

Ep #123: Transactional Marketing

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With Your Host

Simone Grace Seol

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Welcome to *Joyful Marketing*! I'm Simone Seol, and I teach you how to get your life coaching practice fully booked without having to pay for ads, buy Instagram followers, or complicated sales funnels. It's not rocket science and you can do it too. Listen on to find out how.

Hello everybody. How are you? Today I want to talk about something super-duper important that I kind of sort of alluded to - no, I didn't allude to. I actually talked about it in a much, much earlier podcast about transactional marketing.

If you're a long-time listener, you might oh, like, that rings a bell. And transactional marketing is a term that I made up to describe something - it's literally exactly what it sounds like. If you're in a transactional relationship with a person, it's like you don't really care about them as a person or they're not - you're not really interested in being their friend or being whatever.

It's like you want something from them and they want something from you and that's just the transaction is the heart of the relationship. There's nothing more than that, right? And a lot of us, when we market, we accidentally a lot of us go into a transactional mode with the people that we serve.

Like, I'm going to do this and then you're going to pay me. And then we go in with this expectation, this attachment, and treat marketing in this transactional way. And needless to say, that's not a great way to do things. And it's fun, it's not as effective as other ways.

So I'm going to spend this episode talking about exactly what transactional marketing is, how to know if you're doing it, and actually how to fix it. Because if you're marketing in a transactional way, I guarantee you, people can sniff that shit out. People can tell.

They might not consciously think, they're definitely not most probably thinking, "Oh, she's doing this transaction, this post is transactional, this conversation is transactional." But if that's the underlying energy, I swear to

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you, people - that's something that people pick up on and respond to. So you really want to be aware of when you're accidentally doing it and how to course correct.

And fortunately, there are very simple ideas that I'm going to offer you today that are going to allow you to course correct. So all of that is coming up. But first, I would like to share some love notes from members of the Joyful Marketing community.

This note comes from my client Sharma Kasanti and I have to remind myself to talk about this more because there's a part of the wonderfulness of joining the Joyful Marketing training program that I don't talk about nearly enough, which is the super exclusive gift box that every enrollee gets in the actual mail. Like in your mailbox.

We send you this beautiful box of presents. And in it, you get a couple of hard copies of books. And one is called *The Big Book of Marketing Answers*. You can't get this anywhere else. And it's exactly what it sounds like. It's a big book of all the marketing answers. It's like having a pocket Simone that you can carry with you who can answer any question you have about marketing at any time.

It's like, any question you can think of, the answer is 100% in the book. Because listen, I have spent the past two, three years helping life coaches market. And hundreds of them, I have answered questions from hundreds of life coaches and it covers the entire gamut of topics like literally covering everything from why people aren't resonating with your posts, why your Facebook group isn't getting a lot of engagement and how exactly to fix it.

Or people asking like, what should I do about my aunt who keeps commenting on my posts really inappropriately? It's like, I tell you exactly what to do about that. To, I just changed my niche, how do I announce it to my people so it isn't awkward?

Thorough detailed answers to how to address every single one of these questions plus dozens more. Trust me, anything that could come up, I got

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you covered. It's in one beautiful book. So you know that amazing feeling when you have an itch and somebody scratches it real good and you're like, yes. It's like that. It's a little bit gross but whatever. It's like that but for your marketing questions and I send you a hard copy. You can't get it anywhere else. I really want you to have this book.

In addition to the official Joyful Marketing workbook and some other secret gifts. So you get this in the mail. So here's how Sharma used that book. She says, "I have been going in and out of this space where I don't feel like signing more clients. In *The Big Book of Marketing Answers*, Simone talks about what we're really doing in our business. My business is not about signing clients. It is where I'm gathering my soulmates. People who want to create big things in the world, people who want to change their lives and change other people's lives. 'Signing clients' feels to me like meh, but finding my next soulmate? I want that. I immediately feel this shift in my body and then I felt the pull to make an offer and then I did. This work is powerful y'all."

So that's what Sharma says. And this is the work we do. We reorient to your energetic shift within. It's what we do. I don't teach you how to do sales calls, I don't teach you how to set up your funnel, I don't teach you how to create a website or run a Facebook group or crush it on Clubhouse, any of these things.

There's so many other places on the internet where you can learn all these things. It's not rocket science. Instead, we work on retuning the insides of your heart and bringing your business brain into integrity with your soul. So that you become the creator of a marketing strategy that doesn't look like anybody else's. That's not buy the book, whatever the fuck book it is.

