

Ep #139: How to Manage Your Nervous System to Unleash Your Genius with Bryn Bamber

Full Episode Transcript



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.

Hey friends. I am so happy to bring you a conversation today with one of my clients, Bryn Bamber, who is a mental health professional and a coach and a member of the Joyful Marketing community.

Now, I want to tell you why I invited her on. I invited her to chat with me as a guest expert because what she has to share, what she has to teach is so important. We're going to go into depth talking about how to get your nervous system to be on your side when you're marketing. That's so important.

Here's some things we cover. We talk about how exactly the fight or flight response is showing up in your marketing so you can have awareness of that and know how to respond to it. We're going to talk about how to reduce social media triggers to a highly-sensitive nervous system so it's not a stressful experience to get online.

We're going to talk about effective ways to calm your nervous system and plug into the state of your God-given creativity, which is where you can unleash your best content, and effective ways for completing the stress cycle after you have shared something, after you've posted. Because sometimes, listen, we're going to need that.

You know how it is. You post something and too many people respond, not enough people respond, you get deafening crickets, you get a critical comment, and then your nervous system goes all crazy. Instead of living in fear of that, we're going to help you help your body feel safe after all that happens so that you can get back to creating and sharing.

We're going to talk about how it's not that you're lazy or uninspired or lacking brilliance. It's just that you might have centuries of patriarchal

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programming internalized that might be keeping your creativity locked up, and how to start undoing that.

And last but not least, we're going to share some powerful ideas about how to disarm shame so that you can get back to being your most powerful and authentic self while marketing. This isn't nice to have, this isn't extra information that comes into play when you're marketing.

To me, this is foundational. This is the most important thing. And really key to how I have self-coached and self-healed in my life to get to a place where I can be a powerful creator and sharer for my community.

And it's exactly the thing that I teach in Joyful Marketing to help my clients unleash their own magnetic, powerful voices online, and help them connect to their ideal clients, so you do not want to miss this conversation. So I can't wait to dive into all that, so let's go. Here's my conversation with Bryn Bamber.

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Simone: Bryn, I'd love to hear your thoughts, but I think it's fascinating to me that in today's day and age, where all of us are so heavily involved in social media and we do so much of our marketing, if not all of our marketing on social media, and there is so much information out there about how to do social media marketing. Like literally, oceans and oceans of information and teachings, et cetera, right?

And basically none of it is about acknowledging the reality of what it does to your nervous system. And also, none of it acknowledging how I think 98% of the problems that people have with social media marketing is not a strategy problem, it's a nervous system problem.

Bryn: 100%.

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Simone: Tell me all about it. We agree, now we're going to talk. We're going to sell you on why this is true.

Bryn: Yeah. So I mean, I think it's a nervous system problem or perfectionism problem, it's some sort of...

Simone: I'm so sorry to interrupt, but I just read a quote that was like - I'm so sorry, I can't remember who it's from. But somebody had said perfectionism is just shame wearing a nice dress. And I was like, yeah, it's just shame, your body processing same. Go ahead.

Bryn: Yeah. I love that. And so I think you're right that a lot of people are like, oh, I need accountability, I need an accountability buddy, or I need a strategy, or I need to plan...

Simone: A caption template.

Bryn: Yeah. Give me the structure for my copy, blah, blah, blah. People are asking for all these things. The problem is that if you are in fight or flight, if your nervous system is activated, you're not going to want to do any of it. And you can kind of willpower your way to a degree when you're in that kind of place.

You can kind of buckle up and force yourself to do a Live, or force yourself to write a post and post it, but A, when you're writing a post from a place of fight or flight, it's probably not going to be your most creative work.

One of the issues with fight or flight is like, fight or flight is amazing. It's this thing that has kept us alive, kept us safe from bears and from humans at times too. It's a super helpful process. And when you're in fight or flight, your brain goes into this very black and white place. It goes into safe, unsafe. Kind of puts things in two categories.

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And so it makes it incredibly difficult to make any kind of business decision, including social media decisions, what color do I use, when you're in this place of is it safe or unsafe?

Simone: Yeah. When your brain is trying to figure out if you're safe or unsafe, or in other words, am I going to die or not, right? And that sounds very dramatic, but it literally is as dire and black and white to your brain as if we do this we're going to die. And we have to stay safe so we don't die.

