

Ep #248: Your Invisible Workload

Full Episode Transcript



With Your Host

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Hey, I'm Simone Seol, and I'm your Korean mom. I teach people how to fall in love with their marketing through curiosity and play while embracing the true spirit of their business. So, let's get that going for you. Keep listening.

Hey, you have an invisible workload. Do you know what it is? Most will only acknowledge and teach you and charge you for the visible work. Here, I'm going to give you the strategy you can follow. I'm going to give you the blueprint. I'm going to give you the framework. I'm going to give you the concept. And then, you're going to go and do... This is all visible stuff. Underestimating, or worse, completely ignoring the invisible workload, has taken down more businesses than I can count.

It is an epidemic, underestimating and ignoring the invisible workload for the visible workload. So, here's how to account for the invisible workload of an entrepreneur. Know it. Reflect on it. Take it super fucking seriously. Because so many don't; I want to say most don't. And it keeps them in struggle for so long. It leads to people getting burnt out, giving up, and that breaks my heart. So, please take this seriously.

You have to account for the invisible work that goes into making a business, and building a business that works. So, when you ask yourself whether a certain business strategy will “work” for you, and how fast it's going to work for you when you are deciding whether to invest in a training and business coaching, and thinking through, “Is this going to be worth it to me? How much value am I going to get out of it? What kind of results am I going to get out of it? How fast is it going to work?”

Ask yourself the following, first: What's my capacity for experiencing more visibility? If suddenly lots more people, most of them I don't necessarily know, see me, begin to be interested in me, and want to contact me, will my nervous system experience that as a threat? How am I with tolerating risk? Do I only like to do things when a favorable outcome is guaranteed? Or can I leap into the unknown even if it means I might fall in my face?

What is my capacity for tolerating and processing emotional discomfort? Especially the kind that comes from other people's negative opinions of me

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or my work? Do I have the skill of being able to fail without going straight into shame as a default response? And similarly, am I capable of experiencing disappointment and curiosity at the same time? It's okay to experience disappointment, but can I be disappointed and curious at the same time? Or does disappointment automatically lead to you shutting down?

Am I a people pleaser? Or do I have the skills to be able to say no, draw boundaries, and define and hold to my own preferences and my own concept of myself, even when that might cost you another person's comfort or approval? What is my tolerance for being misunderstood, rejected, ignored, criticized? What about when it's unwarranted and unfair? Do I have the capacity to feel safe within myself when someone else misunderstands me, rejects me, criticizes me?

Do I have the skills to hold to my own thinking in high regard while being open to external counsel? Or am I quick to outsource my thinking because I distrust and underestimate my own instinct and my own brain? Do I have the skill of talking to other people about what I do and what I want to offer without outsourcing responsibility for my feelings to them and their response?

Let me say that a different way. Am I able to talk to other people about what I do and what I have to offer without needing their approval and validation and affirmation? Can I take responsibility for validating and affirming the validity and the value of what I do? Do I take responsibility for that? Or am I constantly looking around asking other people to give me that, because I am not willing to give it to myself or I don't know how to give it to myself?

How much, in other words, can I take up space and relate to other people outside of patterns of this kind of codependence? Like, "I need you to affirm me. I need you to confirm me. I need you to think that this is great. I need you to agree with me." That, right? That's codependence. "I can't think this without you. I can't feel good about myself. I can't feel safe, validated etc. without you." That's codependence.

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How much can I do, in my thinking about my business, feeling, being, belonging in my own business, outside of codependence? This is a big one: How much capacity do I currently have for changing my habituated patterns of thinking and feeling? This is a big one. This takes a lot of energy, takes time, it takes skill, it takes attentiveness. It doesn't happen overnight. And it's a capacity thing.

And it's a skill thing, to be able to change your habitual patterns of thinking and feeling. So many people skip this part. And then, they try to action their way into, hustle their way into, creating different results. But how much space are you giving, how much energy are you giving, to changing your default thoughts, default behaviors?

Some other really important questions; I have just a few more. Do I know how to take responsibility without blame? This is so big. Do I know how to learn from the past without shame? Do I know how to operate outside of the paradigms of Pass-Fail-Success, failure, good/bad, positive/negative binaries? Especially when my old wounds are triggered? Can I do what I decide and what's right for me, and what I prefer, regardless of whether that makes me "good", successful? "Good" is always in quotes, because what does that even mean, right? Positive.

Am I free from those binaries of good or bad, success or failure? Or do those binaries trap me and control me? Always trying to hustle to earn goodness, success, and living in fear and avoidance of failure and being thought of as bad?

Lastly, do I know how to affirm, validate, and celebrate myself and my own self-worth, especially in an unfamiliar environment? Do I know how to affirm, validate, and celebrate myself in the presence of someone with more authority or power, when they disagree with me or when I find myself not in alignment with them? In that situation, do I know how to affirm, validate and celebrate myself?

Everything that I just said is an incomplete list of all the invisible shit that I had to spend enormous amounts of time, energy, and frankly money,

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working on before any of the visible stuff was able to gain traction. Everything I listed above is 99% of my own work on my business. Still, it's what I prioritize. Because it's the only way I know of making anything work. All of this invisible shit.

What breaks my heart is to see people who only look at my visible strategy, like, "Oh, she posts a certain number of times a day. And like, this is how her niche evolved. And this is how she launches. This is how she does ads. This is how she writes copy. That must be why she has this audience, why she earned this money." While completely ignoring the 99% of what I spend my energy and time and blood, sweat, and tears, and money on, which is all of this fucking invisible work.

I mean, it's understandable, right? After all, it is called invisible for a reason. It's hard to see from the outside. But I'm going to try to shed light on it as aggressively as I can. Because it's the invisible shit that makes the visible shit work. You have the best strategy in the world. What makes the best strategy in the world work, is when you have the invisible work undergirding that. The invisible work is what makes the visible work, work.

If your visible work isn't working, it's because the invisible work need tending. Not to beat a dead horse, but really, when you have the invisible work dialed, the visible stuff is so simple, piece of cake. But when your invisible work is untended to, when it's ignored, and you don't have the self-awareness or the curiosity to know that or investigate what part of it needs work...

Or, this is a big one, when you're unwilling to slow down enough, for as long as it takes to figure out the invisible stuff, you pay for it. You fucking pay for it. I see so many people paying for it every day. They pay for it with their bottom line. They pay for it with their mental health. They pay for it with who they think of themselves as being, and what they think they're capable of. All of those take a giant hit, and it breaks my heart.

I gave you this long list of questions on this episode, and if it makes you slow down, it makes you be like, "Oh, I need to think about that. I need to

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work on that.” I hope you'll find the list of the written questions, in the transcript of this episode. Which all my episodes have written transcripts. You can find them in the show notes and link to that. Print out this list or write it down somewhere. Everything where you're like, “I need to work on this one,” write it down and prioritize it.

You cannot out-strategize the state of your spirit. You cannot outwork the state of your nervous system capacity. You can't, you can't, you can't. And that is something that I had to figure out the hard way. That's something that I had to go past so many business investments, trainings, courses, this and this, and that, in order to realize, “Oh, I have to tend to my spirit first. I have to tend to my nervous system capacity first. I have to tend to my brain first.”

Not because the external actions, the visible strategies, don't matter. But because, once again, say it with me, the invisible work is what makes the visible work, work. And I'm never going to shut up about that, because it's so important. And if you really, really, really know this, you are going to be so far ahead of so many people who don't know this. Because our culture of business doesn't tell them. But now you know. Now, you know. Get to the invisible work. I'll talk to you next week.

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