareness. Continually check in: who am I being right now? What am I thinking? If you know you need to do a livestream but are procrastinating because your hair isn't perfect—that's the old self resisting. Ask: who do I need to be to live my vision? Then take action. Rip the band-aid. It's uncomfortable, but necessary.

Spirituality has become a bit too “feel-good only” lately. But real change often comes through discomfort. We need to push through that resistance. It's like birthing—painful, but it brings life.

There's also a lot of spiritual bypassing. People hide behind rituals instead of taking real action. How do we shift this?

It's about balance—ritual is important, but it's the starting point. You can't live in the astral. Rituals are for grounding intention into physical action. Use tools like tarot to reveal what's going on. But don't stay in divination forever—act. Block out time for ritual, then block out time for execution. It grounds the work into reality.

Young practitioners often just want the spirits to “take the wheel.” They do the sex magic or ritual and then wait. But they don't follow the inspiration, don't act. And that stalls everything.

Exactly. Tune into your next-level self—the version of you who already has what you desire. What are they doing? How are they living? Start embodying that now. Make micro-shifts. You don't need a massive stage—start with a Facebook Live. The path is built step by step.

Absolutely. You mentioned sex magic earlier. It's a misunderstood subject. What are the common misconceptions and what new frames should we adopt around sexuality?

People think it's all orgies and dark rituals. But sexual energy is life-force energy. It's creation. Whether solo or with a partner, it's our most vital power. It doesn't need to be dark or taboo—it can be playful, light, or intense depending on what resonates. It should feel natural and aligned. Don't let shame or religious programming stop you from accessing your full energetic potential.

Let's say someone is doing the work, taking action, but still struggles. They feel alone, overwhelmed, or jaded. What would you say to that person?

I'd ask: how do you want to feel? Then start feeling that. That's the core. Everything we want is just a feeling we think the outcome will give us. Create that feeling now. Walk it out. Your desires exist for a reason—they're a map to what's possible.

Visualization helps. Use all your senses. Even smell. Start wearing what your future self wears. Drink the green smoothie they drink. Bring the vision into your now, and the reality follows.

So what is one belief or frame that has brought you the most joy and success?

“I am the universe in human form.” We forget. But when we remember—everything changes. We are gods and goddesses walking this Earth.

Thank you, Kelly. This was a magical, transformative conversation. Everyone, follow Kelly Dawn, check out her podcast *Awaken Your Inner Witch*, and remember: live deliciously.