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apothecary, ritual, working, talking, felt, love, herbalism, witch, oracle deck, manifestation, oracle, energy, realise, inspiration, year, herbs, called, find, ideas, cards


## SPEAKERS

Lorriane Anderson, Hannah Macintyre

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 H Hannah Macintyre 00:02

Hello, and welcome to mediumship matters with me, Hannah McIntyre. And I'm very excited today to be joined by Lorraine Anderson, who is the author of beautiful books in beautiful oracle cards, I follow you on Instagram, and everything is very beautiful. So welcome rain. Thanks for joining us.

 L Lorriane Anderson 00:23

Thank you for having me. I'm so excited to talk to you.

 H Hannah Macintyre 00:26

I'm really excited to talk to you too. So I just had to show you because I'm fangirling a little bit that I've got your cards right here. And they are, they are beautiful cards with beautiful and unusual messages. And you've got like a series of seasons of the witch cards, haven't you? That's right. So what drew you to witches, witchcraft, and all of that?

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You know, I can't. So it's like a two part answer, right? Because I've always been interested in it as a kid. I remember just like, my parents watched any and all movies like every movie humanly possible. I've always been involved in the movie industry. I've dated a movie editor and independent film creator, like movies are my jam. And the movies I love the most are the witchy and spooky and vampiric and all of those, so I would watch these things. And I would always think God, like I love all of this. I always felt like I resonated with the Practical Magic is one of my mom's like, all time favourite movies all the time, right. And I always felt like I resonated with that. So. But to be fair, I was a little scared of it. And I was like, Well, you know, there's a lot of stigma around it, I don't know. And then kind of long story short, I really got into manifestation and the law of attraction. I was working in fashion at the time, I hated the job,

love the location of the job in the industry of the job. But I said to myself, you know, I really want to find something that combines the two things that I love. And at that point, it was spirituality, and apothecary and beauty products and all of that. And I said I'm going to manifest a job that brings all my interest together. And after, I don't know, maybe two weeks of deciding that I was going to do that. I found this super vague listing on Craigslist for a job. I mean, I think it had like three sentences in it. And the reason why is because the owner of the company was a witch like full on which and that she was looking for people who had my specific skill set, and ecommerce operations and logistics. And so I interviewed with her, we got off great and I started working for her. And then lo and behold, I had dropped myself into the world of witchery and witchcraft and kind of never looked back. So it was it was a long journey, but I felt it just felt right. You know, when I got there, I just felt like this was exactly where I needed to be. And I just I've been in it ever since.

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Hannah Macintyre 02:54

So did she specifically write the the job spec the adverts so that someone would have to read between the lines to get it? She

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03:03

specifically said that she wrote it vague because she felt like the right people would find it and would apply and that she didn't want to give any details. She wanted someone who would intuitively know that this was the right space for me. And it really was like that. I mean, I don't I couldn't even tell you what made me apply I when I read it I was like at this says nothing like I don't know if this is some sort of kidnapper situation like but I'm gonna apply anyway. I mean, you never know. Right? Yeah. So vague. I wish I still had the listing. I wish I wish I kept it because it was just so vague. But they were great. It was a husband and wife team. And you know, we went out for coffee and everything like that. And in she said, you know, the people who were meant to find it will find it. I love

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Hannah Macintyre 03:45

it. What an amazing story. So, manifestation is, was there a particular thing that got you into that? How did you start your journey with that, as you're obviously very successful at it?

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03:58

Thank you. Um, so I, you know, we all remember that old school book The Secret, right? We, I had it, my mom had it because she saw it on Oprah, like, you know, half of America. And she gave me a copy. And I said, Okay, I had read it once. And I tried to didn't really get anywhere with it, you know, felt like this was Bs, and I kind of just put it on a shelf. And then, on the way to work every morning, I would walk past the shelf where he was sitting at and I ignored this book for years. You know what I mean? She, she gave it to me when I was a teenager, I completely just ignored this book for a very long time. And then one morning, I walked past the shelf and I saw it and I said, you know, I'm going to read it and I ended up reading it on my lunch break and just like plough through it, I read it in like a day. I mean, it's an easy read, but I

