

# MEDIA KIT

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2022

## ROAR LIKE A GODDESS

EVERY WOMAN'S  
GUIDE TO  
BECOMING  
UNAPOLOGETICALLY  
POWERFUL, PROSPEROUS  
& PEACEFUL

ACHARYA SHUNYA

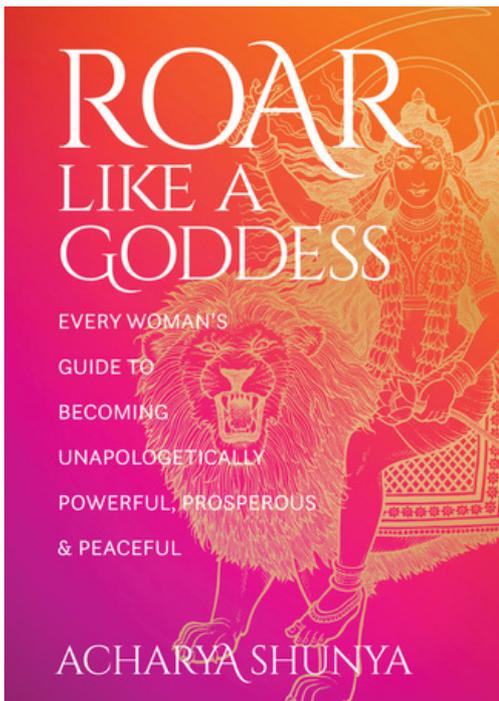
# ACHARYA SHUNYA

[WWW.ACHARYASHUNYA.COM](http://WWW.ACHARYASHUNYA.COM)

# ABOUT THE BOOK

## What do ancient Hindu goddesses have to do with feminism in the 21st century?

In her newest book, *Roar Like a Goddess: Every Woman's Guide to Becoming Unapologetically Powerful, Prosperous, and Peaceful*, California-based trailblazing spiritual teacher and bestselling author Acharya Shunya radically retells Hindu goddess myths that have been integrated into popular culture, providing a blueprint of empowered living for women and all female-identifying people worldwide.



*Roar Like a Goddess* empowers people everywhere to step into their divinity to lead powerful, abundant, and wise lives. Sharing classic myths, original insights, and empowering practices, Acharya Shunya offers a profound process for awakening the many faces of the Divine Feminine. This book is a rallying cry for us all to break free from the shackles of patriarchy and awaken our true nature.

“It is time for all women to come out of the closet and roar with all their spiritual power,” she writes, “because that is our true sound.”

Published by  sounds true

Distributed by  macmillan  
Distribution

**Released: September 6, 2022**  
**ISBN: 9781683648826 / \$19.99 / Paperback**

# REVIEWS



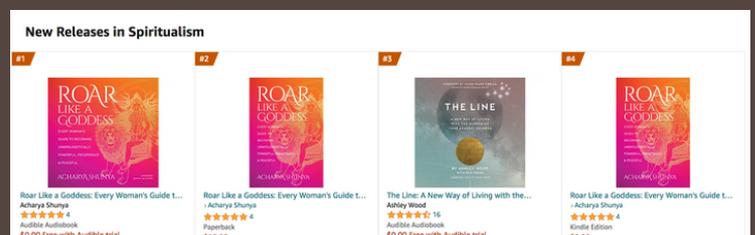
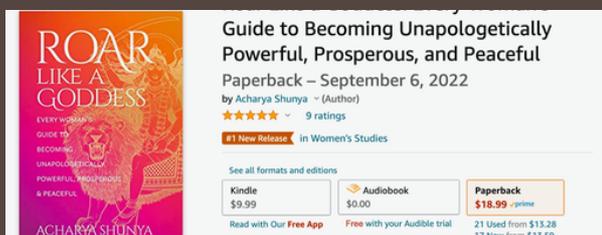
"The author's feminist take on Hinduism finds the radical roots of its mythology and offers a penetrating critique of how these elements have been obscured by 'male pundits' and their biased translations of the scriptures. The result is an enlightening and empathetic guide to finding one's inner strength."

***Review from Publishers Weekly,  
May 16, 2022***



"Shunya's writing reflects her teaching/speaking style. She retells key traditional stories, analyzing them creatively and insightfully, while connecting them to history, social movements."

