

Ep #143: Showing Up Authentically vs as a “Hot Mess”

Full Episode Transcript



With Your Host

Simone Grace Seol

Ep #143: Showing Up Authentically vs as a “Hot Mess”

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. So today let’s talk about authenticity. I talk lots and lots about authentically and I think that authenticity is almost kind of becoming a buzzword nowadays in online business. You got to be authentic, you got to show up authentic, people want authentic, et cetera.

But there’s a lot of confusion around that. Like, what does authentic really mean? And I have gotten so many questions from my clients about what’s the difference between authentic and showing up like a hot mess? Because we don’t want to show up as a hot mess, right?

We’re like, that’s not helpful when I’m just falling apart and I’m just showing up being like, “Hey, I’m falling apart.” How is that supposed to help my clients, right? How is that supposed to help me market? And that’s a really good question.

And there are some nuances to what authenticity means that once you know that, it’s going to tell you exactly how you want to show up in every instance in your marketing, in the way that you serve your clients, and it’s going to get rid of confusion.

I’m going to clarify all of that for you today. I’m going to share three important truths about authenticity that I think not many people are aware of or think about. And through those, I’m going to redefine what authenticity means.

Because everybody tells me, because it’s one of my intentional values to be authentic, everybody tells me, “Oh Simone, I love how you’re so authentic, your authenticity is so inspiring.” But people’s impression of me isn’t, oh God, she’s such a mess. So how do I pull that off?

Ep #143: Showing Up Authentically vs as a “Hot Mess”

You might think of so many examples other than me about whom you think you have a thought about that person like, wow, they're so authentic, but it's inspiring and not like, in a way where it makes me want to pity them. So I'm going to teach you how to do that. I want you to have the confidence to know how to be authentic and how to know that when you are being authentic, you are showing up in your greatest truth and that it's actually serving your clients in the highest way.

So here are the three truths about authenticity. First one, everything that is powerful and authoritative and badass and impressive about you is just as much a part of your authenticity as everything that is imperfect or messy about you.

So let's say you're sharing about your offer. You're inviting people into your coaching container, you're telling people about what's possible for them, you're inviting them, and in that context, when somebody says okay, be authentic, it's so easy for people's brains to go to the part where it's all messy and they have doubts about their offer and they have doubts about themselves and their clients.

And they're like, oh, I got to be authentic? And then they go and water down their language. They water down the potency of what they're offering. Like I was going to promise this, but if I have to be authentic, I got to take my promise a few notches down.

And it's almost like trying to be authentic leads to kind of compromised version of whatever the original thing that you set out to offer. My friends, that is not what authentic means.

Sure, if you're human, you might have doubts about your offer, you might have fears and anxiety when it comes to marketing and selling. That's all understandable. But all that could be true, but you know what else is true? What else is true other than the doubts and fears is the life-changing

Ep #143: Showing Up Authentically vs as a “Hot Mess”

transformation that is available to your clients because you made an offer and they said yes. That is also true.

What's also true is the incredible range of skill and insight that you bring as a life coach. What is also true is the sheer potency of a judgment-free, unconditionally loving and supportive coaching space that you hold for them, where your clients' biggest dreams have a chance to be explored and their pains have a chance to be healed and they have a chance to find out what it's like to be their most powerful selves. That is also true.

How powerful that is is also true. You know what else is true is the expertise that you bring that doesn't look like anybody else's because no one has your particular combination of personality and history and training and perspective and skills, et cetera, all of that, 100% authentic.

All of that is 100% part of the reality of who you are as a coach and reality of your offer. So, are you claiming all of that? Or are you thinking, “Oh, if I have to be authentic, that means I have to go talk about all of my doubts and just stay stuck there?”

Because let's be real, if you're not claiming all your power and expertise and authority, and the extent of what's possible for your clients, you're conveniently leaving that out just because it's more uncomfortable for your brain to think about, what you're really doing is you're doing people a disservice by showing up with only a part of the truth and calling that authenticity. And that's bullshit, so let's stop doing that.

When we say authentic, we have to include the full range of reality, the entire picture. We can't zoom in on the fear and the doubt and call that authenticity. You have to zoom out, you have to look at your confidence, we have to look at your competence, we have to look at your professionalism, we have to look at your skills, we have to own all of that. Only then can we say you're being authentic.

Ep #143: Showing Up Authentically vs as a “Hot Mess”

So claim your authority in your copy, in your marketing. Own your expertise. Say out loud how good you are without apology. Toot your own horn. Tell people about the life-changing power of coaching. Tell people about what's possible for them. Tell people about how powerful they are.

