

Ep #98. How to be a rich anticapitalist with Coco Madari

Full Episode Transcript



With Your Host

Simone Grace Seol

[*Fearless Marketing for Life Coaches*](#) with Simone Grace Seol

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Simone: Welcome to *Fearless Marketing for Life Coaches*. I'm Simone Seol and I'm here to teach you how to get your life coaching practice fully booked without having to pay for ads, buying Instagram followers, or complicated sales funnels. It's not rocket science and you can do it, too. Listen on to find out how.

Okay everybody, I'm here with my client, Coco Madari who is one epic lady. She's a life coach who helps her clients get epic shit done in the world. I was her one-on-one coach before she rolled into my mastermind and now she's in my mastermind. And I have just had the privilege of seeing her growth up close. And I'm just in awe of what you created. Welcome to my show, Coco.

Coco: Hello.

Simone: Hello. So why don't you introduce yourself a little bit.

Coco: Yeah. So yeah, my name is Coco Madari. I mean I work with people who want to change the world, who want to actually make a big, big, big difference in their lives and in the lives of others. I coach people who are leaders and who have something to say and who want to change the way that we think. Going from a place of us being afraid and making decisions based on scarcity and what's going wrong in the world to a place of where do we want to take the world? What world do we want to create? And I think it's the most exciting thing that I could possibly do with my life.

Simone: Here's how I think of the work that you're doing. Let's say somebody's like, "I want a burrito for lunch." And you'd be like, "No, fuck buying a burrito, let's buy a chipotle."

Coco: Raise that standard.

Simone: Let's do it. And we're going to figure out exactly how. We're going to buy all of the burritos in the world.

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Coco: Yeah.

Simone: It's so good. I want today, actually the theme of today that I want to talk about was how to be a rich anti-capitalist which is so fun. But before that I want to take just one step back and give people a sense of how you have grown over the past year. And so I want to tell everybody how successful you are. And now you're having five figure months, it's like it's no big deal, right?

Coco: Yeah.

Simone: Yeah. Do you know exactly how much money you have made in the let's say six months, past six months?

Coco: I've made \$30,000 since June.

Simone: Okay, so this is September now, so \$30,000 ish in three months.

Coco: Yeah.

Simone: That's bananas.

Coco: It is really bananas because before June I was making zero and highest was 450 a month, until June that was my first five figure month.

Simone: Hold on a second. But you've had plenty of four figure months before that.

Coco: Before June?

Simone: Yeah.

Coco: No, I just had one client.

Simone: Wait. The timeline is distorted in my mind, because I'm like Coco's so successful right now. So what happened is that – you had that one client. That's right, yeah, yeah, yeah. And then so you turned a corner

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in June and then you went from basically just a few hundred dollars a month to just five figure month, five figure month, five figure month.

Coco: Yeah.

Simone: Everybody wants to know, what the fuck happened in June?

Coco: Yeah. So I think what happened in June was a couple of things. I had so many no's on consults, at least 40 and all of them were money objections. So the universe was screaming at me, "Look at the money. Look at the money. Just look at your money beliefs." And I was just like, "No, I don't want to look at the money." I don't want to get coached on money because I don't want to be that person that is focused on money. I don't want to think about money. I don't want to be seen as someone who is reading money books. I don't want to be that person.

Simone: That's not cool.

Coco: No, it's not cool. Yeah, part of me was like I won't be accepted in the circles. I don't want to disagree with people who are my friends, who have these beliefs about money. I don't want to have to deal with all that. So I was like, "I'm just going to get coaching on everything but money and hope that that's fine."

And then in June I – it happened enough times that I had caused myself so much pain from not looking at my money thoughts. But also feeling so scarce around money and worrying about money, and being obsessed about hitting my goals and being really graspy in consults. And feeling terrible afterwards, thinking I'm a bad person. And then I was just like, "Okay, I just need to fucking look at this." And I did and it's been three months and so much has changed just because I was willing to look at my money beliefs and decided I was going to turn them around.

Simone: Wow. So it really was that one big thing that really turned the tide, is that an expression, I don't know, for you?

