

Ep #273: How to Show Up for Your Business While Undergoing a Traumatic Experience

Full Episode Transcript



With Your Host

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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 just did a Facebook Live in my container responding to one of my client's questions about how do you do your business? How to show up, serve people, and market when you are actively undergoing something traumatic in your personal life? It really resonated with a lot of people, and I wanted to share that with you here, as well. Have a listen.

I wanted to make sure that I spoke to something that I think is really important. This is specifically in response to something that one of the members here asked... I won't name them, but I will tag you in the comments so that you see this... about going through a really difficult divorce, in real time, and having it be something that's gut wrenching and extremely traumatic. And, how can you get through something like this, and also take care of your business, and also serve your clients?

So, I have many thoughts on this topic. The comments on that thread are all so wonderful and offered lots of really useful food for thought. In addition to that, I want to say, this is something that I also have personal experience with.

I went through a really traumatic divorce earlier in my life, and it took me out of my business entirely, for a while. A long while. Because I felt basically like, "I feel so fucked up in my life, how can I help anybody else?" Here's what I'm going to tell you. I don't think I would make the same decisions today, if I were going through something like that today.

I want to tell you why, and I want to get into more nuance about this. I am such a big believer in being able to pause your business when you need to be in your life. I'm such a big believer that you don't have to be on all the time, you don't have to go-go-go all the time, and that if you don't give yourself...

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If there's no space in your business to really be able to take the time you need to heal and to get through whatever you need to get through, what the fuck is the difference between having your own creative heart-led business and having a job? The whole point of having this kind of business is so that we can give ourselves time, right? That we can be flexible around the needs that arise as human beings go through life.

So, this is me saying, if this means you have to drastically cut your workload, if this means you have to pause your business, for as long as it takes to figure out yourself and to heal, I will be the first person to say, "Please, go do that."

It might feel like, "Oh, no. What if my clients dry out? What about my business?" But your business isn't going to expire next year, you are in this for the long haul. And if you are in this for the long haul, there has to be room in your business for these kinds of life events. Because they will happen to everybody, right?

So, if you're going through something traumatic, and if in your heart and your body you know, "I need a break from everything, because this is taking 100% of my capacity," that is very real. I will support the heck out of anybody making that decision.

Because it takes a lot of courage in a world that defines your worth by your productivity, how much money you make, how much you contribute to society. Your value as a human being does not hinge on any one of those things.

If you are able, and not all of us are able, but if you have the means, if you're able to take a break from your business, and just be present for what's happening in your life, I will be the first in line to support you and to say that that is a wise and courageous decision.

And, that's not always what we really want to do. I said I also went through some traumatic events in my life, and I paused my business. If it were me

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today, having the tools that I do today... Which I didn't back then. I was quite young back then. I didn't have the tools that I do now. I didn't have the awareness. I didn't know. I didn't have the belief in myself that I do now.

I think that now, if I were to go through something like that, God forbid... Although, it's life, so anything can happen... I don't think I would burn down my business. I don't think I would stop everything. I think I would figure out a new way to keep going, even when it feels like ass.

You're the only person who can know what your path is. If it's just to go on a sabbatical for a while, and to really give yourself to the process of healing. Or if you maybe reduce your workload and keep being in it.

It reminds me of a conversation that I had with a former mastermind client of mine; you can still find that interview in her podcast. She was also going through a big life of people... a divorce, a difficult divorce. I'm talking about it, because she said it on my podcast. I asked her, "How were you able to do that? To keep serving your clients and to keep marketing and doing business things while you're going through a really painful divorce and separation?" She said, her exact words... you can find it on my podcast...

But she said, "It almost made it easier because I'm a nurse. Whatever I was going through in my personal life, when I step into the hospital," I could be mangling her words, so if I'm messing it up, sorry.

But this is what I remember, "No matter what's going on in my personal life, if a patient is sick, I'm going to step up as a nurse. I can be there. I can separate that from this person, if they're bleeding in front of me, I can help them. And I need to, because that's my job. I'm a nurse. I'm like, 'What's happening with you?'"

All of her training, and all her experience and professionalism, just kicks in because she's a nurse, and there's a person that's hurting in front of her. It was that kind of thing that she activated when she was serving clients and coaching clients.

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She said that she would just be crying for hours and hours, and then she would wipe off her tears, go into a coaching session, and be like, “How can I help? How can I serve you?” She wasn't doing it out of, “I have to. Something's going to happen...” She wasn't doing it out of any kind of external pressure. It was out of, “I know how to. I still know how to serve people, and I will.”