That is all authenticity. If you leave that out, that's not authenticity because that's part of the truth. You see? So that's the first truth about authenticity. The second is that your past does not define what is authentic. What is authentic is also about who you choose to be, what you choose to believe, and what you choose to create now going forward.

So as an example, a lot of people have thoughts like, “Oh, I'm just starting out as a coach and I don't have that much experience so it doesn't feel authentic for me to be presenting myself as a coach, as professional, and I just feel like I'm giving people the wrong idea because I'm just starting out.”

Or “Oh, I haven't had that many paying clients and I don't feel legit yet, I don't feel successful, so I don't know, I don't want to show up looking like - I just don't know. I feel like my authenticity is the fact that I just don't know what I'm doing, I'm beginning, I don't have paying clients.”

Well, get this. A lot of us think that the most authentic truth about us is the most familiar, rehearsed, default thought about ourselves, but it isn't. The most familiar, rehearsed thought about us is just that. It's just the most familiar, rehearsed thought. It's not the truth. It's not your authenticity. It's just some sentences that your neural pathways have been really used to revisiting over and over and over and you just believe it over and over and over, that's it. It's not your authenticity.

If you have thoughts like, self-judgmental thoughts like, “I'm a hot mess when it comes to my relationships and I'm so insecure when it comes to selling, I have so much drama about my body, I don't like my body, and that's my authenticity,” ask yourself, okay, is it really my authenticity or are these just thoughts? Is it the truth? Are these just thoughts that my brain

Ep #143: Showing Up Authentically vs as a “Hot Mess”

presented over and over and over again that I maybe haven't questioned over and over and over again?

Is that who you choose to be? Now, is that what you want to go on believing about yourself now? If not, then that doesn't get to be part of your authenticity. Random brain farts do not get to be your authenticity.

Listen, this is something that we know as life coaches. The ultimate power and privilege of being human comes from the fact that we have the power to define and create our own reality, our own future, our own identity and lives. I mean, that's life coaching principle 101. I feel like we all agree on that. That's the baseline.

And the first step towards creating your own reality is to create the future you want is to claim the power to choose what you believe on purpose. I think that is the most authentic thing you can do as a human being.

Not just following whatever your primal brain tells you, not going with what society tells you, not going with whatever is the easiest thing to believe based on your childhood, but what if the true authenticity lies in what you are choosing in this moment with your power as a human being, with a brain and a spirit and a heart? What if that is the most authentic thing you can claim?

So now, from today on, let's decide what your authenticity is. Let's create it. You can decide right now that you're going to believe that you are a successful coach, that you're legitimate. You can decide now that you're a professional. You can decide now, I'm a thought leader.

Did you know that there's no thought leader committee that gives you an official seal of approval? Like, we now recognize you as a thought leader. That doesn't exist. You just get to believe it. You get to decide that you love your business.

Ep #143: Showing Up Authentically vs as a “Hot Mess”

The minute you make that decision, that is the most authentic act of creativity, the most authentic thing you get to do as a powerful human being. So decide right now literally, what do you want to decide to believe about yourself?

Who do you get to decide that you are? What is the future that you decide to create for yourself? Answer that question and once you know what it is, think it. Feel it. Sometimes our brains will slip and forget and that's okay. Invite yourself back into this intentional belief as often as you need to.

And from that feeling, from that energy, you create a new authenticity that is your birthright as a human. Do not feel like you need to hide behind whatever default bullshit that your primal brain presented you with that you used to believe that made you feel small, that made you feel less than, that made you feel like anything other than an amazing, powerful, thought leader coach who is legitimate and successful and here to do something really important on Earth.

What if anything other than that is not really authentic? It's not honest. If you go with that, what if that's just letting your asshole primal brain call the shots on your life? You would never let your clients do that, so we're not going to do that either.

Now, the third important truth about authenticity. The authenticity of who you are isn't just one thing. It is based on relationships, and it looks different in every role that you bring into each one of your relationships.

So for example, being authentic on social media or in your marketing, with your audience, whatever, that's not about treating your audience or clients the same way you'd call your best friend in the morning with a hangover after a night of partying and drinking too much to complain about that photo of your ex that you just saw on Instagram.

If you're treating your audience that way, that's not necessarily authenticity. First of all, there's nothing wrong with that. God knows I've done that. And

Ep #143: Showing Up Authentically vs as a “Hot Mess”

thank goodness I still have friends that I can do that with. I don't think I've done that a lot in recent years, but if I needed to, that's something that might happen to me.

But I have that relationship with someone who is my best friend, but is it authentic to me to express that outside of that trusted intimate container of that relationship that I have with my best friend? I don't think so.