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Coco: Yeah. It was that and also really around June was also the time when the George Floyd thing was happening. So a lot of emotions were getting stirred up in me and I had no choice but to feel them. And then once I started feeling my emotions deeper then I started to lean in deeper into my truth and start speaking my truth. And once I started doing that then I started to sink into my purpose which is help people create new worlds. And once I was doing that, then creating money wasn't about creating money anymore, it was about my purpose as well.

So I gave myself permission to want money because it meant more than the dollar [inaudible].

Simone: Yeah. Then hey, we're talking about money, let's jump right into it. What's really interesting about Coco is that she – just the kind of world that she's in, the kind of people that she hangs out with, her vibe, she's with the anti-capitalist people. It's just funny for me to talk about because I hear this a lot, it's not just people who explicitly identify as anti-capitalist. But people, even if you don't there's this idea that making a lot of money is bad, especially if you want to change the world positively.

And that somehow the system of capitalism that we have is at odds with simultaneously making money and doing good. And I know that you've spent a lot of time thinking about this in a very intentional way. And I wanted all of my audience to hear this because I know that there are so many of them, so many of listeners who are sharing in these thoughts. And I am a pro capitalist and I've always been like, "I love capitalism, long live capitalism, woo." And it's just my personal politics and philosophy.

And I thought that you would really be able to speak to people for whom it really is both a philosophical and moral struggle to be doing business within an established system, which to them it looks so much like it's there to disenfranchise the less privileged. So let's just dive right into it. What do you think about that?

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Coco: Yeah. So I am not anti-capitalist in any way. I don't think that capitalism is inherently good or bad. I think that capitalism is really heavily associated with consumerism and colonialism, and greed, and people taking from others and all of that kind of stuff.

Simone: Kind of like capitalism is neutral and we people have put greed on it, and they have put exploitation on it, and colonialism on it. And capitalism is like hey, I'm just a way of doing business, right?

Coco: Yeah, I'm just free market. But the same thing with money, we associate having a lot of money with who you are as a person, or not having a lot of money with who you are as a person, whereas money is actually completely neutral. And whatever thoughts that you have about money are essentially the thoughts you have about yourself.

So here's how I think about it. I think when we are thinking that having a lot of money is bad, we are keeping ourselves in a place of I am only going to make as much as I need. That keeps you in a state of constant survival mode because you are not – because you are making money for the purpose of need. And keeping you in this place of I need to pay my bills and all these very basic needs met, and you're not striving for more. So you're keeping yourself in this box of I don't know if I can pay my bills. Or maybe I can do with something extra but not too much extra.

And it's completely defeating the purpose of what human thriving is all about. It's not about how much you make. It's about how you feel as you are making that money. And so I think that the way that society is built right now, where all of the greed is happening, all of the exploitation that's happening, it is based on a system of fear rather than it being about the money.

Because when you're in that fear mode then you're hoarding your money, you are not being generous, you might sell people stuff from a place of fear, try to use fear to get people to buy. And if that happens enough times then it's going to create this system that is built on fear. So what I do with

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my clients is we solve the problem from the source, which is fear, which is making a money decision based on fear, making decisions of your life based on fear and shifting it from making decisions from a place of love and abundance.

Because if you are doing that then you are creating from a place of wanting to give value and help people. And then that creates more abundance in the world, it creates more a possibility in the world. And it expands you rather than it being it's kind of graspy, I'm taking from others, kind of thing.

Simone: I just had chills all over my body listening to you say that. I think fear of money keeps us making scarce decisions for our own lives. And I think fear of capitalism keeps us making scarce decisions for our business. Because like we were saying, capitalism is neutral, it's just a thing. I think that is not the problem, it's when we make decisions for fear of what we think it means. And we're kind of like being defensive and because we're constricted in advance, and they're all the ways your business wants to grow, to be the fullest creative expression of what it can be in the world.

And I hear you say that, I almost see it, these wet blankets of fear of capitalism, just kind of tapping it down.

Coco: Yeah. And even just you saying, your business growing, there are so many negative associations with everyone's obsessed with growth. Our system was based on wanting more, and more, and more, and more.

