

## Ep #280: The spirit of your business

### Full Episode Transcript



With Your Host

**Simone Grace Seol**

## Ep #280: The spirit of your business

Hey, I'm Simone Seol, *I Am Your Korean Mom*. I help you to drop your fear of marketing, bring joy back into business, and overcome the paralysis, fear and chaos that's been keeping you stuck. Let's do this.

I have been speaking about something that I refer to as “the spirit of your business” for a long, long time. I refer to it here and there, and everywhere. And I've been asked again and again, if I can do a podcast episode explaining what exactly I mean by “the spirit of your business” and how you can collaborate with the spirit of your business.

And so, you ask and I deliver. Here it is. I'm going to explain to you my take on what I consider the spirit of my business. So, I believe that your business isn't something that just belongs to you. It's not something that you concoct from just your brain.

In fact, I believe it has a spirit of its own. And the spirit is an entity that is entirely outside of you, with an intelligence and a will of its own. You might think that your business was born when you had the idea for it; created the website, created the offer, and started telling other people about it, and taking money.

While that's true, another way to look at it is that the spirit of your business came, actually, from another dimension, with an intention to heal and evolve humanity in a specific way. And it chose you as the human co-creator, to give the mission form in the earthly world, in the human world. So, off you went together, collaborating.

You might not even have been conscious of it until now. I have to say, I initially sort of got the sparks of this idea from Elizabeth Gilbert's book *Big Magic*, where she talks about how she thinks of books as sort of these entities; ideas for books, and how they would come to her and collaborate. They would go to other authors if they knock on her door and she says, “Nah, I'm not really doing this right now.” They'll go, “Okay, I'm going to go find somebody else.”

## Ep #280: The spirit of your business

I always, always highly recommend that book *Big Magic* by Elizabeth Gilbert. It wasn't like I read it, and I was like, "I'm going to apply this to business." But I read that book, and many years later, I think it spontaneously made sense to me, based on how I worked in my own business. "Oh, this is very much how business ideas feel to me, too."

They're like little fairies existing in the ether, in this kind of a different dimension. When they want to give themselves form on planet Earth, they're like, "Okay, who can I use?" And then, when they find a creator they want to work with, they tap on their shoulder, knock on their door, and they're like, "Hey, let's do this."

And that's when humans are like, "Oh, I just had an idea," and we think that it's just our brain. We think it's just our creativity. And it is both of those things, but it's a collaboration, right? Have you had moments when you've had sparks of brilliant ideas, flashes of insight out of the blue? Serendipitous moments that randomly happened, and make you think, "Wow, where did that come from?" That sort of defies logic? Ideas that land out of nowhere?

Maybe that was the spirit of your business at work, whether you're consciously aware of it or not. So, like I said, here's how it all likely starts. Imagine the spirit of your business or your offer floating about in the ether, looking around at all of humanity, looking for the perfect co-creative partner. And at some point during its search, it found you.

Here's how it happens. The thing, the spirit, looks at your past, your present and your future. It saw you with all of your history, personality, relationships, talents, gifts, wounds, genius, traumas, vulnerabilities, joys; all of it.

And then it said, "Hey, I found them. That's the exact partner I was looking for. That's who I want to collaborate with." By the way, that might have been the exact moment when you thought for the first time, "Hey, maybe I could start this business."

## Ep #280: The spirit of your business

Some important things to know about the spirit of your business. Number one, it accepts you and loves you completely and unconditionally. The spirit of your business comes from love. It is love. Its ultimate mission for existence, mission for existence, purpose for existence, whatever it is, is to love you and help you create more love and beauty and healing in the world, through your collaboration, through the offer, through the business.

So, how do you know it's talking to you? You feel the sensation of being loved. When the spirit of your business talks to you, when it's like trying to collaborate with you, when it's knocking on your door, tapping on your shoulder, when it whispers ideas to you, it feels like love.

Sometimes it might have an edge of, 'ooh, this is something I need to grow into.' But it feels, at the end of the day, like love. And if it feels like something that is not love, for example, if it feels like judgment, fear, doubt, be assured that's your human brain talking. Your fear is talking, not the spirit of your business.

