

# Ep #157: Healing Your Nervous System for Authentic Marketing with Sally Hardie - Part 2

## Full Episode Transcript



With Your Host

**Simone Grace Seol**

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

Hey, welcome to this episode, which is part two of my conversation with Sally Hardie on healing your nervous system so that you can show up more powerfully and authentically in your marketing and selling. So we hope you enjoyed part one, that was last week if you haven't caught that yet, go ahead and check it out.

Today, you're going to hear from the second part of the conversation where we talk about things like where and how "buffering" can actually be good for you and how to use it for yourself. So go ahead and eat those cookies.

And we're going to talk about how to find out what your body needs and how to actually give it to yourself, and how to stop being afraid of disapproval because it has everything to do with your nervous system and hint hint, the answer is not just change your thoughts.

How to make your success sustainable, we're going to talk about how to de-trigger doing reviews and evaluations. Because that's a huge thing that comes up with me and my clients where people feel averse to doing any kind of review of what they've done, evaluations of their projects and goals, and how to move past that so you can actually use your past experiences for learning.

Sally is going to share some brilliant, very quick and accessible practices that actually work to calm your nervous system, and we're going to talk about how taking care of your body and doing it skillfully is the key to the kind of authenticity that truly unlocks your business's potential. So enjoy the rest of the conversation, here's part two with Sally Hardie.

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Sally: You spoke a few weeks ago to Bryn and she was talking about some of the elements of - you had a conversation about buffering, about recovery from central nervous system buffering. Eating, or all the other things that people do, and that can help soothe you. And I wanted to reiterate that actually.

Simone: She's referring to the podcast episode from - actually I don't know exactly when this is going to air, but it's the episode with Bryn Bamber. I forget what it was called, the title of it, something about the nervous system. It was the one with Bryn.

Sally: I really enjoyed it. It was really good. And what I wanted to say was that exactly what you're talking about, the kind of weaponizing versus the nourishing and the soothing is that at this point of awareness that you are in a stress response, because you are aware, you can take all of those things that you would use as buffering and use them intentionally and have a totally different response.

Simone: As examples, what Sally is talking about is things that can easily be villainized in the life coach world, such as just mindlessly watching Netflix, or mindlessly eating cookies, or whatever it is, all the things that we say, "Oh, you're not supposed to do those things to avoid your emotions." We're saying, and I happen to agree emphatically with Sally.

You can still sit on the couch and watch Netflix. That can be a genuine form of self-soothing and self-nourishing and self-healing. And the difference between whether you're using that to further get away from yourself or whether you're using that to actually tend to and care for yourself depends on - how would you put it?

Sally: I think it's your awareness.

Simone: Yes, because I was going to say intention, but it's not even really intention. It's your awareness. Your relationship to yourself as you're having that experience.

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Sally: So yes, I would say the very first step is awareness that this is happening and awareness that this is a neurological thing. This is not a thought work thing. This is a neurological thing. It is not your fault. Nothing is going to stop this once it has happened.

So once your amygdala has decided you're under threat, it's a done deal. It is not your fault. It is neurological. And I think that helps with my next step, which is radical self-acceptance. Radical is in capitals and underlined like 15 times. Anything.

Sink into your body and listen to what it is asking you for. Is it asking you for space and being outside? Is it asking you for a bath? Is it asking you for Netflix? What is it asking you for? Is it asking you to not post on social media for a couple of weeks? Mine often asks me for that. Full transparency.

Is it when I go too far out? I was talking about the walking with the dog. If I go too far out without coming back into safety, my nervous system just goes, no, fine, if you're not providing us with safety with how you're doing things from your conscious mind, then I'm going to take over and I'm going to enforce safety, I'm going to make you feel like ass so you're not able to do all of those things.

Simone: I'm going to burn you out so that...

Sally: Burnout happens when we try to use that 4% to control the 96%. The 4% prefrontal cortex when our 96% is in control. If we continue to use the thought work and it's not working, you can almost feel your forehead getting hot. Back to what you're talking about, the kind of weaponizing of thought work.

So once you have radically accepted, I'm narky with my husband, not that I'm ever narky with my husband of course. I'm narky with my husband, I'm wanting to do this and I'm feeling very demanding, yes, and that's okay. That's okay. This is my mantra for that time, and that's okay, that's fine, this

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is okay. Accepting that leads you to be able to hear what your body is saying.

