

# Ep #246: Regenerative Business with Sam Garcia

## Full Episode Transcript



With Your Host

Simone Grace Seol

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Hey, I'm Simone Seol, and I'm your Korean mom. I help you to take your “I don't know how to do this” to “Holy crap, I'm doing this!” That's the magic I offer. Let's go.

Hey, everybody. Guess what? Recently, I have had the good luck of being able to read one of the books that were life changing for me. And it was a business book that was life changing and business changing. And for me, saying that? Is a lot. That's saying a lot. Because I don't read business books. I think most business books are full of shit.

The only “business experts” that I really respect, there's like one person out there, a conventional business expert that I respect; his name is Seth Godin. Outside of him. I don't know. Tell me something that I don't already know/can't it say better. So, I don't know. I'm kind of an arrogant asshole.

But I read a business book that, for the first time in a really, really long time, I was like, holy fuck, this actually is paradigm shifting. This is monumental and so important. And it happened to be a book that I was asked to read, so that I could write the foreword for it. Which now you're like, “Aha, conflict of interest.” But you know I wouldn't say all of these things if I didn't completely mean it.

So, this is how I want to introduce you to Sam Garcia, who is with me here today, and her, I was going to say upcoming, but I just realized it's already out when you're listening, her book *Regenerative Business*. Now, I'm going to ask Sam to introduce yourself a little bit, in a bit. But I've been working with Sam, I've been collaborating with Sam, for a few years now. She has been sort of working behind the scenes of my business. Behind some of my biggest launches as well as a lot of the day-to-day operations. She has been an amazing thought partner to me.

And as someone who has such a tiny team, and likes having a tiny team, I don't lean on very many people's brains for support with my business because I am a picky bitch, and I don't trust anybody. But I trust Sam. And so, when she wrote a book and asked me to write the foreword, I was like,

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obviously, the book is going to be awesome. But I just didn't realize how awesome. I didn't realize how far it would make me want to go to rep it.

So, without further ado, here's Sam Garcia. Hi.

Sam Garcia: Hi.

Simone Seol: It's going to be really hard for you to live up to that introduction.

Sam: I know, I'm so nervous.

Simone: It's just going to be a let-down from now on. They're like, "Oh, what was that all about?"

Sam: That was actually a really vulnerable moment, to share the book with you. Because one, I hadn't told you that I'd written a book.

Simone: Yeah, I'm still offended about that, by the way. We'll talk about that later.

Sam: And you were the first person to read it, I think, at all. I was like, "Oh, this could be shit." But yeah, I'm really excited that it's out now. I definitely have been waiting months to put it out. And the fact that it's out in the world is such a dream come true. And have you read the foreword? It's such a dream come true. And being featured here and sharing it with all of your people is such a dream come true. So, thank you so much for inviting me on.

Simone: Well, you're welcome. But let's talk about this. Right? Okay. So first of all, I'm going to ask Sam all about what the fuck regenerative business is because I think the idea of it is literally... Game changing is such an overused word. But it goes beyond game changing, I think it's planet changing. And that really matters at this point. So, I want to ask you about that.

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But before I do, I want to tell you to, while you're listening to this episode, or maybe if you can't do two things at the same time, stop this podcast, stop this episode, go to Amazon and buy the book right now for 99 cents.

Which, it's not always going to be 99 cents. It's going to be 99 cents until June 2, end of the day, Friday, June 2.

So, if you're listening a few days after this podcast has already come out, it'll already be in the past for you. Sorry, you didn't get the 99-cent promotional period, but you should still buy the book. But if you're listening on or before June 2, Friday, end of the day, 2023, literally, you need to go to Amazon and buy this book right now.

I'm just going to tell you right now, we are hosting, Sam and I together, are hosting a super cool book party, including an actual masterclass from the both of us that we're going to co-teach. And if you know me and my masterclasses, I don't fuck around. I don't say it's a masterclass and then give you a bullshit sales pitch, or some watered down bullshit.

When I say masterclass, you know you're going to get something fucking robust. And we're going to do a masterclass on the topic of regenerative business. Again, the ticket is just you buying the book, which you can now for 99 cents. And we're also going to have super fun raffle prizes. It's going to be amazing. So, buy the book. And you're going to want to buy it anyways. By the end of this episode, you're going to be like, "Oh my God, I need to learn more about this." So, I'm going to shut up now.

