

CHOCOLATE PR

R A I S I N G T H E B A R

Jessica Staniforth

Desire, Intimacy and Pleasure Coach, 21st Century Sex Educator

Bio for consideration for: Expert comment * Radio/Podcast/Social Media interviews *
Case study features * Q&As *Women in business profiles



As a plus size woman, a wife, mum, 21st century sex educator and Desire and Intimacy Coach, Jessica supports busy professional women to explore their sexuality, becoming open to the exciting world of pleasure, growing in confidence, creating long-lasting intimate connections and having fun along the way. Jessica draws on her own experiences of sex in a long-term relationship that started when she was 17 when both Jessica and her partner were virgins without experience and little sex education to draw from. In a plus-size body that didn't feel sexy, Jessica freely admits that she didn't know what the clitoris looked like, or what her own vulva looked like until the age of 34.

Jessica shares knowledge gained from 1000s of hours of study with one of the top sex coaches in America, where she was one of only 18 individuals chosen to complete her certification, plus more from her own reading, research and own coached experiences.

As a certified coach, the driving force behind her work is two-fold; that sexual health is not just the medical side of sex, but the psychological, and that it is a big part of health and wellness that is often overlooked.

Says Jessica; “Busy professionals who don’t make time for sex, who are not fully connected to the power of their sexuality, who put their other ‘life roles’ before their physical and psychological needs, are doing themselves a huge disservice. And it can boil down to a world built around contradictions and stereotypes, where sex is something to fear and feel shameful about. It is my passion to support women to rid themselves of this shame, because we all have a right to sexual pleasure, guilt-free.”

Jessica feels it’s just as important to make changes on our views on sexuality so the next generation are not held back by the same stereotypes, misconceptions and myths.

Many of the concerns she hears are based around a childhood experience that continues with us to adulthood. From being made to feel dirty when first ‘playing’ with ourselves, not seeing any affection from the adults around us and being unable to call on caregivers should a sexual concern arise. As a mother herself, she never wants her own children to be put in a position where they can’t say ‘no’ - she wants them to have correct and varied information about sexuality and gender, delivered in a fun and engaging way and to have a respect for themselves and others and to be able to create long-lasting and strong relationships.

“The road to all of this, is for us to be more open to the world around us, to learn, even about the parts of sex we may never partake in ourselves. It removes judgement, stereotyping and promotes diversity – it will break the cycle!” She said



"We are born as sexual beings, but the act of sex is not natural, it is learnt from our education and life experiences"

Specialisms to comment on:

Desire, Intimacy, Low libido, Life/Sex balance, Plus size sex and body confidence, Women’s health, Orgasm/Climax, Masturbation, Communication, Sexual identity, Society’s pressure on female sexuality, Sex education

Jessica’s Story

From lawyer to marketing consultant to website designer to certified sex educator, it has been a journey.

Jessica started her career by accident at 19 working for a Law Firm in Surrey, UK - before that, she had no idea where she wanted her life to go. Her career in law grew quickly, and she became the poster girl for in-house training and recruitment after she raised herself from Junior Office Admin to Legal Secretary to one of the Managing Partners in only two years. During that time, she also went back to school and studied to become a lawyer part-time.

After welcoming her first child, Jessica decided that the corporate world of open-planned offices and 9-5 working was not for her and once again fell into a position working with her father part-

time and running his electrical business. Outgrowing that after having her second child she decided to take the experience of running the marketing of a small business and turn it into something for herself. Jessica worked with a number of product and service-based businesses, to help with campaign building. That often led to amendments of websites and copy, so moved her focus to website development. This is where the story truly becomes about sex!

In 2017 Jessica was contracted to a psychosexual therapist. She specialised in working with sexual issues and concerns, such as vaginosis and erectile disorders. While working closely with her to build her website and marketing plans, Jessica learnt a lot about sex, much more than the surface information that is readily available to us.

She'd often sit for hours at a time discussing different views and information about our anatomy or take books home and check out lots of resources and links. 6-months passed by, and suddenly she realised that her own life had changed. Her relationship with her husband, her outlook on relationships and life, all completely changed - from knowledge around sex.

She had always been open to sex, but held much of herself hidden. In the world around her she experienced her larger body as something that was not sexy or attractive. Jessica tried just once to buy lace lingerie until discovering it was not cut for her body. Her sexual positions were limited and she disliked her thighs being touched.

In that period of her awakening, she would go home and talk to her husband, educating him too, about how women 'work' and what she was missing, about how we all need different 'things' when it comes to our relationships, and that we often become selfish. Jessica realised that not making conscious decisions in relationships can be damaging and that she needed to be more vocal about what she wanted

Jessica realised that although she came from a home which was open about sex, where she could talk to her parents if she wanted to, no-one truly sat her down. The conversations were 'when required' and superficial. There was still an underlying fear of talking about concerns and receiving judgement. Talk was never beyond the surface, not much further than the dangers – protected sex, don't get an STI. Sex for pleasure was not a conversation, consent was not a conversation, that it was okay to explore her sexuality was not a conversation. How the world treated her as overweight was definitely not a topic of conversation.

