

Ep #136: How to Tell Intuition Apart from Brain Noise

Full Episode Transcript



With Your Host

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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.

Hey friends. Today we're going to talk about intuition and how to tell it apart from brain noise. So the first thing I want to say is that intuition is something that I really believe in and value very highly. I believe in a knowing that goes beyond just cognitive intellectual knowing.

I believe that we can know things at the body level and at the spiritual level and being able to access that knowing is one of the most important, powerful, magical things that we can do for our businesses. We actually do this all the time in Joyful Marketing.

We don't call it intuition. I don't frame it as working with your intuition, but we talk a lot about - I teach about how to communicate with your nervous system, and how to really center that practice in doing your business, in doing your marketing, and we spend a lot of time talking about how to download the wisdom from the spirit of our businesses.

That's something that I teach, that every business has its own spirit that has partnered with you, that wants to co-create with you and that's a kind of communication, it's a wisdom, it's a knowing that goes beyond just what your left brain can offer.

And accessing intuition and acting from it can come into play in so many different parts of your business. It can come into play when you're deciding on what kind of offer to put out there, what you want to talk about when you are creating content, who you want to work with, what kind of branding colors to pick, when you want to work and when you want to rest, how to bring your creativity into your marketing.

All of this, your intuition can give you hints, it can give you breadcrumbs, or it can give you a knowing that lands like thunder, and there's no mistake about it. All of that is real.

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And how do you know - here's the question I want to explore today. How do you know what is intuition and what's just a conditioned thought that feels comfortable to believe that your brain's just offering to you by default because it's based on ways of thinking and a worldview that are already familiar to you? How do you make sure that when you are following your intuition, you're not just strengthening existing biases? How do you know that intuition - where the intuition is leading you?

Because I want your intuition to lead you in the direction of more expansion, more growth, more you-ness. I think the best attitude to have towards intuition is to treat it playfully and with an attitude of scientific experimentation.

Here's what I mean by that. You might think that having a scientific attitude about intuition is kind of like an oxymoron. It's a contradiction in terms. But what I mean by that is think about intuition as something that you play with, something you're willing to put to the test and learn from the process of engaging your intuition as opposed to the intuition of delivering the absolutely dogmatically correct answer, whatever that means to you, every single time.

The people in my life that I know who use intuition most powerfully and who are most connected to their intuitive selves are the best at playing with their intuition as opposed to feeling like a slave to their intuition because they recognize that it is a skillset. It's a way of decision making, it's a way of seeing the world, it's a way of doing things among their other superpowers that they already possess.

Intuition, if you think about it, is one superpower that can work in tandem with your other superpowers. So for example, what are your other superpowers? Critical thinking is a superpower that you have. The ability to feel and process challenging negative emotions is a superpower.

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When you feel fear, when you feel angry, when you feel jealous, when you feel whatever, can your body be a safe place for you to allow those emotions? If you know how to do that, that's a skill, that's a superpower.

And when something needs to get done, just being able to roll up your sleeves and get to work and get her done, that's a superpower too. So I want you to think of intuition as a superpower that you get to use along with all of your other superpowers because you have access to the full suite of your superpowers.

But I think how a lot of people assume intuition works is that intuition is the one superpower that makes some other things unnecessary. If I have intuition and if I just follow my intuition, then maybe I won't need to work as hard, or I won't need to - I don't need to use my other muscles.

But what if how you grow the most, how you get exactly what you want is to use all of your muscles and intuition is one of them? So let me give you an example. Let's say you're trying to decide on a training that you want to offer as part of your marketing. And you're trying to decide, okay, what do I want the topic to be, how do I want to promote, it, et cetera.

And let's say you are out taking a walk and you have an intuitive hit, like oh, I know, it should be about this thing, I'm getting this intuitive hit that it should be about this topic. And then you're going to come home from your walk and you're going to work on making it happen.

And guess what? Even if that was a brilliant hit of intuition, you will still need to martial all of your other superpowers to make good on that intuition, to make the training a success. It'll require when you're creating something new that you're going to feel some challenging emotions.

Intuition does not protect you from feeling negative emotion. And just because you are feeling crappy and you're experiencing failure because you followed your intuition, it does not mean that your intuition was wrong. Because that's what a lot of people think.

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Like oh, I know I'm going to be successful because of this intuition that I had that I should do this. Not necessarily. Because here's why. This might be a little bit discombobulating but stay with me. Your intuition's job is not to protect you from discomfort and it is not intuition's job to ensure that everything always goes exactly the way you want.

If you're waiting around sitting for intuition to arrive so you can get the right answer, the right answer meaning the one that's going to allow you to avoid failure, avoid challenging emotions, and make sure that you're just - it's easy, breezy, fast path towards success, not how it works.

Intuition, what it does to is that if you follow it, it is going to put you on the path to your greatest expansion. I'm going to say that again. Your intuition's job is to put you on the path that's going to lead you to your greatest growth, your greatest expansion.

And that often involves negative feelings, failure, disappointment, et cetera. So if your intuition tells you to put on a specific training, it's also putting you on the path to becoming the next version of you, the next level of you who can pull off this new thing and do it successfully.

Maybe you'll have to put together material in a way you've never done before. Maybe you'll need to summon the courage to tell other people about it in a really direct way and a courageous way that you haven't done before.

Maybe your intuition wants you to pursue this idea so that you can fail at it, which is like, what, right? Your intuition's like, hey, do this, not because it's going to be successful but because it wants you to experience failing at it so that you can learn something really important, which sets you up for a way bigger success afterwards.

