

Ep #140: The Best of Joyful Marketing Coaching Moments

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.

Hello friends. So this is a fun episode. If you've been thinking about joining Joyful Marketing and wondering what it's like to take part in the weekly live coaching calls that I do, today's your lucky day.

I'm going to be sharing with you some of the best coaching moments from the weekly live coaching calls that I do with Joyful Marketing program members. And in it, we talk about everything from what to do when you can't get yourself to believe in the value of your offer, to when you're trying to speak to the spirit of your business but you don't know how to connect with the spirit of your business, or you don't even know who it is, what it is, where it is.

And I'm going to talk about what it's like when you've experienced such a big failure that caused you to lose trust in yourself to make decisions and market confidently, how to recover from that, and how to tell when you're using belief work against yourself as a sneaky form of hidden perfectionism.

These coaching calls are where people drop in every single week. Actually, some people - some of my clients tell me that it feels like going to church every Wednesday and they get that booster shot of joy and clarity and razor sharp strategy for where to take their marketing brain next. And you are invited to join the party for the next hour. Without further ado, here are the best of Joyful Marketing coaching moments.

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Jen: I have a lot of mind drama when I am on a consult talking about pricing and then also when I'm re-upping a client, which I just re-upped a client today, but there's a lot of mind drama around that because I had

Ep #140: The Best of Joyful Marketing Coaching Moments

planned to raise my prices because she was a referral from a past client. So I gave her that price when she started.

And the idea was to just bring her to my normal pricing for this year if she wanted to re-up. And I didn't do that because I was like, I don't know, it felt weird coming out from my mouth. I hated talking about the money for so long and I did a lot of mind and thought work around it.

And I felt so confident for these last two weeks about just it's going to be totally fine, I'm just going to bring it up, give her that reason, an energetic thing, it's fine, and I didn't do it. And so I think part of the reason and why it's tripped me up too is because I have a difficult time for myself just contextualizing what is the value of the transformation that they get from working with me.

Simone: Okay, here's the coaching I want to do. You want to believe better in your own value and you want to believe more so you can feel more comfortable, congruent, saying this is my price, right? I'm going to say that's the wrong approach here for now, for you.

Because I think - what do you think? I think what you might need is just practice having a bigger discomfort tolerance. You want to have deeper belief in your value so that you wouldn't have to feel like shit saying your price to somebody, right?

Jen: I guess. I mean, I think I haven't changed - it was \$1200 when I started and I just changed it this year to \$1500, or the end of last year, \$1500. So it's not even that big of a shift. And I've been practicing - literally, I did a project on myself where I did 50 calls in the first three months of my business. I practiced that discomfort so many times. I thought I was over that shit, but...

Simone: No, it's not over. What if instead of trying to fight the discomfort by trying to do belief work, you're like, yeah, I accept that it might just be vomit-y the next 10 times I say it?

Ep #140: The Best of Joyful Marketing Coaching Moments

Jen: I have issue with it only because it's like the energy of the call. I want to keep it a high energy, and I've had calls where it's fine, I say it, I'm confident in it.

Simone: Hold on. What if it didn't have to be high energy all the time?

Jen: Then I don't feel like myself. Because for...

Simone: You're already not feeling like yourself right now. Because you're in drama about not believing in your offer, you're having judgment about the sale that you just made, even though you just made \$1200. When you're having judgment about yourself, that's when you stop feeling like yourself.

Jen: Yes. I think I acted out of what I believed would be my highest self.

Simone: What if you don't have to act out of your highest self all the time is what I'm telling you.

Jen: Then I feel like I'm doing my business and myself a disservice.

Simone: Yeah. That's your perfectionism.

Jen: Yes. Which I totally - that's funny that you bring that up because that's like, one of my winning results that I wanted out of this was to accept that I am and always will be imperfect. There's a level of wanting to be perfect, of being imperfect. Perfectly imperfect.

Simone: "I want to embrace imperfection, except I want to be on super high energy and be in full belief on every consult call." I don't fucking think so. I don't think so.

Jen: So what about belief work within the context of...

Simone: Yes, belief work is important and where you are right now, you should fucking drop belief work because you're using it to buffer. I'm going

Ep #140: The Best of Joyful Marketing Coaching Moments

to do this belief work and then I'm not going to have to feel these messy emotions. So I want you to stop working on your beliefs for now.