***Review from Library Journal,  
July/August 2022***



# ABOUT THE AUTHOR

Acharya Shunya is a truth-teller who facilitates authenticity, self-remembrance, and divine feminine pathways to awakening within. The first female head of her 2,000-year-old Indian spiritual lineage, Shunya reinterprets and re-contextualizes ancient teachings for modern times, empowering people everywhere to lead fearless, fulfilled and enlightened lives. She is president of Awakened Self Foundation and founder of Vedika Global, Inc. in California, and is the author of bestselling books *Ayurveda Lifestyle Wisdom* and *Sovereign Self*.



**ACHARYA SHUNYA** (she/her)  
[www.AcharyaShunya.com](http://www.AcharyaShunya.com)

## AS SEEN IN



### SOCIAL MEDIA STATS

**AcharyaShunya.Com**

Facebook Likes: 11,000+

Instagram Followers: 7000+

**VedikaGlobal.Org**

Facebook Likes: 78,000+

Instagram Followers: 2500+



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### PODCAST STATS

**SHADOW TO SELF  
BY ACHARYA  
SHUNYA**



TOP 2.5% AS PER  
LISTEN NOTES

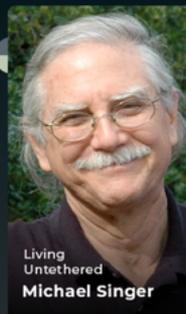
# FEATURED AUTHOR

*Roar Like A Goddess* has received much success on Sounds True One – a new app and membership community with premium shows, live events, where author Acharya Shunya has been featured as a modern mystic alongside leading spiritual teachers in America today.



## Meet Your Teachers

JOIN SOUNDS TRUE FOUNDER TAMI SIMON AND THE MOST INCREDIBLE VISIONARIES AND WISDOM TEACHERS OF OUR TIME, INCLUDING PEMA CHÖDRÖN, CAROLINE MYSS, LAMA ROD OWENS, MICHAEL SINGER, YUNG PUEBLO, JACK KORNFIELD, ADYASHANTI, TARA BRACH, DR. SARA KING, DAMIEN ECHOLS AND MANY MORE



# ROARING PRESS

*Roar Like A Goddess* has received much success since its debut release. From podcasts and blog features to reaching number 1 in New Releases within the Women Studies and Spirituality categories on Amazon, this book is ROARING.

## ARTICLES/BLOGS/APPEARANCES (FULL LIST UPON REQUEST)



THRIVE  GLOBAL



:-)appiness  
SERIES



sounds  
true one



Spirituality  
& Health

Kripalu®  
Center for Yoga & Health



iRest®



SIVANANDA  
Ashram Yoga Retreat  
BAHAMAS

## In the Media



Acharya Shunya was featured on the cover of San Francisco Chronicle, Lifestyle section, presenting an in-depth look at her journey with Ayurveda in America, 2002.



Acharya Shunya was featured on the cover of OM Times. The magazine did an in-depth article on Acharya Shunya's life and achievements as a spiritual teacher, 2020.



Acharya Shunya was hailed amongst Top 100 Ayurveda and Yoga Trailblazers by Spirituality and Health Magazine, 2015.



Acharya Shunya was featured on the cover of a Nautilus Gold award winning digital publication 11: 11 Magazine, 2022.



Health Line recognized Acharya Shunya's book "Ayurveda Lifestyle wisdom" amongst top 10 Books in Alternative Medicine, 2017.

## In the Media



Bustle recognized Acharya Shunya's Book 'Ayurveda Lifestyle Wisdom' as Top-11 Books promoting health and wellbeing, 2017.



Spiritual Biz magazine published an in-depth interview with Acharya Shunya as a spiritual teacher and first female representative of her 2000 year old lineage in the west, 2020.



Authority magazine specializes in personalities considered authority in their field of work. Acharya Shunya was interviewed for Vedic spirituality, 2020.



Best Self magazine published Acharya Shunya's views on 'Enlightened Vulnerability' to serve our highest purpose, 2020.



Conscious Lifestyle Magazine published Acharya Shunya's views on 'Enlightened Sex' as a means for discovering inner divinity, 2020.