just kind of ploughed through it. And I said, you know, I can really do this. And I just started trying to manifest things and I shouldn't admit this, but I did kind of manifest bringing in expect and I was like, Holy shit, this really works because he really came back. Um, I don't use it for that reason anymore. But I started doing things and I realised that he was really, really working and it just felt like it just felt right. You know, it just felt like, okay, I can really do this. And little by little, I would manifest bigger things, bigger things like the job and then eventually, you know, manifesting the books and the oracle decks in my business and certain partnerships and all of these things. And it just felt like, you know, it's hard at times, but it's also exhilarating when you get it right. And it just felt so like, like, beautiful to know that I could control more things about my life, especially when things feel really chaotic. It's really nice that you can stop and say, Okay, I want this and I can go and get it. And I feel like I have a practical plan to get me there. Yeah, and I come from an operations background. So like, if you look at my birth chart, it's like basically water and earth. So I really like structure and organisation. And I know manifestation is like woowoo. But it does have a structure to it. So for me, it feels like it hits both sides of my brain.

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Hannah Macintyre 06:10

Fascinating. So let's talk about your cards. Your stunning I mean, stunningly beautiful, gorgeous designs, all the colour. I love a bit of metallic, they're just, they're just lovely from start to finish. Every single one I pull. It's gorgeous. How did you? What made you start with an Oracle PAC, what made you think that that was something you'd want to do?

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06:35

Well, I knew I wanted to do an Oracle deck. I've always wanted to do an Oracle deck that was taro and Oracle was really one of the first things that I really dabbled in when I started doing witchery and all of that. And at the time, I was like obsessed with Colette Baron Reid, and she just has I don't know if you're familiar with her, but she has so many oracle decks now. Yes. Um, in part of what I loved about her is that I felt like every deck she made, she brought something new and different, you know, it wasn't the same sort of just repetitive process, everything was a little bit different. So that was my thought going into it. But then I was working with Juliette Diaz at the time on a school called the School of witchery, which she had started and I had joined later on, and we were just talking like gabbing on the phone, I don't even remember what we were talking about. And we were like, she had found the our previous our author, sorry, our previous artists, Giotto, and I saw artwork, and I was like, Oh, God, she would make like, amazing Oracle deck. Yeah. And we started talking, and we both kind of set the wheel at the same time. And then I started saying, Well, you know, love the Wheel of the Year, I've been working with it for a long time, the woman that I told you that I got the job with, with witchcraft, she was very into the Wheel of the Year. So it was something that I kind of learned right away. But then I said, you know, I've never seen like, whenever you talk about the Wheel of the Year, you you hear about them all together, right? You hear about selling and then the rest of them kind of packaged together, why isn't it that we you know, we don't break these things up, they each have their own energy, there are different parts of the year, I feel like they should have their own space. And then somewhere out of the ether, the idea to do a series came along, and I said, We should do a series because each one of them really deserves you know, something special, we don't celebrate, you know, Christmas the same way we celebrate Easter or, you know, and then I just said, let's just do a series and it kind of just went from there

and thinking about it. Now it was very audacious and ambitious, but I tend to think of like, I'm an ideas person. So whenever I can think of one idea and like kind of mind map it from there. It just happens. And that's what happened with that. Yeah, and here we are, can you believe it will the last EP comes out the beginning of 2025. So it will be more than seven years from start to finish.

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Hannah Macintyre 09:00

We started this that's the programme a long time that is a very long time that is but I also love that you've just said about being audacious because I do think you need to have a little bit of audacity to create the dreams that you want if you sit in comfort and politeness forever you're never progress so I love that you think big and I love that you reached for that. Oh my god, where do I want to start with this? So can you explain for somebody who has no idea what you mean when you say the Wheel of the Year? Let's start with that what what is the Wheel of the Year?