Jen: Yeah.

Simone: There's a time to work on your beliefs, and then there's time to just let it explode in your face and decide to become the person who just keeps going.

Jen: Isn't that also a belief? Isn't that kind of like - I literally live, breathe, everything I absorb for so long now has just been belief work, thought work, your podcast, Life Coach School podcast, I just started listening to Stacey Boehman's podcast. And it's just like, yes, I love all these concepts, and then it's stuff like your podcast on how you have to figure out how can you 10X your value of what someone's paying and that's where I was like, Stacey said the same thing.

Simone: You're 100% using it against yourself. You're using belief work against yourself because you think it's going to inoculate you from the horrible vomit-y, messiness of being in business. It's never going to go away.

Jen: Okay. So then how do I embody - the other winning result I wanted was to embody my identity as a life transformation coach.

Simone: Don't even worry about that.

Jen: Okay.

Simone: You guys have winning results like embody my identity - I'm like, what does that even fucking mean?

Jen: It's like the unshakeable confidence that...

Simone: I think unshakeable confidence is a horrible winning result because I don't have it yet, I haven't figured out how to make mine

Ep #140: The Best of Joyful Marketing Coaching Moments

unshakeable. Mine shakes all the fucking time. My confidence is like, always very wobbly and it's okay.

Jen: Okay. So then I might just change it to just have a really high discomfort tolerance.

Simone: Yes. I think that...

Jen: That is how you get confidence.

Simone: Yes. That's your single winning result. Forgive yourself for being human and stop pushing yourself to become superhuman. Stop telling yourself - notice when you're like, oh, but I won't be in high energy. Yeah, you won't be in high energy sometimes. But I won't be serving at my best, yeah, you won't be serving at your best. Your best by definition is superlative.

By the definition of it, half the time, you're going to be performing below your own average, and half the time you're going to be performing above your own average, and part of the time you're going to be in the zone of your excellence, and part of the time you're going to be in your zone of you suck. And then you get to - what you have to do is learn how to be in the entire range of it.

Jen: So then if I apply minimum enough criteria to sales calls and re-up calls and stuff, what...

Simone: Minimum enough criteria, you showed up and you talked to them. The end.

Jen: Okay. That's fair.

Simone: Yeah? You're going to show up - everybody, you're going to show up to consult calls feeling confused and unsure about your value and feeling graspy. You're going to say the discounted price when you don't

Ep #140: The Best of Joyful Marketing Coaching Moments

mean to because you're going to be in so much fear in that moment. You're going to do this more than once.

You're going to say the thing out of graspiness, you really want the sale, and in that moment, you're going to know you're going it and you're going to hate yourself but you're going to do it anyway because you can't control yourself in that moment. And then after you get off the call you're going to be like, "Oh, why did I do that?" That's going to happen too. So what?

Jen: So I have to tolerate the discomfort of knowing that - just feeling, believing the thought that I'm not growing, I'm not learning from my mistakes.

Simone: Yeah. I don't think I learn from 90% of my mistakes. They just happen and I'm like, oops. I don't even coach myself.

Jen: I like that. I'm going to use oops more. Because I think it's such an instant - I'm going to use that more.

Simone: Oops, I'm human, I love myself for being human. Moving on. Oops, my flaws are adorable. Moving on. Oops, I was graspy like a human. Good job being human. I don't want to be something not a human. Moving on.

Jen: Awesome. Thank you.

Simone: You're welcome. That's so good. I'm so glad you brought this up because of how we can use all the good things like belief work against ourselves, we can use the Joyful Marketing modules against ourselves, we can all use it like, if I just nail this then I won't ever have to feel discomfort.

If I just nail this, then I won't have to experience failure, if I just nail this, my asshole brain's going to shut up forever. Nothing will do any of those things. So if that's - you have a lot of that going on, then switch your winning result to just learn how to tolerate my own humanity. That's the first

Ep #140: The Best of Joyful Marketing Coaching Moments

step. And once you can tolerate it, the next step is compassion, the next step is love. But you can take baby steps.

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Tracey: Okay, here's what's going on with me. I am still trying to figure out what the spirit of my business is. And I think I'm overthinking because I'm that analytical, trying to find the right thing, and I'm hearing you all and I want a spirit of my business but I honestly don't - I just have a hard time figuring out what that should be.