Simone: At all costs.

Coco: Yeah, at all costs. And it's kind of a similar thing to comparing confidence to arrogance.

Simone: Hold on, stop right there. Being afraid of growth or having negative associations with growth is like comparing confidence to arrogance, or narcissism, which a lot of people do because they don't realize, they're totally different. They're actually kind of the opposite.

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Coco: Yes.

Simone: Because if you actually are confident you don't need to overcompensate by thinking that you're better than other people, that you have to put other people down, which is what arrogance is. So tell me about that, about the fear of growth and where people are making this thought error.

Coco: It's not about the growth. It's about the reasons why you want the growth in the first place. So I have worked in companies where they were so focused on growth, so focused on profit and it was coming from a place of fear. And you can tell the difference by how it feels in your body. And there was many times, remember I would make a big money goal for my business and you'd be like, "Yeah, this comes from hustly energy."

Simone: Let's kill this goal, yeah.

Coco: Making a goal based on who you want to be and being like, I want to stretch myself. I want to grow into the next version of myself versus we need to keep growing because...

Simone: I'll only be good enough when.

Coco: Yeah, I'll only be good enough when, or the expenses are going up, or it's all about your reasons why. It has nothing to do with the growth itself. And so many top companies out there who are like 'evil' are building their companies based on that fear, needing to make billions, and billions, and billions of dollars, and only really caring about their shareholders and all of that. Yeah, and it's all about why. Why do you want to make the money?

Simone: It just makes me think about how often we're making decisions not to do something, or we make decisions to limit ourselves based on the thought that other people are doing it wrong. So it's kind of like saying, if you are somebody who wants to change the world for the better and you want to do it through political work. It's like saying there are so many rotten

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corrupt politicians out there so I'm just never going to be in politics. That doesn't make sense. I'm not going to run for office because that other politician is corrupt.

Saying that you are not going to, or I guess people don't think I'm not going to grow a business. But letting your business growth be limited by the thoughts that you have about other business people who are doing it wrong makes as much sense as not running for office because other politicians are corrupt. Do you know what I mean?

Coco: I think that comes down to us self-trusting. You trusting that you are inherently a good, generous, kind person. And when you make a shit ton of money you are going to be even more of that. If you're afraid of making more money and becoming that person, because part of you believes that you're not a good person. And I can only say that because I believe that about myself. It was one of the biggest beliefs that we worked on together was me thinking I'm a bad person.

Simone: Yeah, you were like, "I am selfish." And I'm like, "Not buying it."

Coco: I'm shitty, Simone, don't you know?

Simone: No. But I mean we're laughing about it, but it's true that a lot of – I mean I went through the same thing. I thought there was this greedy, selfish, hoarding side inside me, and if I make a lot of money that's going to amplify my inner greedy, hoarding side. And I'm going to just make all these dumb decisions. And I'm going to buy things that I don't need. And I'm going to turn into this...

Coco: It makes sense when people think that, because we've been told money changes you.

Simone: And who you are is you can't trust yourself to be a good person.

Coco: Yeah, exactly.

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Simone: Yeah. So it's like they're preying on your lack of self-trust and it really takes work and time to learn how to trust your own goodness. And not even like, listen, we're not going to be good, whatever that means, 100% of the time. We are going to make self-serving decisions or decisions that we wouldn't necessarily want to repeat. And then what happens as you and I know as coaches is that we do that.

And then we evaluate and then we learn. I made a lot of money and then I made this decision. Wait a second, do I want to repeat that? No. How do I want to do it differently? You have to trust yourself to learn and iterate, just as much as you trust yourself to be good. And that you're going to use your powers to learn and iterate for good.

Coco: Yeah. And that really made me think about just letting yourself be graspy, letting yourself be a pushy salesperson and just let yourself go there. And then decide afterwards whether or not you want to be that person afterwards, just letting yourself go there. I recently let myself show my crazy a little bit with my partner.