At the age of 34, when Jessica realised that she didn't know what the clitoris looked like, she knew that there was something to explore, but the real catalyst for change came when her husband told her that he had never seen her so passionate, interested, engaged and on a mission as she was when it came to changing the world of sex. And the dislike of her thighs being touched during sex had disappeared!

So the psychosexual therapist became her mentor and partner, no longer a client.

After two years working alongside her, learning, running group workshops on female sexuality, writing and studying, Jessica decided it was time to spread her wings, and come out from the protective shield of experience. Therapy is also very different from coaching, leaning towards the trauma and diagnosis, and Jessica wanted to share more of her wild and fun side, helping people make proactive changes.

Jessica decided she wanted to add certification to her new-found passion and experience and after a period of 6-months' research, she became one of only 18 people personally chosen to

study with Dr Patti Britton in the US. Alongside this, she also began her training as a Tantric Love, Sex and Relationship Coach.

In October 2020 a fellow sexologist challenged her that she had a duty to share her knowledge and not hoard it for herself. Not looking at it like that before, Jessica decided it was time to start creating something worthwhile. She went to the drawing board and planned out her products and services to bring sex education to the mainstream, with easily accessible, supportive and life-changing online coaching.

Sexucation and Having the Talk

Jessica supports busy women professionals, many of them mums, who don't make time for sex, who ignore or hide away from their sexuality, who raise concerns over a low libido, no sex drive, lack of desire for sex and often mis-matched desire levels with their intimate partners.

She is on a mission to educate women, and others, on areas of sex that we never consider, bringing an awareness to the wider community for change.

Jessica is also passionate about how the next generation is 'sex educated' and supports parents to speak to their children about sex, relationships, consent, pleasure, anatomy and more.

What's more, Jessica is working with other life-style professionals – coaches, counsellors, relationship therapists to ensure sex is part of their client conversations.

<https://sexucation.co.uk/work-with-me>

121 Desire & Intimacy Coaching Programmes

Her 121 coaching is tailored to clients' individual requirements, because everything about sex is personal and unique to us. Coaching supports discovery of who you are, to understand what is missing, to push you outside your comfort blanket, to encourage you to have fun and be wild, to take proactive steps to pleasure.

Available in a one-off 2hr 'Discover who you are' session, or 5-week or 12-week package. For women and couples.

Rewire You Desire

An online 'do it yourself' course, with real science and sex education, mixed with fun topics of conversation. A gentle and fun way to start the journey into sexual discovery. It acts as a gentle reminder to make sex part of our lives, approaches topics that bring awareness and diversity. It follows her mission to make sex education more accessible.

Jessica discovered early on in her own experiences that there is a huge amount of information missing from our lives, and a lot we can implement to bring about change. Sex is also an ongoing part of our lives, from birth to death, and can be intimidating. The course is about exploring sexual health, female wellbeing and more.

Having the Talk, YouTube Channel

Jessica's YouTube Channel launched in March 2021 and will be a focus for her sex education, sharing stories and experiences from her own life, interviewing experts in female health and wellbeing, and having some fun.



What else is coming?

In the near future, Jessica will also be launching an online membership group coaching programme 'You and Sex', retreats starting in 2023 and working more with parents to ensure a sex positive environment for the next generation.

Qualifications

1. Clinical Sexologist and Coach
2. SARS Training Certification (Sexual Attitudes Reassessment and Restructuring Training)
3. Tantric Sex and Relationship Coach (ongoing)

Testimonials

"Jess is one of the most down to earth and approachable people I've met. Being in her company is always good fun, and the knowledge she shares has been both fascinating and enlightening, making me really think about who I am." Lucy

"Jessica has a great way of delivering her knowledge and learning in a simple, non-judgmental way. She makes me feel at ease and normalizes any topics, which often feel very personal and let's be honest, a little embarrassing. I love her mission of wanting to make this area of our lives less of a taboo and more comfortable and open to discuss!" Nell

"Jessica is helping me to find new, exciting and varied ways of me achieving my first orgasm (mid 40s woman). She is very open, friendly and knowledgeable, and I feel comfortable discussing intimate details of my marital sex life. She has helped to bring pleasure and spice back to my life!" Joanne

For more information see:

Website: <https://sexucation.co.uk/>

YouTube: https://www.youtube.com/channel/UCuc0TR_GmS1LTFx-h6OBJzq

TikTok: <https://www.tiktok.com/@sexucationwithjessica>

Instagram: <https://www.instagram.com/sexucationwithjessica>