And there are going to be a whole dose of people out there that go, “Well, I don’t have any connection, I don’t know what my body is saying or why it’s saying it, or if it’s saying anything,” and that’s just not the truth. Because if I were to ask you a question, I would like to come over to your house, I would like you to invite all of your family members and I would like you to do a naked dance in front of them.

Simone: Like, no.

Sally: You will have a reaction to that. Maybe it’s a yes, maybe it’s a no, but your body is going to tell you. Not just your brain. Your body is going to be like, there will be a physiological response.

Simone: I think I’ve heard so many coaches - just humans, so many humans, when asked what would help or what does your body need, or give yourself what you need and you’re like, I don’t know. And I’m going to raise my hand here.

My brain often says that too. “I don’t know. I don’t know, I just feel like crap, I don’t know, I just want to - I don’t know.” But then you’re saying yeah you do. And you might have to do that game of - I don’t know what the game is called. Warmer, colder, does this feel more like...

Sally: Marco Polo.

Simone: Right, exactly. You might have to play that game with yourself. So having 13 people come over to your house and you doing a naked dance for them, that might be like, oh, cold, cold. So then okay, is it - do you need to be alone or do you need to be with one person who you really trust? Would it help to have a blanket around you? Would it help to have music? Or would it help to go outside instead?

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And you have to keep trusting that you know. And you might not have the perfect answer fall from the rainbow in the sky right into your lap that has the exact instructions, but you have to begin the process of getting to know yourself.

I spoke in the mastermind recently about writing your own owner's manual. Your own knowledge of how to operate the wonderful machinery that is you. And it's going to be hard to create a body of knowledge around how to take care of yourself if you have too much trust when your brain says, "I don't know. I don't know what I want, I don't know what's going to help." What if you did know? I think that's so good. Play Marco Polo. Feel into it. Have a hypothesis for what might help and go test it.

Sally: I think that's a beautiful way of doing it, and keeping track of that as well. What worked before, what made me feel good before, so that it's not like, well, what do you need? What do you want? Open-ended. It's like well, if I had these three different options, which one do I want?

So you have a compass. You're creating a compass of trust. One of the reasons why marketing is so triggering - there are lots of different processes that you can process the feeling and I could talk for years about that.

But one of the reasons it is so challenging for people in the modern world to hear what their body is saying is because at a very young age, there are two things that a baby needs to survive. There's attachment and authenticity, where authenticity means this embodiment. Mind to body.

So you can read the language of your body, you can understand the language, you're fluent, as you say, in your central nervous system. An animal walking through the jungle, if the hackles on the back of its neck go up and it doesn't pay attention to that, it's not going to last long.

We are creatures, we are animals, and we have a prefrontal cortex. The attachment is an easier bias to have as a baby. So when you're a little tiny

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baby, all the mirror neurons in our head, in our brain, and they run all the way through our brain. When our primary caregiver looks at us with a smile, with whatever, our brain replicates that in our head and we can read the fact that that is a good feeling, we are safe.

If they detach or disassociate from us, if we feel like we've been abandoned in any way, if that care, that love, to an infant's mind, that's survival, is withdrawn, we panic. And if we have attachment on one side and authenticity on the other, knowing that we need both, we will always bias towards attachment to a primary caregiver and away from authenticity of self.

Because if you're not approving of me, then it's bound to be something to do with me. So I need to change me to please you so that I will survive. And in cases where there have been a lot of trauma or even less trauma, but traumatic situations, it doesn't have to be a huge amount.

We learn this strategy, kill self, survive with other. So now, in your marketing, in Joyful Marketing, be authentic, people are like, well, I haven't felt that since I was like, two weeks old, so what the hell? And to re-engage with self means potentially a lack of attachment to others. People disapproving. How to let people be wrong about you.

God, but that's just - it's so painful. It's literally painful. It's not imagined painful. It's actually neurologically painful. And we don't give ourselves any credit.

Simone: It's not just your thoughts.

Sally: It's not just your thoughts. No, it's not. But once you've completed these cycles and knowing all of this, sorry, I know I've thrown a lot of stuff in here today. But once you've completed these cycles, once you've completed the circuit, if you like, of that trigger, of that stress response, then you can do the thought work to see if it was an error that got you in that situation to begin with.



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As in, I no longer need to be scared of disapproving people. I can begin a new practice of trying that out, seeing how it goes, like the garbage challenge. I can practice in little steps, little steps, little steps. I can push the limit and come back to safety because I'm recovering. I trust myself to recover, I am now embodied.

