

Ep #260: Messages from the spirit of your business

Full Episode Transcript



With Your Host

Simone Grace Seol

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Hey, I'm Simone Seol, and *I Am Your Korean Mom*. This podcast is going to offer you unconventional marketing wisdom, and I'm going to push you to be more authentic and uncensored. And guess what? It's all going to be a ton of fun. Let's go.

Hey, friends, I want to talk to you about a concept, an idea, that I have been kind of talking about casually for years. I just realized this the first time I'm doing an official podcast on it. So, I'm pretty excited. The idea that I want to talk about, is the idea of the spirit of your business.

Like I said, I've been referring to it a lot in just the way I talk about it, in my teaching, and I haven't really had a chance to talk to a broader audience about what it means and how to work with the spirit of your business, until now.

So, I first got the idea of the spirit of your business, which is the idea that your business isn't an inanimate thing, or just a figment of your brain imagining, but that it is an entity, in and of itself, and that it has a spirit of its own. I first got this idea from reading the book, "Big Magic" by Elizabeth Gilbert. One of my bibles, I can say, of my creative life. Which I read for the first time years ago, when it first came out, and I read it again and again.

It became kind of a cornerstone of my creative life, since I think of my business also as predominantly a creative project, also of my business as well. So, if you haven't read that book yet, which so many people have, but if you haven't, I highly recommend it. It's called "Big Magic" by Elizabeth Gilbert.

Anyway, in that book, Elizabeth Gilbert talks about this idea that creative projects, writing projects, books, have a life of their own. The idea of a particular book, every book that she has written, everything that she has done, it's kind of like each of these things have a spirit and tapped her on the shoulder and said, "Hey, be my channel. Be my partner in bringing this to earthly life."

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And in particular, she talks about this idea for a book that she wanted to write at some point; it just came to her one day. She started researching, she wrote down all these notes about all these details that takes place in this kind of place, here's this kind of protagonist, and here's what happens to the protagonist, all these things.

She meant to write it, she was really excited about it, and then something happened in her life and she was like, "Okay, I'll write it a little bit later." Then another thing happened in her life and she's like, "Okay, I'll write it later." After a while, it had just been kind of buried in the bottom of her notes. She kind of forgot about it; months had gone by.

One day, lo and behold, she finds out that another writer, who couldn't possibly have known that she had the idea to write this book, because she didn't talk about it with that person, had written the exact book that she was envisioning. In the meanwhile, no conversation had taken place.

She felt that that idea had left her and gone to that other writer, because she wasn't the one writing it. Actually, I think the other writer was Ann Patchett. Yeah. So, an idea came to Liz Gilbert, she was like, "I'll write it later," and she just procrastinated. The idea was like, "Well, got to find a different partner." Then the idea tapped Ann Patchett, the writer, on her shoulder, and they got to working on it. So, Ann Patchett wrote that book.

I'm leaving a lot of details that I don't remember. Go read the book. But when I read that, I was like, "Oh, my God, I think businesses are kind of similar." When I think about my own life, it definitely has felt like sometimes, an idea for a creative project or idea for my business has tapped me on the shoulder when I was just sitting around doing whatever, and I think that I got the idea from my brain, "Hey, I think I want to do this thing."

But in the course of me pursuing whatever idea it is, there's just too many serendipities, there's too many weird things that I feel like the universe is setting up for me. I've just noticed too many things like that to just chalk it up to coincidence. Over time, I have gotten to really believe that this is a real thing.

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As I was saying all of this, let me just tell you, this isn't a religious creed. This isn't an objective truth of the universe that I can prove to you. It's an idea that I personally believe in, and I am sharing it with you in case it is helpful to you, too.

Because for me, it has really helped me to think of my business everything as a collaboration between me and spirits and entities and ideas that are floating around in the ether looking to collaborate with real human beings to create something in the physical world, in order to advance humanity.