And the result is a magnetic brand that clients cannot stay away from because they're like, "What is that person doing? It's unlike anybody else, I need to get in on that." That is what I want you to create. Not be really good at creating this funnel, not be really good at following steps A, B, C.

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Let's talk about - speaking of which, let's talk about one really important part of getting into that congruence with your soul and for your heart and your brain and your spirit to be all working together in harmony so that everything just feels good and is super effective.

So one part of it is not doing transactional marketing. So I have to tell you a story about something that happened years ago. I think it must have been literally like, six or seven years ago. Maybe actually four years ago. It doesn't matter.

But a number of years ago, I had a friend that told me, who's a life coach, tell me one time that she was like, "I'm not going to do Instagram anymore. There's no point marketing on Instagram because I've been doing Instagram for years and it's always the same few hundreds of people and there's never any significant uptick in followers or engagement. It's always the same thing even though I post regularly and nothing I do makes a significant difference. And one time, this influencer we post in my content, that one time, I got a new influx of people, followers, but other than that, nothing I can do alone moves the needle and I'm sick of it and I don't want to do Instagram anymore."

So this was before I made any kind of money in my business and I remember thinking at the time like, okay, I've been on Instagram about the same length of time as you and I have the same maybe 200 or 300 followers that you do. It's not very much at all. But I never had the thought that this is not getting me any clients so I'm just going to quit.

And I just thought it was interesting at that time. She was like, I'm not getting what I want out of this so I'm going to stop doing Instagram. And to me, I just continued. I still didn't get very much engagement. For the longest time you guys, every time I posted on Instagram I got like, 12 likes and no comments.

But I just kept it going because what I was thinking, my models at the time were Instagram is not a big deal. It's fun. I just share some pictures and I

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share some stories, like, what's the big deal? I wasn't that attached to it. It wasn't something I was doing to get clients. Of course I was posting content related to coaching and business but it wasn't like, this has to produce clients for me and this has to grow in this specific way.

And now I can say I'm glad I kept it up because there was a lot more visible growth in the past couple of years, but that was built on the much more slow-seeming growth that I had in the previous years. So on the contrary, my friend at the time had a very transactional approach to Instagram.

Transactional is I give you this, you give me that in return. Tit for tat. I'm going to post consistently like this and then what I expect is this kind of growth, this engagement, this much more audience, and this many clients. And because she didn't do that, that took the fun out of it, that took the purpose out of it, and so she wanted to stop.

And so this is what I'm calling transactional marketing. And so many people - I just know that they're in a transactional marketing mindset when they tell me things like, "I'm posting all the time and why am I not getting clients? I'm networking all the time and nobody's asking for a consult. Why? Can you tell me what I should do differently?" Or "I want to stop doing Instagram like this person," or "I want to stop doing this, I used to run a Facebook group but I shut it down because I wasn't creating clients from it."

I hear things like this from life coaches all of the time and that's a sign. Listen, what you are engaging in is transactional marketing because you're doing this so that you can get clients. So listen, there's obviously nothing wrong with wanting clients or doing things because you want to create clients from it.

We're all in business. We want to make money, who gives us money? Clients give us money. And we do things for that purpose, and that's very different from putting the expectation that that platform or this activity or this Facebook group or this networking opportunity, whatever, it should deliver it to you in the form that you are wanting.

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So it's a difference between having the desire and the purpose versus expectation and attachment. It's the expectation and attachment that makes it transactional. So here's an analogy. Let's say you want to find a life partner and you're dating. And you can date, for example, with the expectation - I mean, with this idea like, yeah, I want to find a life partner, that's my goal.

So there's a very big difference between just going on dates and meeting people with this idea of what I'm really after is I'm not interested in short-term things. I really want to find a life partner that I can settle down with and just dating people, meeting people from that energy.

Versus you have that goal and every person you meet you're like, "Are you going to be my husband? Are we getting married? You're not getting married? You don't want to marry me? Oh okay, why did you waste my time?"

Sorry, I just made that heteronormative. But whatever gender doesn't matter. Yes, you could want to find the life partner but that doesn't mean you meet every person, you go on every date being like, are you going to be the person I marry? Are you going to be my long-term life partner?

Because that would just make you a weirdo. And if after five dates they haven't gotten on one knee yet, you're like, well, that was a waste of time so I'm just going to stop dating him, I'm going to look for somebody else.

