

BONUS: The 8K Challenge

Full Episode Transcript



With Your Host

Simone Grace Seol

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Hey, I'm Simone Seol, and *I Am Your Korean Mom*. I help you to take your, "I don't know how to do this," to "Holy crap! I'm doing this." That's the magic I offer. Let's go.

Hey, you're about to learn about a brand-new thing I've cooked up called The 8k Challenge. It's exactly what it sounds like. I'm going to teach you how to make \$8,000, and it's happening right inside the Integrative Change Work Certification training that's starting on September 9th, for which the tuition happens to be, you guessed it, \$8,000.

We want you to do the work, become absolute wizards of change, and make your money back. Melissa Tiers, my co-teacher, and I did a short live about it, and I wanted to share it with you here because this shit is so juicy. I don't think the world is, frankly, ready for what we have in store for this upcoming September class.

I hope you're going to join us. All the information about the certification, registration, as well as the extensive free trainings you can download right now, you're going to find the links for them in the show notes. Enjoy the conversation.

Simone Seol: I talked her into doing a spontaneous [inaudible] with me, because we had been talking and plotting and scheming about a really exciting project that's going to be part of the upcoming class of the Integrative Change Work Certification. That is The 8k Challenge; The \$8,000 Challenge. Where we are going to teach you how to make \$8,000.

Why \$8,000? Because that's what the certification costs. That's for the three months of intensive training, plus ongoing bi-weekly continuing education practice and mentorship for the rest of your life; with Melissa and I.

Melissa Tiers: Forever. As well as all of the developments that we've been working on with the Ethical Coaching Collective, and the boots on the ground. It's just a big part of this community. But I think that...

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Simone: An incredible community that is developing. We have incredible plans for the future. I personally don't know of any other... I mean, I could not know a lot of things. But I'm not personally aware of any other program that provides such frequent and intensive support indefinitely. I think it's an amazing, amazing, incredible program. The next class is starting on...

Melissa: Less than two weeks; September 9th.

Simone: September 9th. I want to tell you why I am so excited about The 8k Challenge. Melissa can chime in a little bit later. I'm so excited about this because I want to create a wave of a new kind of change work entrepreneur, a new kind of coach entrepreneur.

Because here's the thing, you guys, there's no better feeling in the world than making money, and being able to pay for yourself and pay yourself back for your trainings, pay your bills and make more than enough money so you can fund more projects that are from your heart, and more projects that benefit the world.

Making all that money in a way where you know that every dollar you earn is doing so much good in the world. Every dollar you earn you earned in such ethical, soulful ways that make your heart feel so good, that strengthens your spirit, and strengthens your soul. Melissa is about to start cringing because I said "so like" five times in a row.

Melissa: You know, I just spent a week with you.

Simone: You're used to it by now.

Melissa: I'm so used to it.

Simone: I want to create a new wave of coach entrepreneurs, change work entrepreneurs, for whom business is inherently ethical, and business is inherently activist, and business is inherently spiritual.

Melissa: Also, artistic. This was one of the one of the biggest things that got me, right? Because I was never interested in business before, really, last

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year. I never even thought that I had a business, although I was making a good living for a long time. I thought I had a practice, right? I wasn't a business person.

Simone and I had this conversation where she was talking about business as an art form. Your body of work being the stuff you put out there, and it really started shifting something in me. Also, there was this idea you didn't have to do it in a grubby kind of way.

As soon as I start to smell even a whiff of that kind of bro, aggressive marketing, it's all about the money, I just can't handle it. This feels very different. It is very different. It allows you to... What were some of the titles we were coming up with? Well, one was nixed because apparently, I wasn't being sensitive. Because I said, "How to make your money back without turning into a capitalist whore."

Simone: I was like, "Maybe, let's say capitalist pig." Is that demeaning to pigs? Basically, how to make your money back, and make all the money that you want to make, without turning into a terrible person, or do anything terrible.

Melissa: Or how not to suck the capitalists'... Yeah, yeah.

Simone: How not to suck the capitalists' you know what.

Melissa: We had a lot of fun ways of trying to get the idea across that these exercises are all about finding your own inner compass, as Simone puts it. I love the culture of your business, which is the culture of the spirit of your business.

Simone: Which is based on your values, that are important to you. Not values that somebody else dictates for you. What makes you tick, what inspires you, and what kind of world you want to create, right? I think your business has to be an expression of the kind of world you want to create, the kind of world you want to live in.

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The way you “market” is inviting, recruiting, collaborators with whom you get to create that kind of world. So, that's why for both Melissa and I our businesses are very value forward. It's very humanity forward. No parts of our businesses feel robotic or corporate. Because, I don't know, that doesn't feel good to us.

Melissa: It wouldn't be fun.

