

Ep #268: The Myth of Fast Business Growth

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With Your Host

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I Am Your Korean Mom with Simone Grace Seol

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Hey, I'm Simone Seol, and *I Am Your Korean Mom*.

I'm going to show you that it's entirely possible to attract *your* people to your business and creative pursuits, and turn your marketing experience into one full of pleasure and marketingasms just by being yourself. Let's go.

Hey, I am devoting this episode to saying something that a lot of you might really not want to hear. But I think in the end, it's going to be something that gives you relief and freedom. It's like the elephant in the room, I think, and it's something that every business leader knows but very few are saying.

It's this. A lot of times we really struggle against our businesses, struggle with our marketing, and our businesses become this emotional burden. That's probably one of the things I coach the most on. So many people are forever in the mode of trying to problem solve, and trying to fix what's wrong, and trying to figure out what they're doing wrong.

All of that is coming from this expectation that it actually should be happening fast, that it should be happening quickly. And if it's not happening quickly, you just have to work at it, you just have to fix it. And if we do work hard enough, fix it enough in the right way, we should be able to speed up our growth in a way that feels immediate and satisfying to us.

The truth is, it just takes a long, long time for a business to grow for most people, in most cases. It almost always takes a lot longer than most people think, and no amount of efforting is going to make it faster.

There's so much of the business world, marketing world, that tells you that it should be fast, or that it should be faster. And how fast it grows should be proportional to how hard you work, how good your mindset is, how much you're doing the right things.

If you are only doing things the right way, if you only have the right mindset, if only you would work hard enough, then it will be happening faster. Therefore, if it's not happening faster, if it's too slow for your liking, it's

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probably because you're doing something wrong. It's probably because you're missing something.

Everything in the air is feeding you this message aggressively, and I'm here to tell you it is all a giant lie. I don't think it's true. I don't think that you doing everything “right;” that you having the “right” mindset, you working “hard enough;” means that it gets faster. I know that's such an anathema. It's such a taboo to say.

But I think, no matter what you do, sometimes it just takes a very long time, way longer than many of us have been conditioned to want, in this age of fast-fast-immediate-instant everything.

Here's why it's almost always very slow, way slower than you'd like. Because there's so many factors at play. So much of business growth and marketing is one, it's nervous system regulation. It's healing your inner shit. And, it's picking up skills that legitimately take time to learn.

Let's talk about this, because I feel really strongly about this. I think one of the biggest lies in the online business world is that growth is about something other than just learning skills. Even people who admit that it is about skills act like these skills can be learned fast, instantly, in three steps. Complete lies.

If you think about it, nobody sells a three-month shortcut to becoming a concert pianist. Nobody sells a five-step formula for becoming a great watercolor artist. No one expects to buy an online course and become a master carpenter overnight. For everything else that's normal, we understand that this takes skill, and that getting skilled is a path. That it's a long period of study and dedication, and trial and error, and that you develop slowly.

Nobody's like, “Oh my God, I've been playing the piano for three years and I'm not performing at Carnegie Hall yet.” Nobody says that. Nobody says that. We all understand, for everything else that requires skills, we understand that we're going to suck at it for a long, long time before we're

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good at it. And when we get good, we're going to have to work, again, for a long, long time before we're great.

We accept that for everything, except business. Why? I know why. I'm going to tell you why. It's because online business capitalism has sold you the lie that you can have instant gratification and business success, and that you can get it by buying more and more and more courses and coaching and mentoring and programs, and this and that.

I don't think it works like that. So, there's the question of skills, proper skills take a long time to learn. Marketing is a confluence of many different skills, right? People skills, writing skills, decision making skills, selling skills, emotional skills, aesthetic skills; all of that.

Depending on where you start from and what your natural strengths are, developing the ones you need can take a long time, and that's time well spent. You could have developed five skills that are wonderful, and it could be that two other skills you really need to take time with. It's a bunch of these things.

So, aside from skills, the other factor that contributes to business growth actually being very slow, way slower than what you've been sold, is that our businesses often grow at the speed of our body. The speed of our nervous system healing, and nervous system capacity expansion.

Learning how to create, learning how to put yourself out there, learning how to handle rejection, learning how to receive, learning how to hold risk and discomfort and uncertainty, learning how to ask, all of this is stressful. It registers as stress to the nervous system, and creating sustainable change to all of these means changing nervous system set points. And nervous systems set points change slowly.

When it changes very fast, that can actually be over-stressing for the body. That actually can lead to trauma. When I talk to people who experienced what looks like sudden growth from the outside, when I look under the hood, it's almost always, 99.9% of the case, there's always been a nervous

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system change that's been unfolding for a long time. The effects just showed up to the outside, like in one day, but it was not one day at all.

The final reason that business growth is almost always way slower than most people would like, is because of the world we live in. Most of us don't have the advantage of being able to just devote our energy to it full time. So many people are juggling family responsibilities. So many people, many of us, don't have a choice but to keep up our day jobs.

Even if you “did everything right” you could still be facing significant financial challenges that you have to shoulder while you are trying to make your business grow.

Nowadays, it's the 21st century, and it's like you could have done all the “right” things, worked really hard, and you could still be sitting on an ass-load of student loans. The cost of living is insane. The cost of housing is insane. Which means that you could literally be the most hardworking person in the world, really smart, and be having to deal with real financial problems. Which takes up a ton of mental and emotional bandwidth.

Many of us, on top of all of these things, are dealing with illness or are neurodivergent, and/or are disabled. That's not even counting very stressful life changes that happen in life to human beings. Like, losses, grief, divorce. Cataclysmic, traumatic, stressful things happen to us all the time, that most humans, at some point in their lives, have to navigate.