As opposed to, yeah, still having it as a very serious goal, yeah, it's very important for me to find a long-term partner that I'm compatible with, and then having an open mind and being relaxed and having 100% certainty that it's going to happen and being in your element and just basically living your best life every day without putting the expectation on each day, on each person to give you exactly what you think you want, what you think that looks like each time.

Because again, that will just make you a weirdo. It's going to take all the fun out of dating and it's not going to make you very much fun to be with for

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the people who do meet you. So that's what I would call transactional dating.

Again, this is just an example but it's like, okay, I want to get married. Do you have a ring in your pocket for me? Ring? No ring? Okay, then I'm moving on. Okay, I'm going to go to this speed dating event and what I'm going to do is I'm going to find somebody who I'm going to get married to.

That's not even the best strategy. You're just going to weird everybody out. So just check in with yourself if that's kind of the energy that you are taking to your posting, to your content creation. Check in with yourself if that's the reason you created a podcast, a Facebook group.

A lot of the times people say, "Oh, I created this Facebook group to help people lose weight. I created this Facebook group to help people get out of - stop feeling anxiety and have more peace in their lives." You say that but check in with how you might actually be lying to the people in the Facebook group, in the podcast, the listeners of the podcast if you say that your aim is to help them but you intend to stop doing it if it's not creating clients for you right away.

Because then what you really intended was you created that Facebook group so that somebody would pay you or you created that podcast so that somebody would pay you sooner or later, preferably sooner. Like tick tock, when is somebody going to pay me?

So listen, if you have a Facebook group and you tell people, you invite people in saying hey, I'm going to help you have less anxiety, hey, I'm going to help you rock your midlife, hey, I'm going to help you cut down on sugar and lose weight. Whatever it is, if that's what you claim to give them when they come, have that be what you actually are after.

You should determine the success of your Facebook group - again, I'm just using this Facebook group as an example. But you should determine the success of your Facebook group by whether the people in the group are getting the actual results you promised them when you invited them.

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So if your group is about anxiety, just an example, your group isn't successful when it creates paying clients for you. Your group is successful when people in your group actually start having less anxiety in ways that are really significant and meaningful for them and you'll know that it's working when they're like, "Oh my gosh, if you have anxiety, you have to be in this group, it changed my life. This free content this coach is providing, it's amazing, it's better than shit I've paid for before and I'm going to invite all my friends who have anxiety because it's that good."

That's how you know that your group is working. It's not you trying to get a paying client as fast as possible and doing all the things. I post this many times a day, I do this training, I do that, and so why aren't people buying from me? Then you're not doing the training to serve them. You're doing the training so that they can pay you.

Do you see the difference? It's an energetic difference. And again, I'm not saying that you can't have these ideas or you can't do a training or run a Facebook group or do a podcast or do whatever for the purpose of creating clients. Of course, again, we're in business.

You can want to genuinely serve people and you can want to create paying clients at the same time. But here's the question that I want you to ask yourself is if this didn't create paying clients for you right away. In fact, if you had to do the same thing 10 more times, if you had to do the same thing for another year consistently and you got no clients from it until after a full year of doing it, would it still be worth it to you? Would you still want to?

If not, why not? Because if you don't want to, if you're like, if this is not going to create clients for me why would I do it, that means there's not much in the activity, in the matter itself that you are excited about. There's not enough in it that feels enjoyable and purposeful to you, which is another way of saying when you're doing it without that enjoyment, inherent enjoyment and purposefulness, then your energy is basically like you're doing it out of obligation, in a transactional way.

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And guess what? How you feel creating marketing content, running a Facebook group, producing a podcast, networking, how you feel going into it is how the people will feel receiving it. So if you are managing your Facebook group day in or day out thinking okay, I'm doing all the things, where are the clients?

That heavy obligation, transactional energy is boring to your people. It's unattractive and it's boring to your people because you're not even attracted to the group yourself. If you're posting on social media daily or whatever, on a schedule, you have your content calendar, and you're like, okay, they said if I'm consistent and I provide value I get clients, so here's me being consistent, providing value, where are the clients? Why isn't it working?

That energy of checking it off the list so I'll get what I want kind of vibe, that - when people read that kind of content, when people consume content that was created from that energy, it feels like they're reading something that somebody was forced to write. It does not - there's nothing about it that's going to pull them closer because you're not actually pulling them closer.

You're saying I'm going to give you this so that you can give me something that I want. Do you see what I mean? If you are not having fun, your audience is not having fun consuming your stuff. If you feel heavy and obligation-y creating marketing content, it's going to feel heavy and joyless for them to read it, to listen to it, to watch it.