Sam, tell me what the fuck is regenerative business?

Sam: First, I want to give context of where you've most likely have heard regenerative before, and that is in the context of regenerative agriculture. And my husband has been a full-time farmer, regenerative agriculture designer, for decades. And we actually met because I went on one of his farm tours. I live in an off-grid farm on Maui. Being close to nature is a...

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Simone: Wait, wait, sorry. There was an internet glitch for one second the minute you said Maui. And that was important. I was like, "She lives on an off-grid farm that still has internet. How does that work? I don't know."

Sam: Hard wink; thanks Elon Musk.

Simone: Oh, damn. Yeah, Sam is intense. She lives on an off-grid farm in Maui. Okay, important detail. And her husband is a regenerative farmer there. Okay, continue.

Sam: With regenerative agriculture, you come in and you treat a piece of land, and you work on it, you farm it, you plan things, you grow things, you harvest things. And when you leave a place or let's say after the first year, all of it is to actually leave the place better off than you found it.

So, with regenerative business, we're actually not just doing bottom line, we're not just creating value and getting an energetic exchange of money, or whatever else the exchange is. We are actually making the world a better place, or our communities a better place, through our act of business. Oh, you're about to say something, go ahead.

Simone: What percentage of agriculture in the world do you think is regenerative agriculture?

Sam: I mean, I would definitely guess less than 1%, for sure.

Simone: So, when we're talking about regenerative agriculture, regenerative farming... I can't say the word... Regenerative farming, we're talking about an extremely tiny, barely visible minority of the farming that actually exists in the world. Which, by and large, is industrial and run by big agriculture giant fucking multinational corporate interests. Where they have no reason to care about leaving the soil, leaving the communities that they operate in, better than when they came in. It's actually more like the opposite. It's like, let's come in, extract as much profit as we can from this land, from these people, from everything, and then piss off, right? I just wanted to put that into context.

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Sam: It's definitely the colonial model, right? And if we're thinking about regenerative business, I think of it like, how can we actually build our businesses that are the way that nature would design our business? So, if we scoot back to farming or gardening, you can think of the way that a human would design a food growing system, which is a garden or a farm. For anyone who's ever gardened before, you know that if you leave your garden plot out in the summertime without any water...

Let's say you go on vacation and you don't have anyone coming to water for you. Your plants are going to be completely dead when you come back, because it's completely reliant on you. So sure, they might be really efficient in growing the types of food that you like, but it is 100% reliant on you. Versus nature's way of designing a system, a food growing system, which is a forest, or a rain forest, or any forest. You go and you leave a forest for a week or a month or a year or a decade, not only has it not died, it's actually thriving.

Simone: And probably better for the forest if you leave it alone.

Sam: Yeah, exactly. Don't touch the forest type of thing. I'm not the kind of person who thinks that we shouldn't be interacting with nature. Some people are like, let's just leave nature alone. Humans should just not touch it at all. No interaction. There are places for that, but to think that us dirty, terrible humans shouldn't touch nature because we will just fuck it all up. I mean, we have, in a lot of ways. But there are ways, as stewards of the earth, of stewards of humanity, that we can actually come in and interact with nature and make it better.

So, an example of this, and I swear this relates to business, you guys.

Simone: No, I'm so fascinated, I don't even care, just keep going.

Sam: An example of this is the last, I don't know how many years it was, but the last few years of Darwin's life. So, Darwin, as in Charles Darwin, we all know him. He was in house arrest because of the church and his allegations on evolution; how terrible. So, he spent the last few years

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researching earthworms. And it was something where he would observe these earthworms, and earthworms are a really key component of building soil and topsoil, which is the holy grail when it comes to food production. And it's absolutely necessary for human life on this planet. So, he's observing how fast the earthworms were creating new soil.

I read this at the time, I was with my husband at this time, and we're noticing his numbers. Of how it was thousands of years to make a few inches of soil. And we're like, "Wait a minute. Wait a minute." Because outside, we observe every single month... With intentional regenerative agriculture, where you are trying to grow soil, that is one of our primary byproducts, even before nutritious food; it's healthy, fertile soil; with regenerative agriculture. We're growing inches of soil in a few months, in a year. So, with intentional, smart, intelligent human intervention, not even intervention, collaboration with nature, we can actually regenerate the planet and make it a place for humans and many, many other species to happily exist in.

