

Ep #155: Leaks in Your Bucket

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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. I want to tell you a little story today. I want to read you a story that I found on Facebook via this almost comic strip sort of images that are circulating on Facebook with a very simple and profoundly moving story that made me think so much about marketing.

And I'm going to read this to you and I'm going to talk a little bit about how I see this relating to my business and how it relates to yours, and I think you'll find it just as moving as I did. So have a listen.

This whole series, this story is attributed in the meme to @russellbrunson. So that's all the information that I have. I'll try to link it in the show notes but Russell Brunson must be the source of the story. If it's not then the meme is misattributed. So I hope someone will let me know. So here's the story.

There once was a farmer who had two buckets. He used those buckets to bring water home every day. One of the buckets had a crack and leaked continuously. The other was perfect and never spilled a drop.

As time passed, the cracked bucket became sad about the leaked water. He decided to speak with the farmer. Upon learning that he was sad, the farmer asked the bucket to join him on a walk. They walked down the same path as always but this time, the farmer pointed out all of the wonderful life that had sprung up around them.

And in this image, there is the - you see the image of this beautiful path of green grass and all these different flowers on the path that the farmer walked with the bucket. And he explained to the bucket that he was responsible for all of this beauty.

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If he hadn't leaked water every day, the plants would never have grown. The bucket realized that despite his flaws, he still helps those around him grow, even when he wasn't aware of it.

So that's the end of the story. It's very short. And I shared this to the Joyful Marketing Facebook group and so many of my clients just loved this metaphor so much. And I wanted to challenge all of my clients, including you, I want to challenge you to think about where your leaks might be.

What are the places where you might be leaking your bucket and what kind of life you might be nourishing because of the places where you "leak?" It's not that we can help people in spite of our flaws, it's we help those around us because of our "flaws."

And the path where the perfect bucket with zero leaks walked through over and over again, there were no plants, there were no flowers. It didn't nourish or nurture anything. But the leaky bucket, the path that it walked, it created all of this life in its path.

So I started thinking about where this is true in my own life and in my own business. All the places where I am leaking. I'm definitely a bucket with lots of leaks and the first thing that I thought of is the fact that I share about this a lot, I have a brain that's very prone to a lot of anxiety and depression sometimes.

The inside of my brain doesn't always look like what you might expect a life coach's brain to look like. It's not always positive, it's not always growth oriented. A lot of the times I feel very tense, I feel very tightly wound, I feel very anxious, I feel very down, I feel very negative for long stretches of time.

I feel all the things that we think we're not supposed to feel like shame and self-pity and sometimes anger and annoyance, all of these things, because I have a brain that's very prone to anxiety and depression. And sometimes even addiction.

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And I think, oh, I used to think that's a flaw, that's an imperfection in me and when I look back, if that is the leak in my bucket, so to speak, I think if I didn't have a brain that did those things, I think I would have had no reason to sit with myself and experience myself in the dark moments of life.

Imagine if I could always coach myself into feeling positive and always coach myself into growing and always coaching myself into whatever, all the positive things, then I would have literally had no reason to spend lots of time in the darkness, lots of time in the discomfort, and the pain, and the awkwardness and the shamefulness that I have spent a lot of time feeling.

And if I hadn't spent a lot of time there, I think I would have never learned how to love myself in the middle of the darkness. Think about it, if you don't have to feel like crap, if you can snap your finger and feel amazing, if you could just switch your thought and feel really positive, if you could just automatically convert any challenge into a growth opportunity and be on top of everything, why would you ever need to learn how to love yourself in the darkness? Learn how to be your own friend, right?

And I feel like I've had so much training in that. Not going to say I'm perfect at it at all. I'm not at all perfect at it, but I've had a lot of practice. And it is directly from the practice that I have had in my personal life, being with myself, not running away from myself, just being willing to be present for myself and for my own life, being willing to be my own friend even when it might look nothing like this ideal picture of a life coach, that kind of is I think what - to me it feels like it's what defines me as a coach and defines how I want to serve the world.