So I hope I've made a sufficiently compelling case for why you don't want to market in a transactional way. So you might be asking, but how do I stop doing it? And here are my three rules. Actually, let's not call them rules because I hate rules. Three suggestions, three offerings of ideas that are going to help you drop this way of marketing, drop the transactional energy, and show up in genuinely electric, magnifying, joyful, magnetic energy that people want to naturally come towards, that people want to buy from, and you're also having way more enjoyment and fun.

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So number one, think about what you're doing, all the activities that you do for marketing. Think of all the things you're doing. And for each item on the list of what you do, if it isn't fun, either drop it or change it so it is fun.

Remember the question I asked you. If you did this for 10 more months, if you did this training 10 more times and it never resulted in a client, would you still want to do it?

And if your answer is hell no, that means nothing about it is fun or purposeful for you. That means stop doing that thing. If it doesn't feel like fun - you might understandably have jitters. Like no, but I have to do this, I have to post, I have to run this training, I have to do this webinar, I've been preparing for it, they told me that it's supposed to be effective.

Listen, that's all fine, but if you wouldn't do it if it wasn't for paying clients, the energy that you're creating it with is obligation and expectation and people can smell that shit from a mile away. So I don't care how hard you work at it, I don't care how consistent you are at it. If you're doing it because you think you should, no should-y marketing ever magnetized a paying client ever.

I'm going to say that a different way because I think it sounded kind of weird. Nothing that a coach ever did out of obligation created magnetic energy ever. So drop it. Stop it. You don't have to do it. If you're doing something with dread and resentment and obligation, I swear to you, if you just spent that time staring into a wall, that would be a better use of your time and energy than just trudging through something, resenting the task, resenting your clients, thinking they're not going to pay you, what if they don't pay you.

And then okay, here we go, that martyr energy, stop it. That is literally draining so much energy for you and it would literally be better if you conserve your energy by staring at the wall instead. So have the courage to drop it or change it so it is fun.

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Let's say you are doing a training, let's say you're doing a webinar training, you're creating one. And it just feels like, ugh. So ask yourself, if I could do it any way I want so that it would be fun for me, so that it would be purposeful and enjoyable for me and just me, how would I change it? What would need to be different for me to be like, oh my gosh, I would kind of keep doing this for fun just because even if nobody buys, I actually enjoy it?

What would need to happen? Maybe you change your approach to teaching a little bit, or maybe you do something a little bit wacky and a little bit different that makes it more fun for you. Maybe you just - I don't know, maybe you announce it in a completely different way, maybe you drop the pressure for it to have to - recruit 100 people and you decide I'm just going to be really happy if I have 10 people that I really jive with, that I get to serve the heck out of on this Zoom call.

If it's the parameters that you have to change so it becomes more fun for you, change the parameters. If you have to break the rules, if you have to do things your own way and bend the expectations of what something is supposed to look like, then give yourself permission to do that.

If you feel like you need to let loose a little bit and be more vulnerable and intimate and I don't know, give yourself permission to be silly and human and imperfect in order for it to be fun, do that. If it ain't fun, drop it like it's hot or give yourself permission to change the rules or the parameters or the nature of it so that it becomes fun for you. That's the first principle.

Here's the second principle to stopping transactional marketing and doing something way better instead. Kind of related to the last thing I said, which is ask yourself this question. What fake rule is bringing me down? What are the imaginary manuals in my mind for how I'm supposed to do this that is bumming me out, that's sapping the excitement from what I'm doing, and just weighs it all down so that I don't want to do it?

Because so many of the times when people show up in transactional energy, it's not even because they don't want to serve. It's not because

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their heart is not even in the right place. Their heart is totally in the right place, except all of marketing is a gift of service. That's what I believe. It's a gift of help, it's a gift of love.

But when you try to give someone the gift of love, your brain runs interference and it says, okay, here's all these rules you have to follow as you give this gift and it saps the love and joy and magnetism out of the gift. So you can keep your marketing. You just have to notice what fake rules are in your brain and you have to evict those rules.

I'm going to tell you a story. I was recently contacted by a colleague. That sounds really weird. A colleague recently reached out to me for advice and here is an entrepreneur who makes a lot of money, she's very successful, and she writes amazing copy. She really has a way with words and I love reading her content even though I'm not her ideal client profile at all. I'll never hire her just because I don't need help with what exact niche she offers.