Simone: I was going to say that, I don't know how exactly, but I know that's also very important for business, I feel like that's a really important metaphor, somewhere. But we're going to get to it somewhere, but go on.

Sam: So, when we are thinking about human design systems versus nature design systems, we're realizing that we are growing up looking through a specific lens of the society that we grew up in. Which is, I mean, you've talked about this so many times on the podcast and through on Instagram and all over the place, of we're in a racist, misogynist, transphobic, objectifying, colonialist lens of society. That's just our base level. And we have to decondition from that. We need to do our work to get away from that.

But all the people who are designing systems, the larger systems in our society, have that lens. So, of course, we're in this fish tank that we're all swimming in. So, instead, if we jump out and look at the way that nature design systems, it's different. There are some similarities, but you have to realize that it is just different, and it can actually be more thriving. It's stuff

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that you probably already connect with on a heart level and you may even already be doing in your business. Because you're like, "This just feels good. This feels right. This makes me feel..."

Simone: It feels good, it's sustainable, it leaves you feeling good, and it leaves your people feeling good. And it's this virtuous cycle of everyone is richer in different ways, because we had this interaction, because we had this transaction. And it is, if I understood it correctly, this care for the whole, care for the collective, care for the relationship. And curiosity about the relationship is built into this way of doing business.

Which is the complete fucking opposite of this transactional, extractive culture of business. Which again, is the baseline that so much of it we don't even notice as being that. Because all we see, all we witness, all we're taught, is 'this is just how business is'. And it's not just how business is. It gets to be different, just like farming gets to be different. Okay, go on.

Sam: With business, that baseline is kind of thinking about our business like a factory or machine, because we're still in post-industrialism. But we are so impacted by the Industrial Revolution. Where we think of inputs and outputs, we think of profit margins, we think of extraction, how do we be the most efficient and productive? Productivity is the highest category that people...

Simone: And being results driven and outcome driven. What numbers do you have to show for? It's always, what's the result? What's the bottom line, at the end? Yeah, that's the factory model. And we think of, not only our businesses in that factory model, we think of our own selves and our own creativity and our bodies as a factory too, right?

"I'm going to go input just the right amount of supplements and the right whatever, and exercise, and then I'm going to get this output of this productivity," right? This kind of extractive transactional thinking pervades the way we think about our bodies. And how I know, is that I talk to so many clients day after day after day, and they're like, "But I've been resting. but I've been taking a break. So why am I not feeling fired up and energetic



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to get to work yet? Why do I need more rest? It's not fair. My body should do its thing faster, so I can go back to producing." The work I do every day with my clients, is fucking healing from that, right? Yeah.

Sam: Well, it's creating, it's making, everything in life, essentially an object. We are the doers, or the producers. And our clients are buyers. And the things that we create our products. Instead of this being a beautiful relational thing, it takes off any pulse of life when we objectify in that way. Which is the opposite of nature.

Simone: Right. Yeah. Again, so much of this language is baked into the norms that we just inherited from white supremacist cultures of business. Like looking at the humans as they're prospects to be converted, right? And you have to convert them, and you have to hit your target, and their target audience, right? Everything is over there and it's objective, and you get to overcome their objections. Again, they're an object, you're doing things to them. It's very one direction, it's very forceful. It's very dominating, right?

And once we step back, we're like, "Yeah, that kind of sounds fucked up." But we don't even notice it. I'm not saying that people who use these words are terrible people. I used to use these words. I still do sometimes, because it's the vernacular that we inherited. And it's time to think, time to get curious. Hmm, interesting, the assumptions and kind of cultural paradigms that pervade this kind of language. Noticing that it's very objectifying. It's removing our humanity in our relationships, and the collective from the picture.

Sam: And you feel this in your body. It shows up very much in your life with feelings of meaninglessness or anxiety and existential dread. But beyond that, it has very, very real repercussions in our 3-D reality around the world. Is it okay if I read a little scientific list of facts around it?

Simone: Yes! Please. Bring the science.