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09:35

Okay, great question. Um, so the Wheel of the Year or you know originally started as an agricultural calendar like that's really the nuts and potatoes of it is knowing you know, when is it time to sow seeds? When is it time to really like milk the cows and prepare the medicines and the food and store all of that away? But you know, the way our ancestors worked Agriculture was their livelihood. And so when things didn't work, and when they had a bad crop, their natural inclination was to pray to gods or to hold festivals or to do something to say, you know, we're humbled, we're asking for your help, we really need your support. And so it started off as an agricultural process, but it really morphed into these festivals and these celebrations, to appeal to the cosmos and to say, you know, we're doing whatever we think we got to do to make you happy, we want to good crop this year, we want to survive the winter. You know, we're feeling down in the dumps on Imbolc we need some hope and some some inspiration for spring to come, please send us a sign in now, we don't have to do all of that farming and stuff anymore. We have grocery stores and all of that stuff. But the cycles that each day on the Wheel of the Year represents still really shows up for us in our life, we still have periods of harvest where you know, we're we're feeling really successful and we got a lot of things going on and, and we may struggle with feeling like Oh, being in the spotlight is too much like with Lisa and mid summer in the summer festivals. Sometimes being in the spotlight is a lot even though you can say this is exactly what I want it but when you get there you realise oh my god all eyes on me, right? Yeah, the flip side is also true. I talk about selling a lot. Because it's the first one we started with. But I think the time of the year is so appropriate, because there's a lot of kids who are going off to college for the first time and leaving home. My nephew just went off to college and I was talking to his mom about it and she's like, you know, you he's not my little boy anymore. And that is the sort of symbolic death he's he's dying as his identity as a child and turning into an adult sound really represents those death elements. So we can use the will of the year to kind of represent the different cycles that we go through throughout our life and really soulful agriculture, if you will, I guess you can say but that's how it happens. So to clarify, I should say there are eight Sabbath's for those who don't understand or for those who are not familiar with the Wheel of the Year. They're called Sabbath's or holidays, they start with Sal and that's the witches New Year goes to you, which is what muggles would call Christmas, then goes to Imbolc, which Christians might know as St. Bridget's de Austro is Easter

Beltane is made de Letha is mid summer or the summer solstice. Llamas is harvest day, which I know is really popular in the Caribbean. And then Maven, of course, which just happened in is the autumn equinox.

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Hannah Macintyre 12:35

I love it. And it was really struck me when you were talking then about it, you know, in the agricultural. That's the second manifestation is now I'm going to give the offering to the gods. So I'll get something back. It shows how all those threads have been woven through time and you're now utilising them in that. And another thing that's big for you, I mean, obviously I've stopped your Instagram I've been all over your website is ritual. Talk to me about the importance for you of ritual.

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13:04

Oh, so I love rituals, because they, they're really tangible, right? When you manifest, it's hard sometimes to visualise and see that happening without doing much of anything. But having a ritual is something you can hold on to it's like a series of steps that you can actually work. And it makes you feel like you're doing something or you're investing in the energy and rituals are really important. That's why we have things like graduations, you know, they really celebrate these milestones, or they celebrate accomplishments or they celebrate, you know, crossing the threshold from one place to another that's probably the best example of just crossing that threshold Yeah, that's that's what manifestation is, right? We're we're doing the ritual to get out of the mundane and into the magical in, in bring something to life out of this whole process. So that's why I love rituals for that purpose. And I use rituals and spells and ceremonies interchangeably. I know they're a little bit different, but they all essentially do the same thing, which is, you know, gives us something physical to work with, so that we can direct our energy more easily. I mean, obviously, you can manifest without a crystal or without an herb or all of that. But it's i I personally believe that becomes a lot easier when you're saying okay, I'm adding this crystal for wealth, I'm adding this herb for success. I'm adding this, you know, ritual oil for shining my light more and being able to kind of mix up your own little batter of goodness and sending it out into the world. And that's how I've always gone about my manifestations. I've always had some sort of physical practice. And I truly believe that if I didn't have that if I didn't have something to actually look at and say okay, I'm putting all of my energy into this spell here or this ritual here. It would have been a lot harder for me. So I think You know, obviously, there's many, many seasoned witches who can do it without a ritual, I certainly have done my fair share of that. But if you're a beginner, especially, I think a ritual is a great place to start just to be able to, you know, kind of put a target board on your wall, so you have something to throw at.

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Hannah Macintyre 15:16

I love this. And as there are never any mistakes in the universal there, because recently, that's exactly where I've been called. And I've been working with spirit for ages now, 14 years. But recently, I've just thought, I want to have something intentional for me to do to occupy my Capricorn tendencies of doo doo doo, which we know gets in the way with any form of manifestation, the urge to create work for oneself. So that's really interesting to have you on at

this exact time, just when I've been thinking about how I'm gonna do it. I love it. Fantastic. And so you've got your book, which is apothecary, which is a guide to ritual and herbs and oils and everything, isn't it? That's right. Yeah. So is that a really good starting place for somebody who is a beginner or a new tool, this who's wanting to take their first steps,