Secondly, the second thing that's important for you to know about the spirit of your business, is that it picked you. The spirit of your business could have picked any one of the more than 8 billion people on earth to co-create with. It could have chosen someone smarter, richer, better educated, more conventionally attractive, more "successful," more popular, more healed, more neuro-typical, more this, more that.

It could have picked someone from a more functional family, or someone without mental health struggles, someone without chronic illness, someone without personal or ancestral trauma. But it didn't, it picked you! It chose you because it had to be you. Because of exactly who you are.

All of your strength and beauty, and including all that you might consider your "weaknesses," those are just things that make you fully multidimensional. That's what makes you the perfect person for collaboration. These are all essential ingredients for the fruition of the spirit's mission, right?

## Ep #280: The spirit of your business

Change even one part of you and it wouldn't be the same. Remember that. You are perfect just as you are, and you are chosen because of exactly who you are.

Now, the third thing to remember about the spirit of your business, is that it's always talking to you, setting up serendipities for you, creating miracles for you, and giving you peeks into the future. So, if you hear me say that you might be like, "Okay, but how come I don't feel that? How come I don't hear it all the time? Why doesn't it feel like I'm just getting miracles and serendipities all the time?"

So, glad you asked. What I want to tell you, is that this is actually completely available for you to see and feel. And anyone really can, but we forget to do it on purpose. It's so much easier to listen to the busy chatter of our brains. It's like the fear and the anxiety in our brain is so much more compelling to listen to, and to believe in, and to go with, than listening to chatter from the spirit of your business.

We're just used to it. It is so much more familiar and comfortable for us to be listening to basically all the bullshit stories in our brain. So, it's like we have our radio tuned to that station instead of the spirit of our business station. And who can blame us, right?

Few things in the world remind us that we are magical, and that we are in magical collaboration with multiple dimensions. Not a lot of things in your day to day are going to remind you of that. So actually, being cognizant of this, I was like, "You know what? I want to create a solution to this. I want to do something that's going to help people to remember that they're not operating alone. They're not operating just from their brains."

And so, at some point, I created a virtual card deck called Messages From the Spirit of Your Business. This actually started as a physical card deck that I created especially for my mastermind students back in a day. Then the physical version, it was an actual card deck.

## Ep #280: The spirit of your business

I'm literally holding it in my hand right now. It's a limited print; there are no more prints of it. So, I cannot sell it, even if I wanted to. So please, don't ask me to sell you a physical deck. Even though one day I would love to bring it back into print.

But I wanted to make it accessible to everyone, so my team and I worked to make the deck fully virtual. I'm going to include the link in the show notes, so you can go look at it, literally, right now.

Let me tell you a little bit about the Messages From the Spirit of Your Business, and then I'll tell you a little bit more about how you can play with it, and some sort of caveats; not caveats... I don't know, some other things I want you to know.

Okay, so this is one really fun tool for you to play with. Pay more attention to what messages you might be getting, other than your own fear and anxiety and all the normal brain bullshit, right? So, go to the link in the show notes. It works just like a regular card deck. You shuffle it, it lets you virtually shuffle the card deck, and you pick a card at random. It'll literally flip a virtual random card for you, and it'll tell you what it says, right?

So, these cards, think of them as the radio dial that allows you to find the frequency of your spirit, wherever you are, at any time of the day. Here are some suggestions for playing. Really, all you have to do is just shuffle and draw. If you just want to use that, as you wish, that's totally fine. I mean, that's better than fine, that's awesome.

But here are some extra ways you can play with this to get extra insight. Okay, there are no rules, but some suggestions. First suggestion is, begin your self-coaching or business planning session by asking yourself: What does the spirit of my business want me to know today? And then pull a card.

The second idea is that you can pull a card and use it as a prompt, a starting point, or an idea stimulator when you're creating marketing content.

## Ep #280: The spirit of your business

Third idea, 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. You can set an intention around it before you do yoga, or meditate, or go on a walk.

The fourth idea for playing, is to pull a card just every time you feel stuck and want clarity on something, or want to get in touch with the part of you that knows, or anytime you need to make a bold decision. So, the cards are actually really great for that. There are a lot of cards you can draw that are like, "You know what you're doing. Do this."