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Sam: Okay. Many scientists have identified the birth of the Industrial Revolution as one of the tipping points for increased extinctions on land. Desirable species were hunted to extinction. Demand for lumber and expanding farmlands and factories meant leveling forest habitats. Pollution and other factors killed other animals.

Since the beginning of the Industrial Revolution, many biologically classified species have gone extinct: 83 species of mammals, 113 species of birds, 23 species of amphibians and reptiles, 23 species of fish, about 100 species of invertebrates, and over 350 species of plants. Scientists can only estimate the number of unclassified species that have gone extinct using various methods, blah, blah, blah. Potentially, 50,000 unclassified species have become extinct since the beginning of the Industrial Revolution.

Simone: That's an underestimation.

Sam: Well, it's just nuts when we start to see other things as objects and don't actually feel the pulse of life that's running through everything, even invertebrates and unclassified species and rocks and minerals and cut down mountains. It makes it really easy to, instead of caring about life and caring about the world, and the future of our world...

Simone: The people who call themselves pro-life, this is what should they should be worried about.

Sam: I feel very strongly that way.

Simone: It's not genocide, because, what's genocide? Except for other non-human entities, I don't know, because extinction sounds like it just happened by itself.

Sam: Yeah, you're so right. Yes.

Simone: Extinction is like, "Oh, one day they just disappeared, like dinosaurs. I don't know what happened to them." We killed them. We booted them out. We wipe them out, off the face of the Earth, with our

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deliberate actions. With complete disregard for their beings. So, I don't know what the word is, systematic... I don't know. The word that means 'doesn't exist for when it's not genocide, it's not humans, but towards other animals and plants and other beings'.

I might even go as far, I don't know if you'd be comfortable with it, I would even go as far as to call it a "culture of death". It's a frame, it's a way of doing business, it's a way of producing, it's a way of farming, etc. that leads directly to mass death.

Sam: I mean, okay. I'm not sure if death is the right term, just because I think we are a culture that's afraid of death. So, we pause aging by getting Botox and plastic surgery and all the fake chemicals that we put on our bodies and around ourselves. And we don't talk about death, we don't face death, and we try...

Simone: Okay, but there's death, and then there's artificial death because I killed all of you. Not like we died from nature.

Sam: [Inaudible] step beyond this, because yes, all these extinct species, that is death. But there's this other layer or element in there where we're pausing life. And it's like, when we throw things away to the landfill. And we have these overflowing landfills instead of composting things where it gets broken down and death becomes life. There's this regeneration. Suddenly, it's stuck. Literally, the carbon atoms are stuck in the landfill.

Simone: There's no cycle of life anymore. It just gets stuck at death. When in nature, death is supposed to lead to more life, to regeneration. So, all these human activities cause death that doesn't belong in a cycle. It's just death.

Sam: Yeah. Wait, I feel like there's a spiritual, what is the... Instead of souls rebirthing they are snuffed out. I don't know.

Simone: I don't know. Anyways.

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Sam: How do we think about this? So, I consider myself a witch; I do all the ritual stuff. And a key part of that is recognizing metaphor, and how that is an important part of layering life and layering magic. It's seeing the metaphor that is in all of life. And we see all of this death, or at least the pausing of life around us, because the death isn't recirculating into life.

And we wonder why fertility has been going down worldwide 1% every single year, since 1960. Our bodies are actually echoing out this death in the external world, or this killing of fertility in the external world, within our bodies. At least on the global scale.

Simone: Go ahead, it's just depressing.

Sam: And we see it in the work that you do, Simone, with reawakening people's creativity. Our creativity, which is our pulse of life, is snuffed out. We don't have access to it.

Simone: You get put through the school system and corporate work life, and that's a very, very effective system for just depleting every last drop of creativity inside you.

Sam: It was literally made to prepare you for factories. That's why the school bells happened.

Simone: And a nine-to-five work schedule. All of it. We live in a society that's designed to treat us like we are all in a factory, and who does the factory serve? It's whoever owns the factory, not... You know what I mean? I mean, not to go off... Listen, I'm not a Marxist or anything, but I'm just saying, think about it. We're not meant to be factory beings.