Because the key to life in a modern world, in my mind, it's to personally define your success and then achieve it sustainably. So throwing yourself under the bus isn't the way forward. But given we're all going to have stress, sustainability through the stress cycle is achieved through embodiment, through feeling it, through accepting our brain has a neurological response because we are an animal.

Our body requires to process that response so we can come back to our personal equilibrium. And when we are there, we can make a decision about what we want to do next time. We can understand that there's a hazard, how close do we want to get close to it? Maybe there's no hazard, maybe that's a thought error. There is no hazard and we can begin to work on thoughts that get in front of our central nervous system's reaction.

Simone: So I coach my clients a lot on their fear of an aversion to doing evaluations. And I think evaluations can - it's the exact same thing we were talking about before about thought work. You can use evaluations and review of the project or the month before or whatever, you can very much use that as a weapon against yourself when you are not embodying, when you're not allowing the stress response to be processed and to be cycled through.

Hold on, I had a point to make with this and I forget what the second part is. So if you've heard that evaluating your progress is important and you have to learn from what's happened, and if you have a resistance to that and the idea - I've spoken to many clients who literally told me everything about evaluations, my body resisted before I got coached by you and before we did this work together.



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And they couldn't understand why. It's so important, everybody else is evaluating, why aren't I evaluating? And I want everybody to know, if you feel that way, if you feel like evaluation just feels like punishment, nothing about it feels good to you, it's probably a sign - first of all, it's not you, it's not a character defect, it's not that you're doing it wrong, it's not any of these things. It's that your body might not be complete in feeling some of the emotions that it just wants you to feel.

Sally: Yeah, it wants to be soothed first. Before we go into the next round, let's be soothed from the first one.

Simone: And I promise you, if you allow yourself to be soothed, if you allow yourself to do that work of - you got to try to figure out where your safety is and how to do that thing that Sally's dog does of touching base with the place where you actually feel taken care of and nourished and safe. I promise you, you are going to want to evaluate, you're going to want to do thought work because we all have the capacity to be immensely curious.

Every single life coach I know is an immensely curious person. And the only reason that your curiosity might be shut down has nothing to do with you. It's just that your wiring isn't allowing the exploration because it has a more important priority for you, which is to complete the stress cycle.

Sally: Yeah. I mean, I could go on for days. But I think it's important to - I believe that that safety is embodiment.

Simone: Yeah, I agree.

Sally: So when you've got your head and your heart lined up in conversation, in partnership with each other, when you've got a fully - when you have a team, when your body is a team, then you can move forward because you trust yourself.

Simone: So how do you do that?

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Sally: Well, it's what we're saying. My body has nothing to say. Well, ask it questions.

Simone: Okay, so it's not like, first you do this and second you do that.

Sally: Well also, people use this phrase overthinking, like there's a problem, I'm overthinking it. And I prefer to use it in the sense that we overthink our feelings. So we are thinking over what our body is going through. So if we hit a wall, we never just hit a wall. There are all of these body signs and symptoms coming up and we chose to ignore them. And you can simply make a decision to not ignore them. Just that. Attachment and authenticity.

And attachment doesn't have to be to another person, though we can - being in front of another central nervous system can be hugely regulating. Is hugely regulating. It's one of the reasons that I'm able to create the safety with my friends that I am is that I have it within myself.

So when my clients are with me, there is a fully-regulated central nervous system on this side. And so they can just let theirs calm. I've totally lost track of where I was going there. Oh, attachment. Attachment doesn't have to be to another person. It can be to a dog, it can be to a plant, it can be to a favorite pen.

Anything that gives you joy. Surround yourself with things that give you joy. When you're in that recovered space, decorate the inside of your brain that give you joy. If you think of it like cognitive interior design, where do you want to live? You're in your head the whole time. What movies do you want to watch? Do you want to watch those movies where you're driving a car off a cliff? Your brain doesn't know the difference.

Simone: When I'm feeling tender, the word joy even could be triggering for me because I'm like, I don't know what the fuck joy is. It could feel too far off.

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Sally: But when you're in a stress response, you're not going to be able to find joy.

Simone: Exactly. So sometimes if you feel like sometimes joy could feel like a reach, then you could ask yourself okay, what would make me feel safe? What would make me feel nourished? What would feel comforting to me? What would be calming?

