

Ep #259: Even more unpopular opinions (it's okay if...)

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With Your Host

Simone Grace Seol

I Am Your Korean Mom with Simone Grace Seol

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Hey, I'm Simone Seol, *I Am Your Korean Mom*, you never knew you needed. This is an uncensored business podcast where we *howl* at the capitalist patriarchy, and rediscover our own wild ways.

Hey, there's something that I've really got to get off my chest, things that people seem scared to say. At times, I've been anxious to say, because I could easily be misunderstood, or I thought it's things that people don't want to hear. But I'm going to it say today, because so many people are hurting. I know that so many people are hurting, because there aren't enough people saying this.

I'm going to be one of the voices that are going to say it to those who need to hear it. So, here it goes. It's okay, if you get a job. Because you like having a job, or because it gives you a peace of mind. It's okay to like your job more than you like your business. It's also okay to have a job that you don't necessarily love because it gives you safety and stability, and those are important things.

Not everything in life has to be a fucking orgasmic experience. It's okay, if your business doesn't replace the income or stability of your job. It's okay, if that's not doing that now. And it's okay, also, if it never does. It's okay, if you want to kill your business, or just pause your business long enough to really be sure that, "Hey, I do want to kill it," or "No, I want to keep working on it."

It's okay, if your business is not the thing that becomes your legacy. It's okay if your legacy on this Earth doesn't end up having anything to do with your business. Because there are so many ways we can leave a legacy; through the way we love, through the way we cook, through the way we raise children, and make art and volunteer in our communities, and plant trees.

It's okay, if your business doesn't make six figures or seven figures, ever. I actually believe that most businesses aren't meant to. Imagine telling a singer that they're singing is only worth it, they should only sing, if it's going

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to make them six figures or seven figures. That sounds ridiculous, right? Because it is ridiculous.

That has nothing to do with the purpose of having a voice that wants to sing in order to express itself. You sing because you are a singer. We are here to do the work that our spirits long to do. We do not exist to make six figures and seven figures.

It's okay, if you have a small business that's actually small, and never gets big. I think about all the tiny businesses in the world that make the world genuinely a better place, a more beautiful place, a more interesting place, a safer place, a more comforting place, for humans and animals and plants and the Earth, without being anything other than small.

It's okay, if your business is not the place where you get to flex your ambition. Maybe your ambition wants to be flexed in your creative life or in what you do with your family, the kind of time you spend with yourself or your spiritual life or in your activism. There are so many places for you to be ambitious that don't have to involve your business. It's also okay, if you are not ambitious anywhere at all; not all of us are meant to be.

You don't have to grow your following. It's okay to be perfectly happy with the following you have. It's okay to even kill your audience. I mean, obviously, not literally murder them. But in terms of releasing them from your business, it's okay to be willing to have half of them leave you. Which I probably am doing right now, by recording a podcast saying all these things that are contrary to what I think a lot of people want to hear.

It's okay, if you're growing very slow. It's okay, if you never reach a place where you're going super-fast. Not only is it okay, I think that's how most businesses organically would grow, if the air wasn't being pumped full of adrenaline and urgency and desperation. Which is whipping all of us into a frenzy of seeking and pursuing and buying and buying and buying and consuming and striving and reaching and-and-and-and...Sigh.

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I don't know if you could hear that, but the minute I was saying all that, my kid started screaming, and I was like, "That's very appropriate." When we're being whipped up into this kind of frenzy, we should be screaming, right?

What's left when we say no to all of that? What's left, is slow. Hey, it's okay if you want to unsubscribe from everything and unfollow everyone. In fact, that's probably a pretty healthy response to existing in an air that's being pumped full of stressors, that are literally meant to get you feeling just disoriented enough to keep buying, buying, buying.

You know how it's not healthy for you to have a romantic partner and expect them to be your everything? Like, "I want my partner to be my best friend and my therapist and my lover and the perfect parental figure I never had and my entertainer," and my this and my that. Oof, if we're putting all that pressure on our romantic partner, that relationship is probably going to go south.

Well, guess what? It's the same with our businesses. If you put the pressure on your business to make you happy, fulfill your purpose, be the perfect channel for your creativity, mark your legacy in the world, pay your bills and make you six figures..." that too, is a recipe for a relationship going south.

It's okay for your business to just be one of those things, or two of those things, or half of those things out of that whole list. All of this, I know is not what a lot of people want to hear. A lot of people want to hear, "You can do anything!" But for those of you who did need to hear what I said today, it's probably going to feel like vital medicine that does your good. And I'm recording this podcast for you; in case that's you.

Alright, my friend. I'll talk to you next week.

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

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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.