So, I hope that is an alluring enough invitation to go check out the cards. It's completely free, so anybody can just play with it. And of course, I also want to say, it's not like I own this whole concept of the "spirit of your business."

I believe it's an idea that's been useful to me and useful to many of my clients. I made these cards so that it can help people, so that it's fun for people to play with, but it's not like all the communication that can come from the spirit of your business is contained within my card deck. Right?

And so you can very much like never even look at these cards and just ask yourself: What does the spirit of my business have to say about this today? Then just journal on it, or just meditate on it.

One thing I will say before you ask yourself this question, is make sure that you have done some work on yourself, you have done some practices, whatever self-coaching or energy practices you use, to kind of calm yourself from whatever; if there's any kind of acute anxiety or fear or anything like that in your body.

Because when you're in that nervous system state, all the thoughts that you're going to be able to think are going to be associated to that fear or anxiety. It's not like you have to be perfectly calm and peaceful in order to play with this. But if some of those feelings are dominant, I would kind of coach yourself on that.

## Ep #280: The spirit of your business

I would do some practice. I would maybe go for a walk, or take a shower. I don't know, drink a nice cup of tea. Do something to kind of get yourself into a calm, more peaceful state of mind before you start meditating on questions related to the spirit of your business.

I think that's when you can be the most receptive. That's when I think the radio signal is the most clear, right? So, that's how I recommend you play with this and download the answers directly.

Often, how you feel in your body is going to be a really good compass for what the spirit of your business is saying. And so, once again, when you're discerning responses from your body, make sure it's not coming from your own conditioned fear or anxiety responses.

And, again, you'll be able to notice when that's happening. Because you can notice, "Oh, this is the kind of thing that I always trip over. This is the type of thing that always gives me anxiety. This is just the kind of thing I'm always afraid to do. And so, when I feel afraid, maybe it's not purely the spirit of my business, it's maybe also my conditioned nervous system."

So, it's worth doing some of that work on yourself to kind of separate out what our habitual, conditioned responses of the nervous system, versus messages really from the spirit. Most of the world likes to pretend that the material reality is all there is. But you probably, if you're listening to this, if you've listened this far, you probably suspect that there's more.

Whether you have a very well-defined belief system, or even if you're not sure what the heck the spiritual world is exactly or how it works, you might at least have an inkling that there's something, might be something, out there that's worth being curious about. That's all I'm asking for, for anyone who's playing with spirit. Right? Let's be curious.

One of my favorite quotes, from this astrologer and author that I love listening to called Caroline W. Casey, she says, "Believe nothing and entertain possibilities." I love that. Do you have to believe this? No, don't believe anything. The minute you believe something, you get locked into a



## Ep #280: The spirit of your business

belief system, you get locked into dogma. No, no, no, don't believe anything but entertain all possibilities. Isn't it more fun that way, right?

Even if you have a well-defined set of spiritual or religious beliefs and practices, which is great, you can still play with this. You can still go after the breadcrumbs that lead to what feels magical for you.

Depending on your belief system, you might consider these messages like, "You know what? In my religion, we don't really think that there are spirits floating around. Because we believe in God," or whatever. Then you might consider these messages to be from God, or from the Holy Spirit, from Allah, from your ancestors, from animistic spirits.

Remember, the most important thing to remember about all this is, I made all this up. I made it up. So you can play with it however you want. I had an idea one day that this would be fun and useful for me, and I created it. It was fun and useful for me. It ended up being fun and useful for a lot of people. But there's just no dogma here. Play with it if it feels fun.

If it doesn't feel fun, don't. Even if you're an atheist or agnostic, then consider these cards to be messages meant to simulate the under-explored intelligence and creativity of your own unconscious mind. It's just you and your brain. Let's play with stimulating parts of your brain that might not usually get used, by using these cards to generate prompts for you to feel into and play with.

So, it all works. There's no wrong way to connect to love. There is no wrong way to connect with creativity. I hope that was a useful primer on the spirit of your business; this episode so many people asked for.

I hope it inspires more lightness and play and creativity and, most importantly, really belief and trust that what you're doing is meaningful, and that it's meaningful that *you're* the one doing it.

Have fun, and I'll talk to you next week.

## Ep #280: The spirit of your business

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.