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it is a really great starting place. And I did it really with the beginner in mind. So there's two sections of the book. Just to give a little bit of context, I was doing apothecary and herbalism, and aromatherapy years, just miles before I started doing anything in the witchcraft and retreat space. So that's really my first love. That's kind of where I started. It all started with a little container of coconut oil, and it kind of just went from there. I love and so when I started doing ritual and magic, first of all, I feel like if you do any sort of herbalism, or aromatherapy, one way or another, you're going to find yourself to retreat, or like magic, you can say that you're not going to where you can say I don't want to do that. But like some form or fashion, you're going to find your way there. So I think it's it's a natural fit and a natural pairing. And I found that connection kind of right away. So if you are beginning start a beginner starting with ritual, you have the first half of the book where I talk about just how to make how to make an apothecary in general, you know how to go about choosing crystals, herbs, working in aesthetics, because for me, having an aesthetically pleasing product is just as much a part of the process as anything else. So I talk you through all of those steps where even if you didn't want to do it for magical purposes, you could create a very nice apothecary for yourself just off of that. And then the second half of the book, I provide over 100 recipes for you to try that are based off of the Wheel of the Year. So if you're someone who's interested in the Wheel of the Year, and you're interested in an apothecary, you kind of get a two for one special, and they're broken up by each sabbat. And then you can take these recipes, I give you little tips along the way where I show you how you can really make them your own because I can make a product for you. But if I don't know you personally or if I don't know your story, or if I don't really know your intention, there's only so much I can do. You know, I can make love oil for 3000 people, but everyone experiences love in a different way. Whereas you can take this recipe that I've provided for you and really alter it to fit your needs in the way that you do. You're what you're looking for. So I give you these recipes as a starting place, you can literally take my recipes, chop them up, use them as a guide, use them. There's a whole section of base recipes, where you can go and change it for the ingredients that suit your needs. Or you can use them as is and just make a wonderful, you know, pop carry potion

 Hannah Macintyre 18:39

is so much fun. And so if you where do I begin with all these questions, I've got bubbling I've got to try and make sense of my brain. You got to hurt for that.

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Yes, actually, you should use clary sage in your aromatherapy diffuser and drink mint tea.

 Hannah Macintyre 18:59

I haven't been everything for Clary Sage. So it's no surprise that you would say that that's so funny. It's sort of a when you're working with herbs and herbalism as you were saying that you know individual potions for individual people, do you find that plants bring their own individual vibrations that need to be taken into account? Are they pretty steady?

 19:22

That is a great question actually. And 100% plants and like an individual plant has an individual personality. In fact I talk about this all the time with my house plants like I kid you not I have like multiples of the same plants I have clippings off of the same plants and each one has a completely different personality. I mean some it could like I have this clipping for example. I don't know if you can see it but this clip for example, Apple came from a bigger plant and this one loves sun the bigger plant does not it loves to be in the shade like they're just two completely different creatures. So I think that plants do have personalities. And I know it's weird, think about but they are living creatures just like you and me, just like your pets. You know, they are living breathing creatures, they have their own personalities. And you can build a relationship by working with each individual plant. If you're growing your own herbs in your own garden, you know, you might develop a whole list of correspondences just from corresponding with your plant and working with it that you could then use into your ritual potions and your spells and all of that. So that absolutely adds another layer. 100% I didn't write about that in the book. But now I'm feeling like I've got to go start a book right now just to start talking about that.

 Hannah Macintyre 20:41

Yeah, it's so fascinating, isn't it? Because when we moved into this house, there was a sage in the back garden. And I said to my husband, that sage is massive, no one needs a sage that big, you know, course, wasn't spiritual, then went on this whole crazy unfoldment thing. Like live breathe for that sage, use it all the time for it for various things. So it knew that I needed it, even if I was like, Hey, what are you doing? It's so interesting. I love it. I love it. So if you were gonna give somebody sort of, I know this is gonna be really hard. But like, I top 10 things that you would need to start yourself off apart from your book, which will count as number one, what would you suggest to people to get to bring to light start to get off? What are the basics? Oh,