Simone: It wouldn't be fun. It's all about fun. Yeah. So, in The 8k Challenge, I want to teach you how to make your investment back, and how to make so much more, by one, really teaching you how to access and center and amplify your uniqueness, the culture of you, and the culture of business that you want to have. Right?

Then, of course, the biggest part of the training is the kick ass, wizard-like change work skills that you're going to have. That that's going to enable you to help people in such powerful ways that you can't even imagine. And if you think I'm exaggerating, go read some testimonials from our students from our first class. We're not exaggerating when we say you're going to feel like a wizard pretty much by the end of the first weekend, if not the end of the first month. Right? Yeah.

Melissa: That's the very first day, I think. For a lot of people who are not used to fast change that is on a synaptic level, being able to access the neural network and throw in the change and spin it where we need it. I mean, you and I, we're jaded, we're used to it, it's, it's what we do. But a lot of people that took our training had never been exposed to that, even though they'd been coaching for 20 fucking years. So, anyway, go ahead.

Simone: Yes. What was I saying? Right. So, all those skills and all that knowledge and all the practice, so much practice, built into our training curriculum is going to enable you to help people in such powerful ways and give people the kind of value where every dollar someone gives you, it's going to feel so amazing for them to give it to you.

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And it's going to feel so amazing for when you receive it, because you know exactly what they're getting, and that is a life changing transformation. That is a more powerful, faster transformation than they can get anywhere else. We're really not exaggerating when we say this.

So, the second is having something amazing to offer that you're actually proud of.

Then the third is, there's a lot of obviously, subtleties and details and nuances to this. But the third is learning how to create a business structure. Almost like a neural habit of making invitations for people to come join, to come find out more about your work, to benefit more from their work, to change their lives for the better in ways where there's zero pushiness, there's zero bro marketing energy, there's zero manipulation.

Where it's all based on your values, transparency, consent, and how to get that culture of marketing going. That's what's going to propel your business forward. That's what's going to distinguish your practice from being like a really meaningful hobby, and turn it into a real business. Which, if you just want to have it as a meaningful hobby, that's amazing too.

But The 8k Challenge is for people who are like, “Hell yeah, I want this to turn into a really good for the world business.”

Melissa: While we're focusing on the 8k number, and that's just to pay for the training, what we're doing in setting that up, is actually setting up your entire business structure. The culture of your business that is so authentically you that no one else could do it. No one else could do it like you. One of the things about Integrative Change Work is...

If you are a seasoned therapist or coach or change worker, already, we're integrating the things that you're already doing and loving, and we're giving it a slightly different shape. Everything is welcome. So, no one will be able to coach in the exact same way as you, while we're giving you different techniques and processes. There are so many techniques, that then it just becomes a dance between you and your client, or you and a group.

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We're also teaching how to do groups, which is another good way to kind of recoup some cash. More cash than most people think of when they think of working an hour. So, we're going to really hit this so that everyone feels, right out the gate, that they have a vision, and they have something in place already. They're starting just by doing the homework, they're doing the work.

Simone: Not just a vision, but you graduate from the program with your marketing already going, with you already having clients under the belt. That is our goal for you, and that's what most people in the last class achieved, right? And so, I just want to say, we wanted our course, our certification course, to feel like a change work certification, and a business mastermind rolled into one, a two-for-one. We want it to feel like that.

Because we don't want you to have to go somewhere else to get the business part of it. Because we feel very strongly about teaching it our way. Not because other people's way suck, but our way is, like I said, is really values forward, your humanity forward, and your uniqueness forward. That's our thing. If you resonate with that, you're going to love this approach to training.

I personally want to drill in so deeply, the idea that making money can be good, and that you can do so much good with the marketing skills and the business skills that you are going to learn in this course. That you're going to put into practice in the course. We're not going to give you a choice, you're going to have to practice. You can't just sit by the sidelines and just observe. No, you've got to do it.

Melissa: The number for me, as of yesterday, was 13. In the past month, I have "unsold" 13 people. I'm really good at being like, "No, you're not ready for this. If you're not ready to play, you're not ready for this. If you're going to have to borrow money and scrape and..." I don't want anyone going into debt because of this training, even though we're going to, you know, focus on making the money back, I don't want that.

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So, there's a lot of free stuff out there that we offer. There's a lot of different ways to get the learning. So, we really want people that see this is the vision. That understand that we're, through the Ethical Coaching Collective, which is the certifying body, we really have big plans to develop this community and the outreach. So, that you're part of something bigger. We want to change the face of the fucking coaching industry.

Simone: I just want to say, Melissa and I were in Croatia for a week together, a week and a half ago. In that time, we just spontaneously got together, and between the two of us we raised, in a single week, \$100,000 to go to the Maui fire relief. A big part of that was us teaching this emergency emotional first-aid class together.