Simone: On your Zoom thing it says Coach Tracey Trauma Healing. So you coach on trauma healing I'm assuming?

Tracey: Yes.

Simone: So tell me your story. How did you begin that work? Why is it important to you? Who do you want to connect to and serve?

Tracey: Okay. I began talking about trauma healing and I only work with Black women because we needed to have representation in this particular sphere, trauma healing, because we have so much trauma that we deal with on a daily basis, from micro-aggressions and so forth.

And I just started in December but my story is filled with trauma. I had childhood trauma, I lived through domestic abuse, you name it, I've gone through it, dealt with abandonment issues, adultery, divorce. And it's just so much.

So I wanted to be - I wanted to hold a sacred space for Black women to come and really be able to express themselves, get every feeling out, scream if they need to, cry if they need to, whatever it is so that they can start the healing journey and be able to love themselves at their core every - from the top of their head to the bottom of their feet.

Ep #140: The Best of Joyful Marketing Coaching Moments

Simone: Tracey, the love, the strength, the resilience, the belief, the safety, the healing that you come with, that you are, I think that is the spirit of your business. I know that every single person in this Zoom room was whacked with the strength of the spirit of your business just right now.

Tracey: Wow, okay, that felt good. It made me - that felt good.

Simone: So maybe it's not out there. Maybe it's oh, who I have been all of this time. Maybe it's exactly what got me through all of the trauma. Maybe it's what got me to be connected to the sense of mission of helping other Black women. It's the thing that allows me to hold the space for their pain. It's the love that shows up and is so big that it can hold the trauma and the pain. I'm the one who brings that. I am the spirit of my business.

Tracey: I think I was reaching outside versus coming from inside. And I was looking for this fancy something. Thank you.

Simone: You're welcome.

Tracey: That felt so good.

Simone: Doesn't the truth feel so good? Sometimes I frame the spirit of your business as being outside of you because I think for some people, that's really helpful to think about it in those terms. To think that you're in collaboration with a benevolent wise spirit that's on your side and is creating miracles for you.

And the thing is, is it really outside of you? Is it inside of you? Guys, I don't fucking know. I'm just a person. I'm kind of making all this shit up. And it was useful for me to think about it in this way, and so I talk about it. So it's just - I don't know, at the end of the day, and it's all mystery.

And if it's more helpful to you to think of it as it's inside me, it is me, please go ahead. And if it's more helpful for you to think of it as being outside of you and you're in collaboration with it, or maybe it's both, I don't know,

Ep #140: The Best of Joyful Marketing Coaching Moments

whatever works for you. Whatever your relationship to spirit is, I don't know, I'm just making this up.

Tracey: Thank you.

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Lily: So I feel a little bit ashamed about my question. It's about greed in my business and in my marketing. I reached an impossible goal last July and I was like, this is insane, I can create anything, I feel so amazing, and then I had a big juicy failure in October where around the election in the US, I spent a lot of money on a launch and went really deep into debt for a launch and then made back the same amount of money.

But I was like, oh, I made this much money in July, I can spend all of that on assistants and graphics and a photoshoot and all this stuff. So I made back exactly the same amount, but I didn't have additional bill paying revenue. And I have this shame from last year's launch.

And I distrust my own ability to set marketing goals because I think, well, I set that big goal in October and I feel like a failure, even though I know it wasn't a failure. But now, almost six months later, I've had a couple of launches and I'm about to open the group program again that I have but I have trouble trusting my goals, I have trouble being in the having energy. I'm so fearful.

Simone: Here's what I'm going to offer. You have not learned what you needed to learn from that launch. You haven't evaluated it properly to get the treasure of learning out of it because you've been too busy feeling ashamed about it and too busy judging yourself for it.

Lily: Yeah. That makes me want to cry.

Simone: It's superhuman and super normal. But if you have a fail - guys, guess what? If you have a giant fail, you could actually end up trusting

Ep #140: The Best of Joyful Marketing Coaching Moments

yourself more at the end of the fail than before because it's exactly what I talked about with [inaudible name].

She had a launch fail and now she trusts herself even more because she knew she took action, she took brave action, and she knows - she evaluated, she understood the reasons that she did the things she did, and then she knows what she would do differently. And she got in touch with a deeper truth about myself and what she wants to offer the world.