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that's such an interesting question. Because I think so there's, I'm always speaking into reality, you just you're gonna learn this about me. But there's the answer that the old Rand would have given in there as an answer that the Lorraine today would give the old one, the old brain would probably say you need a crystal winner, probably an Oracle deck. We're using the book as an example. But a couple of resource guides. Definitely want on correspondences for sure. Not a big super one, but one that's like manageable. A really good cup of something delicious tea or coffee or whatever your jam is because I believe that what you put in your body is just as important as what you work with outside of your body. And something to clear your energy in something to protect your energy. Now, the new Lorraine is kind of looking at things a little bit differently. I think, you know, I really came up in the days of spirituality and magic where



everyone was doing everything right. It was just like, do all the things you had to be an astrologer and in a witch and you had to know numerology and oracle cards. And you know, literally everything. Yes. And now I think we're starting to peel back those layers and be much more intentional and say, Okay, this is this is the path I want to walk, I don't need to do all of these things. I don't need to write spells for everyone and read oracle cards and you know, do all of these things, I just really want to focus on these three things here. And so when you start to do that, your needs really shift and you start looking at things that are related specifically for what you want to focus on. So I think that's more important is figuring out where you feel a natural alignment with the practice that you want to take on. And then really tailoring your kit for that. But just on just basic for everyone, you definitely need something to clear something to protect something to open your heart space, something that gives you confidence, something to open your intuition. And I say something because you know, for one person, it might be an herb for another person, it might be a symbol for another person, it might be a piece of artwork, it could be a little bit different for everyone, something to ground, gotta have grounding, in something to inspire you to really get you out of your comfort zone and to kind of get those creative juices going.

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Hannah Macintyre 24:06

I love it. I'm loving talking to you. I can't stop being mad at you because I'm just so cool. So talking of inspiration, you've set up my next question very nicely there. Where do you feel like your inspiration comes from? Is it you? Is it your soul? Is that the universe source? What's your belief system?



24:29

I think a little bit of everything. For one I am really an ideas person I just always coming up with ideas for everyone like you cannot I think it actually gets on my friends nerves because they'll come to me with something and like in five seconds. I'm like here's 15 ideas, take it and go. But at the same time I really believe that the reason why I'm such an ideas person is because of the way my astrology chart is built. When you look at my placements, you can see, there's a lot of like just natal placements that are, like well suited towards inspiration and ideas and growth. So in that way, I think that's really a cosmos things. You know, I think that the universe just dropped this in me as a gift. But having said that, I think anybody can find inspiration. It's not like I have, you know, my chart may be set up for that way. But it's not like it's not accessible for anyone. So the way that I think I get the most inspiration is just looking at things that have nothing to do with magic and ritual. Honestly, I just look at I just look for beauty in everything. For example, when I had my apothecary, when I was making apothecary labels, you know, I didn't go on Pinterest and say, well show me apothecary labels, I looked at wine bottles, I looked at bottles of medicine, I looked at sometimes perfume bottles, I looked at things that have absolutely nothing to do with what I was doing. And I said, Okay, how can I find beauty in this? How can I find resonance in this. And I think that that's a great way to go about getting inspired for anyone, just looking at things that you enjoy. You know, if you love watching ants crawl around with leaves, see if you can get some inspiration out of that. And I know it sounds weird. And I use a really weird example on purpose. But it's in your weirdness that you find all the good stuff, it really is. And I think it's so important to just follow those breadcrumbs. And if you can do that, without judging yourself, I guarantee you like, all the ideas are going to come all the creativity is going to open up all the inspiration is going to happen. You just got to stop



saying I'm weird. I don't know why I'm doing this. I don't know why I'm thinking this way. Just let yourself be weird. And it will happen. Because if it were normal, what you were doing, or if it was something everyone else was doing, it wouldn't be, it wouldn't be an inspired idea, would it? It would just be what everyone else is doing.

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Hannah Macintyre 26:51

Completely agree. So I love it. You you're working through all of these, I mean, your Oracle packs your books, do you find a lot of that you have the time to be able to do the things for yourself that you also want to do with your rituals are very dedicated to like a daily practice. And what does that look like?