And I was just like, I was going to let myself be a human and just be a bitch. And so I was a bitch and then afterwards I was like, now I know I never want to do that again and I know why. But when you're trying to be that good person and you're always holding yourself back, well, you have to let yourself go off the rails a little bit. And then be able to be like, okay, I know who I want to be now.

Simone: Yeah. I can't agree with that more. I think so many of us live in, what I like to call it is moral perfectionism. I have to be morally perfect. I have to be a good person all of the time. But I really think that you can't fully stretch your potential to contribute good to the world until you have let go of the moral perfectionism and let yourself be bad.

Coco: I know, yeah. I know, I just made a post this week, I was like you just want to be rich, don't you, because you're so bad.

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Simone: Yes, you're a wicked, wicked person. I'm going to spank you.

Coco: You just want all of the money. Yeah. I know. It's like once I really let myself be that person too it was just okay, how do I make this money? I want to make all this money. And then the answer was, serve people. Okay, cool.

Simone: Yeah. But I think that that happened - you were able to expand your capacity to serve people because you lost the fear, and the judgment you had around the part of you that was scarce, and greedy, and selfish, and all of that. I think that's so important to talk about because I want to repeat the point I made a minute ago because I think it's so important.

If you are trying to be a moral perfectionist and make sure that everything you do is good, and selfless, and not salesy, and not graspy, and you only want to come from abundance and a spirit of service and all these noble sounding things. And you want to keep that up for the rest of your life, you will have – I think of it like a valve. There is a very thin valve through which you can serve the world.

The good that you have can only come through a very narrow passage. Whereas in order to blow up that passage and make it a giant fucking dam, I think like Niagara Falls, dimension of good that can come through you pouring down. Then you have to be willing to break those edges and dare to do something that feels to your conscience, to your ego, this is so [inaudible] and it's so, I'm being wicked, I'm being bad.

And learn how to integrate and embrace that as the whole of who you are as a human being. Because what happens when you're being a moral perfectionist is that you're trying to not be human. You're trying to be like Buddha and you're not, you're a human. And people always ask me, "I don't want to be seen as greedy. How do I not be seen as greedy?" And what I tell them is that, "You are greedy." That's not all of you but you have a side, I have a side who is greedy.

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Whenever people accuse me of, “All you care about is money,” I’m like, “Yeah, that’s true of a part of me.” There is one part of me who is like, I want more money. I want more money. I don’t care about my wellbeing or other people’s wellbeing. I just want to hoard all the money in the world. It’s like a very, you know, it’s like a young scared immature part of me. And I’m like that’s fine, you get to hang out, you get to be a part of the constellation of who I am. And because I’m not shaming and judging it, it doesn’t get to run the show.

Whereas if I do shame and judge it, as when you try to ground a teenager and you tell the teenager, “You can’t do anything,” it’s just going to freak out and rebel and do something crazy. That’s going to be outside of your control.

Coco: Totally. And I think what you said about the – I think you said something about you’re impacting very narrow. I think that is just because you’re not accepting the full spectrum of who you are. And that dam opening up is just you opening up space for every part of you.

Simone: Yeah, the greedy part, love her. The selfish part, love her. The sadistic side, love her. The super victim self-indulgent side, love her too. The more of yourself that you love the more you can be of service to other people. And I really, really want people to pause and think about this, because I saw Coco’s growth, and I saw my own growth. And it was when she stopped judging and being afraid of those things that she thought about herself. It was when really the dam broke open.

And it allowed her to serve other people at such a more powerful level. That’s when she really became a leader is that when you love your own humanity enough then you can love other people’s humanity. If you’re fearful of your own humanity you will – how can you serve other humans when you’re fearful of your own humanity?

Coco: Yeah. And I want to speak to that a little bit more to drive it home. Is that when I was rejecting that part of myself that was greedy, and just

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wants the money and all of that, it still came out because I was pushing it down and I was still selling. So I was still selling, still secretly wanting money but then being kind of not authentic by saying, “Yeah, it’s not about the money.” It felt kind of slimy because that part of me was still in there but I was trying to pretend it didn’t exist.