## In the Media



Jejeune magazine published an in-depth interview with Acharya Shunya on her spiritual journey and her book 'Sovereign Self', 2020



Wellbeing Journal published Acharya Shunya's views on healthy relationships and how detachment is a necessary ingredient to enjoy those relationships, 2020.



Award winning, top ranked Half Moon Yoga and Art Blog featured Acharya Shunya's book 'Ayurveda Lifestyle wisdom' with a glowing review, 2016.



Well known reviewbroads.com website included Acharya Shunya's book 'Ayurveda Lifestyle wisdom' in their holiday gift guide, 2016



Kathy Gottberg from award-winning Smart Living 365 Blog gave a glowing review to Acharya Shunya's book "Ayurveda Lifestyle wisdom", 2016.

## In the Media



The prestigious Publishers Weekly gave Acharya Shunya's two books: 'Ayurveda Lifestyle Wisdom' (2017) and 'Roar Like A Goddess' (2022) glowing reviews.



The well known blogging site Mind Body Green has published several blogs by Acharya Shunya on diverse topics.



Spirituality and Health publishes articles by Acharya Shunya on diverse topics, Ayurveda, Yoga, Vedanta and goddess archetypes.



Acharya Shunya has a presence through her popular blogs on the elephant Journal since its early days.



Bustle by Ariana Huffington published articles and blogs by Acharya Shunya.

# ROARING PODCASTS

Roar Like A Goddess  
WITH ACHARYA SHUNYA



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Not Over, Just Different

WHAT MATTERS MOST  
WITH PAUL SAMUEL DOLMAN



Listen

Acharya Shunya #1052



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Roar Like a Goddess by Acharya Shunya



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Emerging Women



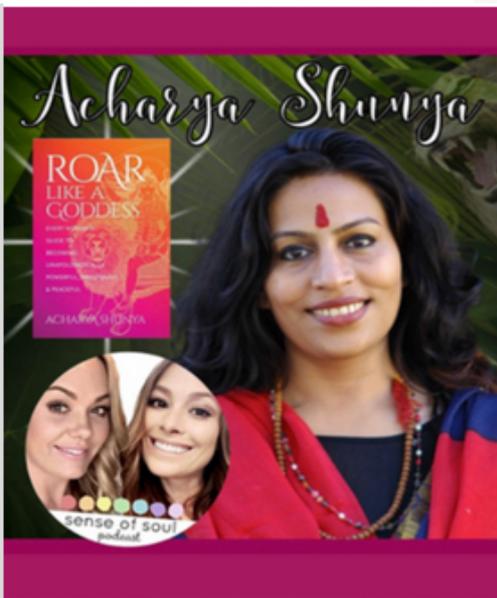
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Soulful Series with Annie Cathryn



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Navaratri: The 9 Nights of Mother Divine | Acharya



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IGNITE YOUR SPARK  
with host Kim Duff Selby and Guest Acharya Shunya  
Inspiration to help you SHINE!



HOW TO ROAR LIKE A GODDESS  
and live the life you were meant to lead!

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# ROARING PODCASTS



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Soulful Thoughts From New Zealand - Roar Like A Goddess



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Roar Like A Goddess with Acharya Shunya



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Acharya Shunya - Sovereign Self



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Roar Like A Goddess With Acharya Shunya



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Roar Like A Goddess



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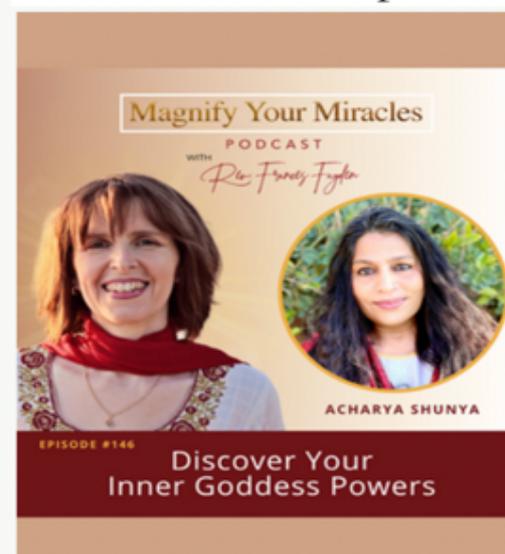
Embrace The Powerful, Peaceful And Prosperous