Acting in a way that honors the nature of the relationship, that honors the boundaries that are healthy for a particular relationship, that's not inauthentic. That's what we naturally do in our authenticity to respect and honor the authenticity of each of our relationships.

Because we're all human beings who navigate multiple roles. Because guess what? We all have as grownup adults and life coaches even, we have the mental and emotional intelligence to do that, to be in multiple roles, to bring different parts of ourselves, to honor different boundaries and honor different containers.

There's the version of you who is the best friend, there's the version of you who is a parent perhaps, there's a version of you who is a lover, there's a version of you who is a student, there's a version of you who is a coach, there's a version of you who - whatever it is.

So let's say if you're a stage performer, the way you'd interact with your colleagues in theater is not the same way you'd interact with your children. If you're a nurse who works at a hospital, the way you'd interact with your patients, not the same way you'd interact with your, say, significant other.

Because you'd be bringing different aspects of yourself to each of these relationships, right? So which one is the authentic you? Will the real you stand up? Well, they all are the real you.

Sometimes you wear the professional coach hat. Sometimes you wear the parent hat. Sometimes you wear the lover hat. Each of these roles, you

Ep #143: Showing Up Authentically vs as a “Hot Mess”

show up a little differently. You conduct yourself a little differently. You bring a little bit of a different aspect to yourself front and center.

And that is a good thing. That is part of your authenticity. So for example, if your personal life is falling apart and you feel like a hot mess, and you still have to coach a client, so you wash your face, you put on your power outfit, you take a few deep breaths, you drink some coffee, you center yourself, and you go coach your client's face off. And then after that you just go back to crying.

Guess what? That is you being super authentic. Because the authenticity is found in your ability to navigate your multiple roles. Because each one of those roles matter to you. That version of you who's crying is just as authentic as the version of you who washed her face and showed up for her client.

That commitment to your client, your professional identity, that is just as authentic to you as any other version of you, any other way that you are in life. Is your awkwardness involved sometimes? Sure. Are we all perfectly able to compartmentalize everything? No, we're human. Sometimes things can bleed into other things.

None of this is perfect. We're not robots. But know that you are not only able to but it is in your power and privilege to show up as the coach that your clients need, to show up as the marketer that your audience needs no matter what is happening in your life or how you feel about yourself on a given day.

That is all part of the authenticity of the intelligent and multifaceted human being that you are. When somebody like me, a marketing guru says, hey, be authentic, doesn't mean do whatever your primitive brain wants to do. That doesn't mean wallow in feeling bad all day. It doesn't mean do whatever is the path of least resistance.

Ep #143: Showing Up Authentically vs as a “Hot Mess”

It doesn't mean indulge in your drama all day. When I say be authentic, it means be authentic to your commitments. Be authentic to the roles that you chose for yourself. Be authentic to your dreams. Be authentic to the people that you chose to care about. Be authentic to your mission that you have as a life coach and the mission that your business is all about.

And let's be honest, sometimes that involves a little emotional exertion. Sometimes you'd rather just mope and whine and eat cookies on the couch all day. Sometimes it involves setting aside our drama for a moment to show up for somebody else, for a client, because we are committed to our professionalism and because we're empathetic human beings. That's what made us coaches in the first place, and that's part of our authenticity.

Sometimes when you just feel like a failure and you don't know what you're doing, you don't give a shit, but you sit down at your desk anyway to write copy, you go for a walk to gather some ideas anyway, whatever it is. You go live on Instagram anyway, to offer something helpful to somebody else because there's someone out there who has a problem that you can help with.

There's someone out there who's in a hole where you can offer them something that's going to lift them up out of the hole. That caring, that dedication, that I'm going to show up anyway-ness, such an important part of your authenticity.

So to sum it up, authenticity is powerful. Authenticity is one way of being in energy, a frequency that irresistibly draws amazing clients to you and gets them wanting to hire you. It's true. Authenticity is the antidote to noise, to performing, to manipulating, to people pleasing. It's so important. It's the number one necessary ingredient to build trust and intimacy with the people that you serve, without which there could be no Joyful Marketing.

And make sure that your authenticity includes the way you show up in your professionalism. That is part of who you are. Make sure that authenticity

Ep #143: Showing Up Authentically vs as a “Hot Mess”

includes your power, your authority, your badassery, your expertise, your resilience.

Make sure your authenticity represents the future that you choose, the thoughts you believe about yourself, the feelings you want to feel about yourself on purpose because that too is part of the truth of who you are. When you show up to the world, show up with all of that in your copy, in your communication with your clients, in your sales, everywhere.

That is when you'll truly feel the life-changing power of true authenticity. I'll talk to you next week.

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.