And when that happens, what happens when that happens is that you actually lose all access to I think your creativity, to your brilliance, everything that - all the creative drive and passion that got you to say in the first place, "I'm going to be a life coach, I love helping people, I know how to help people," that's all the good juice you have up in there, the access blocked. Because your brain's like, creativity, we don't have time for that, we're going to die, right?

Bryn: Exactly, which is amazing, right? If there is a lion, you want to be like - you don't want to be like, let's brainstorm, let's think outside the box. You want to be like, there's a tree, it's safe, let's climb the tree.

Simone: We're going to climb it, yeah.

Bryn: So it's amazing when it's social media, it can be - people can become paralyzed because they feel like they have to make - there's one right decision and if they get it wrong, their business is going to fail.

Simone: Totally. And let's talk about some symptoms. Because I think most people, if you're listening, you're probably a life coach. If you're a life coach, you probably know what fight or flight is. But I want to spell out how this shows up for you because it might be a little bit abstract because you're like, I don't know if that really happens to me.

But it happens to you if you ever have the experience of trying to write for social media, trying to write content, trying to write copy, and then you go

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blank. Lots and lots and lots of coaches tell me, “I just go blank, I just don’t know what to say.” That, my friend, is a freeze symptom.

Nobody became a life coach because they didn’t have enough things to say. We are all talkers. Some of us are introverted, but still, you have so much to offer, you’re full of wisdom, you’re full of life coaching tricks and tips and tools and advice for all of your people. I know it.

And when someone like you just goes blank, I don’t know what to say, that is a fight or flight, freeze symptom. What are some other concrete ways that people can recognize when this is happening in their lives, Bryn?

Bryn: Yeah, I think it’s when it feels awful in general. If you’re like, I hate - when you’re in that moment and you’re at your desk or wherever you try to create your content and you’re like, I hate marketing, I just hate it...

Simone: Or even like I hate Instagram, I hate Facebook. If you’re having a bad experience, why does that happen?

Bryn: Yeah. I think because you go into this black, white, safe, unsafe place. And it feels like if you make the wrong decision, everything is going to crumble. And that’s so painful. None of us want to feel that. And so then you’re like, oh, I’d rather just not even do this.

Simone: Totally. I think it’s the shame thing you were talking about, right? You have to make a move, and if you make the wrong move, you’re going to die. I think for so many people posting on social media, it feels like - or at least something close to you’re standing in front of the classroom, the teacher’s asking you a question about the class material in front of everybody and you have to get the answer right.

And if you don’t, the entire class is going to laugh at you. And the teacher’s going to punish you, right? So if you’re in that situation, of course you’re not going to know what to say. Of course you are just - you’re going to not have a good time. You’re not going to enjoy the experience.

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And Bryn, I think that also, even you're not actively creating something, just scrolling through social media can be an assault on your nervous system if you let your brain run unchecked. So you just said oh my god really emphatically so tell me how you see that playing out.

Bryn: So I don't scroll as a rule in my life because I have to do so much thought work or so much processing. I can read one post and feel the sadness or the heartbreak of it, or feel the anger of it, or feel the jealousy of it.

But when social media is kind of like when you're scrolling the feed, it's this cocktail where it's heartbreak and then there's some posts that's infuriating, and then there's a post of a colleague of yours doing a bit better, and then you feel jealous. And then there's an inspirational quote and you feel happy or peaceful.

But what can happen and I think what happens for me and for a lot of people who are highly sensitive and maybe to everyone is that you can't process in the amount of time, you can't process that many emotions. So you just go numb.

Simone: It truly is overload. And I think we - if you don't know what's happening to your nervous system, that if you are highly sensitive, and even if you're not highly sensitive, if you find yourself reacting to it and you're sensitive enough, what happens is that we just get kind of burnt out just reading other people's stuff and it zaps our energy for wanting to do things.

And it's so interesting because Bryn and I have opposite strategies. She just does not scroll, which I think is amazing. And what I do is that my feeds are always highly, highly curated. Meaning I am ruthless with the unfollow button, the block button. I don't follow news in my feeds. I don't follow other coaches.

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I don't follow almost any coaches in my social media. And if I do, it's because I check in with myself and I always ask myself before I follow another coach, is it always going to make me so happy and make my day to see this person's content?