Listen



Listen



Listen

# ROARING TESTIMONIALS



ORIGINAL ART FROM THE BOOK



ORIGINAL ART FROM THE BOOK

**"This book is a transmission that will awaken and empower you."**

— Tracee Stanley, author of *Radiant Rest* and *Empowered Life Self-Inquiry Oracle Deck*

**"*Roar Like a Goddess* reveals how understanding and practicing with these goddesses can empower a woman to experience her own deep power, beauty, and wisdom."**

— Sally Kempton, author of *Awakening Shakti* and *Meditation for the Love of It*

**"Acharya Shunya brings the powerful Hindu goddesses Durga, Lakshmi, and Saraswati alive for our modern context with her vivid pre-patriarchal interpretations of their qualities and activities."**

— Rachael Wooteen, author of *Tara: The Liberating Power of the Female Buddha*

**"If you need to find or refine your voice, or would like to encourage others in your life, please gift yourself and everyone you know a copy of this book."**

— Felicia Tomasko, editor-in-chief *LA YOGA Ayurveda and Health*, faculty at Loyola Marymount University's Center for Religion and Spirituality

**"*Roar Like a Goddess* is radical permission to embrace our holy wrath, highest pleasure and deepest authority for the benefit of all beings. If our world has a path forward, this is the map."**

— Vera De La Chalambert, public theologian, spiritual storyteller and Harvard-educated scholar

**"Acharya Shunya skillfully shows how we are the ones who must keep the Goddess energies evolving and alive within us, which will ultimately lead us to becoming the fully sovereign, authentic beings that we were born to be."**

— Meghan Don, author of *Feminine Courage: Remembering Your Voice and Vision Through a Retelling of our Myths and Inner Stories*

# ROARING TESTIMONIALS



ORIGINAL ART FROM THE BOOK

**"This is a book destined to be life-changing for anyone bold enough to enter into its symbolic world. It not only rocks—it roars."**

— Rev. Dr. John R. Mabry, author of *Spiritual Guidance Across Traditions*

**"With engaging storytelling and a treasure trove of practices, *Roar Like a Goddess* shows the way to communion with the goddess within all of us, regardless of our gender or belief system."**

— Philip Goldberg, author of *American Veda*, *The Life of Yogananda*, and *Spiritual Practice for Crazy Time*

**"Acharya Shunya has gifted us with a revolutionary guidebook for living truthfully, compassionately, and fully."**

— Yogacharya Ellen Grace O'Brian, spiritual director, Center for Spiritual Enlightenment, author of *The Jewel of Abundance*

**"Acharya Shunya takes us to an astute journey merging the ancient and the modern guiding each one of us to rise to our Highest Self. A must read for every woman out there, and perhaps men, too!"**

— Somanjana Chatterjee, Board Member, Silicon Valley Interreligious Council

**"Acharya Shunya teaches us how to harness our divine rage with power and precision - like focused fury from the forehead of the goddess! Thank you, Acharya, for this potent gift. The aim of divine rage is not vengeance, but to reorder the world."**

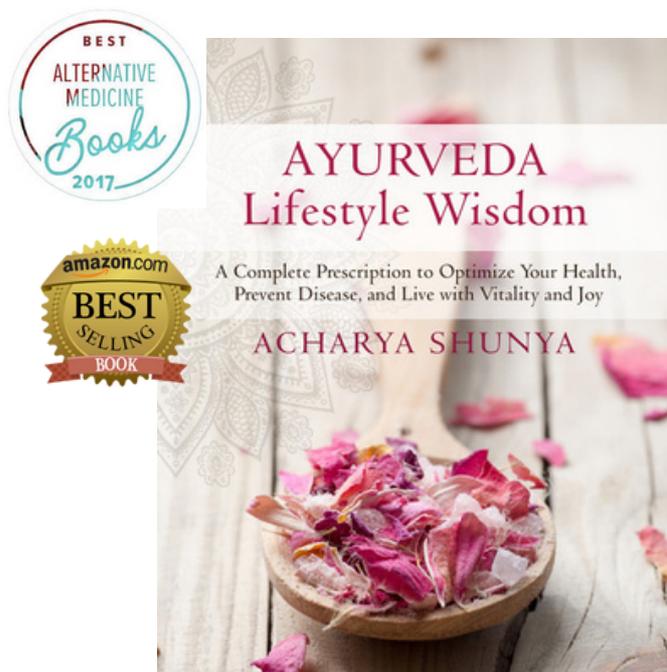
— Valarie Kaur, author of *SEE NO STRANGER* and founder of the Revolutionary Love Project