And so when it would come out in consult calls I didn’t know what to do with it. It was like it would come out and then I’d be like, “No, no, you can’t be here.” And it would because we’re humans and we want selfish things. And that’s just how it’s going to keep going until you decide to love that part of yourself. It’s going to come in, in these kind of sneaky ways, it’s kind of like.

Simone: It’s going to be a subtle version of, yeah.

Coco: Yeah. That life coach that has a smile on their face all the fucking time, and it’s like I don’t know what that is. And I’ve been that person of I have to be a life coach. I have to be smiley and happy all the time.

Simone: And higher vibration.

Coco: Yeah. You look like a total freak. Yeah, and you become like a little creature almost, at least I felt like a creature.

Simone: That’s just all so good. I really – I want to encourage everyone to be surprised by how good you are and how much more of the good you can be when you trust yourself with the bad. I want to tell everybody a personal story. So I have – for a long time I had a vague dream of I want to be a philanthropist. I want to be the kind of person who donates lots of money to causes that she really cares about to make the world better.

But for the longest time, the most I ever gave to a cause was maybe 40 bucks. And even that was like oh my God, that’s 40 bucks coming out of my bank account. I want those 40 bucks.

And then I started making more and more money and I kept noticing my brain telling myself the same excuse which is that but we’ll give money

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when we have enough. And right now it's not enough because who knows, I'll need this money for this. I need money for that. I need to have lots of money before I can freely give to others but we're not there yet. We don't quite have lots of money yet because we need money for all these things.

And then my brain said this at 20k, we don't have a lot yet. When we have a lot we'll give other people. My brain said this at 50k. My brain said this at 100k. My brain said this at 300k. And I'm like, okay, at some point, this is ridiculous. But it was this whole time when I was making more and more money when my brain kept telling me, "Yeah, that's not quite enough." We don't have enough to give others, we need everything for ourselves. And who knows, it's really hard to figure out who to give money to and it's all very complicated and we're not quite ready right now.

And so at some point I realized that I was like this can't go on. And what happened is that I didn't have the capacity to be the person who gives until I grew, until I made the money. And then until I got to a place where I saw my own bullshit thought pattern, and I had the strength of mind to call myself out on it. And I didn't have that until very recently, until months, just a few months ago. And so I didn't trust myself to be a generous giver until I learned how to be one.

And then just in the past three or four months I have given over \$20,000 to causes that I really care about. And I feel amazing about that. And again, I didn't have the capacity to give until I went through the period of growth and intentionally [inaudible]. So what I'm trying to say is that for you to do the kind of good you want to do, and this is just the beginning for me. This is just the beginning of me giving in so many ways, and investing in the world I want to live in.

You won't know how to be the powerful person who creates that and gives until you learn that like any other skill, until you learn how to sell your products, until you learn how to influence other people in a positive way. All this learning can happen at the same time. You don't have to hold your

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breath and wait to feel like you're Buddha before you take the next step to grow your business.

Coco: And when you were talking about the capacity to give, it just made me think about the capacity to receive. And that's something that I worked on a lot in June, because I had with the George Floyd thing happening, I felt a sudden amount of unapologetic, where is my money?

Simone: All corporation tax signed to Coco Madari.

Coco: Yeah. I literally, I don't know if you remember this, but I wrote a post and then I was like, "Here's my PayPal link, if you just want to send me money."

Simone: And people did.

Coco: They did.

Simone: No, no, you put up that PayPal link because people were already coming out of the woodwork. They were, "Hey, Coco, can I send you some money because you're Black?" And you were like, "Sure."

Coco: Yes. Yes, you fucking can.

Simone: Let's think about that because a lot of people, they were getting messages saying, "Hey, can I just send you money just because?" They'd be like, "What? No, you can't. What do I owe you?" But what was the switch in mindset that allowed you to open up to receiving and to feel like that's not wrong? And yeah, whatever you want to send me, I'll receive, here's my PayPal.

Coco: I think I just got tired of not appreciating my own work that I had put in over, you know, since I started my business, I think it had been nine months. And I was always focused on the next thing and what else am I going to post? What else am I going to do? Instead of really stinking in the value that I had created over that past nine months, I looked back and I

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was like, “Damn, I have been serving my ass off.” Course none of it was perfect and I had crazy graspy energy. But still had still gave and showed up and learned.