And I only follow them if the answer is yes. And that means that I might completely love you but that doesn't mean I'm necessarily going to follow you because I'm like, when I come to my feed, I want to be happy. So I just follow cats and dogs and recipes and beautiful things that make me smile on social media.

And I'm very strict with myself. And that's how I regulate my nervous system in my social media. So you can have different strategies for it. I think it's very admirable to just not scroll if that's not your thing. Or if you do and you find yourself impacted by it, do what I do and be very, very ruthless with what gets to make it enter your awareness.

I think of it like this; just because it's social media, it doesn't mean it's a free-for-all. Think of your social media, your feed as your living room. You're not just going to let anybody wander into your living room because they're passing by your house. You're not going to let some random homeless person into your house. It's your sacred space. Your mind, your awareness is a sacred space. Treat it like so. Not everybody just gets to wander in. If they are, know that you have the means to filter that shit.

You can say I'm not going to follow this, and even when Facebook or Instagram show me ads, I recently found the button that's like, I don't want to see this ad for whatever reason. And if an ad is triggering, and like I said, believe me, I'm easily triggered. I'm such a sensitive soul. I'm like, I don't want to see this ad, don't show me this ad.

I don't want to see this from another coach, I don't want to see this from - scary news thing that's triggering me. Like, just get it all away from me. I

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just want to be left with my puppies and my recipes and my cake decoration videos.

Bryn: Yeah. And I think that is - when it comes to creating content, that helps. Because then your feed is nourishing. There's actually - there was a study on cat videos. Cat videos help you regulate your nervous system.

Simone: There you go. That's the answer.

Bryn: Science proved it. So there's all the permission you need if anyone needed permission.

Simone: I also follow alpacas.

Bryn: Okay, amazing. I don't know if they did research on the alpacas but they did cats. And so that's a nourishing experience for you. So then when you go to write, you aren't all triggered up or all numbed out and trying to write from that place. So I actually - my initial step was to do what you did, I curated and I had that for a few years, and then it just got to be too much with DMing people...

Simone: That's awesome. I love it that you don't scroll. That's totally an option. I think it's a very wise option. Last thing I want to add to that is like, basically - I'm just going to say it, it's going to be direct. Don't act like it's out of your control how you feel on social media because you get to decide. You get to decide what makes it into your awareness.

We're going to talk to you more about how to be gentle with yourself, how to regulate your nervous system before and after you post. But it's so useful to be aware that social media is not happening to you. You can very much be in your power, you can exercise your power to make choices and to expose yourself to what you want to expose yourself to so that social media becomes an experience that you actually want to have.

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And I want to say it's your responsibility because if you don't take responsibility for creating that experience on purpose, you're always going to feel like a victim of social media. And that's not a great way to feel because there are so many opportunities there, there are so many humans that you can connect with who need your help. And they need you to be showing up there and it's not going to feel great if you feel like you're at the effect of social media.

So this episode is all about us helping you get that power back. Okay, so Bryn, we talked about how to reduce the triggers and how to interact with social media in a way where you are more nurtured and nourished. So that you can be in a more relaxed and comforted state of mind from which to create, which is the best place to create from. Not when you're feeling all triggered up. So after you have shared something, after you have posted, walk us through what happens then.

Bryn: Yeah. So I mean, sometimes you're going to post something and you're not going to be triggered. And then other times, for any number of reasons, maybe it got too many likes, it didn't get enough likes, somebody commented something that they didn't like it or messaged you privately and said there was something wrong with it...

Simone: It's the worst.

Bryn: Then you go back into fight or flight. And one of the things about shame is that it's this - again, it's this old mechanism that's trying to protect you. So from the time when we lived in villages and if you got kicked out of the village, it was very bad. You would likely die.

You had to kind of fit in. You had to maintain that connection with the village because that's where your safety came from. So it's this old mechanism that's trying to keep you safe, again. But now it's 2021 and we don't have to make everyone like us and actually that's impossible. And there isn't a village to get kicked out of and telling your truth is going to help

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you find a community that you resonate with. And maybe some people aren't going to like it.

So your nervous system does the thing where it tells you you're not safe, something's wrong, and you feel like shit. And everyone's a bit different. Some people feel fuzzy and more anxiety, and some people feel like a black icky tar on their heart. There's different physical sensations that happen that is your nervous system saying like, you shouldn't have done that...