Do you see? Intuition is not right or wrong. It does not guarantee "success" or take you out of the path that includes all the shit that comes with being human and following your dreams. Instead, when you follow your intuition, your intuition is on your side, it is benevolent, it loves you, it is rooting for

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you, and it wants to make sure that you make choices and you pursue those choices from the greatest vision of who you can be and what you need to learn in order to become that person.

So that's little primer on how to think about intuition. Intuition is going to make - when you follow it, it's going to make your other superpowers stronger too. It's going to require that you lean into all of your superpowers, all of the reserves of your creativity, your work ethic, your strength, your resilience.

It's like a full body workout, basically. So having said all that, knowing all of that, how can you tell when something is intuition that's pointing you in the direction of your greatest growth, or if it's just brain noise? If it's just a rehearsed well-worn thought that pretends to be intuition is not actually taking you to your greatest growth.

So here's some quick ways to tell that I want to share. So the first way you can tell if something that lands truly, oh yeah, intuition, I should do that, something you should follow is check if you feel an urgency or some kind of anxiety to act on it right away.

I feel the intuition that I need to change my niche, that this is not the right niche, and this other thing is my correct niche. I feel the intuition that I need to reach out to this person right now. I feel the intuition that I have to delete this post. I feel the intuition that I have to pay for this program right now, I feel the intuition that I have to change course.

Do you have to do it now? What happens if you don't do it now? If you notice anxiety, or the anxious kind of urgency come up, that's probably just what it is. It's just anxiety, possibly even compulsion. It's not intuition that's guiding you towards your greatest expansion.

And notice if when you want to follow your intuition, if you fear what would happen if other people challenge you on it or if you don't - or what would happen if you don't act on it. I really get the intuition that I want to change my offer, I really get the intuition that I want to lower my price, whatever.

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And ask yourself like, what if you don't act on it? What happens? And if your answer to that, if you sit with the possibility of not acting on it, you feel like, oh no, that's terrible, I have to act on it now, or everything's going to fall apart, or no one's going to buy from me again, or my marketing's going to be shit.

If the alternative to following your intuition is a doom's day scenario and it fills you with anxiety and fear, that's not intuition. Or you at least have some really heavy coaching to do there. Because here's the thing; intuition never bullies you. It never intimidates you. It never uses urgency or anxiety or compulsion as tools. That's not what it does.

Your intuition loves you. It always operates from love. If it doesn't feel like grounded, calm, loving wisdom that is on your side, then it's not intuition. Because that's how you feel it in your body. When you're weighing your options and you're feeling something other than grounded, calm, loving wisdom with a long view, then it's probably not intuition.

If it says you got to do this now or something horrible's going to happen, probably it's just your fear reflex talking. It's probably just some kind of anxious reflex.

So I'm not trying to talk you out of taking fast action and making quick decisions and acting on them. That's one of the things I teach a lot about, the importance of making decisions fast and acting on them. But there's a big difference from when that fast action decision-making comes from a place of courage and the willingness to learn from what happens versus I have to do this because something horrible is going to happen if I don't.

So check where the energy is coming from when you want to make a decision out of your intuition. And here's the last thing. Check if following your intuition would spare you discomfort or following your intuition would bring you the relief of taking the known and a safer path that feels gentler on your nervous system.

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For example, I sat with my intuition and it told me that this is not a good time for me to invest. Really? Is that really your intuition or is that your brain being a very clever negotiator to prevent any kind of change and discomfort at all costs to keep you in the status quo because it's where you feel safe?

Oh yeah, I access my intuition and my intuition told me that I should pursue this marketing strategy instead of that, my intuition told me that I need to - literally, whatever it is, think about if following your intuition would put you on the path that feels a little bit more known and comfortable versus something a little bit scarier.

This is not because you always have to do the scarier thing. Sometimes you don't. Sometimes the challenge is to just let it be easy. But here's what you do have to know is that sometimes intuition will tell you to do things that feel like they make no sense to your logical brain that feels like absolute fucking shit because what's on the other side is where your soul longs to go.

So I'm like, I'm following my intuition, I'm going to do this thing, sigh of relief, that's going to be so much easier, I'm not saying that's always wrong but check in with yourself. Is this really intuition or is this my brain just being really, really smart?

Because listen, our brains are so, so smart. Our brains are so clever, wickedly clever at presenting really convincing arguments and creating emotions that really persuade you in the direction of avoiding risk and avoiding discomfort.

And just be curious about that and I don't want you to confuse that with the true intuition that wants to lead you to the greatest version of yourself that you could be. So I hope these were some useful ideas about how to think about when you get intuitive hits and how to think about it.

Treat it - when I say treat it as a scientific experiment, I hope it's clearer now what I mean by that. Follow the intuition and see what happens. Follow the intuition not because it's going to bring you the exact result that

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you want but because you are welcoming the learning that comes from following your intuition.

And as you practice, as you play more and more with your intuition, your intuition is going to get better. It's going to get better; you're going to get better at recognizing when intuition is helping you and how to honor it. And you're never going to get a chance to get better at intuition if you're using intuition in a way where you're trying to just avoid risk and discomfort at all times.

So let intuition put you on the path to some messiness, some explosions. Let intuition put you on the path of courageous life-expanding risk-taking. Let intuition show you who you really can be in this lifetime and how much you can evolve and how much more of yourself you can give the world when you are fearless.

Intuition is best friends with fearlessness. Intuition is best friends with the spirit of experimentation and play. Intuition loves you, is on your side, and has got your back throughout all of what it entails to be in the journey towards growth. Alright my friends, happy intuiting and I'll 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.