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27:14

So no, I have no time at all. Yeah, I have no time at all. But at the same time, I have tried to be very intentional about setting. When I first started, I worked seven days a week, like, you know, all the time, but I did that for years. Now I'm trying to set aside the weekends and like not gonna do anything on the weekend. But I'm really not the type of person to sit on the couch and just watch TV, I have to be doing something, otherwise, I will just work. But to answer your question, I never have time, but I do try and make time I really try and make it something that I have to do. And like I plan out my weekends, specifically, I have a whole list and I have a self care ritual section of things that I want to do for the weekend. I don't always get it right. You know, there are plenty of times where I set out with the best of intentions like this morning, set out with the intention to get up at 7am and go on a run, it did not happen. I'm not gonna beat myself up over it. But as long as I think you're putting the energy into saying, Okay, I know I want to do this ritual, I know this is the time that I want to do it, I think you are you have much more chances of success of just giving yourself that space and knowing it's something that you want to do. And if nothing else is in the back of your brain, I'll do it eventually, you know, it may take me a day or two. But I do ebb and flow. In my practice, I don't always get it right as much as I want to. And as much as I preach about it, I you know, I'm being totally honest, that I really, I send them to do a ritual every day. And some weeks I do some weeks. I'm really, really great at it. And I'm really present in it. And other weeks, I've got deadlines, and I've got meetings and interviews and all sorts of things. And I'm like, You know what, I just can't get to it this week. And that's okay, that's totally okay. Just as long as you come back to your practice.

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Hannah Macintyre 29:01

I love it. And that's very honest. But I also think, really important for people to hear. Because I find that a lot of people and I know I come at things from a mediumship perspective, but a lot of people sort of cut themselves off from because they're judging Oh, I haven't, you know, I said I was gonna do this every day. And I haven't done it every day. And when you talk about manifestation and spell work, and using that kind of stuff, you can cut yourself off, can't you from that power by judging yourself. So I'm glad that you were honest. And you didn't say well, Hannah, I start the day with yoga and this or that, or we'd all be going oh, God, we can never achieve that.



29:38

I mean, I would love to think that I could do those things. But I think it's important to have something that is aspirational, but also accessible, right? Like there's the balance you have to have that you have to have something to work towards where you're getting out of your comfort zone, but not such a grand goal to where you're never going to achieve it. You know, I think that's more important. When trying to manifest like, if you want to go out and manifest million dollars and you know, you've got 50 cents in your pocket, that's probably not going to be that achievable. But you have to start with little increments, and then you can build your confidence. And eventually, as you get comfortable, you can grow. But I think it's just like, you know, trying to lose 20 pounds by doing one exercise that's not really sustainable. And we have to have sustainability in our practice, too, we have to be able to build a practice that supports not only the lifestyle we want, but the lifestyle we have, it's a journey, it's really a process.



Hannah Macintyre 30:37

I'm not at you are totally magical. So I wouldn't take back to your origin story, you've you've gone, you've applied for this job. It is like something out of a film. I just love it. I've got you already in my head, you know, seeing this, you know, cryptic adverts, and you're going in there. Like, when you went in there, like how did they start you off on this? Obviously, you said you had your, your herbalism and your stuff before then as well. So how did they what did they get you doing? How did it all unfold for you?



31:14

So they were moving. They had had this company for a while, but they were moving from Northern California to Southern California. So they were building their team from scratch. And at the same time really going from a smaller, maybe mid size Etsy store to you know, world domination, that was pretty much their trajectory. So really, when we had the interview was more of a conversation, we were just talking about our interests, you know, she she clearly said, I'm a witch, she didn't have any problems about saying it. And I started talking about doing herbalism, and aromatherapy and all of that. And she said, Oh my God, you know, there's this whole thing of magical herbalism. And at the time I had never really heard about I had actually that's not true. It was in all of the books that I had, but I didn't realise what I was looking at, you know what I mean? There, but I didn't, she really connected the dots for me. So she started talking about that. And she said, Well, you know, we weren't gonna hire for someone now. But we really need someone to do product development for us. Because at the time, they were listing, I don't know, maybe like six to 10 new products every single day, like 365 days of the year. And so I had just the specific set of skills for that job, I had already knew about all of the herbalism I had knew already knew about all of the earthy things. And then coming from a e commerce background in fashion in product management, and doing all of that I just, it was just like, you know, couldn't have been a better fit. So and I was already making, like lotions and creams and conditioners and all of that stuff at the time. So she just started me with that she's like, you know, you know, we're gonna hit up the product department, which eventually led up to me just heading up the logistical department, just really everything we kind of just worked hand in hand. And so I had a fair amount of knowledge. But I had to take a crash course Crash Course I really did, because there was a whole other world

that I had to learn. So then I went in. I did about six months of Wiccan priestess training and really, you know, took a deep dive into the world and learned as much as I could, and just making products every day trial and error that that was what she had me do.

H

Hannah Macintyre 33:31

I love it. And so you mentioned that she was just out there out of the closet out of which he calls it. How about you? How's your experience of stepping out of the witchy closet then?