Simone: You should take that post down. You should go edit it. You should go apologize to everyone who misunderstood it.

Bryn: Yeah, exactly. And so the good news about this and I learned this partially in my studies, but I also read this book that really explained the stress cycle in such plain language that I really love. So the book is called *Burnout: The Key to Unlocking the Stress Cycle*. It's an amazing book if anyone wants to check it out.

But one of the ways they explain it is the stress cycle has a beginning, a middle, and an end. So when you write the post and someone comments on it, or not enough people like it, or whatever happens that triggers you, that's the beginning.

And you end up in the middle, where you feel agitated, you feel the buzzing, or the icky tar feeling, whatever happens for you. So at that point, you need to complete the stress cycle. I mean, you don't have to, you can stay in the middle, but it doesn't feel good and it zaps your energy and it's very hard to write another post or do anything productive in your life when you're in that middle.

So the way that you complete the stress cycle is a physiological process. It's a body process. And so the way it used to get completed in past times is you would see a lion, you would run, you would - maybe a neighbor would open their door, you would run in, slam the door, and you would see

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this person and you would hug them, and you would feel alive and you would feel safe.

Do you feel safe because the lion is gone? No. You feel safe because you ran and then you had physical contact and eye contact. So it's evolutionary thing that was developed and was super useful, again, way back when, and now is less useful.

But we can still kind of replicate that. So when you're completing the stress cycle, everyone is a little bit different in what helps them complete the stress cycle. And as someone who is highly sensitive and can get into that stress cycle pretty fast and pretty easily. When people say to me, "Why don't you just take a deep breath?" I'm kind of like, fuck you.

Simone: Same. I want to kill anybody who tells me to take a deep breath.

Bryn: Yeah. And breathing can work for some people, and for other people it doesn't. For me, it's not - if I'm like...

Simone: Can't be the only tool in your toolbox.

Bryn: Yeah. So I'm just going to lay out for everyone listening, some of the tools that are options for you. So moving your body in any way. When we think about running away from the lion. So it can be going for a walk, doesn't have to be a run, it can be a run.

For me, music that I love and dancing can be amazing. Creativity is actually something that can really help complete the stress cycle. So actually, even watching a movie and the character goes through these emotional arcs, you go through it with them.

Simone: Neurons?

Bryn: Yeah. So to watch the movie all the way through to the end where there's kind of the resolution. That can bring your nervous system to resolution as well. If you love reading romance novels, if you love a certain

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TV series, and then other series might not relax you. All the murder, zombies, whatever. So tune in, as I'm saying these, just tune into your own body and see, do I read a certain book or watch a certain series and I feel better afterwards?

Simone: You know, I think it's so interesting because I think a lot of coaches tend to have shame about some of the ways they instinctively self-regulate their nervous systems. Like I think a lot of people shame themselves by saying, "Oh, I buffer with Netflix, or I buffer with this or that, I do this mindless thing," but what if it's not mindless because what you're doing is soothing a nervous system that's been overwhelmed? And it's actually really smart.

You didn't just watch an entire season of whatever because you're a lazy asshole who doesn't want to feel their feelings. What if you are restoring your nervous system back to health and it's actually a very wise move from your bodily programming?

Bryn: Yeah. And I think that's totally true. And even when I heard the research on that, I was like, what? Because the story in my household when I was growing up was always that TV rots your brain. They had this...

Simone: Yeah. And now the version of that is the internet rots your brain.

Bryn: Yeah. And I think - use your discernment. Sometimes you are watching Netflix and it is an avoidance tactic and okay too. And you can change that or not, whatever you want to do. And then other times, it's like no, this is a deeply healing thing. Oh my god, David Attenborough's voice.

Simone: I totally - listen, but you watch those documentaries and then they kill a baby deer and you're like no, I'm now triggered.

Bryn: I'm now retriggered. Yeah, I had a day maybe last week or the week before where literally I got up for my meetings and my client calls. And then, I would crawl into bed with, like, David Attenborough. Because I was

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in a process. So whatever, we're all a little bit different. We all have experienced different kinds of trauma and so what works for one person isn't always going to work for another. But you get to kind of play with this and figure it out.

