

Ep #145: The Surprising Reason You're Not Booking Clients

Full Episode Transcript



With Your Host

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

Hey friends. Today I want to share with you a way that I have discovered of working with the results I'm getting and digging into the real underlying beliefs that might be creating a reality that I think is undesirable.

So in other words, if you think you're doing all the things and if you think you're believing so strongly, but you're not getting the reach-outs from the clients, and you're getting crickets on your offers, and you're very frustrated, I want to give you a way to think about this that's going to get to the heart of the why behind all those things are happening.

So all of this comes from my own experience with undesirable results in my business, which trust me, my life is never-ending problem-solving for undesirable results in my business and I think to the outsider looking in, all they might see is the success and the flashiness and the - it might look like Simone just gets everything she wants.

And that's true in a way, but that's because I think I spend so much time doing really high-quality thinking about what needs to change, what needs to be tweaked, to what extent, in which places in my business there's not complete alignment between my conscious intentions and what I'm seeing in my business.

So I do this work non-stop for myself and I want to give you some tools from my toolbox today. So I think that - let's just pick an example of let's say you're showing up on social media, you're making the offers, you're telling people you're a coach, you're doing all the things, but people just aren't reaching out for consults.

Nobody's reaching out asking how to work with you, even though you feel like you've told them about you and your work a million times and you feel

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so solid, you think you feel so solid in the value of what you have to offer and how it's going to make everything so much better for whoever takes advantage of it.

So here is my little mind trick. Not really a mind trick. A way to get to know what's really going on under the hood. When I have a result that is undesirable to me, I ask myself, here's the three questions. One is in what way did I want this?

So if you're getting no consults, asking yourself, in what ways did I want no consults? Second question is in what ways do I agree with this? So in other words, in what way do I agree that I should be getting no consults? And the third question I want you to ask yourself is in what ways did I create this subconsciously?

In what ways am I actively creating the result of nobody reaching out to be subconsciously? In what ways am I choosing this subconsciously over and over?

So we're kind of flipping the script from I don't want this result, why am I getting this result that I don't want over and over? I'm doing everything I can so I cannot get this result, but here it is again. We're flipping the script from that to but what if this is exactly what I want?

At first you might be like, wait no, but it's not what I want, but play with me. We are just doing a thought exercise so you can get to know yourself better. How could it be true that the result that you have right now is expressing beliefs, desires that you already have and agree with and want that you might just kind of shoving underneath the surface?

So you don't have awareness of it yet. I'm going to give you an example that's quite a vulnerable one from my own life because it's something that I really had to do some deep digging into and coach myself on. So many of my listeners know that I work with Stacey Boehman who is my business

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coach and I have worked with her for what seems like forever but it's only been a little over two years.

And I love her, she is my ride or die coach. And I've been on her podcast multiple times, I teach in her programs once in a while, I talk about how amazing she is and how much I love her all the time. I just look up to her so much. And that's just something that I'm very public about.

And when I started teaching group programs, I had this belief when I started teaching my mastermind, I had this belief that Stacey, my coach, is so amazing that I'll never be as good as her. And Stacey, my coach's mastermind, which I've been part of, which I graduated from is so amazing that there's no way mine will ever be as good.

And so you can see how these beliefs are not that helpful. But it was so - at first, I wasn't even aware I was thinking it because it just seemed like the truth. I'm like, well, of course. Stacey is so amazing and I'm just her client, I'm just her student, I'm just trying to learn everything that she has to teach me.

In my own mind, I put myself in this very low position compared to her just because I loved her and admired her so much. And I really treasured having her as my coach. But in a way where I was really putting her on a pedestal and discounting my own gifts and genius and everything that I have to offer.

So how this was showing up in my life, in my business, was people coming to my mastermind thinking that it was going to be their steppingstone to Stacey's mastermind. And people thinking that really, the place they really want to be in is my coach Stacey's mastermind. But in order to get there, they have to make a stop at my mastermind first.

And I have to tell you, I'm being really honest here, at the time, it really hurt my feelings. Not because I didn't want people to go to my coach's programs. Obviously, I think her programs are amazing. But because it's

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kind of like being told when you're on a date, like, I really want to date this other person but she's a little inaccessible but I want to date somebody so here you are, you're in front of me so you're the one I'm dating.