Because that's the work I want to do. I want to be there in other people's dark moments. I want to serve as a guide. When you're in the darkness, here's how you can be on your own side anyway, here's how you can have genuine compassion for yourself, here's how you can allow the darkness of life.

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And I think that comes through in so much of my teaching and coaching about business and marketing. Because when we sign up for business, so much of what we sign up for is really difficult emotional experiences of when things don't work out, when we fail, when we get rejected, when we get ignored.

All of this will come up when you become a serious entrepreneur. And I like to think that I do a pretty good job, at least I try to do a really good job of modeling and teaching, here is how you don't abandon yourself in those moments, here's how you stay your own friend.

And I think I would have never known how to teach that if I didn't have tons and tons of experience myself. And I think that's the most important part of my work. To me, that's so important that I be able to engage people and to serve them when they're in their darkness.

And that is the life that the leak in my bucket of anxiety, of depression, that is the life that that has nourished. I think I would just be a very different kind of coach if I were always very good at springing back into positivity. So that's where that leak created that treasure for me.

And if I think about other leaks of mine, there are so many, but another big one that I can think of is that I am really bad at sticking with plans, following instructions, doing as I'm told. If there is a curriculum that I have to follow and there's 10 parts to it, by the first two parts I'm already distracted and I've already lost interest.

I want to go off and do something totally different and I just struggle to stay on track with things. It's part of my ADHD that I speak so much about. And I was so ashamed of this way of being, that I was this way for the longest time. Again, it felt like a blemish, it felt like a leak in my bucket.

If I'm so good at managing my own mind, if I'm so good at all the things we're supposed to be good at, why can't I just stay focused? Why can't I just stay on track? Why can't I be a good student? Why can't I follow through with a plan like a mature person is supposed to?

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These are all the thoughts that I had to beat myself up with. And now that I think about it, looking back, if it wasn't for the leakiness of my distractibility and the difficulty that I have following plans and following instructions and sticking with things and seeing things through, then I think I would have never had to come up with my own ways of doing things. My own approaches, more creative workarounds.

When people praise me for the originality of my ideas, when people praise me for the unique ways I think and I teach and I do business, none of that came about because I was really good at following instructions. Every single one of those things came about because I was first a disappointment to myself who just wished that I could just follow a goddamn plan.

Probably almost everything that I teach you in this podcast, everything that I teach my clients in Joyful Marketing, in my mastermind, probably the best parts of my teaching, they probably came from something that I had to come up with, piece together, something I had to engineer on my own because I could not make myself follow somebody else's plan or conform to somebody else's mold no matter how badly I wished to.

I wanted to be such a great example of x, y, z. I wanted to be a model student to so-and-so and just my inability to fit into those molds meant that I had to create my own. And I know from what people tell me all the time that people watching me create my own mold, people watching me march to the beat of my own drum is so empowering and healing for people to watch.

And it gives them permission to do the same. And it feels super refreshing to people and they're so inspired by my example and they want to create - they also want to create more originality, more creativity in the way that they do their businesses.

And I wish I could say, oh yeah, that was my whole - that was my intention from the beginning and I planned it that way from the beginning but I didn't. In the beginning, I really wanted to be a good rule follower because my

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whole life people told me that's what you have to be, and if you're not doing that, that's bad.

And so all of my originality, all of my creativity, that was nourished by the leak in my bucket, of my distractibility, my lack of focus, so to speak. People always compliment me on the way I think and the way I think comes from the fact that I jump around in my mind all the time from place to place. I can't stay still in my mind.

And because I jump around so much, my brain goes to lots of different places and I think it comes up with more interesting ideas that really inspire people because of my jump around-ability.

So again, a flaw, a weakness that turned into a direct gift that nourishes people around me. And I really don't want to understate or gloss over how extremely painful it was for me for so many years of my life to be the person who couldn't stay on track, how much shame I felt about it.