And now it's the learning that she created from the failure that deepens her self-trust, rather than the opposite. My hunch, you can tell me if I'm wrong, my hunch is that you haven't learned nearly enough from that experience because you were just like, oh no, bad, bad, bad, failure, failure.

Lily: My partner said in this last launch I did in February, he was like, "When will you trust that you can create money? You do it every day. Why are you still living in October?"

Simone: Yeah because you haven't learned from it. You haven't learned from it because you can't see through the cloud of shame.

Lily: So how do you - what's the next step of - I thought I had learned from it, I want to learn more. I want to move past the shame.

Simone: Do you know what are the thoughts that created the actions and the results that happened in October?

Lily: Yeah. The thoughts were, the thing that gets me money is out there, it's hiring help, it wasn't in here, it wasn't me speaking from my heart and loving my clients and showing them how much I loved them with everything that I do. It was like, the answer's out there. I need to buy another program, need to pay another consultant.

Simone: Yeah. Can you have deep compassion for that version of you? Can you be with that version of you who thought the answer's out there, I

Ep #140: The Best of Joyful Marketing Coaching Moments

need to pay people to get it, and love her? And not just have compassion for her but also like, respect her because she was doing what she thought was best, and she was making some brave decisions because she's never done those things before.

Those were CEO moves. Everything that you did that led to your failure and hence your learning is CEO moves. The only time when you're not making CEO moves is when you're not making decisions. You made a whole bunch of CEO moves, and what's so wrong with thinking answers are out there?

Can you be with the version of yourself who thoughts answers are out there and love her and respect her and have - I don't even want to say compassion because compassion is like, oh, I feel compassion for you. You can just be like, yeah, we're buddies, we're friends, we're partners, I see you, you're cool. You know what I mean?

Lily: Yeah. I mean, this is so tied to things that I'll talk about with my therapist on Friday but I think it's - I feel like I've been bullying her in my brain.

Simone: And it's not the failure. It's you bullying her is what's creating the lack of self-trust. You're going to write her a big ass letter of apology.

Lily: Okay.

Simone: I've been really mean-girling at you because I had all these judgments about you, but actually, you're a badass, actually, you made a whole bunch of decisions that were totally CEO moves. We tried things we've never tried before. You had really good intuition about a lot of things, you're really smart because you're me, and in the future, I might also make a bunch of CEO decisions that totally don't work out. And that's amazing because that's what CEOs do.

Ep #140: The Best of Joyful Marketing Coaching Moments

And the people who know exactly what to do because there's a manual and it succeeds every time they follow the manual, that's called being an employee. That's not called being a CEO. So that was me being - writing that letter, it's like I'm so sorry I was a jerk to you and I promise that I will always honor the CEO inside me, especially when I fail, and sorry, been a jerk, drinks are on me.

Lily: Thank you. That feels really good.

Simone: She might chew you out a little bit, I don't know. Or she might be like, "I've been waiting for you to apologize." Or she might be like, "It's cool, we just pick up where we left off." And once you can do that, everything that you thought you learned from that experience, it's going to sink in so much deeper because every time what blocks the learning from sinking in is the shame.

Lily: I can't wait to - I haven't said this in a really fucking long time but I want to try again after that reframe and that letter and the deeper sinking.

Simone: Yeah, good. See, we have your trust back.

Lily: That was really cool. Thank you.

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Elizabeth: One of the things that I like to do, I'm on Instagram, I like to share my mugs. I just think that's fun. I like to share all the different mugs I have and it's one of the things that brings joy to me.

Simone: Mugs like coffee mugs?

Elizabeth: Like coffee mugs, yeah. And this morning, I was doing that. I record the coffee pouring into it and I just felt so much dread while I was doing the thing that I typically like to do. I realized I was stuck on what word should I add to this freaking video, so I started noticing that I make some of the garbage challenge - I still want the thing that I'm posting to have value.

Ep #140: The Best of Joyful Marketing Coaching Moments

Because when I shared the video with good morning, no one's getting any value out of this. I don't know, it led it crying once I realize - when I see the 62 posts, the checkmarks, I'm like, half of them don't count, even though I know it's just words.

Simone: So are you asking for coaching because you want to think differently about that?

Elizabeth: Yeah. I have a hard time detaching from needing everything to be a value piece.