Anyway, so you might listen to all of this, and I want to say something very important, on the record, you might be listening to this and be like, "Oh my gosh, Sam sounds like this big spiritual hippie-dippy person and nature girl and nature witch magic girl, which she is, but also, she is something that I am not. Which is this strategic business mastermind. She is the queen of funnels and ads.

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She's not going to be like, "Oh, you want to grow your business? Meditate. Breathe prosperity into your heart." I mean, I might say that, but Sam's going to be like, "No, let's talk about your funnel. Let's talk about your ad strategy." She's has a very, very, brilliant, practical, strategic mind. Which I love, because I love people who are paradoxical. And I love that she not only has this multidisciplinary, eco-magical vision... Is that a word? It is now, eco-magical vision.

Sam: Wow, I like it. [Crosstalk].

Simone: You've got to go back to your book and add a chapter on ecological whatever, eco-magic. Not only that, but she is extremely experienced, at the highest levels, in helping people scale businesses and to institute really smart systems. And that's what I think is so exciting. You know how you read nonfiction books about these kinds of ideas, and you're like, "Yeah, this really should have been an article in The Atlantic. I don't understand why it's 200 pages." It's elaborating on an idea that could be conveyed in four or five pages again, and again, and again. I hate reading books like that. That should have been an article.

But Sam's book, *Regenerative Business* is not like that. Every chapter has such original ideas that you want to ponder again and again. And not only that, it has these really powerful, really big ideas. But not only that, there's so much pragmatic... She's a pragmatist, to the core. Virgo, hello. Pragmatic like, what does this actually mean for you to take your business from 'I don't know what it is' to having a business idea, getting your first client, making money, building your funnel. I mean, you don't teach funnel building in your book. But you know what I mean?

There's so much pragmatic stuff in the book that even I was so astounded by, that I found so useful, about how you take all these ideas about regenerative business and these nature metaphors and everything, and then making it so actionable, making it so concrete, and so pragmatically relevant to the entrepreneur, whatever stage of business you're in.

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So, I thought that was so impressive. And I was wondering if you could speak a little bit more about that. Like, oh, yeah, these metaphors are all beautiful, so what does that actually mean in terms of what do I do with my business? What do I do with my business to make sure that... Or to try on some of these ideas to make it resemble nature more? To make it more regenerative? To make it be more cyclical, in terms of death producing life, and leaving environments and the soil of our business ecosystem richer than before? Leaving people, communities, better than before?

You already started to talk a little bit about it, so what you can tell us about the pragmatics of how that works?

Sam: Okay, I'm going to do that. But I'm going to start with another nature metaphor.

Simone: I'm into it. There're not so enough nature metaphors.

Sam: I wanted to make the argument of how systems thinking and systems design is actually highly aligned with nature. And so, when my husband, he does a lot of regenerative farm designs for other people. And we'll build out a farm over, I don't know, one to two years. And in the beginning, he has to work so much. I won't see him at all, he'll come back after dark with stories.

Because the beginning of building a system requires a certain amount of human input. So, when he's getting started, he has to plant the seeds and build out the water lines and put the mulch in place, so that it holds water in the ground. And then, it gets to a certain point where the system is strong enough and resilient enough on its own, that he can just go off and surf. And it's totally fine.

You can think of this like a forest too, where when the first seedling, let's say a bird poops out a tree seed, or a squirrel drops an acorn somewhere and it's the very first tree. That tree doesn't have a mycelium network that will bring it nutrients. It doesn't have shade from other trees around it. Trees will actually give each other carbohydrates, which is the whole point

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of photosynthesis. So, they'll actually support each other with their root systems and mycelium networks.

So, when you're at the beginning, the system is at zero. If that's at zero, it just isn't as resilient and it needs your input there. When you're trying to get to the next level, when you're just getting started in business, you're just going to have to be there. You're going to have to do shit. So, I just wanted to put that in.

Simone: It takes a while and it's awkward and it's uncomfortable. Just imagine the tree without any of the other friends in the ecosystem that help it thrive. It's a lot of figuring things out by yourself. And a lot of you get burned in places. It's all part of the process. And it's not going to be like that forever.