So, I wanted to share this with you, and I want to offer you some concrete ideas for how to actually work with the spirit of your business. Because I think when you can work with the spirit of your business, it's one of the best ways you can access highest quality insights about what to do with your business, that doesn't have to come from somebody else. I really think of it as having your own business guide, business coach, business advisor in your pocket, and it is always available to you, right?

Here are some things I believe about how the spirit of your business works with you and wants to work with you. The number one thing to know about it, is that it accepts you and loves you completely and unconditionally. The spirit of your business comes from love. It is love. Its ultimate mission is to love you and to help you create more goodness, more wholeness, more love in the world, through the thing that you do with your business.

So, how do you know? Let's say you have a little idea, or you have an inkling, you have an instinct, how do you know if it's the spirit of your business talking to you or if it's just your old anxiety pattern, or your old trauma or something, something random, right? How do you know when a communication is from the spirit of your business?

How you know, is that you feel the sensation of being loved. If it feels like something other than love, if it feels like judgment, if it feels like fear, or like, "Oh, I want to do this, but I probably can't because.... I had idea A, but I should probably go with idea B because I'm not qualified enough to do A."

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If you have thoughts like that, you can be assured that that's your human brain talking, that's your old pattern socialized programming talking, and not the spirit of your business. Because the spirit of your business is all about love, and it feels like love, too. Heed its message.

The second thing to know about the spirit of your business, is that it picked you specifically, not me. The spirit of your business could have picked any one of the 8 billion people on earth to co-create with. It could have chosen someone smarter, richer, "better educated," more conventionally attractive, more successful, more together, less ADHD, more popular, more neurotypical.

It could have picked someone from a more functional family, or someone without any mental health struggles or a chronic illness or personal or ancestral trauma. But it didn't, it chose you. It chose you because it had to be you. Because of exactly who you are. All of your strengths and beauty and all that you might consider your "flaws or weaknesses."

These are all essential ingredients for your mission. If you change even one part of who you are, it wouldn't be the same. So, remember that, you were chosen by the spirit of your business.

The third thing to know, is that the spirit of your business is always talking to you. It's setting up serendipities for you. It's dropping insights your way. It's creating miracles for you, and it's giving you peeks into the future. You might be thinking, "Oh, if that's true, how come I can't see that all the time? How come I can't hear it?"

Well, I'm glad you asked. Because it's actually is always completely available to you; anyone can access it at any time. But we forget to do so because it's so much easier to listen to the busy chatter of our brains all day long, right? Who can blame us? There are so few things in the world that remind us that we are an active and magical collaboration with an unseen reality, with an unseen ally.

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So, I've been thinking for a long time that I wish there was a way I can help people work with this in a more concrete way. It got me to get to work to create... drum roll... a set of oracle cards that are specifically meant to be used to access messages from the spirit of your business. You know I love tarot cards, I love oracle cards, and I was just so lit up by the idea of creating a deck of cards specifically for this.

I had this idea a few years ago, and I set out doing the work to create this deck. I created original artwork for it. I actually painted. I channeled messages from the spirit world to put in the cards. I collaborated with the amazing designer Deena Rutter, my friend, to bring this to life. And so, we ended up creating this absolutely stunning physical deck of cards.

We didn't do it to put it up for sale. We did a limited print, and ended up gifting all of it, specifically to a small group of mastermind students that I had at the time. That was it. I was intending for that to be the end of it. Except, you know, ever since then, those who had the deck fell in love and would post images of it on social media, would talk about how amazing it is, and people would just go nuts.

Every time an image of it was shared, we would be flooded with requests to please put it up for sale so people can buy it. My team did a lot of research into what it would take to actually add these cards to our product suite. People think, "Oh, just sell these cards. Just print them and sell them."

But it's actually a lot more work than you think to figure out fulfillment. And apparently, you have to contend with different sales taxes in every state, of every country in all the different parts of the world. To do this right, it ended up being definitely way beyond what my team has the capacity to handle.