Simone: Okay. I want to offer you and everybody else the thought that I had - started to have and it really helped me. You have to believe it first. The thought is, "My face has value." I'm not kidding. Your face literally has value.

How can you try to create value when who you are is valuable? If you showed your face and did nothing else, it would be valuable because your face is valuable. Your existence is valuable. You don't have to do a damn fucking thing. If you were there, you created value.

Elizabeth: I didn't think I was going to cry in front of so many people. Yeah, it feels so gripping. Trying to make it valuable and I came down to this all feels so fake.

Simone: It is fake because you tried to generate value because that is an oxymoron. Doesn't make sense if you who are is valuable and you're like, I have to create it. You're like, no, but you are it. When we're trying to be lovable and it doesn't make sense because you already are. And nothing you do or don't do can add to that or subtract to that. You're already infinitely lovable, period. And anybody who doesn't agree, they can fuck off.

Elizabeth: Yeah.

Ep #140: The Best of Joyful Marketing Coaching Moments

Simone: If you follow me on social media, I recently posted a crazy 3D ultrasound picture of my 12-week old fetus in my belly and it has a face already, which is so crazy. And I'm like, this is the best face ever. And I spent hours just staring at this face, like, blurry, shitty image of a face that's in my belly. That sounds so weird. Face in my belly. And I am so in love with this face and it hasn't even done anything except give me gas. You're the same way.

Elizabeth: Yeah, when you said they can just fuck off, my brain's like, I think that's a fear. Actually, people fucking off, on one's going to stick around if I continue just posting this way.

Simone: Yeah, I know. I know that's a real fear and our brains will do everything to avoid perceived abandonment and I don't want to minimize that fear because it's wired into us by evolution. And this is why marketing is such a course in love. It's like, can your love be a teeny bit bigger than your fear? Can you love of yourself and can your love of people who are there to hold the space of love for you, can that be - doesn't have to be ginormously bigger. It just has to be a teensy bit bigger than the fear that that's what gives you the juice to be able to go show up.

Elizabeth: Yeah, it feels really good.

Simone: Yeah. You're doing amazing.

Elizabeth: Thank you.

Simone: And when we do the work to rewire our nervous system from a perpetual state of fear and alarm to a little bit more love at a time, that is what magnetizes clients because that's what anybody - they don't consciously articulate it to themselves like that, but that's what anybody wants.

That's what all of us fundamentally want is we want to feel loved and we feel so safe in the presence - we feel drawn to somebody who is

Ep #140: The Best of Joyful Marketing Coaching Moments

authentically radiating love and whose love is bigger than your fear. And so that's the work that you're doing, Elizabeth, when you practice this and it feels inelegant and it feels messy and it feels like you're doing it wrong. It's like you're doing this work for your clients.

Elizabeth: I can see that. I can see that I've also been trying to rush myself, like hurry up, like get over this fear of people not - that rejection, get over it already.

Simone: That's so mean. Why would you tell somebody to get over it already? You're so scared, I know it's really scary. I'm right there with you, right? Be nice to yourself when you're scared.

Elizabeth: Okay, I will. Thank you.

Saprina: I have been coaching for about four months. I've been putting my business out there and really marketing and trying for probably about three. And I haven't had any clients, not any paying clients. I've coached lots of free clients. No paid clients and no consults even. And I am starting to - struggling to hold on to my belief that clients are coming, that this is happening. Really struggling.

Simone: Okay. Tell me what you coach on and what your marketing looks like.

Saprina: I am a general life coach and I am a general life coach and then I say I really focus on mindset and working with women who are ready to have more confidence and own their power and step into who they were born to be.

Simone: Okay, so I love it. There's only two reasons people don't hire you with money. And number one is they don't know you exist, number two is

Ep #140: The Best of Joyful Marketing Coaching Moments

they don't know exactly how you can help them. Those are the only two reasons ever.

So let's just assume both are true because that's even true for me at this level. It's like I know that there are people who are going to find out about me who don't know me yet. And then I know that there are people who are like, what does Joyful Marketing do again? I have to tell them.

So in what ways are people not finding out about you because of how you're showing up, and in what ways are people less than 100% crystal clear about exactly how you can help them because of the way you're showing up? I'm trying to get you to think about where you can take responsibility for, oh, this is where I've been kind of unclear, this is how I've been not fully showing up as much as I thought I was. Do you see what I mean?