It kind of felt like that. And I know, those are the thoughts that I was having, that's what I was making it mean. But then when it kept happening over and over again and I was thinking I don't want this result, I don't want people to think that where they really want to be is elsewhere and mine is the steppingstone, I don't want to be the plan B to my coach's program.

So why do I keep getting this feedback from people who think that my program is plan B? And then one day it struck me that it's because I was believing that my program was second best. It's like, literally, that's literally what I was believing.

If you'd asked me, I would have told you yeah, I mean, I'm an amazing coach but my coach, she's really amazing. Or my mastermind is super great, but the really amazing, really great mastermind is my coach's mastermind.

So I was believing all of these things and I was subconsciously I'm sure in a million different ways communicating this belief that was already inside me and so strong that my program was second best. And so of course I attracted clients who mirrored that belief to me.

Now, that wasn't the only thing I had going on. That wasn't my only belief about my mastermind. I also did believe that it was genuinely so incredibly valuable and it was an amazing place to be and I love my clients so much, I love the container that I had created so much. I had immense belief in the value of what I had to offer, all the resources and all the coaching.

And my results also reflected those beliefs and that my clients were incredibly successful. And the groups always at a whole had an incredibly high return on investment and just so many beautiful, amazing relationships

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and success stories came out of my mastermind. So I created all of those results with my beliefs in my mastermind as well.

But it just so happened that one of the results I created reflected one of my beliefs, which was that I'm always just going to be the second best version of Stacey. Now, there was a distinct moment when I realized that, holy crap, people always just mirror my own beliefs about my own program, about my own offer. And then I began of course exploring how that belief might be untrue.

So I sort of began to play with the edges of it. I got coached on it a lot. How could it be true that my coach, yes, she's amazing, and her programs, her offers are just amazing and they're number one, and how could it also be that I'm number one and my programs are number one in a completely different way? And this is not a competition, it's not a hierarchy.

Nobody's on top of another person. We are just all stewards of our own realms. We all have very different flavors of genius and value that literally can't be ranked against each other and for my people, I'm the best option and for Stacey's people, Stacey's her best option. And there's just no ranking or competition or hierarchy whatsoever.

I never thought that I was in competition with my coach but I did always have this nagging sense that I'll never be as good as her. So when people signed up for her program instead of mine, I was like, well, of course they should because her program is so amazing.

And that's entirely the wrong question to ask because it's not about whose is better. It's about fully owning the value of the offer that I have and speaking to people for whom this is their fuck yes. This is their dream come true. This is exactly where they want to be. Not because it's better than other places but just because of some magic of alignment.

So here's what happened. After I intentionally decided to coach myself on the belief that I'm an inferior version of my coach and that anybody who

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has any judgment should go work with her instead, and coach myself, this took time. Let me tell you. This took time, this took lots of incremental belief work in learning how to trust myself, learning how to trust in my own value, learning how to trust in the alignment that I get to feel with people who are a fuck yes on my offers.

Deconditioning my brain that wanted to see everything as a hierarchy and put myself on the bottom. And just feed the story that I'm unworthy, I'm just not good enough, I'll never be as good as - all those shitty, old, tired stories. It took lots of time to unwind that very actively on purpose. And eventually, more and more, I began to kind of not believe that thought anymore that I was a second rate version of my coach.

That thought seemed less and less true and I began to genuinely believe that I'm in a league of my own. And that people - I just stopped thinking about Stacey at all. I mean obviously I think about her in other ways, but I stopped thinking of her as being in a comparing kind of way.

And I just began to really own and be grateful for and be in a joyous relationship with my own genius, my own self, my own identity as a coach so that I didn't feel inferior to anyone. I didn't feel like I was a second rate version of anyone. All I was focused on was being and feeling like the first rate version of me.

How can I be more me? How can I make it clearer about who I am so that people aren't confused about exactly what I'm offering? The more I water myself down, the less people can see who I really am. So how do I show up as me over and over, even when it feels like the risky thing to do?

Even when my brain tells me you have to appear this way and you should be more professional and you should say this and that to prove that you're successful and that your offer is desirable. My brain had all these thoughts and I intentionally had to choose to exercise the courage to go against that each time, to insist on just being as me as possible and bringing that

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unique Simone-ness out to the world and offer it to people with love, as much as I could.