So I'm just saying this because it's just my brain. But my brain used to always want to make it very fancy and highfalutin. Like oh, to relax my nervous system, I should do an hour of yoga, or I should sit and meditate in silence like a Tibetan monk. That's what I should do. So I always - it even made nurturing my nervous system into this project, this self-improvement project, or I should do it via...

Sally: Is that stressful for you?

Simone: Right. So no wonder I was miserable for so long. And then at some point, I don't remember - one of the coaches I had gave me permission to not have to make that noble sounding. Not have to make that another self-improvement project. And since then, I've been very - I've learned how to be incredibly indulgent with myself.

It's like, well, what if it just looks like spreading out on my bed and just breathing? It doesn't have to look - I'm not meditating, I'm not trying to have fancy enlightened Zen thoughts. I'm not doing yoga. I'm not exercising. I am just being.

Or I ask my husband for some cuddles, or it just can be - nothing about it needs to be fancy. You know what would feel better. Make it a primal thing like your baby. If you're a baby, what would make you feel better? And give it to yourself.

Sally: And there are some quick practices as well that I can give that really help. It's an ancient, ancient meditation practice called wide eye, which is

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basically you're looking at something ahead of you and you open up your peripheral vision so that you can see as much as possible of the whole environment. That is anti-focus, which means you cannot be in danger.

So you can kind of force hack these more calm central nervous system. I'm always slightly reluctant to just give the techniques out willy-nilly, even though they're available in the world. Because what I wouldn't want is for somebody to be in a heightened state of activation and to kind of try and hack their way out of that without any self-acceptance or anything because that would just keep them up there. I think we all have.

Simone: It's like now I have this technique, I never have to feel uncomfortable emotions again, I always have an exit route.

Sally: Yeah, so it brings you right back into fixing it, like I've fixed the issue, so therefore - and of course you're not fully recovered. Another one is called - I call it the space between that I learned actually from Melissa Tier. And she did mention who it was from but I can't remember the name.

So if you look at your hand and you focus on the space between your fingers, so again, you are unfocusing. Focus, like we're doing now, talking to each other, either auditory or visual, but there's primacy of vision. For people who are blind, the auditory or the touch senses largely take over this.

But focus on something, like focusing on your computer or focusing on copy, any kind of very close focus is a trigger to our brain that we need to be alert. That can be a hack to become alert if you're not feeling it. But it is also something to be aware of if you're too alert, or if you're reaching a point of activation that isn't helpful for you. I've got a bucket load. I also have lots of books that I can recommend and I will give to you and you can stick in the show notes.

Simone: I will do that. There's so - Sally and I could keep going for five months about all of this. And we won't because we can't through this

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particular medium. However, there's so much to take away from this podcast. But really, if I could leave you with one nugget, it would be please treat yourself - when you think about tending to your own body, embodying emotions, nurturing yourself, providing that safe post for yourself to keep returning to, don't be too intelligent about it.

Don't bring your enlightened, life-coachy self, armed with your coaching theories. Rather, be more primal about it. What if you treated it yourself, like I just said, like a baby? If you had a small child, you wouldn't throw life coaching concepts at her, you wouldn't throw thought work at her. You wouldn't throw shoulds at her, you wouldn't tell her to do this meditation for 90 minutes.

You would let her cry if she wants to. You would say, hey, you want to go get some ice cream? Hey, you want to take a nap? Hey, you want to play with the dog? I think we all try to be too smart because we are so smart. Our prefrontal cortexes are so - we're so overdeveloped. We're incredibly intelligent people and that could become such a - not helpful.

So you can use all of that, you can deploy all of that to great effect when you are out there strategizing, making amazing things happen, coaching your clients, all the sharpness in the world, but then when you're taking care of your body, when you're taking care of your nervous system, let's all be more primitive. Let's treat ourselves like small children in the best way.

And that's how we begin to build that friendship with our bodies, how we begin to create awareness of what's actually happening there that we don't get to see when we're should-ing all over ourselves armored with our expertise and armored with our grand designs for ourselves. So that's kind of what I would love for people to take away. What about you? Just one nugget.

Sally: I think it's trust. It's one little word that can seem incredibly difficult. But asking the right questions and listening to the answer is the very, very

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first step to that radical self-acceptance. Because it might not be what the world, what the culture wants you to do. But we all know that that was just - these were just rules created by some dude, God knows when. So going against them now or choosing you requires trust. And you're always right.

Simone: Love it. What's one of your favorite questions? One or two of your favorite questions that you ask yourself.