Once again, only you can tell if that's what's right for you. But if I were to be doing that, going through big trauma while running my business at the same time, I think I would still find ways to show up. I would find ways to not kill it altogether. I would cry, dry my tears, and show up on a coaching call.

Because I know that even in that moment, I am still a great coach. None of my training went away. None of my wisdom went away, even though it sure fucking feels like it sometimes, right? None of my expertise went away. When there's somebody hurting in front of me, even if my emotional capacity, even if my energy is half of what it used to be, that half is worth a lot to somebody else.

In case this was the encouragement that you needed to hear, I want to give you that encouragement, that permission. That just because you don't feel like you have your shit together, or you feel like you're the one that needs to heal all of the human shit, all of the human vulnerability, it does not cancel out any of your skills, expertise, or wisdom, as a coach, or whatever you are. Even if you're having the worst day ever.

If you're a nurse, and someone's bleeding in front of you, you know how to bandage them up. If there's someone emotionally bleeding in front of you, as a coach, you know how to emotionally bandage them up. I think I would. It's possible to keep leaning on that part of me, because it's an awfully high bar, an impossible bar for many of us, to have to always feel together, to feel our best selves, and to feel not broken while serving our clients.

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Because as humans, sometimes you're going to feel broken. I don't care how skilled you are at coaching. I don't care how enlightened you are. I don't care how many hours you've meditated. I don't care how many certifications you have. Sometimes life is going to break you. And if the requirement for being a coach and serving and marketing is that we have to be not broken, I'm sorry, I've got to be taken out of the running because I can't achieve that 100% of time at all, at all.

Lately, too, I've been talking to... Something about the times, right?... I've been talking to my own mentors, who are also going through a hard time personally of their own. They are transparent about it. They are human about it.

They're open about it with me, without making their own shit the center of our work together. Because it can't be, because I'm the center. I'm paying them to help me, so I'm not going to get on a call with a mentor and talk about their problems because that's not what we're here for.

So, I've just been seeing a lot of beautiful examples of mentors bringing in their vulnerability, their humaneness, their brokenness, the shit they're figuring out, the shit they're healing from, without that being the center of our conversations, without that being the center of our work. And, it doesn't make me trust them less, it actually makes them trust them more.

It's just been such a beautiful example for me of how to be of service without requiring myself to be some healed, whole, confident, have my shit together, perfect, high-energy version of myself. That might be the more transformational thing for your clients as well.

Maybe your marketing isn't high energy anymore. Maybe you don't market as much anymore. Remember, when I say marketing, my definition of marketing is always congruent communication with the people that you care about, with the people that you want to serve. Maybe your tone is a bit more muted.

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Maybe you choose to share certain aspects, but not others. Maybe you choose not to talk about your personal situation at all, because at the end of the day it really is not anybody else's business. And also, they don't care what's happening in your life. They only care like, 'can you help me?'

You can stay connected to and continue to nurture that side of you that knows how to serve and really does get energy from serving and is aligned, feels aligned when you're serving, and maybe serving is part of the healing process. And so, I think when we throw out those inhumane expectations of how we have to be, I think we can find a lot of space there where we can be of service, even on our worst days.

Pretty recently, I showed up on a coach's weekly coaching call and I was like, "I feel like shit." Not so much that I don't want to do this call. Because if I feel like shit so much, like I don't want to do this, I will cancel a call. But I was like, "I feel shit, but I want to coach you and I want to be with you. But just know, today, my capacity is like 60%. You get 60% of what my brain usually is. Here we are, let's go." And, it was okay.

I want you to know, I'm not making a light of how utterly, completely devastating something like a divorce can be. It could be something else for somebody else. It could be a death in the family. I've been texting with a close friend whose family is in Gaza right now. And they literally have cousins that are being bombed. Big, big, big shit.

So, I don't mean to make light of how heavy, all-encompassing, and all-consuming that can be by saying, "Oh, just dry your tears and show up." That's not what I'm saying.

You have to ask yourself: What is the congruent way for me to show up? If the answer is not just shut everything down and go into hibernation and heal for a while; which it could very well be. That could be the perfect answer that you need to honor. If the answer is not that, I want to let you know that there are ways to do this.

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There are ways to show up. There are ways to allow your humanity and your expertise and your professionalism, all at the same time. I think, frankly, we need more examples of that in the world.

And so, if you're going through something like this, I am sending you all my love, all of my sympathy; not just sympathy, but my admiration for you. Because it takes so much courage and resilience just to be alive, just to make it through the day. I know what that feels like. And so, I think it's a lot. I really, really respect and send so much respect and love to everybody going through this.

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.