But I just love reading her words because she's a really good writer. And she got in touch with me because she told me, "I'm really stuck on writing sales emails. I hate writing sales emails. When I think about it, it just feels like ugh and I need some coaching. How do I make sales emails not feel like ugh?"

And I was like, that's interesting because most of the time when people have issues with emails, it's because writing is hard for them, but I know, I was like, "That's not you. You're a brilliant writer and your words make you a lot of money and you're great. So what's going on here?"

And we chatted a little bit and it turns out she's like, "Yes, I do love writing, I know I'm good at it, my writing made me a lot of money," but when it comes to sales emails, her brain had a set of rules about what sales emails are supposed to be like. They're supposed to follow this formula, it has to include this kind of offer, it has to be like this, all these rules that she picked up from god knows where.

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Actually, I do know where. It's the internet. All these marketing experts who aren't me. And so I was like, what would it be like if you just fucked all of the rules and the shoulds about what sales emails need to be like and wrote it in a way that you wanted to write it? What are all the thoughts that you have about when you write, for example, Instagram captions? All the things that you write that are a joy to write, that feel like a true expression of who you are? What are you thinking? What mode is your brain in? What kind of relationship do you have with your audience and what kind of parameters are there and what rules are you ignoring when you're able to write like that?

And guess what, you can do the exact same thing with sales emails. There are no inherent rules for what makes a good Instagram caption versus what makes a good Facebook post versus what makes a sales email. I basically write all my copy in the exact same way. I don't really differentiate between different platforms because - and I don't give a fuck what anybody says, whatever the format should be like for whatever, how to optimize this particular platform, how to write optimized emails. I don't care.

It's been a long time since I've cared about any of that. And everything I write I write it with intention of writing a very loving and true and intimate love letter to somebody that I deeply, deeply care about, who I have a close friendship with. If you get my emails, you know what I'm talking about.

I assume we're close friends. I pull you in. I pull you in and I talk to you straight from the heart and you know that my emails can be very long. I mean, I try to be peppy in the sense of I don't want to repeat myself over and over again. I cut some fluff, but I don't care if it goes on and on and on because here's all the contents of my heart.

And that's the kind of person that I am. I'm a little long-winded. I have really deep thoughts. I want to tell you about all my deep thoughts and if you're on my email, you're going to get all of it. And I make sales pitches the way it feels good to me. I make them in the way that feels like offering the gift of love.

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And I do the same thing on Instagram, I do the same thing on Facebook, I do the same thing everywhere, on this podcast. I literally don't even know what the rules are supposed to be for how you're supposed to do each thing. I'm like, whatever is simplest and whatever feels good to me is my rule.

So if you think no, I really do want to serve, I like serving my people, I enjoy helping them, I'm not attached in this transactional way, and yet, why does it feel heavy? Why does it feel not fun? It's probably because you think you have to follow certain rules that can just be fucking broken. You can just ignore them and do it your way.

What would it be like for you to write sales emails, for you to do this, for you to do webinars, but in the way that would be fun for you? You got to take responsibility for that. I can create my own rules. If I'm responsible for creating my own rules that create enjoyment and purpose, how would I do it? How would I do it?

So take that. The third principle and the last one is possibly my favorite for how to stop doing transactional marketing, which is dare to have the courage to do fewer things. If I have to be on multiple platforms, if I had to add seven more things to my list of things to do, I would hate everything and treat everything transactionally too.

Like well okay, I guess I'm going to do it if it's going to be good for business I guess. But everything that I do I can do lovingly, joyfully, purposefully because I do very few things. I consider myself very prolific and very productive but the only reason I can be productive and prolific is because my actions and my strategies are very constrained and very simple.

Be on fewer platforms. One or two is more than enough. And I find myself saying this a lot to coaches as of late but you do not have to be on fucking Clubhouse. No shade to Clubhouse. I actually love it; I think it's super fun. You don't have to be on it. You don't have to do a Facebook group. You don't have to cross-post the same post in a million different places.

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I'm telling you, if you are focusing on one or two things, that is enough. Ignore all else. Tear up your content calendar. If looking at your content calendar bums you out, tear it up. I want to be very clear because some people love their content calendars. I'm not against content calendars. I am against using content calendars in a way to beat yourself up with a bunch of shoulds and makes working on your marketing feel like assembling widgets on a production line in a factory without any joy.