**"Unafraid to speak truth to power, Acharya Shunya's voice is powerful and resonant like a channeled message for us from the divine goddesses of Vedic culture."**

— Susanna Barkataki, author of *Embrace Yoga's Roots*

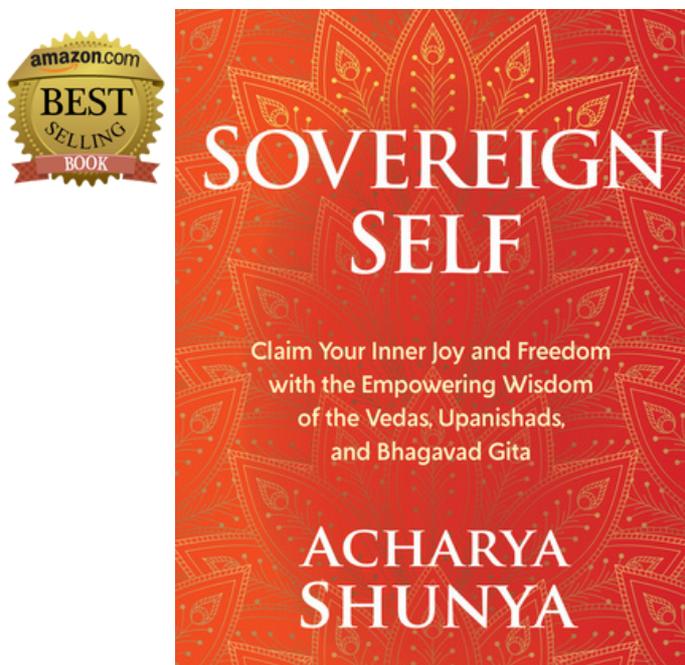
# PREVIOUS BOOKS

Roar Like A Goddess is being released on the heels of tremendous success of her previous two books, also published by Sounds True. *Sovereign Self* (2020) was hailed as a masterpiece in Eastern yogic spirituality and psychology, and *Ayurveda Lifestyle Wisdom*, was translated in seven languages and voted among top-10 books in alternative medicine by HealthLine, in its year of publication (2017).



**"A prescription to optimize our health in a clear and straightforward fashion, giving each of us the power to change our lives."**

— James R. Doty, MD, clinical professor of neurosurgery and director at the Center for Compassion and Altruism Research and Education, Stanford University School of Medicine