33:43

Okay, so I'm gonna give another one of those honest answers. When I'm in the bubble, the online bubble, it's really easy to be my full, full self. You know, it's super easy to get stuck in whatever world you've crafted for yourself online. So there no problem out in the World War world. Not as easy. I'm getting more comfortable with it for a long time. I would tell people that I'm a writer or that I run an apothecary business, I kind of left out the witchy part. Specifically, because when I first started, I was more open with it. And I just remember this one time, I was talking to this woman in in like the DMV and we were having a great conversation. I was telling her about my apothecary. And I gave her my card. She was so excited until she saw the word witch and like when I tell you her face dropped to the floor like it just literally melted off of her face. And she looked at the card and she pointed to the word witch Exactly. And she turned it around. She was meant to mean this word. And I said well, yes, it's on the card. And she went, Oh, and then she dropped my cart in the trash can right in front of me. Um, and I was just like devastated because we had had this great conversation and But that really was the first time I was comfortable saying that to a stranger. And just that whole episode really just like, broke my heart. So I really hit it for a while, for a long while, actually. And now really just probably this year, I've been much more comfortable with saying, Look, this is just what it is. I'm an Oracle deck, author, you know what I mean? I won't write witchy stuff, I do what you things, this is just what it is. And now it's been. I don't want to say great, but more people are comfortable, or at least if they're not comfortable. They ask questions. I told this girl, I wrote witchy books. And she was like, no one's ever said that. To me. That's so interesting. Can you tell me more about it. And so now that we've had people who are working up to it, I think it's much easier to come out of the closet and say that and have people at least be curious. And if they're judgmental, they're holding it back. But also, I think this is also me doing a lot of work and realising that when my energy is in the right place, I attract the right people. So maybe that can be a part of it, too.

H

Hannah Macintyre 36:01

Well, yeah, I I agree with that. But I also think people are Piepoli sometimes. And there's, there's no amount of anything you do to yourself that can change. Change your margul. But I love it. And that does take me to Practical Magic where they're all judged. In the town.



36:18

Yes. 100%



Hannah Macintyre 36:20

Yes, your prep for all of that. How much? But obviously you are, you know, you're a force, you know, you are you have this huge energy rising through you all of this inspiration, all of this creativity, how much creative control? Do you have over the look of your packs? And the content of them? Do you really get to express yourself?



36:43

Yes, I would say I probably have 90% creative control. Um, I, I have been really fortunate, I do have a lot of control, definitely over the content, I can pretty much write whatever I want. We do have an editing process where the editor comes back and make suggestions, but I can I can, and I have said, hey, look, this is what it's going to be like, find a way to get on board with it. Especially because I mean, I have to say it that way. Because, you know, as an editor, not all the editors are familiar with witchcraft, in which we, you know, they're just editing from a purely grammatical point of view, and they don't know what they're talking about. So I have to really say like, this is what it is. And in most cases, that's fine. You know, most pieces, it's not a big deal. With the cards and everything. Total creative control over that I work with the artist, I give her a brief we go back and forth, the packaging, not so much the packaging is where we start to lose a little bit of control, we do get a say, but sometimes, you know, the publisher will come in and say, hey, look, this is what we want to do. And the same thing with the books, like it's really the cover and the packaging where they really like to put down the gauntlet. But for everything else, I feel like it's been pretty easygoing. And I have most like, pretty much all creative control, which is really nice. Because I don't do rules. I'm not a rules person. I do not like, if you tell me if you try and tell me what to do, like, I will rebel. I will literally light everything on fire. Like I just, I can't do it. I've never been good. Yeah, for sure. That except that about myself. So I think it's really important, because not all publishers are like that, you know, not all publish. So much freedom. But I work really well with my publisher. So thank God knock on wood that stays the same way all the time. And yeah.



Hannah Macintyre 38:36

Fantastic. And talking about editing and grammatical errors leads me nicely in to your name. Have I been calling you the right name? I'm assuming I have because I'm assuming you'd have corrected me. But you have an unusual spelling of Lorraine, don't you?



38:51

I do. So it's pronounced Lorraine. So you got it right. But it's spelled Loriann. And it's some weird of family thing. It's a generational name. It goes back like three generations. I don't know why it's spelled that way. No one seems to know why it's spelled that way and pronounced the different name way. But it is pronounced Lorraine.