Sally: Why? Why is my favorite question of all time. I'm so stressed, why? And then is this going to be important in the future? Because I think certainly for me, I'm ADD brain. I hyper focus to great effect whenever I'm regulated, but whenever I become dysregulated, that hyper focus, it almost becomes like a stumbling block. I cannot focus on something else, as opposed to I am able to hyper focus on this, it's to the exclusion of the rest of my life.

I don't eat, I don't go to the toilet. The amount of times I've sat at the desk and I'm like, my bladder is actually going to burst if I don't do this, but I really don't want to go to the toilet because I'm doing this, I'm doing this. That's a sign for me when I'm not taking care of myself. That's a sign for me. So why am I not taking care of myself? What could possibly be more important?

I think couching it in primitive brain terms as well, what could possibly be more important to my survival than taking care of my body and my brain? Ensuring I'm in unity?

Simone: One of my favorites that I just want to share before we end the conversation is also very simple. One of my coaches taught me this and it's actually - I think the best coaching Sally I think is the simplest, right? It's the most child-like simple things.

She said, "Why don't you put your hand on your heart and take a deep breath and ask yourself hey sweetie, what would help?" Hey, what do you need right now?

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Sally: I'm comforted just hearing that.

Simone: Right? And I was like, it never occurred to me that I could speak to myself like that.

Sally: Yeah, it doesn't. That's why our work is so important. Because modern culture doesn't teach these things. It doesn't teach embodiment. It teaches the primacy of thought.

Simone: Listen, there's two categories of experiences. One category of experience where you should write down a fucking model and do some thought work and figure that shit out. Another category of experiences, you should put your hand on your heart, take a deep breath, and ask yourself, sweetheart, what would help? If you use one in the wrong context, it's not going to work.

Sally: But you'll know. You'll know because it won't - if you're trusting yourself, it won't feel right. If you put your hand on your heart and what would help, and your brain is going sort the fucking strategy out, then you know, fine, this is a thought work thing because I've got the cognitive function to do it.

And if you're in a thought work model and you're just fog, you cannot see through, you seem to be doing the same thing again, again, again, again, repeating behavior, repeating thought patterns, then come over to this side and both are strengths. Neither of these are - it's just so awful. You're in touch with your feelings, you're taking the easy route, it's absolute bollocks. It is a challenge to become authentic with your body and it is 100%, a million percent - it is totally worth it.

Simone: And progress. Not perfection. This is not work that you master overnight. It's not something you listen to this podcast, you go read a book about embodiment, and you're like, alright, I should be an expert in this. It's an entire life-long process of befriending yourself, getting to know your own



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body, and building truly a body of knowledge upon which you can relate to yourself with love and skill and compassion.

So I'm working on this every day. I get better, incrementally better all the time. And if you have a little bit more knowledge about yourself than you did last month, if you have a tiny bit more skill in this in your moments of panic and anger and shame or whatever than you did last year, that's progress. That's all of us figuring it out.

And I promise you, my dear listener, wherever you are on the journey, I promise you are far, far, far ahead of wherever your client is. And you have the skill to be able to help them no matter how imperfect you feel on your own journey. Perfection is not required. We just have to show up willing to help, which we life coaches always are. And we just always have to be engaged in our own work and just be getting 1% better at it all the time.

Sally: Absolutely. And marketing from that place of safety, I mean, that's the uplift. When I'm safe and I put posts out, I get huge engagement. When I'm a bit wobbly and I put posts out, crickets.

Simone: It's so interesting, right? It's such a perfect gage. Where am I? It's telling me where I'm aligned and where I'm not. Okay, so I got to cut this conversation somewhere. So I'm going to cut it here. We'll have you back at some point but you just can't keep going on and on. So thank you Sally so much for this brilliant conversation. If people want to explore working with you, where can they come find you?

Sally: I have a website, which is [sallyhardie.com](http://sallyhardie.com). Instagram is where I hang out, so I'm @sallyhardie\_coach. Lots of resources on there if anybody wants to dig a little bit further into this.

Simone: Brilliant. Well, everybody, go follow Hardie, hire Hardie, work with Hardie. Why am I calling you Hardie and not Sally? I don't know.

Sally: That's fine, most people do, which is really odd.

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Simone: Really? That's so funny. Okay Hardie, we'll talk to you later Hardie. Thank you for being here.

Sally: Thank you so much Simone, it's been a blast.

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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.