But I kept wanting to share these cards with more of the world. So, I kept thinking and thinking, what will be a good solution? I realized, "Hey, this could be a virtual deck." I've seen those around, like virtual shuffling, virtual card drawing. It's just like playing with a real set of cards except it's on a screen. So, I asked my team to figure out a way to make it happen.

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And, they did. It was unveiled this week, or by the time you're hearing this not this week, it will probably in the past, but still it's now out there. I'm so excited to bring this to you because it's now out there for free. Anyone can play with these cards at any time, wherever they want.

This deck contains specific messages from the spirit of your business to help you make your business, your marketing, as unique and powerful and unforgettable as you are. Now, it can be your business-building secret weapon, as it has been for the lucky few who had the physical deck to begin with.

So, you can find it at Oracle.SimoneGraceSeol.com, and don't worry, I'll also add the link to the show notes so you can click on it directly. I'm excited for you to go check it out. Check it out!

But first, let me tell you a little bit about how to use this deck. Okay? Let these cards be the radio dial that allows you to find the frequency of the spirit of your business, wherever you are at any time of day. You could even call these cards marketing advice directly from spirit.

You shuffle and draw randomly to instantly plug into the conversation with the spirit of your business, and to discover the limitless intelligence and creativity that exists beyond our logical, linear thinking brains. So, know that the spirit of your business is guiding you to the exact message you need to hear at any given moment.

There is an infinite number of ways to play with these, but there are no rules. Here are some suggestions: Number one, you can begin your meditation or self-inquiry or self-coaching or business planning session by asking yourself: Hey, what does the spirit of my business want me to know about this today? What does the spirit of business want to remind me of today. Then, pull a card and start from there.

Another way, is that you can use it as a prompt or a starting point or an idea stimulator for when you are creating marketing content.

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Third, you can incorporate these cards into any existing spiritual or meditative practices you have. You can flip a card and take the time to meditate on the message, pray on it, journal on it, do yoga on it, whatever. You can set an intention around it before you go do your thing, do your spiritual practice.

Lastly, you can pull a card every time you feel stuck, want clarity on something, or need to make a decision. So, that last thing is what I do the most often. I'd say, "Ah, I feel stuck. Oh, I need clarity," and then I will go consult these cards myself.

An important thing I want you to know is that there's no doctrine. There's no belief system required to play with this. Most of the world likes to pretend that only the material world is all there is. But if you're listening to this, you probably suspect that there's more. So, even if you're not sure what the heck the spiritual world is exactly... and let me tell you, I'm not sure either. I don't think any human being could be all that sure, because we're human.

But you might have an inkling that something might be out there that's worth being curious about, something that's bigger than what our human minds can conceive of. So, let's get curious. Right? In the words of one of my favorite astrologers and speakers, Caroline W. Casey, "Believe nothing and entertain possibilities."

So, maybe you already have a well-defined set of spiritual beliefs and practices already. That's great. Either way, we're going to go after the sort of metaphysical breadcrumbs that may lead to the magic. And you do not need to subscribe to any particular religious or spiritual worldview.

Depending on your belief system, you might consider these messages to be from God, or from Allah, the Holy Spirit, or your ancestors or animistic spirits or Guardian angels, whatever. Maybe you're atheist or agnostic, and you don't believe in any of this stuff. That's also totally fine, you can still use these cards. You just have to consider these cards that are messages that are meant to stimulate the under explored intelligence of your own unconscious mind and your own creativity, right?

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It all works. There's no wrong way to connect to your creativity. There's no wrong way to connect to love. I just wanted this episode to be a primer on my take on what it means to connect to and play with the spirit of your business, and introduce you to these amazing, beautiful cards.

So, go check it out, go draw card, and if it sings for you, I'd love if you'd tag me on Instagram, share your card draw and your takeaway. Lots of people have been doing that the past few days, and it's been so fun.

All right, have fun, and 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 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.