Hannah Macintyre 39:13

Excellent. Good. And that's good to get that out there. called your true your true self, especially with I mean, I guess, when you come from a witchcraft perspective and things like that, that's the intention, isn't it of the words that you use and the energy behind them. And so your name is a massive representation of that.



39:31

And so I've got a funny story, actually, you're so right. But I let my publishers called me Laurieann Lord Laurie ain, for years, like three years, and we ended up going to this witchy conference, and we were having dinner, and my publisher kept saying Laureen and I had to, I stopped her and I was like, you know, I've just got to say my name is pronounced Lorraine. And one of the publishing assistants was like, See, I told you I A total we've been saying her name wrong this whole time. No one's name is no one is called Laurier. That's not a name. And it was just this whole thing. And in the publisher said, Why didn't you tell me and I said, You know what I let I let it go on for so long that I felt like I couldn't say anything. But at that time, I was in a period of really understanding that I hadn't been standing in my own power, like I had been neglecting myself and my energy by letting my name be spoken inappropriately incorrectly. And so that was a real pivotal moment for me when I realised I had not really been truly embracing my power. And so I switch that. And now it's very important because as you say, your name is how you identify yourself like that. That's the first thing you're given in this world is your name. And it's important. I



Hannah Macintyre 40:51

love us Brits, we have a real problem with that that we can just about managed to say pardon. If somebody says their name, and we don't quite catch it. And from that point onwards, if we don't get it on the second round, we will never call you by your name again. Because we find it so desperately awkward to ask you to say it. I've got friends that are Canadian and American and they'll just go sorry, wha wha said again? What were some bricks we go. I have no idea what that was. We just shuffle off into the backdrops so funny.



41:21

Well, that makes me wonder. So I have had my DNA tested a couple of times. And I always get somewhere between 15 to 20%. British somewhere in there. So now I'm wondering if that's my British psi coming out in



Hannah Macintyre 41:34

I bet it is. We might correct you. You can call us the wrong name. People call me Heather all the time. And I just go. Yeah, that's



41:42

what I did. I just kind of went yeah, that's That's it. That's right.



Hannah Macintyre 41:47

That's that bit of British just manifesting its way through you then you're welcome. So Lorraine, what is next for you? Well, I mean, you've obviously got huge plans, you huge ideas, what are you going to do next?



42:00

Okay, so I have, I have so many things I really want to tell you about this next series that I'm working on. But I haven't been given the go ahead yet. But I'm super excited about it. So just know that there's a new series coming. I am finishing up my second book. So the witches apothecary is going to have a sister about this time next year. So you know, pay attention on Instagram at Spirit element to see all of that. And then. So what I'm most excited about now that I can talk about the most is I'm going to be doing tarot and Oracle classes, because people have been asking me for years, and I think I do have a really unusual style and perspective in the way that I read both read and write Oracle and tarot cards. So I'm going to be kind of just teaching all of my tips and tricks, there's going to be a few different offerings to where you can, you know, find the one that works for you. And then yeah, you can get to learn for me. So I'm trying to, I like to stay humble. I don't want to brag about myself, but two people who are very love and respect to have called me the icon of Oracle and the queen of Oracle. And I feel like I'm just gonna take those titles and really add that onto my bandwagon. So I've made so many oracle decks at this point, I feel like I've got an unusual perspective. So if you're interested in learning about tarot and oracle cards, and if you're interested in learning how to write your own Oracle deck, please stay tuned.



Hannah Macintyre 43:26

Amazing. And obviously, I will put a link to your website in the show notes so people can check you out. But you have got an unusual take. I mean, I'm just looking at the ones I pulled myself before you before we went online. But you know, you don't get mountain cabin. You don't get cards like that they have they have got a really unique energy. And we're just going to Reaper. I know. That's what I'm going through at the moment. No doubt, no doubt. But also, it's just so lovely. It's such a gorgeous card. So fascinating. And I can't wait to watch where you go next, because I have no doubt that it's going to be amazing.



44:02

Thank you. Thanks for coming.



Hannah Macintyre 44:04

Yeah, definitely you can feel the energy of it coming right the way through you. Thank you so much for taking the time to talk to us today.



44:11

Absolutely. I was happy to be here and this was such a great conversation. You have some amazing questions. I really appreciate that.



Hannah Macintyre 44:17

Good. Excellent. Thank you