Sam: Okay. And then, in the book I go through eight principles of nature that can help you align with nature, or align your business with nature. The first one is working in cycles. And just recognizing that you are a cyclical being, we all are. There's this weird thing in online business land that we have to hustle all the time, and essentially work like robots, or like factory workers. When it's connecting in with whatever cycles you are. And then, realizing that your business has cycles; it's not just about you. You have this separate entity that is your business, that you are in collaboration with.

So, with that, you're not just the rose that withers and dies, but your business is the whole rose garden that goes through cycles, that's able to thrive after a winter. Ways that you can connect with your cycles. The first is connecting with your own cycles. I'm sure you've already talked about this before, at some point on the podcast.

Simone: Actually, I haven't. I've never talked about cycles. I think I talked about honoring cycles in a very general sense, but I don't really talk about it more than that. I think I follow cycles very instinctively, but I'm not aware, I don't really think about it systematically.

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Sam: Yeah, so it depends on how tuned into your own body and psyche you are. Like you, you're just intuitively [crosstalk].

Simone: I'm very tuned in, yeah.

Sam: You have been so programmed; you are disconnected from your own personal cycles. And so, it's just about you getting back in connection with it. So, realizing what times of day you're the most creative. Realizing that you might need to nap sometimes. If you're a healer. If you're a human with a uterus, that also menstruates, then different times of the month are going to feel different for you. So, just starting to connect in with that will give you so much more grace to plan out your business that supports your cycles.

I mean, the classic one is a lot of people who ovulate are more likely to want to do big networking events or webinars, when they're ovulating. Because there's this external... I'm not even kidding. There's this external energy that's going out. Not everyone is, so I'm not going to put someone in a box. But you can actually plan out your own schedule around that stuff.

And then recognizing your business's cycles of like, "Okay, I know that my audience is actually always on..." My audience, I don't have a better term for that. But I feel like maybe that's your paradigm, right? "They're on summer vacation in August. So, I'm probably not going to do a promotion in August, because no one's at their computer." So, recognizing both of those cycles.

Or if you have a team. Giving grace to your team and respecting your team's time and your team's cycle. So, it's not just, again, expecting them to be like factory workers.

Okay, so principle two is, consistency is needed, at least in the beginning. And I feel like there's a trend right now on Instagram, of everyone talking about how they're so not consistent in their business. And they've made seven figures and blah, blah, blah. But if you actually look...

Simone: Wait, that me.



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Sam: If you actually look, they've been garbage post challenging for years.

Simone: That's true. That's true.

Sam: Only people who've been putting out a weekly podcast for years, or they have a team that's been consistent for them.

Simone: What I always say is, if you are totally overriding and stomping all over your natural cycles, and you're totally ignoring your body's needs, and you try to fit somebody else's mold of what it means to be consistent, you're going to fail. When I say fuck consistency, that's what I mean. Because that's how most people do it. Right? They download this very masculine industrial paradigm of consistency, and try to mold themselves into it. It kills people's spirits, and it wounds their body. So, I'm like, stop it. Fuck consistency.

However, that's not accurate when I say that, because consistency is not the issue. It's when you do try to do consistency in this masculine industrial paradigm. Because the reason that I'm so, as you said, when you actually look, I'm so incredibly consistent with certain things, which makes my business run the way it does, is because I do consistency in a way that really works with my cycle. And that supports my cycle. And my cycles support that consistently. It's a regenerative ecology of consistency.

If you read Sam's book, you're going to be able to do consistency so much better. You're going to find a rhythm of consistency that actually works for you and leaves you energized and leaves you feeling more creative and more alive, rather than depleted and always feeling you have to hustle to keep up with that consistency.

Sam: Is it useful for me to be going through the different principles?

Simone: I kind of feel like you gave them a really great teaser. And I feel like they should come to our masterclass to learn the rest of it. Yeah, you should come to our masterclass to learn the rest of it. And go home with really pragmatic strategies you can start implementing right away, to help

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you to work in the way that you were meant to, as an animal being, as a human being, with a creativity.

And you know how I always like to talk about this the spirit of my business, which also has rhythms and cycles and creativity, intelligence; how to work with all of that. It's so much less stress for you. It's so much less of the cycles of exhaustion and the depletion and burnout. That's the wrong kind of cycle. Right? That's the kind of cycle that happens when you ignore the natural cycles that want to take place.