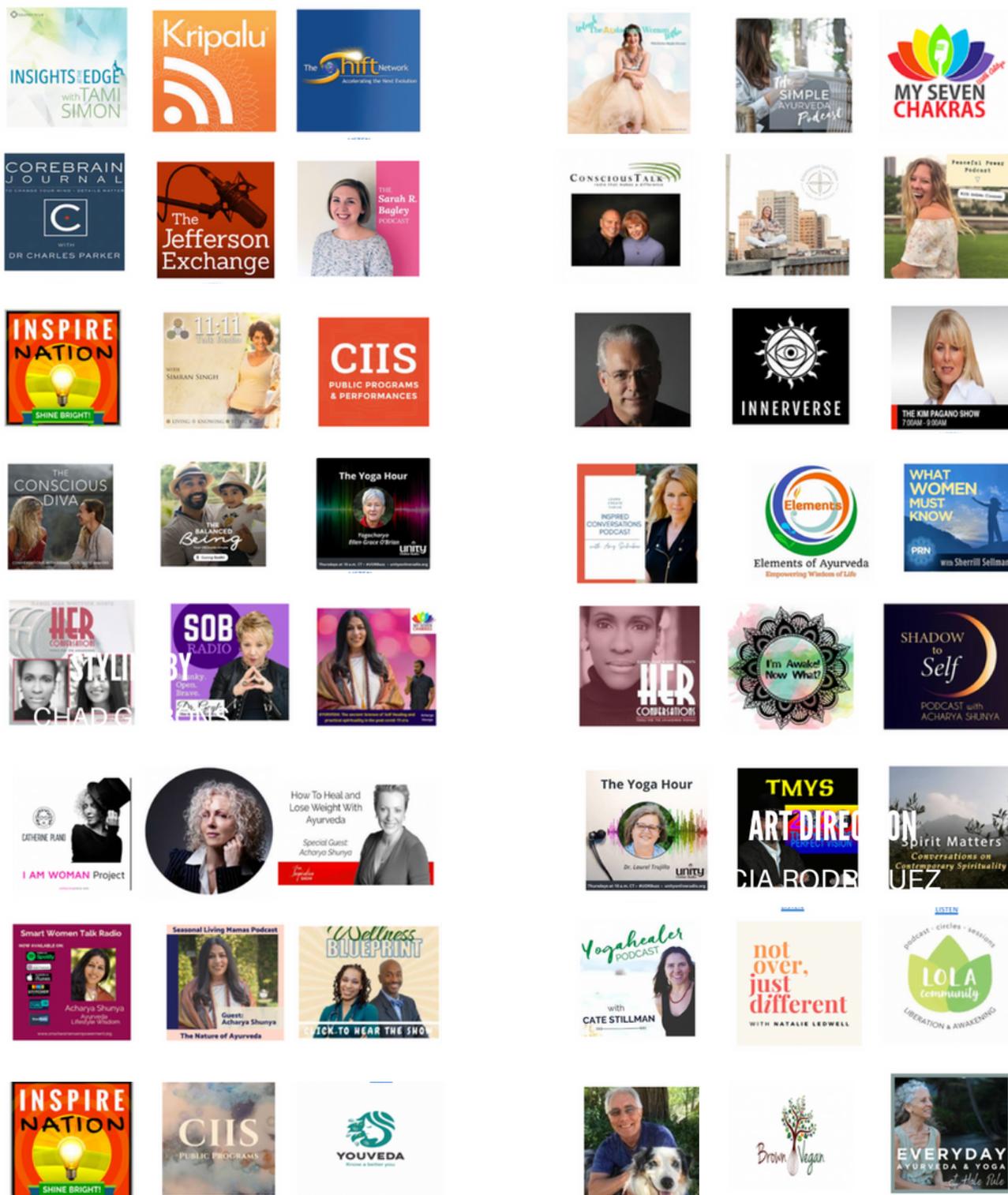


**"With a special gift for embodied feminine knowing, Acharya Shunya dissolves the obstacles that have prevented free access to these treasures and invites everyone to the table of liberation and joy."**

— Mirabai Starr, author of *Caravan of No Despair* and *Wild Mercy*

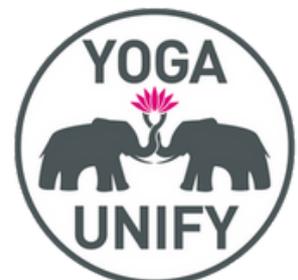
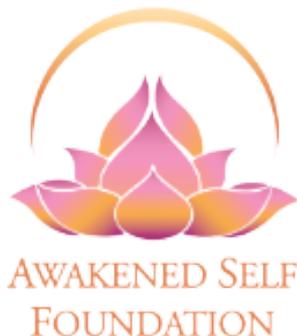
# PODCASTS FEATURED IN PAST

Acharya Shunya makes regular appearances as a guest on like-minded podcasts, worldwide.



# BLOGS FEATURED IN PAST

Acharya Shunya blogs regularly on her website. Additionally, she regularly contributes as a guest blogger and columnist in online magazines worldwide.



# INTERVIEWER'S GUIDE

## ***The Many Faces of Feminism***

- There's currently a renewed conversation around feminism. What does goddess archetype theory bring to the table that's new?
- When we think of Hindu goddess archetypes, we often don't associate them with highly progressive thinking. How can these ancient goddess legends that your book highlights serve as inspiration for highly-modern thinking? Give us an example.
- An important aspect of modern feminism is intersectionality — the idea that all fights for equity and equality are connected. How does goddess archetype theory support this?
- One woman's definition of freedom may not be the same as another's. How can *all* women — and female-identified beings — be empowered by these teachings?