And God rejected so many times, I was like, I deserve this. And then I became way more willing to receive that money. And I think a lot of the beliefs that we have about what it means to have a lot of money really block us from that being able to receive.

Simone: I think when you – I know that this was already true in your life, and your life demonstrates it is that when you open up your ability to receive you open up your ability to give. It’s the same thing. It’s going from that tiny valve to Niagara Falls. Because when you say, “I am worthy of receiving, I have earned it, I deserve it,” almost. I mean not I deserve it in an entitled way, but I deserve it in a way where it’s a really affirming of the value that you have to present the world.

Coco: I have created the value is how it’s done.

Simone: Yes. And I would add to that, not only have I created the value, who I am merely by existing is the value, just who I am with my personal history, my perspective, my personality, my way of being, my way of looking at the world. That is the value. And I have created value with the decisions that I have made. And so when you allow yourself to receive money for that, it is doubly affirming the worth, the value that you have, that you possess as good. And when you are celebrating your own value as real and good, all that does is make you want to give more of it.

Coco: Yeah. And actually you can practice your capacity to receive every single day. I was getting a massage today because I was hit by a truck last year. And so I got free massages for a whole year.

Simone: You literally got hit by a truck?

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Coco: I was hit by a truck, I was in my car and the truck hit me, I was not hurt at all. But I got free massages for a year, it's fantastic. And so I was getting this massage and I was worrying. I was worrying about me and my cousin are moving into a new place October 1st. I'm like, oh God, [inaudible] place. And I wasn't focusing on receiving the pleasure of the massage. And so that little thing, me allowing myself to feel the pleasure, feel the feeling, those good feelings. That is your capacity to receive.

And also your capacity to receive is also you celebrating yourself, you celebrating your wins, you celebrating getting a new client and really immersing yourself in those good feelings. That is all practicing your capacity to receive. It's so easy to do it. You can do it every single day.

Simone: That's so good. I think that's actually the reason that a lot of people go on vacation and then come back with a giant business breakthrough, or suddenly send a whole bunch of clients, or all these good things happen in their business while they were away on vacation. And I think what's actually happened is that it's not that they were checked out and doing nothing. It's that they were exercising their muscles for receiving good and pleasure. Yeah, and when you open that up it just comes back. I think that's so good.

Coco: Totally, yeah. I mean on the walk back from the massage I was like I am focusing on receiving the blue sky, just receiving the pleasure of the warmth, of the weather right now. And the sky is clear now the smoke has gone; just receiving the oxygen in my lungs, practice receiving everything. And it seems like money.

Simone: That's so good. I'm just so on fire from everything that you've said. How do you coach clients when they show up on consult calls and they don't know? Because I know that you coach a lot of people who the average person would consider outlandish ideas. They have a super creative idea for what they want to do in the world, and they're really artistic and really creative. And it seems like it's really far from being, you know,

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from them being able to create something viable in the world that's actually going to work and be profitable.

So when those people show up and have tons of doubt around it, how do you coach them into believing that, number one, not only is it possible, but that it's actually doable, you can create pragmatic results, bringing that business alive in six months?

Coco: Yeah. I think that it comes from...

Simone: Just give some examples if that's okay.

Coco: Yeah. I have clients who – I have one client who has a bird whistling business, who teaches people how to whistle like a bird. And I have clients who are freelance artists and poets, and visual artists. And I have clients who are social workers and life coaches, all sorts of stuff. And I think that I help my clients believe in those 'impossible' things because I have so much uncertainty that it's possible. Because I know that everything that we see and everything that we are, like the room that you're in right now, everything except nature was created by the human mind.

We created civilization with this human mind. We created the exact structure and system that we're living in with this human mind. We created money with the human mind. So obviously you can create anything.

Simone: That's amazing.

Coco: With the human mind.