That is to say, most of us are up against significant objective, and sometimes systemic, barriers that get in the way of us just blindly being able to pursue our dreams with no care in the world 24/7. You guys, I didn't even get into racism and all that stuff. The list is never ending. So, that's another factor affecting the speed of our growth.

For these reasons, I think most of the time, it's actually slow. It's slow for everyone; everyone. People want it all to happen in a year, two years, three years. Five years? People start to freak out. Ten years? Gasp, unacceptable.

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Imagine if it were the norm for everyone to just accept and know that to get your business profitable, 10 years. Why is 10 years unacceptable? It took me more than 10 years to make my first four-figure sale. Two thousand dollars was my first four-figure sale, and everything I'd sold up until that point, it was in the hundreds. Ten years since I first committed to having my own business as a practitioner.

Guess what? I'm really fucking smart. I'm passionate, and I'm good at what I do. I have been good at what I do since day one. I mean, since I got trained, right? It took me 10+ years, why should it take you so much faster?

What if you were okay with it taking 10 years? What if you expected it to take 10 years? What if you were okay with it taking 20 years? What if that was normal? What if that's actually everyone's story, that made it, and everyone is lying about it.

I think there's such a cultural resistance to this because, one, we're conditioned to want everything fast, fast, fast. And two, we're also aggressively programmed by capitalism to think that if we just bought the right shit, we should be able to get it faster. We could get the results we want, if we just consumed the right things.

If the solution to your problem is to buy more shit, and be more perfect and work harder, you can tell, that's not real. That's another capitalist mirage. So, I really want to ask you, what if fast wasn't a thing for anyone? What if there is an organic speed that your business is naturally supposed to grow at, and it's a lot slower than you think? And there's nothing much you can do, that's meaningful and good for your business, that'll significantly speed it up?

What if you trying to make it go faster wasn't a thing? What if controlling the speed wasn't a thing? What if controlling the speed of your business growth made as much sense as controlling the speed of a seed growing into a tree? What if you let it be as slow as it takes? What happens when you let go of the attachment to the timeline that lives in your head, based on nothing other than capitalist programming?

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I think this is a really radical idea that might be really difficult for some people, but feel like a huge relief for others. Because if it's not supposed to be fast, if you can't make it go significantly faster by doing all the “right” things and buying the right shit, and working harder, then it means it's no longer your fault.

I tell my own story as often as I can. I go back to it as often as I can, because like I said, I had 10 years of learning and trying and struggling under my belt. But in my mind, when I look back, it didn't feel like ‘Oh, my God, it took so long. It was awful.’

It's like I needed every single second of that time in order to go through some personal growth. I needed to go through some personal evolution. I needed to deal with some trauma. I needed to heal from some patterns. I needed to take the time to learn certain vital skills, before it could all come together in a way that manifested as external success. That took me 10+ years.

I couldn't have got to where I am today any other way. There was nothing wrong with my path. And in fact, my path was perfect. My path was sacred. What if there's nothing wrong with your path, and your path is sacred too? What if this whole fast result has always been a lie?

For someone, whoever you think “made it” faster than you, there's only two possibilities, okay? This, I know. I am certain. There are only two possibilities if somebody made it genuinely a lot faster than you think most people do.

One, it actually didn't. The work, the amount of time, that actually went into it, which is a lot longer, is something that you didn't get to see, or they're hiding it, or it's just not privy to you. But it actually took them just as long as everybody else.

Or they're the beneficiaries of extraordinary privilege, or the kind of extraordinary luck, that's like winning the lottery. Which happens to like .001% of the population. So, it's either, statistically unlikely, privilege and

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luck, or it actually wasn't fast. It actually took all the time that it takes everybody else, and you just didn't see it.

I have never seen a case of “fast growth” where one or both of these things weren't true. How much energy would you free up if you genuinely knew, like *knew*, that you weren't doing anything remotely wrong? That you weren't being a failure in any way whatsoever? You're not missing anything because you're in year three, year seven, year 10, and you're not a millionaire yet?

How much emotional health would you get back if you knew, *knew*, that the cycles of business going up and down, going through dry patches, and not having big growth curves year after year, is not in any way a symptom of you doing anything wrong, but it's a symptom of what it's like for everyone to do business on planet Earth under the same systems and circumstances we have?

How much bandwidth would you free up if you were prouder of the turtle-paced growth you're creating, and had no intention of speeding up any further? Because unless someone is doing something that's either unsustainable or unethical, everyone's growth, real growth, is actually turtle paced, because we're all humans with nervous systems that change slowly.

Anyone who actually knows business, anyone who has had significant experience and success in business, will agree with me 100%; privately, by the way. One hundred percent. I've talked to everyone that I know, who knows what's up with business, they 100% agree with me. They just don't say it out loud. I didn't say it out loud for the longest time, because we don't want to bump people out. They don't want to scare people off.

But you know what? Right now, I'm not afraid to scare you. Because I think you want to be told the truth more than you want to be coddled. I think you're also resilient enough and discerning enough to see that this actually is sanity-saving information.

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I think, very ironically, knowing all of this and allowing it to settle at a deep level where you are genuinely at peace with how it actually is, letting it be really slow and honoring the organic rhythm of your business, which is not at the pace of capitalism, I think really, really knowing and integrating this is ironically what's going to speed up your growth.

Because you will no longer be resisting the necessary alchemy that needs to take place in order for you to attend to the very unique process of unfurling the unique genius of your business. In order for it to develop the medicine that only it can offer the world.

Truth might be infuriating at first, but ultimately, it will set you free. I offer you this episode with hopes that it really does. I'll talk to you next time.

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.