Simone: Yeah, even when you are in avoidance, right? I think so many coaches I've seen are very harsh with themselves when they know they're in some kind of avoidance. Because avoidance doesn't make you an asshole. Avoidance doesn't make you a bad coach. It doesn't make you a bad human. It doesn't mean anything. I think part of why avoidance happens, I think, is your body forcing you to get equilibrium. Like your body forcing you to find rest and nourishment because you won't get it yourself, right?

It's like your nervous system is a little overwhelmed, it's a little fried, but then you're like, "I have to keep going. I have to keep working. It's like, okay. So, if more people were truly to allow themselves to rest and allow themselves to do the things that you just suggested, to bring their nervous systems back to safety, then I think few of us would need to avoid or watch or read or whatever as an avoidance tactic and even when you are, it doesn't mean you're being bad. It's probably just a sign that you just need more comfort. And that's a good thing. Like, I want more comfort and more nourishment for everyone and avoidance is kind of like, "Yeah..." it's like a slightly warped version of it. But then it's still at a level trying to give your body what you need.

So, what if every time you found yourself in avoidance or in buffering, whatever instead of being like, "You're avoiding. You're such an asshole," instead tell yourself, "Oh, this is my body's way of trying to establish some safety. It's my body's way of trying to feel okay, like we belong, like we're going to be okay, we're not going to die. And what other ways can I give myself nourishment and rest that's going to go deeper, right?"

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Bryn: Yeah, and even the podcast you did on Kara Lowentheil's podcast about productivity, where it's like we live in this culture that's fucking addictive and obsessed with productivity and that's just the gold star is working 60 hours a week and, like, all of this stuff. And procrastination is, like, evil. And it's like, it doesn't – I don't think that's a healthy way to look at the world and even, you know, people who have uteruses and the hormone cycle over a 28-day period versus people who have more testosterone, it's like their hormone cycle is 24 hours, resets every day.

So, the Monday to Friday workweek was made for basically men who their hormone cycle is the same every day. Whereas women...

Simone: Whoa, whoa, whoa rewind that. Why? You just blew my mind. What? Hold on, say that again. Hold on.

Bryn: So, I think – I learned this from Kate Northrup and she explained that in men, or people who have bodies with testosterone, their hormone cycle resets in every 24-hour period, whereas someone who's menstruating, their hormone cycles complete every 28 days.

Simone: Oh my gosh, so we have 28 times longer more complex hormone cycle.

Bryn: Yeah, so instead of having – I don't know exactly how the male hormone cycle goes. But instead of having like a four-hour low period, we'll have like a four-day or a six-day low period.

Simone: God, and how many of us, when we're in that, tell ourselves like, we should get it together, "Why are you so lazy? You shouldn't need so much rest..."

Bryn: Yeah, so we're trying to fit ourselves into this patriarchal box that, like, works better for men. And then yeah, beating the shit out of ourselves when we're having a low week.

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Simone: That explains so much, yeah. Amazing, oh my gosh, that's phenomenal. That's an amazing thing to know. I hope I'm building a strong case for why you should give yourself so much rest, why you should pay so much attention to your own nervous system cycle, to your own hormonal cycle, to make sure that you're giving yourself what you need because that's how you unlock your own creativity. That's how you become the kind of person who's on social media and everybody else is like, "Hey, how do you come up with all this good stuff?"

You already have it inside and you're never going to access it when you are punishing yourself for your sensitivity when you're telling yourself you're being lazy. And I think the first step is everything you have taught today so far here, which is to recognize what's happening in the first place and to be able to frame it in your mind as, oh, this is an evolutionary reaction that's happening in my body. This is chemicals and hormones in my nervous system.

And when this happens, my brain goes into that, and just being able to put everything in context, that's the first step. The awareness, the ability to put things in context, and then you can put things into action. Okay, now I go for a walk. Now I watch this Netflix series. Now I read this book. Now I'm going to block this person.

Bryn: Yeah, and I think one of the things that I didn't say that I wanted to say to everyone listening today is that also talking about it, if you have another friend who's a coach who sometimes also gets triggered. Like with shame, one of the best remedies for shame is empathy. And so, to have a friend, to talk to a friend and have the friend – and Brené Brown says people have to earn the right to hear your shame story.

This isn't like go post this on social media. No. Someone you trust, it can be your spouse, it can be a coach friend, it can be whoever it is...