Saprina: Yeah. In terms of what I help people with, I think my marketing is clear. I think that my message is clear. This is what I focus on.

Simone: You have to assume that it's not. How you know your marketing is clear is people are buying. If people aren't buying, your marketing is no clear. There's no way it is. And that's not a criticism. We're all in the process of clarifying. We're all learning how to become more and more clear all the time. So it's not like your messaging sucks. It's not that.

But first, when you're telling yourself my marketing is clear, your brain is not even looking for what you could learn, what could be better. So you offer general life coaching. Could it be true that people see you talking about stuff but they're not exactly sure how exactly it applies to their problem?

Saprina: Yeah, for sure.

Simone: So I haven't exactly looked at your marketing, but people need - people really need it spoon-fed to them exactly what result you can help them get so they can connect the dots and say, oh, I need help with that.

Ep #140: The Best of Joyful Marketing Coaching Moments

So if I went her first iteration of feeling confident in your relationships, what the fuck does that mean? But if you're like, you will have the confidence, you can date the cool guy, then it's like, oh, I know what that means, I need help with that.

Saprina: I think I feel - my struggle with that is I feel like because I don't have a niche, I know that's my brain wanting to indulge in the niche drama, but I feel like because I don't have a niche, I'm not 100% sure what my results are...

Simone: Here we go again.

Saprina: A lot of different clients who've had a lot of different results, and like, some of them are not as clear.

Simone: Okay, so we're going to do the same thing because I think it gets worse doing it twice. Name one person who really enjoyed working with you and loved the results they got.

Saprina: Yolanda.

Simone: Yolanda? Okay. What result did she get? What's her deal? What's her story?

Saprina: So I don't know. She I think is more confident. Not I think. When I met Yolanda, she was starting a VA business and she was not putting herself out there and we coached on confidence and she actually just text me today that she signed her first client.

Simone: Okay, do you see? Does everybody see how there's just a cloud of I don't know? And then you clear the cloud and you totally know. And it's so clear. So what someone can get from working with you is that they were trying to get something started, and then they cleared the inner blocks, and then they signed their first client. That's clear. That's Yolanda. Tell me about one other person.

Ep #140: The Best of Joyful Marketing Coaching Moments

Saprina: When I started working with Melissa, she was really unsure what she wanted and we coached about generally what she wanted for her life. And by the end of our six weeks, she had enrolled in a master's program.

Simone: Going from lost in life to enrolling in a master's program and being confident about your path and knowing this is the right path for me, right? If you have experience, that gnawing sensation of like, I don't know what the fuck I'm doing with my life, it's terrible. It eats away at you. To go from that to yes, this is my path and I'm taking action on it and I know it's going to move me forward, that's everything.

So you just listen two incredibly concrete results. There are so many people right now who just want someone to hold their hand, a life coach, and to tell them, listen, you can go for the thing. Here, your brain's a jumble of mess, here, let me help you sort through it so we can come to a clear yes, I'm enrolling in this program, yes, I'm starting my business, yes, this is how I'm going to get my first client. And then your life can - there's forward momentum, let's get you some.

I didn't pull anything out - this is from your words that you told me. Do you think it's clear from your marketing that your people know exactly what result they can get from working with you?

Saprina: No.

Simone: Yeah. Because I bet - correct me if I'm wrong, but you're probably talking - what kind of language are you talking in?

Saprina: I think I lean really heavily on like, I think it's service. I lean really heavily on how to's and three steps to this, and I do a lot of that type of marketing.

Simone: And that's great. It's all value. You've been creating value, you're connecting with people, and that all - you put a lot of value in the value bank. And just - this is so important to say. Just value, just helpfulness gets

Ep #140: The Best of Joyful Marketing Coaching Moments

a lot of appreciation, a lot of good karma in the world, and builds a lot of trust. But it's not what cinches the sale. It's not what gets somebody to say, "I'm going to give her my money instead of just my appreciation."

And what gets people to give me money is I have this problem and I know what - I want to get from A to B, the B is clear, and she's the person who can take me there. It's about taking a client from where they are to where they want to be, and them having the certainty and the clarity that you can 100% get them there.

So that's something that you want to work on. Every time - don't tell yourself, "But my marketing is so clear." It's not. Don't tell yourself I've been putting myself out there. Clearly, not enough. And this is not in a critical way, it's good news because then you know what to work on. It's not this frustrating mystery anymore where the universe is trying to fuck you.