And how the process of creating something meaningful and useful out of it, it wasn't intentional. I felt the shame of the leaky bucket, it's like, I'm losing all this water, what is wrong with me? And only in retrospect can I see, oh, that was actually such a gift.

Another leakiness in my bucket I think is the difficulty that I have being very polished and strategic. And I leak my imperfect humanity all over the place. Anybody who watches me can see that I am extremely far from perfect and I'm just not good at being consistently on message about anything.

People can kind of tell if you watch me closely that I kind of do whatever I want and none of it is very strategic, none of it is very - I don't like to feel very branded or packaged. I don't like to stay on one message.

I'm telling you I don't like to, but it's really like I'm incapable of. And I spent a long, long time in my life wishing that I could. And I wish I could consistently project a certain image that is more polished, that is more put together. But that's not the reality of who I am.

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I am a very flawed human and I make mistakes all the time and I make decisions that probably aren't the most strategically astute all the time. And I think what has become apparent over time which is so interesting is that a lot of people wanted to hire me and learn from me because I was an example of having a thriving business without all of that perfection.

They thought, oh, if Simone isn't super packaged and super polished and super on message all the time and presenting as this perfect person and she's making it work, maybe I can too. And I just love it every single time a client of mine tells me that they hired me because they saw me being human.

That's a very nice way of saying because I saw your imperfection, because I saw your flaws. You weren't - there are just some holes in your bucket and that's why I wanted to give you money, that's why I wanted to learn from you.

And I think letting people see your leaks, or in other words, trusting people enough to be with you when you are just being human, I think is such a gift that you can offer people because it helps them to feel safe in their own flawed, imperfect, messy, unbranded humanity.

And I love being an example of that. Again, it wasn't intention. If I had it my way, I would have loved to present perfectly if I could. I beat myself up over my failure to do that for a long time, but now I know I'm here to model something else, I'm here to model what it means to have a lot of leaks and have that not be a problem. And still have a business I love, and still be able to help so many people.

So I would love to pause here and ask you to consider, what are the things that you're beating yourself up for because you're leaking? Who do you look up to as the example of look, that's a bucket that is perfect, never leaks a drop of water? And how could it be true that whatever you think is perfect is also not nourishing vibrant life around them in the way that your bucket is nourishing all this life around you?

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What kind of flowers are you allowing to bloom around you because of your leaks? What kind of greenery? It's such a beautiful metaphor. And you begin to know that it's not in spite of your imperfection, your flaws that people around you are served. It's because of them.

And I think it's so, so important for you to know that. And I will say it's not always apparent in the moment. It's so easy to think that we just have to patch the leaks as fast as possible and a perfect bucket is a leak-free bucket. And we spend a lot of time fighting with ourselves, trying to fix ourselves and prove ourselves.

And what if what we have to do instead is to just pause in our walk and look around in our path and say, who was impacted positively? Who was served? Who was nourished? Who was healed because I'm not the perfect model of whoever I think I should be?

So I really offer this for you to think about. You heard some examples from me and please let me know. I actually am so interested to hear your stories, hear your perspective on how this applies to you. And we are all here to be different role models.

We're all here to be different types of leaders. And your particular specific leaks make you the unique leader that you are, make you the unique healer and the coach that you are. And I would love to know what you think about all of this because I would love to collect as many examples of how this is true, is possible, for myself and for me to be able to share with my people.

So if you have a reaction to this, if you know how your leaks have nourished life around you, have served those around you, if you listen to this podcast, find me on Instagram and send me a message. Let me know. And I would love to share that if you give me permission, or just read it for myself to know.

So let us notice and give thanks to and celebrate the leaks in our buckets and lean more deeply into our own humanity and model for our clients what it means to find meaning and joy and purpose in our imperfection, rather

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than trying to mold ourselves into anything other than that, because who you are is already whole and perfect and perfectly worthy.

Alright my friends, 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.