And guess what result followed when I stopped comparing myself to my coach? People who came to me stopped comparing my programs to her programs. And they were not thinking about other programs. They were just like, yeah, I love you, I want to be in your programs, and they had all the same reasons and they reflected back to me the reasons that I liked me.

Why I was proud of my programs, why I was proud of my intellectual property. So now I feel like I have my own beautiful island of sorts. I have my own beautiful territory that is really successful in the sense that it is really its own self. And this happened exactly when I stopped putting myself in a hierarchy in my own brain, when I deconditioned that belief, that thought.

So let me recap. The only reason I was getting this undesirable result of people coming to me thinking that they wanted to be somewhere else was that I was thinking that mine wasn't as good as somewhere else. So that's a long story that I'm telling you to illustrate this idea.

And I want you to ask yourself, how might I be doing the same thing? I think actually a lot of people would just call this manifesting. How are you manifesting the undesirable result by believing in the precise thing that you say you don't want?

Another question that I asked you was in what way do I agree with this? So let's say you're getting no consults, no reach-outs, no interest in people who want to take you up on your offers and you want to ask yourself, okay, so I think that I don't want this, I think I want them to sign up, but in what ways do I agree with what people are doing? In what ways do I agree that they shouldn't come to me to ask for coaching?

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In what ways do I agree that doing something else is a better use of their time than booking a call with me? In what ways do I agree that I might not be the best option? In what ways do I agree that they don't have to make a decision today, they can wait?

In so many ways, you guys, we, our brains, what our brains do is that our brains try to protect us. Our brains try to protect our clients from what we believe are less than or not good enough or flawed about us. When we believe in limiting thoughts about ourselves, so for example, let's say you believe that you're a baby coach and you just got started, you're a newbie, you don't really know what you're doing.

Let's say that's a belief that you have about yourself, which I know lots of my listeners do because I hear it from so many of my clients. Oh, I'm just starting out, I don't really know what I'm doing, I don't have any demand yet.

So if you have the thought that you're a baby coach, you subconsciously don't want people to take you up on your offer because who wants to pay a baby professional? Because we're all moral, ethical beings, we're like, yeah, I only want to steer people towards amazing options and being coached by a baby coach doesn't feel like an amazing option, so therefore, I'm going to subconsciously sabotage my own marketing to protect people from what I think is baby-level coaching.

Or let's say that you don't have full belief in the value of your program, value of your coaching, vis-a-vis, your pricing. And on the one hand you're like, yeah, it's totally worth it, on the other hand it's like, oh, I don't know, it's a lot of money, people don't have this kind of money. Let's say you have those thoughts.

So then if you have the belief that it's too much money or people don't have it, then of course your brain would want to protect people from making an

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investment that's not good for them by subconsciously sabotaging your own marketing.

So you have to kind of - this is emotionally a bit of hard work. It's going to be uncomfortable for you to contemplate this. In what ways do I agree with people who are doing the thing that I don't want them to do? I think so many people have those thoughts about the value of their own offers, them not fully believing that it's worth it, them questioning their own ability to deliver results.

So if you're not sure that you can deliver amazing results, if you're not sure that every single client of yours is going to get a life-changing transformation, when you do your marketing and selling, what you're subconsciously communicating is that yeah, I don't really know what you're going to get. It might be great, it might be not, there's no guarantee, how can I know?

Then of course, your brain, in order to protect people from making an investment of time and energy and money where the outcome isn't certain, where the outcome is I don't know. Then the brain is like, okay, we're not going to lead people there. That's not good for them. We're going to protect them from those not amazing odds. So we're going to sabotage the marketing. That's why nobody's showing up.

How am I creating this subconsciously? In what ways am I agreeing that this should be happening? In what way did I want this? All of these questions are going to reveal so much of what's going on under the hood that you might have been resisting looking at.

One thing that I really want to say is that the reason I'm proposing these questions to you is so that you can use it as a sort of jumping off point to get to know yourself better, to really have a better idea of what's happening in your brain, what's happening in your heart so that you can meet it with compassion and curiosity.