I just want to bring that up, as an example of how much good you can do with this skill set. How much good you can do with business skills, marketing skills, that you can apply not just your business, but to make any kind of change you want to see in the world.

Melissa: I was just talking about the ECC, and the fundraiser is one idea, right? Where it's going to have a fundraising arm. It's an outreach arm. So, I plan on doing a couple of boot camps for our graduates that really want to be a part of the solution, and have almost a coaching clinic on a volunteer basis.

Simone: Which, by the way, is already in action. I also wanted to mention one of our amazing graduates of the first class, Tim Bryant, who runs a nonprofit that brings mental health and meditation classes to incarcerated people. He's already started hooking up our graduates to provide one on one, obviously voluntary coaching, to people who are incarcerated.

That's already happening and we're already getting incredible testimonials from that. And so, this is the kind of vibe, this is the kind of community that we are creating together with the Ethical Coaching Collective.

Melissa: I also want to say, one of the things I always, my whole life, used to bitch about, in this country anyway, with so many people going into

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financial debt. For spending \$100,000, \$200,000 on their degrees and things like that. I always thought that if doctors, instead of having this massive student loan that they have to spend the next 25 years charging a shit ton of money in order to pay back their student loan, if they would just do one day a week at a free clinic, every doctor, and that would pay for their education, or the loan, whatever. It would just be a part of this big solution. That was always one of my ideas since I was like 17 or 18. Why aren't we doing this? Why? Wouldn't it be easy? Then everyone could be a part of the solution. We could fix the stupid healthcare system. But anyway, so for me to start to be a part of this... I'm 56, that was a long time ago. As soon as I turned 18, I was very politically active, doing Punk Rock the Vote, and all of those things. So, this just speaks to my soul. Look, I said it, I said.

Simone: She said "Soullll!" The world's going to fall apart. Hell is going to freeze over.

Melissa: The 8k Challenge is really a way for you to kind of make this investment, temporary, and feel like you're going to make it back and then some. That's the way we want to [crosstalk].

Simone: But you're not just going to make it back, you're going to make it back using a brand-new paradigm of business. Where it genuinely becomes artistic, soulful, activisty, if that makes sense. For me, that's what really gave me the confidence to try to get good at business. Knowing that it can be done well. Knowing that it doesn't have to be gross. Knowing that it can feel like me. And so, we're going to be dripping the lessons and the homework and ongoing support in the upcoming class.

Melissa: The whole three months. Also, for our graduates that are listening, because probably a few of you are here, know that we're building this community. So, any of the tweaks that we're doing, any of the modifications, the great ideas that we have, we're bringing that to you. We see you every other Wednesday, right? We answer all your questions. It's Q&A, and it's practice. We're going to bring this to you.

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So, I've had a bunch of you kind of email me and say, "I'm excited to hear all of this, maybe I should take the training again." I'm like, no, because you're going to get this. So, for people that sign on to our training now, know that the future trainings... Because we're always developing, we're always streamlining it, tweaking it, seeing what we can do better... you'll have access to that because you'll have access to us moving forward.

We have a vested interest in making you guys the most kick-ass change workers we could possibly know.

Simone: The most ethical and soulful entrepreneurs at the same time. A brand-new wave. And so, I hope you'll join us and be part of the new wave, and like Melissa said, if it's going to be really stressful for you to come up with \$8,000. If you're trying to make it work but it's really not feasible, please don't sign up right now. We're going to offer this training again in the future, for sure.

Melissa: There's a lot of free masterclasses. Your podcasts have so much gold, there's so many low-cost options. I mean, we gave a lot of scholarships for this. We totally are into really providing the most support we can, and we don't want that desperation vibe; nobody wants it.

Simone: It's not good for you. It's not good for the experience and the learning. And whenever it feels peaceful to you, is the best time to join. If it doesn't feel like that, please wait.

Melissa: Peaceful or excited.

Simone: Abundant, excited, turned on. Excited, not like "oh, no, I'm going to miss out," that is not it. Please wait until the next round. It'll be the perfect time for you to join, whenever you can join. So, all right, my friends. I felt like that was a pretty good introduction to what we're going to do together. I cannot wait to see you in there.

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Once again, if you want to find more information, it's in both of our links in our bios. Integrative Change Work Certification, it's going to be epic. It's going to be so much fun. If you have any questions...

Melissa: I see a couple of questions... We're probably not going to run this right away again, but it'll definitely be probably next year.

Simone: We can't give you a date, for sure. But it will happen again. It'll be sometime in the future. You have time to come up with the money, save, whatever you need to do. Alright, my friends, hope you have a good day evening, wherever you are, and we'll talk later.

Hey, you can find the links to the certification, as well as the incredible in-depth free trainings we have for you right in the show notes. So, look for them there. The next three-month training begins September 9th, and we can't wait to see you there.

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.