And I want you to have what I know I have, and I know Sam has. Which is, our businesses are both really successful by conventional measures. And also, for us, it really is a chill experience. It's chill, it makes us happy to be in our businesses. Sometimes we get together and work really hard together. But it's not oh my god, burnout, exhaustion working hard. It feels really invigorating. And then we go rest. And then we go play.

We've never had this experience of, oh my god, it's so hard. We're still incredibly productive. We're still incredibly... I don't want to say productive; I want to say fertile. We give birth to a lot. And we both make a lot of money. So, I want you to have that.

And this is a framework that goes even beyond what I know, because I don't know as much about nature, and because Sam was a science major and she studied this kind of shit and literally, literally, lives on the farm with a farmer. And she does a lot more ritual and magic shit than I know about. And so all of this stuff; the richness of this spiritual eco-intelligence that can inform your business. Even I'm a newbie to a lot of this.

And so, this is stuff that you won't be able to learn from me. And I feel so strongly that you should buy the book. I think you should be there at the masterclass. We're going to go a lot deeper into this. We're going to go cover so much more, and this class is going to change your life. So, I feel like we've been talking for too long. I do have to cut this off at some point, because we can talk for five hours. But any last words before I send people off with the last reminder about where to buy the book and stuff?

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Sam: I think last words are around that. The world is really fucked up right now, and it has been for a really long time. More and more people are waking up to it. However, we need to be moving faster. It's not just about saying inspirational things on Instagram, we need to be taking action locally, politically. We need to be making a lot more money so we can actually have a seat at the table. And donate money like you so beautifully do, so consistently, Simone. But also, realize that it can open doors to talk to more higher-level people, which is absolutely needed. We can't just be monitoring each other's actions.

Simone: We have to get power and do shit with our power. Money is hard power. You can do shit with money. And the money will get people in positions of influence and power to take you seriously in ways that other things don't. So, is that ideal that the world is like that? No. But it's 100% the world we live in. You can't escape the realities of the current world. So yes, we want you to make a lot of money, if you want to make a lot of money. Some people don't really care, right?

If that if that's your thing, we want to help you do that. And we want to help you to do that in ways that are both really disruptive to the current fucked up systems that we have. And have you work on all of this in a way that is sustainable and nourishing, and honestly, chill for you. Really, you guys believe me, I'm telling the truth, 100%. Sam and I, we're always so chill. Our businesses, they feel like our hobbies. It's really just chill. And we do a fuck ton. And the magic of that...

Sam: I was going to say, I'm my happiest when I'm in a creativity spiral. I call it "prolific creativity". It's something that I'm so energized by, so I don't know if chill is necessarily my baseline.

Simone: I mean, you know, me too. But it feels like play, is what I mean. My creativity, my work binges, it feels like play; we get to play really hard. None of it feels like sprinting to catch up, you know? And so, I want you to have that. I want you to have that. And know that, yes, you can make money. Yes, you can take action in ways that really change the systems in the

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world. And you get to do it in a harmonious and enjoyable, sustainable way for yourself.

We're going to teach you how to do all of that in the upcoming Regenerative Business Masterclass, totally free; with the purchase of the book *Regenerative Business* available on Amazon today, until the end of the day, Friday, June 2. And after that you should 100% buy the book for \$9.99 or whatever it is. Come to our masterclass.

So, going to leave the deets in the show notes. And thank you, Sam for being here.

Sam: Thanks for having me. Thanks, guys.

Simone: She also has a podcast, if you want to feel like, "Oh my God, I need to binge this lady." I'm going to leave all the info, but more importantly, buy the book and come to our masterclass.

Sam: Buy the book!

Simone: Yes! We will see you there. Bye.

Sam: Bye.

Hey, if you're looking for a one-stop shop where you can find the best of my teaching all organized into a beautiful and actionable sequence, guess what? I got you. I took the best of my podcast episodes and created a whole damn workbook around them. It's called *The Simone Starter Pack* and it's the ultimate marketing cheat sheet. I got countless emails from folks who downloaded it, saying, "This free resource is worth more than all these courses I paid thousands of dollars for." So, what are you waiting for? Go grab *The Simone Starter Pack*. The link is in the show notes. I can't wait to see what amazing results you'll get from it.