Simone: Yeah. I just I mean I think it's a really good practice, just make a practice of noticing things that are human made that are just mind blowing. Right now for example I am talking to Coco who lives in Canada. I live in Korea and I can see her and we can hear each other, we're having this conversation instantaneously. How is this possible? The human mind created the technology that makes this possible. The human mind created

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the internet and some human mind created Zoom. Thank you, whoever created Zoom.

And this thing called the podcast, the human mind created it. And I live in the middle of an urban jungle, lots of skyscrapers. And sometimes I just feel like I'm five years old, I look at these giant buildings which are like 80 storeys tall. And I'm like how is this possible? This building is so tall. And it doesn't break because there's a strong wind, there is immense build to this thing that's like a million feet tall and it just stands there. What the fuck?

I'm constantly marveling at everything that's around me. And I never thought to do it on purpose to kind of affirm myself of the power of the human mind. And I think that's so great because the more you see the formerly impossible has already manifest, has already realized. The more you see it the more you're going to believe in your ability to be able to create the same.

Coco: Yeah. And one thing that I always think about, which I call kind of ground zero, is that we are all monkeys. I encourage you to just look at a documentary of how the human species evolved. We were these little mouse type things and the dinosaurs were the apex predators. And then we ended up turning into these monkeys. And then our brains developed and how much we have grown as a society. And we all have these thoughts about things are going to be terrible, the world's falling apart.

But we're forgetting just how powerful the human brain is, and like you said the amount of crazy, crazy things that have been created with the human mind. Even with all of the scarcity and all of the fear, so if we even crank up the love by 1%, the amount innovation that will be possible. The amount of human thriving that will be possible. Just when we – even further than that. Think about your brain capacity when you work in a job you hate versus when you are doing what you absolutely love.

Simone: It's like night and day.

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Coco: That you are obsessed about.

Simone: You can't even compare.

Coco: Yeah, totally night and day. So when you are doing what you love and when you are pushing yourself to be able to dream, that's when all of the magic happens. That's when you can create at such a higher level. That's why I have zero doubt my clients will be able to create a business off of bird whistling and have tree houses all over the world. I have no doubt because that's just like something like of course we've created even weirder things than that.

Simone: You know something also that I think about is I am always encouraging people to be, you know, not to think that they have to follow the rules in order to market successfully. And I want people to exercise marketing anarchy.

People always say, "I have to write posts in this way. I have to post selfies in this way, and I have to curate my Instagram feed so it looks like this, this way." And it's just like what if you just let yourself be really creative, what if you broke all of the rules? And let your marketing be a never before seen, one in seven billion, expression of who you are as a person and what kind of world you want to create, and invite people into that.

Coco: Amazing. I like to think of my clients as each of them are like this little orb of light and they're creating their own worlds. They're creating their own space where different rules exist. Every single rule that we follow is just a thought through our brains. So every single one of my clients is like, you know, one of my clients is creating a world where everyone's doing what they love. Everyone has their own business and is entrepreneurs and teaching other people how to fly.

Another one is creating a world where there is zero limitations to how much love you can feel. Everyone has a different thing that they want to create in

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the world. And I like to just not have any sort of rules set out for my clients and let them be the leaders of their own world that they're creating.

Simone: That is beyond powerful, because if you're creating your own world. If you're your own orb of light and of the kind of world that you want to create, if you are the epicenter of it, marketing is just your way of communicating with the people who are in the orbit of your orb, whatever, in your orbit. And the thing is, that's really all marketing is, it's how you call in people who are going to help you in co-creating the world you want to live in. So if you think about it like that, what the fuck are the rules in that communication?

It's your world. I think so many times people think about what is that expert saying? What should I do? What are the steps to get people to respond in this way? But that's like you completely forgetting that you are calling people into the universe that you created. How do you want to call people in? How do you want to let your people recognize that they're in the right kind of energetic space? How are you going to be responsible for creating your own rules so that those rules in themselves become kind of like a lighthouse for how other people recognize that they're in the right space?

I think about this a lot because I intentionally created the spaces in my marketing in a way where it gives people a distinct feeling. And it's not because of anything that I do, all the steps that I do, but it's because I think to myself, when people enter my world I want them to feel this. I want them to know these things. There really is a sense of I am creating a different world for them to enter where the rules are different. And you verbalize it in a way that wasn't clear in my brain before.