So these are really good questions. Always ask yourself, where might it be unclear? If somebody wants to buy from me, how can I help to make their thinking process simpler, easier, more of a no-brainer? What do I have to clarify for them? What do I have to lay out for them?

And we just did this with two examples of those two clients, but then you can think about everybody. And listen, you have to create room for your brain to say I don't know, I don't know, that wasn't 100% - get it all out, it's fine. And then get to, oh wait a minute, she just texted me, oh yeah, and then you just catalogue it all and that's how you build your copy. That's how you tell people where you can get them.

Listen, even if you work with no clients, free or paid, you have the - like I keep saying, you have a lifetime of experience coaching the best client you will ever have, which is yourself. That'll all I marketed with for the first part of my business because I didn't have any clients. Nobody even wanted to work with me for free. So I just had to sell my own transformation, and I had to know what my own results were.

Ep #140: The Best of Joyful Marketing Coaching Moments

Saprina: How do you do that though? I think because outside of those two clients, I did a lot of one or two sessions before I kind of knew better and so there wasn't this great transformation.

Simone: Hold on, those are all just - your brain is so in the mode of dismissing everything that you've done. You just said it like, "Oh, it was just one session," as if one conversation can't be fucking life-changing. And then you judged their results as nothing great. How do you know? Why are you minimizing what could have been an incredibly meaningful, helpful, even life-changing conversation for them? Seriously, why?

Saprina: I don't know. I think because I don't have any proof that they had results. I don't have proof that they didn't either. But these other clients wrote testimonials for me. I know...

Simone: How could it be true that you had an entire coaching session with them and you don't know if they had any results? Weren't you there for the last part of it?

Saprina: Yeah.

Simone: So what happened?

Saprina: I don't know.

Simone: Where did you get them to at the end of the session?

Saprina: I don't know. I have to think through that for sure.

Simone: Did you get them somewhere that they liked?

Saprina: Yeah, we ended somewhere.

Simone: Is that somewhere better than before?

Saprina: Yeah.

Ep #140: The Best of Joyful Marketing Coaching Moments

Simone: Here's what's creating all your confusion in marketing is you are so hardcore dismissing and ignoring your own coaching success and achievement in helping people. You are confused about - you are the first person who's confused about how you help people, so of course everybody else is confused about how you help people. If you're thinking, yeah, I did that but that wasn't that great, yeah, but that didn't really count, why would anybody buy coaching from you?

Saprina: It's a good point.

Simone: Listen, it's not your fault. Our brains naturally want to do that. So you just want to intentionally spend time believing - this is a thought that I have held so strongly since day one of my coaching life, which is one conversation can change your life. Because I had so many single conversations, it wasn't six fucking months. It was one conversation that made me go, what? And just changed my universe.

One coaching conversation that gave me the courage to take a leap forward that I was avoiding for a long time. One coaching conversation that made me stop hating a part of myself for good. So be onto your brain when your brain's like, "Well, that doesn't count, well, that wasn't that great, well, I don't know about that."

It's like, it's all just static. Let it come out, let it come out, it's normal. And then okay, but I do know. You have to decide to be in the energy of I do know, this does matter, I do help people, and I know exactly how. So what's your work? You tell me.

Saprina: I definitely need to stop minimizing. So I want to go through my roster of coaching log and really look at everyone that I've coached. I've got a lot of free clients that I've done single sessions with, and really evaluate everybody's transformation so that I can get clear on how I help people.

Simone: Perfect. And add yourself to the roster. Because I asked you about it and your first answer was I don't know, which of course is normal, but

Ep #140: The Best of Joyful Marketing Coaching Moments

then you want to think about is your life now different from before you knew about coaching?

Saprina: Absolutely.

Simone: Is it better?

Saprina: Absolutely.

Simone: Are you sure?

Saprina: Yeah.

Simone: Can you list all the ways it's better?

Saprina: Yeah.

Simone: That's because you gave the best transformation to your most important client, you. You want to list all of that. And sell yourself, oh my god, I want to work with me, I'm amazing. Your life changes when I work with you, my life changed when I worked with me, right? So spend some time doing that.

Saprina: Thank you.

Simone: You're welcome. Stop minimizing your excellence as a coach.

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.