Simone: Your dog.

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Bryn: Yeah, but to say this happened to me and it's hard and I feel like crap. And to have someone say, like, "I get it. I have been there." Or "Good for you for telling your truth."

Simone: Yeah, or "You're so courageous to show up, right?"

Bryn: Yeah, because I think, you know, especially as women, I went to the workshop that was about women writing memoirs. And one of the things they said, it was kind of how women's memoirs are judged more harshly than men's memoirs. And one of the things they said is women have been fighting for the right to have a voice for centuries...

Simone: Millenia, I think, yeah.

Bryn: And it's new and some people are still going to try and silence you when you have a voice. One of the things that was super powerful for me about this workshop is there were 450 women on the call. And the chat was going, like, nuts. And I was like, "Oh my god, I'm not alone. I'm not the only one who's terrified to tell my story and to tell the truth."

Even though I couldn't – I guess we could see each other occasionally, but mostly I couldn't see these women. But just seeing the number at the bottom of the Zoom screen that was like 450, and just everyone staying to the end, being like, "Okay, I'm not the only one." I'm not like the super fucked up one...

Simone: Yeah, I'm not uniquely defective.

Bryn: Yeah, it's like it is scary to tell the story of your trauma, to tell the truth. And yeah, all of that to say that it is hard to put yourself out there authentically on social media and there are systems and there's the patriarchy and there's, you know, racists, white supremacists, ableist systems, all kinds of systems that are happening.

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And there are people that are enforcing those systems. So, sometimes when someone comments on your post, they're probably not doing it consciously. But they might be a part of a system that's trying to keep women quiet.

Simone: Yeah, if somebody has a problem with what you're saying and wants to control what you're saying and they want you to say it the way they want you to say it, they probably have some kind of internalized form of oppression where they don't feel okay to voice their own opinions or they don't feel okay expressing themselves unless it's the correct way to think because they believe there is such a thing as being correct that's going to keep them safe.

They themselves are tethered to this way of, like, "Okay, it's very important to be safe. And the only way we can be safe is if we're thinking the right things, doing the right things, and you wearing a low-cut top is wrong because I think that I'm going to be unsafe if I wear a low-cut top because of these internalized rules that I have."

We're laughing, but it's literally – Susan Hyatt was just on my podcast and she was saying like, her assistants had to crop out her cleavage in her photos because she got so much hate.

Bryn: I heard that they photoshopped camisoles onto her...

Simone: Right, exactly, it's so crazy. And so many people, so many other women respond to her being like, "Oh that's inappropriate. You shouldn't say that. You shouldn't pose like that. You shouldn't wear that."

So, what's happening over there is like internalized oppression. They have a program that says if you, as a woman, this is the correct way to be and it's really important to be the correct way of being a woman because otherwise you're in danger. They're going to come kill you.

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Bryn: Yeah, and one, like, workaround of all of that, of all different kinds of oppression that I've been kind of working with in my own life and I'm starting to share with my clients, I think it's a really powerful concept, is this concept of aligned badness.

Simone: Tell me more.

Bryn: There are so many ways, as a child, I was told of good girls. Good girls are pretty but not too pretty. Good girls are quiet. Good girls are nice. Good girls take care of other people...

Simone: They don't hurt other people's feelings...

Bryn: Yeah, so to reprogram all of those thoughts, there are so many, to be like, no, it's actually good to be loud, or it's actually good to wear a low-cut top if that makes you feel beautiful.

The idea is it's good to be bad. But I couldn't quite handle that. My brain was like, "It's bad to be bad. It's bad to be bad." But I can get around aligned badness.

Simone: What did you say?

Bryn: Aligned badness. So, like not being bad for the sake of being bad. Not being bad just to hurt people or whatever...

Simone: To be true to yourself.

Bryn: Yeah.

Simone: Where did you say you got that idea?

Bryn: I have been working on it with my coach. I work with Kristin King. And in my own healing journey of being a good girl and wanting to be a good girl, this is one of the ways I'm starting to heal.

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Simone: That's so fun. I love it. Is there anything else you wanted to cover that we left out?

Bryn: I think we hit everything on my notes.

Simone: So good. Yeah I think, gosh, I'm so glad we had a chance to talk about it. And I also want to tell people, this isn't optional work that's like nice to do. It's foundational. It's so important.