## ***Roaring Like a Goddess to Combat the Patriarchy***

- What is the patriarchy, as contextualized by goddess archetype theory?
- In what ways were the Vedas progressive?
- How have the legends / lessons of the Vedas been adulterated by patriarchal thinking?
- While goddess archetype theory may sound specifically feminine, we all have both masculine and feminine energy within. How can male-identified beings benefit from this work?
- Many say that some of the more heated sociopolitical debates of our time are resultant of a spiritual shift and reckoning with the end of the patriarchy. What is your belief around that? Are we in the midst of a coming shift?

## ***The Goddesses and Self-Worth***

- One of the most fundamental aspects of self empowerment is to cultivate a healthy sense of self-worth. How do the goddesses teach us how to love ourselves?
- What are some of the best legends that purport the idea of self-worth?
- Setting and maintaining boundaries — with our families, our children, our co-workers, and our friends, basically every aspect of life — is an integral part of establishing self-worth. What do the Vedas teach about healthy boundaries?
- What are some examples of the goddess setting her own boundaries?

## ***Empowered Partnership***

- Often when we speak about modern feminism or self-empowerment, it's from an entirely solo perspective. Can a woman be an empowered modern feminist and in a committed partnership?
- What examples of loving, supportive partnerships do the Vedas give us?
- Because of the duality inherent in Vedic gods/goddesses, can we even explore the teachings of one without considering the other? E.g, Who is Brahma without Saraswati?
- What is a toxic relationship, and how can we break those patterns?
- Share a little bit about how goddess archetype theory led you to break out of your own toxic relationship, and how that led to writing *Roar*.

### ***Goddess Archetype Theory Informing Modern Feminism***

- How can goddesses from India serve as inspiration?
- What are the most potent legends that provide a blueprint for modern empowered living?
- How can we reclaim traditional narratives in a modern context?
- What are some surprising lessons we can take away from the legends? (E.g: Lakshmi's pursuit of pleasure)

### ***Roaring Instead of Purring***

- As a spiritual teacher and the head of your 2,000-year-old lineage, there must be a tendency to want to trend toward inclusivity rather than rocking the boat. How do you walk the line of being bold in your assertions, as well as inclusive in your teachings?
- Women have largely been taught to be accommodating, rather than to express themselves boldly. What do the Vedas teach us about using our voice boldly?
- What is righteous anger, and why is it important that we learn to express it?
- The Vedas purport that we are all connected; that our struggles are inherently shared. When teachers — particularly in the spiritual community — cling to the idea that “we are all one,” we tend to trend toward spiritual bypassing. Why is it so important for women to call out injustice and speak up, rather than to maintain the status quo?

### ***Sex and Spirituality – How Goddess Archetype Theory Encourages Pleasure***

- You've written (for *Spirituality & Health*) that Goddess Lakshmi actually encourages us to seek out consensual sexual experiences between adults. How do the teachings of the other goddess types (E.g Durga) also support safe and consensual sexual exploration?
- Some may be surprised to hear a spiritual teacher encourage the carnal pursuit of pleasure. Why is this a misperception so prevalent?
- What do the Vedas teach us about a healthy sex life?
- How does Hindu scripture differ from a Judeo-Christian-Islamic perspective?

### ***Financial Independence is Spiritual Independence***

- Similar to the pursuit of sex, we — particularly as women — are taught that the pursuit of material wealth is gross or “non-spiritual.” Why is this not the case?
- Why is building independent wealth crucial to building an independent life?
- The Vedas came from a culture in which women were traditionally not seen as breadwinners. What does a modern interpretation of the Vedas / goddess archetype theory teach us? How do you reconcile culture from context?



We welcome inquiries to invite Acharya Shunya as a speaker, blogger and podcast guest.

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PR AND COMMUNICATIONS: LISETTE CHERESSON

[lissette@acharyashunya.com](mailto:lissette@acharyashunya.com)