

Ep #252: What to do when you get contradictory business advice

Full Episode Transcript



With Your Host

Simone Grace Seol

Ep #252: What to do when you get contradictory business advice

Hey, I'm Simone Seol, and *I Am Your Korean Mom* that you didn't even know you needed.

Guess what? People need your services. It's not all lost, and they're looking for you right now. Let's help them find you. Let's do this.

Let's talk about paradox today. Here's the maddening thing, for every truth about business, the opposite is also true. This is why people get into endless debates. "Is this true? No, that's not true. This is true. No, that's false." Here are some examples of apparent contradictions, or as I like to call it, paradoxes.

People say, "Marketing is all about numbers, it's a numbers game," right? Unless it's not, and it's about resonance and loyalty. That game can thrive with only tiny numbers. It's not about numbers at all, which is true.

People say, "It's all about email. All the social media comes and goes, but email is the one thing that..." Unless it's all about social media, and why social media can do a million things that email can't, and you should focus on that instead.

"It's all about strategy," people say. Unless it's all about mindset. Which is it? It's all about learning how to do the shit you're resisting. Unless it's all about prioritizing what's fun and pleasurable for you. People say, "It's all about the customer. You have to think of what the customer thinks, how they think, what they want." Unless it's all about you, the creator, and your vision, and what you want, that people are attracted to.

It's all about hard work and persistence. Unless it's all about ease and flow. People say, "In order to make it, you've got to want it badly. You've got to want it badly enough." That could be true. Unless detachment is what makes all the manifestation work.

You've got to follow what works and not reinvent the wheel. Unless all the existing wheels suck, and you must come up with something that only you

Ep #252: What to do when you get contradictory business advice

can. Because there's a U-shaped hole in the market, in the world, in creativity.

Good luck being understood by your customers, unless you follow certain core copywriting principles. You must follow the core copywriting principles to communicate well. Unless none of that really matters, because people can see your authenticity, your passion, your talent. If you have that, crappy writing can take you really far actually.

You feel like going crazy yet? Which is it? What is true, right? Well, both. Both of the things I said, in all of these things. It's about the customer, and it's about you. It's all about strategy, and it's all about mindset. It's a numbers game, and it's not a numbers game.

These contradict each other. I know, it's so annoying. It's called a paradox. Can you dance with it? I think everything that's big enough, complex enough, multi-dimensional enough, like business, like life, like art, is likely full of paradoxes. Unless we learn how to become friends with paradox and dance with paradox, we're probably going to stay stuck for a long time.

So, here's how to not lose your mind navigating all of this. Don't ask yourself what's right and what's wrong. Or what's true and what's false. But rather, what do I know less about? What feels less comfortable for me? What carries a little tension, a little friction, for me? What do I wish were not true?

Where am I holding on to one side of the paradox being true and feeling slightly superior about it? Usually, people dig their heels into one end of the paradox because it's more comfortable that way. For example, people who are invested in the ideology of "you gotta let it be easy." When they are invested in that ideology in a simplistic way, "you just gotta let it be easy and just let it feel good," they resist exploring the idea that doing hard work can be useful, even critical sometimes.

Ep #252: What to do when you get contradictory business advice

People who are taught to think all day about consumer psychology are used to bypassing their own psychology, and not looking into how their own thoughts, feelings, and energetic transmissions, are affecting consumer behavior. People who love following expert instructions might feel a little tension when presented with the possibility that inside them, they might carry something way more interesting and effective than anything anyone else can give them.

People who think it's all about strategy, find it very uncomfortable to slow down enough to look at the feelings they're avoiding, and how their feelings that they're avoiding are unconsciously shaping their strategy. When people go after big goals and their nervous systems are set to danger, being told that they have to detach feels like death. It feels like being told you might as well just give up, pack up, and go home.

So, there's most likely going to be one end of the paradox where you feel more comfortable. Where you're like, "Yeah, this makes more sense. The other I don't know." Or, "This I like. The other, I don't like it." Notice what you resist. The gold is probably where the tension is, when you look at the end of the paradox that makes you wince.

That makes you feel like "oh, I want to avoid that." That's where you're likely to find the learning, the deepening, the sharpening, the nuance, that's likely to take your work to the next level. When you're fully acquainted with the wisdom of both sides, and know how to use both sides of the paradox to your advantage, then you can choose where you want to focus on from a place of power and true agency.

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.

Ep #252: What to do when you get contradictory business advice

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.