That is not - there's nothing useful about that ever. So if you - here's a test. When you look at your content calendar, does it feel calming? Does it feel like, yes, this is good, I know what I'm doing, this feels meaningful and purposeful and this feels enjoyable, or does it feel like, ugh, okay, I guess that's what I have to write about, I guess that's what I have to produce?

If it feels like the ugh, then tear that piece of paper up or delete that file or whatever. I guess deleting the file is not as satisfying as tearing up a piece of paper into little shreds. Anyhow, also, if your to-do list when it comes to your business makes you feel the same way, burn it down.

I give this coaching a lot. People show me their to-do list, and I'm like, burn it. Burn it. Tear it. Get rid of it. Bury it. The reason that people hold on to their heavy not fun content calendars and to-do lists and all the things they're doing, all the platforms, I got to do the podcast, the reason they're doing it is because they don't yet have the courage to do fewer things.

Doing all the things, keeping yourself very busy feels safe in a weird way. But it ain't safe. It's keeping you resentful, exhausted, not having fun, none of it is serving your business, none of it is making you more profitable, none of it is helping your people.

I shouldn't say none of it. I'm sure some of it is helping people all the time. But there's such a better way to do it. Choose joy. Choose for it to be easier. You really can. And the thing is just because you're burning down your to-do list, you're tearing up your content calendar and you're being on these platforms, it doesn't mean you're doing less and taking less action.

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Because there's a really big difference between massive action, which I totally believe in, and anxious, FOMO-based action. So how you know you're taking anxious, FOMO-based action is if you're afraid of if I stop doing this, I won't get clients. Because you think that your business results are riding on that one thing that you're doing and that's never true, especially if you're not enjoying it as much as you want to be.

Taking massive action and being very productive is easier if it's constrained. And the parameters around what you do is contained into something simple that you actually enjoy doing. Like I said earlier in this podcast, I am massively productive because I only do very few things that I enjoy and I exercise the courage to ignore the voice in my head that says, "You probably also need to do this, you're missing out on that, people are doing this other thing that's all the rage and you're missing out."

It's like, all you need is to recognize, oh, that's not coming from a deep purposeful, soulful, connected, my inner knowing. That's coming from FOMO. And no matter how convincing it sounds logically, if it's coming from FOMO, that's something I can just ignore. That's not something that ever helps me.

And I consistently exercise the courage, and I have to, I have a human brain too that likes to be confused. So it's like, no, that would be anxious action, that would be FOMO-based action. That's not joyful massive action. And I give myself permission, I'm going to ignore that advice. I'm going to not do this thing, I'm going to not be on that platform, I'm going to not do this and I'm going to stay constrained to the few things that I do love doing and I do it in a very powerful, purposeful, enthusiastic, whole-hearted, massive way. The virtues of constraint.

So let me recap. How you know you're doing transactional marketing is that you feel attached to it creating paying clients in a certain way, you feel impatient and resentful if it doesn't, you constantly entertain thoughts about I want to quit, I don't want to do this anymore, because you're tired of it not

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creating clients and you have thoughts like what's the point if I'm doing all this and I'm not getting anything.

That's a cue that you're marketing in a transactional way when you feel heavy and obligation-y and should-y. Transactional marketing. So how to stop, the three principles. Number one, if it ain't fun, drop it or change it so it is fun. And I want you to think right now, what is it in my business that I want to change or drop so that I create more fun?

So I want you to seriously think about something that you want to implement in your business today, this week, to get out of transactional marketing. If it ain't fun, drop it or change it so it is fun. Maybe it's one of those things.

So number two, ask yourself what fake rule am I trying to follow that's sapping the fun out of it? What fake rule do I want to give myself permission to ignore? What fake rule is bringing me down? Let's just ignore it.

And number three, dare to do fewer things. Have the courage to constrain and contain your actions so that you can actually focus, go deep, and take massive action, not anxious, all over the place, FOMO-based action.

This is going to make your life so much better. And seriously, make decisions for how you want to implement this in your life this week and you can thank me later. Alright my friends, I feel like that was a lot. So go take time to integrate and to give your brain space to think and enjoy having a more joyful business and I will talk to you next week. Bye.

Hey, if you want a shot of fresh inspiration and actionable tips to improve your marketing every single week in your inbox, you'd better get on my email list. Sign up to receive my free e-book called *20 Unsolicited Copy Tips*. It's been known to get people to come out of the woodwork and ask to work with you. So get on that. Link in the show notes, and I'll see you in your inbox next time.