

Ep #276: 9 Pieces of Rapid-Fire Business Advice

Full Episode Transcript



With Your Host

Simone Grace Seol

I Am Your Korean Mom with Simone Grace Seol

Ep #276: 9 Pieces of Rapid-Fire Business Advice

Hey, I'm Simone Seol, *I Am Your Korean Mom* that you didn't even know you needed.

I believe that we are all weird and glorious in our own ways, and I help people let their own glorious inner weirdo out. Turns out, they're a genius. Let's get this going.

Hey, everybody, I am just going to fire off nine pieces of rapid-fire advice. If not all of these, then at least a few of these are going to hit you right where it... well, not hurts... but right where it rings. And you're going to be like, "Oh my gosh, that's exactly what I needed to hear." So, let's go.

Okay, number one. I have said this before, but it's like people don't listen. This is the number one content hack that I use for myself. It is the number one thing that gets me results, and yet I think people keep forgetting about it. So, I'm going to remind you one more time.

My number one go-to question/prompt for inspiring incredible content from me is this one simple question: What would I say if I just got more honest with people?

That question just pulls me out of all of this performing and posturing, and trying to come up with shit. And then, just sinks me into a kind of humane, real relationship with people. The kind of things I write, from that place of asking myself: What if I just got honest with people? What would I say, if I trusted them enough for me to be a little more honest?

That question is everything. It draws out the best inside me, and it's going to draw out the best in you. There's a huge energetic difference between, let's say, emails that feel like they've been written by a marketing department, versus emails that are written by a human being who actually has a relationship with you. Everyone would rather read the latter.

That's the one magic question/prompt that's going to pull out of you the kind of content that feels like it's been written by a human being that gives a shit about you: What if I just got more honest?

Ep #276: 9 Pieces of Rapid-Fire Business Advice

I know the question can be a little bit confronting, and that's where the magic is. Huh, what if I did get more honest? You'd have to take more risks to search inside of yourself. You'd have to take more risks, emotional risks, to say something that is truly authentic to you. That's where all of the magic is. Try it every single time you're stumped.

What would I say if I were just being a little bit more honest with people? If I were just leaning into the little edge of honesty just a bit more? You'd be amazed what comes out of you.

Second piece of advice. A sales page can just be a sentence and a button. This advice has saved so many people's sanity, in the course of me giving this advice to people over the years, to countless clients. Did you know that you don't have to labor over this giant complicated sales page? It can just be, "Hey, this is the thing you can buy. It costs this much. Here's a button." It can be a sentence and a button.

I believe in having a nicely written, thoughtful sales page when I have the time and the energy for it. At other times, please remember that the sales page, in and of itself, is such a tiny, tiny part of what gets someone to buy. It's everything that leads up to it, all the relationship building, and all the value provided.

It can be the place where people just decide, "Hey, this is where I'm going to pay." Don't forget, the sales page can just be a sentence and a button. It can be as simple as that: Here's what it is, here's where you buy.

Number three, having a separate personal social media account versus a professional social media account does not make sense for 97% of people who have asked me whether they should have both or just one. Listen, it makes sense in a very small minority of cases, where there is a really good reason why those two things should be separated.

But for literally 97% of early-stage businesses it doesn't make sense. Most of your clients will come from your existing network, your existing orbit of people that you know from various life things. Most people's first clients are

Ep #276: 9 Pieces of Rapid-Fire Business Advice

people who are directly from their existing world, existing friend group, or whatever social network that you're plugged into.

Or people who are one or two degrees removed from that. Like, your friend recommends you to somebody else. So, your friend shares something that you wrote, and then somebody else looks at it.

It doesn't make sense, from a business point of view, to have two different things when all of the money that you're going to make in the near future is in your personal networks. People who are already friends with you. People who are already following you. And everything else, "Oh, what will they think," that's all the mind drama you have to work out. Most people just have one.

Number four, don't try to replicate the business structure of Unilever or Monsanto or PepsiCo, or Target, if you are trying to become a successful mom-and-pop shop. You don't need to set up an extensive product suite or automated funnels or multiple marketing channels.

In fact, let's say you're a mom-and-pop restaurant, and you're trying to build an extensive menu and multiple marketing channels. That is a nonsensical business move. If you're a small mom-and-pop restaurant that's trying to get a loyal clientele going, that's going to flop. Don't try to be PepsiCo when you're a small, local business, so to speak.

Do one thing, or do a couple of things well, and build relationships with people in your neighborhood so that they want to stop by your restaurant. That's how all small businesses start.

There's a lot of pressure in the world for you to act like you're a giant, big multinational company, and market that way, when you just need people in your neighborhood to drop by. To get that one thing or two things that you're going to be famous for, that you do really well.

When I say local, I don't mean literally local. Nowadays, on the internet, your "local-ness" is the small group of people who become loyal to you. In

Ep #276: 9 Pieces of Rapid-Fire Business Advice

the beginning, it always starts with a small group of people, regardless of where they're located in the world. Be a proud mom-and-pop shop. I don't literally mean mom and pop, just a one-person operation. You do not need to be structured like a giant multinational company.

Advice number five, just because something is smart to do doesn't mean it's smart for you to do at this point in time. Yeah, it's a good idea for many businesses to run ads. Ads make sense. You find people who you might not normally find through your existing social network, who might be interested in what you do, and target ads to them; yeah, it makes sense. But it doesn't make sense for your business at this point in time.