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All the thought work we do, all the self-discovery, all the self-coaching that we do, the aim - guys, I say this over and over a million times to all of my mastermind clients all the time is we never do thought work or evaluate or self-coach in order to find evidence of what we're doing wrong. That's not why we're doing this.

Then we use these tools of coaching and belief work, et cetera, as weapons with which to beat ourselves up. It's like, what's wrong with me that I have this terrible belief? I have to fix it as fast as possible. We're not doing this thing where we're pretending it's self-coaching but we're actually being abusive to ourselves. Not doing that.

The point of looking under the hood, the point of getting to know our underlying beliefs deeper, the point of looking at where our doubts are, where our beliefs are not 100% yet, where we hesitate, where we don't believe in ourselves yet, all of this, the value of that is so that we can get to know our own humanity better so that we can love on ourselves better, so that we can be gentle about exploring what else could be true.

It's kind of like when you're dating someone and you're falling in love with them and you get to know them, it's not like you only want to know good things about them and any time you find out something about them or they reveal something that's less than perfect you're like, gross, I don't want to see you anymore.

When you're really falling in love with them, you want to know everything about them. Even the things that they think are embarrassing, even the things that make them less than perfect, again, when you're in love with them, it's all just adorable, it all just makes you love them even more.

And you want to get to know them more because the knowing itself is a joy. The knowing itself takes you to greater intimacy with them. That's why we get to know another person when we're in love with them. Not because we want to confirm that they're perfect and superhuman.

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So when I ask you guys these questions, how is it that I actually do want this, in what ways do I agree with this, how did I create this undesirable result subconsciously, the entire aim is hey, let me get curious about me so I can get to know me, including all the parts that might be a little awkward, that might be a little rough around the edges, so that I can love myself more.

That is the entire point. So I don't want you to use this to beat yourself up with and I really, really don't want you to use this as a kind of perfectionistic thing where you feel like you have to fix all of these beliefs right away or your business is not going to work.

Like I said, in the story that I told you about me comparing myself to my coach, I told you about how I had a lot of beliefs that were comparing myself negatively against her, but I also had lots of positive beliefs about myself and my offer. That was equally true.

We can and do hold conflicting beliefs in our brains. Sometimes I think I'm a garbage person and other times I think I'm a genius and a gift to mankind. Those beliefs can coexist in my brain. They do coexist in my brain and that's very human.

So instead of fixating on oh no, I have these crappy beliefs about myself, I don't believe in my offer, that's why I'm getting these shitty results, I want you to pay equal attention to the parts where you are believing in yourself, all the wonderful thoughts that you legitimately do have about your offer and your business and your ability as a coach.

You have to give them equal time. I don't want you to be so busy trying to fix what's not working that you forget to be proud of what is working and you forget to take notice of what is working. You forget to celebrate and give yourself gratitude and pride for what is working.

So I don't want you to skip that part because otherwise we can get trapped in this perfectionistic hamster wheel of like, I will finally have what I want

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when I fix every single one of my crappy belief because that'll never happen because you never stop being human.

I was still making hundreds of thousands of dollars and making a million dollars even with all the crappy thoughts about I'm not as good as my coach. No perfection is required. Just awareness. Loving, compassionate awareness, and giving yourself the patience and the grace to kind of allow these beliefs, especially if they're long-standing, especially if they feel sticky.

Giving yourself that space to kind of gently start to tug away at the edges of it and gently unravel it over time and be in this spacious, forgiving, compassionate relationship with yourself rather than feeling like I have to fix this now.

I gave myself tons of time to work through my own - this whole comparison problem. I was like, oh, of course, I'm not going to get over this overnight and that's okay. I'll give myself as long as it takes.

And I'm still capable of creating so many amazing results, I'm still capable of serving. So getting out of that black and white thinking of I have to be perfect, my belief has to be perfect.

So I hope this episode serves you and helps you to look at your own blind spots in your belief with more curiosity and compassion and empowers you to take more greater responsibility for the results that you're creating in your life because I think really, the worst thing that can happen is that you feel confused by it all. You feel like you don't have awareness. And awareness is always the most important, most useful, most profitable first step, even when it's not the most comfortable thing.

Alright my friends, happy self-discovery and happy marketing and I'll talk to you next week. Bye.

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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.