

Ep #265: How to Solve People's Problems in Advance

Full Episode Transcript



With Your Host

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Hey, I'm Simone Seol, and *I Am Your Korean Mom*. I am also the descendant of teachers, healers, and scholars. I teach you how to remember your humanity through marketing and business.

The best marketing you can do is being good at solving people's problems. All the best marketing tips and tricks and strategies, and this and that, are always going to be completely secondary to actually solving people's problems in advance.

If you're good at solving people's problems, that becomes instant proof that paying you is well worth it. There's no more effective advertisement for what you could do. If you solve a problem that somebody's been struggling with, which they haven't been able to solve despite having tried everything they could get their hands on, and you saw that, they will go to the ends of the earth and hunt you down to get more of where that came from.

So, what are your people's problems, and how do you solve them? Let's make this simple for you. Because I think a lot of people, when they think about it they get confused, they overcomplicate it in their minds, so I'm going to make it really simple.

If they're not feeling seen, help them to feel seen. If they feel alone, help them feel less alone. Do your people think they're broken? Help them to see that they're not broken. Do they think that what they want is impossible? Help them to see that what they want is abundantly possible for them specifically, and give them reasons why, that are believable.

Do they not believe in themselves? See them with big belief, so that they can try on your eyes, so they can see themselves through the lens of your big belief for them. If they feel hopeless? Give them believable hope. If they're in pain, give them relief that works.

Do they feel like they don't know what to do? Teach them the next steps that they can do in a way that actually feels accessible to them. If they feel

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stuck, help them to get unstuck. Do they need someone to hold their hand through a process? Well, be, or provide, the resource that holds their hand through the process.

They feel ashamed? See them in unconditionally positive regard, and help them to see themselves in the same way. Do they not know the information that could help them? Well, give them the information that would help them?

Do they not even know what they want? Help them figure out what they want. Give them a perspective. Give them a tool that helps them figure out what they want and what to do about it next. Do they want to stop feeling bad? Well, help them feel better. Do they feel unmotivated? Help them get motivated.

Are they not taking action and they want to? Well, help to make it easier for them to take action. Help them to make taking action more accessible to them. Are they being mean to themselves? Help them be nice to themselves. Model it, and teach them how to be nicer to themselves. Everybody would do it if they knew how, teach them how. Teach them a way that actually works.

Are they looking for a role model? Be the role model. Do they know what to do but struggle to actually do the thing they know? Well, help them to remove the blocks to actually doing the thing. Whether those blocks are emotional or informational or logistical.

Do they feel helpless when it comes to their unwanted habits? Well, help them to gain control over their unwanted habits, and help them develop a sense of confidence over them. Do they feel confused? Help them get to clarity. Do they think the work that they need to do is boring? Well, help to make it fun for them.

Do they think what they need to do to achieve their goals is too hard? Well, show them how it can actually be easier than they think. Do they not know

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where to turn to? Well, show yourself to be a resource worth turning to again and again.

These are just examples. If you were listening actively, you should have gotten tons of ideas, inspiration, for how this applies to the kind of problems that you want to help your people solve. Everything that you know, all of your knowledge and skills come into this, into being able to solve people's problems and be able to do it better than they know how.

All of your lived experience, all of your wisdom, all of your perspective, all the education, all the education in the school of hard knocks, everything comes into this.

Be generous and unattached in helping people solve their problems, in advance of anyone paying you. Try to be as skillful as you can be. Be as effective as you can be in giving them real different results in their lives, ahead of time. Really get obsessed with getting better at helping people improve their lives, before they ever pay you a cent.

If you keep doing that you won't be able to stop people from paying you. This is what I do with my own podcast that you're listening to right now. This is what I do with everything.

I ask myself: I have an opportunity to share a piece of writing, I have an opportunity to share a piece of audio, I have an opportunity to send them an email, how is what I'm offering them going to solve a problem they have right now? Whether it's a problem of the way they feel, a problem with the way they're thinking, or a problem of how they're taking action. Is it a spiritual problem, a logistical problem, all of the above?

I put my brain to work. How can I make it so that they have less of a problem at the end of them reading this, at the end of them listening to this?

So, today is a perfect example. I created this resource for you, this podcast episode, that tells you... we're getting so meta here, right? That tells you

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how to think about how to solve your people's problems. Which, in itself, is a problem that you're having most likely, if you're working on getting better at marketing, right?

Go check out the transcript for this episode. Go look at my list of examples that I said; all the problems, and then the solutions of what you can do. Use that to inspire yourself to come up with your own list of what your people struggle with, and how you can help them right now.

Be as granular as you can in thinking of the problems. Try to divide them in three ways, I think that really helps. One, emotions. There are struggles in the realm of emotions, how they're feeling. Then there are the problems and struggles in the realm of how they're thinking. And then, there are the problems and struggles in the realm of their action, their behavior.

All of that creates the results in their lives. Of course, lots of things are a combination of the above. But when you think about it this way, thoughts, emotions, actions, it really helps you to get more specific in terms of what you help people with. It helps you get more zoomed in. It helps you get more granular. And the more granular you are, the more specific you are, the more likely you are to be effective in actually helping people create a different result.

As you're offering them solutions, try to be as pragmatic as you can. Everybody knows the theories. Well, not everybody, but people know a lot more than they can actually put into action. So, what's actually preventing them? How can I make this easier for them? That's a question that I'm obsessed with.

When I think about how to serve you guys, I think about: How can I make this easier? How can I make this simpler? How can I make this more entertaining, even? Because if something's entertaining, something's fun, it helps you learn, it helps you to remember it, it helps to get you engaged, right?

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How can I make this more attractive? How can I make this feel like it's something worth spending time on? All these things are pragmatic considerations that I think about when I think about how to help you better. Because, just information isn't going to cut it. I have to make it easy for you.

You have to make it simple, fun, exciting, worth it, compelling, moving, and all of these things. How can I make my solutions more fun, more simple, more interesting, more entertaining, more engaging, more accessible? All of that.

Okay, you got some work to do my friend. Go do it. 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.