And because I dare to basically take control of the rules that way and write them myself, I think other people experience that as very powerful, and influential, and magnetic, and all of that.

Coco: Yeah, talk how you want to talk. I was just thinking about one of my clients and their purpose. And that's one of the things I do with my clients is

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we really nail down what your purpose is to get really, really clear. And that helps you with your messaging of how you want to move forward. And for them it's like they want to help people connect to the Earth. And so everything that they do and everything that they talk about and create is a reflection of that.

And you can use language like Mother Earth is talking to you and weird shit, use the woo woo, use the stuff and allow yourself to just sink into that world and let people come into it.

Simone: Yes, be in the center of your orb, be lit up so that other people can see you and invite other people into it. That's exactly right. Going back full circle to the point that we started with which is the topic of this conversation supposedly which is how to be rich as anti-capitalist. It just reminds that when you're trying to be for or against capitalism or where you're trying to be less of something, or when you're thinking in those ways what you're doing is you are still in reaction to what the system is outside.

You're saying yes or no to a construct that somebody else created that's out there in the world as opposed to really writing your own. So I think the way to be a rich anti-capitalist is for you to determine for yourself what it means for you to be rich. Just letting go of all the assumptions you have about what it means and just embracing even all of the fears and anxieties you might have about what it means for you personally.

But to really take back control of the narrative and say, "This is how I want to experience life. This is what I want to create more of in the world and in my life. This is what it means for me to be rich. And it is my God given right." God has given right to go and create more of it and help other people have more of it as well.

And when you commit to that, that's when you're going to be rich and that's how people around you are going to be rich. And how to be a rich anti-capitalist is to define for yourself whatever method of business that I use, it's good because it's what I use to spread the light and the good that is

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coming from my world when I'm sitting at the center of it. And you create your own capitalism, you create your own system of commerce and you are for that rather than being against something else.

Coco: Yeah. No. And one of the things that I thought about is just the very fact that I am making a lot of money is going against the man, because I am a mixed Black woman. And so the very fact of me being rich is me being anti-oppression, because I am stopping myself from being oppressed. And stopping myself from being oppressed from the thoughts of you can't do this or else you're a bad person. Who told you that?

Whenever I have any sort of limiting belief, and I know that it's a limiting belief by how it feels in my body, if it feels limiting, or if it feels like fear, it feels like stopping myself from wanting, or being at the fullest expression of myself. I'm just like yeah this is just the man trying to keep me down.

Simone: So it's like richness is to a liberation.

Coco: Yeah, which is so crazy to even think about because it's like, no, if you're rich then you are a part of the problem. But we have to remember that the problem isn't richness, the problem is scarcity and fear. So if you decide you don't want to be rich because of fear, of what other people are going to think.

Simone: You're just creating more oppression.

Coco: Yes.

Simone: I think that's my job. I'm going to quote you right there, being rich isn't the problem, your scarcity and fear is. I think that's about the perfect, poignant, profound place to end the conversation. That was a doozy. Coco, thank you so much for being here. I know that you are literally just getting started and it's going to be like, we're going to look back in five years and be like, "Remember that? That was so crazy." My mind is boggled thinking

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about what you're going to create in the world. It's going to be so amazing. I love being your coach.

Coco: Thank you so much. I love you so much.

Simone: I love you too. Alright.

Hey guys, I got so excited from this conversation with Coco, I forgot to ask her how people can find her. So I asked her after the conversation and I'm going to tell you. You can find her on Facebook www.facebook.com/courtney.e.m.adams and on Instagram you can find her at Courtney__adams. And I'm of course going to link to her – both of these in the show notes. So go find her, friend her, hire her and make your epic dreams come true.

Hey, if you want a shot of fresh inspiration and actionable tips to improve your marketing every single week in your inbox you'd better get on my email list. Sign up to receive my free e-book called *20 Unsolicited Copy Tips*. It's been known to get people to come out of the woodwork and ask to work with you. So get on that. Link in the show notes, and I'll see you in your inbox next time.