Like, there's no secret to creativity. There's no secret to coming up with amazing content that everybody wants to follow and makes them want to hire you for. This is it. You already have that magnetism inside you. The only thing that's keeping it like covered is if your body thinks if you do anything wrong you're going to die.

So, tell us just a little bit – I just want you to brag on yourself a little bit about the kind of accomplishments, what you've created in your business as a result of having learned all these ways of tending to yourself.

Bryn: Yeah, so I think I wrote this to you in the email where I was suggesting this episode, that the month I joined Joyful Marketing, I had my biggest revenue month ever. I had my first 10K month. And I think learning to show up in a way that feels authentic and to rest when I need to rest is really allowing me to attract the people that I'm meant to work with.

Simone: Yeah, I think so much of the work is we think the only type of accomplishments are, like, "I hit this money goal. I crossed this income milestone," et cetera. But I think that all comes eventually. And a lot of that is not a direct reflection of, like, what you're doing right in that moment. It's a reflection of the value that you have accumulated.

So, that is a cool and meaningful metric. Like yeah, you had your first five-figure month. But also, to me, it's like, are you enjoying your business? Are you enjoying the humans that you talk to? Are you enjoying being a coach, sharing ideas?

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To me, if you are enjoying all of that and if you're enjoying growing, then all the money stuff is going to catch up with you. And I would rather – I know so many coaches who are doing very well financially but are so unhappy and feel miserable in their success because again, success in those terms or whatever, money, those circumstances aren't creating the feeling of safety. And if anything, your brain can kind of use it to make your anxiety worse about like, "Oh no, it's all going to come crashing down. Oh no..."

And you start to make decisions out of fear and more scarcity for fear of needing to hold onto what you've created because of what your brain is making it mean. So, yes, I celebrate your monetary success, but also so much more than that is, I think, the quality of how you feel in your business day in and day out. Because that also directly translates to the kind of experience that clients have working with you.

Bryn: Totally, yeah. And when I think about, I had a different apartment a few years ago and I just remember trying to write posts there. And it was this horrible – I had the time set aside in my calendar and it was sitting down and kind of grinding it out and trying and white-knuckling it to the end and pressing post. And yeah, the difference in that now compared to, "Oh, I have an idea when I'm on a walk, I make a note of it.

Or I just wrote a post. This was so fun. I wrote this post, all the reasons why you shouldn't hire me. Like, I'm intense, I'm passionate. I'm super-woo-woo, like all of these things. And that was really fun and playful and cheeky. And yeah, it's just like writing a post could take me an hour or two hours and then, like, writing a post like that, that feels fun and playful, it's like done in 20 minutes. It pours out.

Simone: When you're relaxed, when you feel safe in your nervous system.

Bryn: Yeah, exactly. When you are back in rest and digest, which is like the opposite of fight or flight, that's when we have access to creativity, to

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learning, to all of the things that you need to build successful and meaningful and fun businesses.

Simone: Yeah, so, so good. Alright, Bryn. Thank you for all of this wisdom. I think it's so incredibly useful. And I know that I learned some things that completely blew my mind today. Who should come work with you and what are some ways people can find you?

Bryn: I work with weirdos, creatives, spiritual people. Those are my people. A lot of my clients are what I call entrepreneurs, not by choice. They're kind of like reiki masters and if they could get hired at reiki corporation they would, but that's not happening. So, they're on this journey of showing up on social media because they feel like they've been forced to.

But the beauty of that is that you get to become your authentic self. You get to stand in your truth. You get to say what you mean. Like, a lot of my clients, when they start working with me, they think it's like this burden that they have to do the marketing and they have to do the sales. But it's actually this deeply healing process.

Simone: Yeah, you get to fight for your power.

Bryn: Yeah, so if you're woo-woo, talk to me. And where you can find me is my Instagram is @bryn_bamber. My website is brynbamber.com. I have a podcast. It's called *The Sacred Mental Health Podcast*. It's amazing. I talk about sometimes more sciencey mental health stuff, sometimes more woo-woo mental health stuff.

Simone: Go find Bryn Bamber and hire her and soak up all the wisdom that she offers. Thank you so much for being here and we'll be back with more next week. We'll talk to y'all later. 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*

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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.