The answer is actually no, for a lot of people. Yeah, it could be a good idea to go all in on one thing, and focus relentlessly on that so that you can be efficient in where you're putting your energy. That's a good idea. But is it a good idea for you, and at this moment? Maybe not.

Always ask yourself whenever you hear advice, including all the advice I'm giving here, most advice is a good idea for someone at some point in time. But is it for you, now?

Advice number six, are you a multi-talented, multi-passionate creator? Well, I am too. So, if you are, forget about your ideal customer avatar. That concept, that construct of ideal customer avatar, cannot apply to you if you're a multi-passionate person. Because it's impossible to categorize the exact single type of person that might be into everything that you're doing.

Right now, you might see me doing one thing, but I used to be a tarot reader. I used to be an artist. I used to be a writer; I am still a writer. I'm interested in hypnosis, spirituality, coaching, and marketing. Who is the exact single type of person that is going to be into all of this? It's not one type of person, it can be anyone.

So, here's the magic question: What if it was less about who exactly it's for, and more about who is attracted to and inspired by the exact way you think and create? Because there is going to be a type of person who is attracted

Ep #276: 9 Pieces of Rapid-Fire Business Advice

to the way you see things, the way you create, the way you are moved by your own creativity to make stuff and share with the world. That is a very specific vibe.

There's going to be a group of people out there, from different surprising walks of life, who are going to find that incredible. It's exactly what they were looking for.

A lot of my own favorite people to buy from, my own mentors, operate the same way. If you were to describe what they do, it's like, "Well, a little bit of this and a little bit of that." They're multifaceted. They're impossible to put in a box.

But if they make art, I'm going to buy their art. If they offer mentorship, I'm going to buy their mentorship. If they have a dance party, I'm going to go to their dance party. Why? It's because I learned from the way they think and create.

So, if you want to attract people who are attracted to the way that you think and create, guess what you have to do? You have to show people how you think and create. Always be in the process of showing your work, and unapologetically, loudly, taking up space in the world with your unique perspective. It's that perspective that's going to draw in the right people, who are going to be impossible to put in a box.

Seventh piece of advice. There's a lot of talk about value. Widen out what you think "value" means. A lot of people torture themselves thinking, "Oh, I have to create value. Values are what makes people want to buy. Value is what allows me to take up space in someone's inbox. It has to be valuable."

Well, what the fuck is value? Guess what? Entertainment is valuable. I am embarrassed to admit this, but I spend ungodly amounts of time reading celebrity gossip on the internet. That's valuable to me. In a way, it fills a need that I have. Entertainment is valuable.

Ep #276: 9 Pieces of Rapid-Fire Business Advice

Connection is valuable. Just knowing that someone is connected to me, that's valuable. Hope is valuable. Relief is valuable. Humor is valuable. Slowness is valuable in a society that says, "Go, go, go, faster, faster." Your individuality is valuable in a world that says you've got to conform to this specific way of being in order to be okay.

Agenda free, no strings attached presence is maybe the most valuable thing of all in a world where you show up and everybody wants something from you. So, when you think about value this way, it becomes a lot easier to show up with value, doesn't it? Knowing that there are so many ways you can be useful to somebody. There are so many ways you can add something good to someone's life.

Eighth piece of advice. Stop calling your following small; I swear to God. Hey, you've got 30 people following you. Try getting 30 people in your living room and tell me that's a small group. Whatever you cherish, grows. Cherish the people you already have.

Most small businesses are maintained by way smaller number of clients than you think. And most small businesses only need a small audience to be more than profitable. Stop calling your following small.

Ninth and final piece of advice today. You can do whatever you want. Feel free to experiment. Run that campaign, cancel that campaign, change your offer, dare to stand out, dare to not stand out, make a bad reel, have a thing that has 10 typos in it, do something and be willing to let it flop.

Who cares? That's my mindset about most things in online business. That's why people call me "courageous." I'm not courageous, I have the same fear as everybody else. I just know that everything that I do is just an experiment. It's not a fucking nuclear Non-Proliferation Treaty. It's not a hostage negotiation situation.

The stakes are just not that high. It's just pixels on the internet. It's just sound waves on the internet, where there is I don't even know what kind of

Ep #276: 9 Pieces of Rapid-Fire Business Advice

quantity there is on the internet. Nobody has any kind of attention span to keep up with it anyway. Your worst “failures,” no one will even remember.

Some of the biggest news of this year, 2023, was how Taylor Swift single handedly changed the economy with her tour, The Eras Tour, I think. I'm not a Taylor Swift fan. I'm not *not* a fan, but I don't keep up with her. I think she's fine. But her tour apparently generated billions of dollars, and it changed local economies.

That's how big Taylor Swift was, and that's how successful she is. She's the most successful artist in the world probably, financially speaking; one of them anyway. Does anyone remember that she was actually completely canceled a few years back, and basically went into hiding? She was super traumatized, apparently. She was completely canceled just a few years ago, and now she's having the biggest year anyone can ever have.

So, there's nothing you can't come back from. There's no mistake, no failure so big that people aren't just going to all forget and move on, in a really short amount of time. There's nothing you can't come back from. Try something. Feel free to break things.

The worst thing that can happen from anything you do in business, is that it does not work the way you think, you learn something from it, and you get smarter and stronger for next time. May you conduct so many interesting experiments.

Okay, that's my rapid-fire nine pieces of advice. I hope that some of them, at least, are exactly what you needed to hear. 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.

Ep #276: 9 Pieces of Rapid-Fire Business Advice

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.