

# Ep #166: How to Use Intuition to Guide Your Marketing

## Full Episode Transcript



With Your Host

**Simone Grace Seol**

## Ep #166: How to Use Intuition to Guide Your Marketing

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, hey. How's it going? If my voice sounds a little bit animated today, it's because I'm in a really good mood. That is because after a rather arduous week of labor, I'm finally moved into my new house. It's actually an apartment, but we have finally moved to a brand new apartment that we own for the first time.

I have never owned a home before. I kind of can't believe it. I'm a homeowner now. And it's like, saying that makes me feel like me being six years old and I'm in front of my mom's vanity or whatever, and I'm putting her lipstick all over my face because I want to feel like a grownup.

And I'm like, putting my feet in her little high heels and a part of me is like, what is happening? I feel like I'm playing house. Part of me is always going to feel like a little kid who can't believe that she is adulting. But anyhow, my husband and I and our baby are moved into a new home, which is actually in the same apartment complex as my old apartment.

It's in the same set of buildings, but we just moved a couple of buildings over to a slightly larger unit where my baby is going to have - or he does have his own room, which doesn't mean much because he's four months old and does not really need his own room.

But it's kind of being used as a guest room/storage at this point. But anyhow, most importantly for me, even more important than my baby sometimes, kind of, I'm just kidding. Am I not? I don't know. I have my new office.

There's a room that I designated as my own personal office and I designed everything from scratch, everything from the wallpaper to everything. I am like, so in love. I love my old office too, which if you've seen me on Zoom

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calls or every single podcast I recorded, all the work I've ever done for my business, I did in my old office.

That's not true. I probably did 70% of it from bed or the couch. But a lot of it I did from my old office, which I loved but it was - the apartment wasn't ours. We were renting. And it was a really old building and unit. So there were fixtures - everything about the room was really old and we weren't allowed to do any renovations, we weren't allowed to do much to it.

So we were very limited in terms of what I could do but here, we just gutted everything, everything's been renovated from scratch. And I am just so, so, so in love with my new office. It feels - I have this beautiful turquoise green wallpaper and dark wood floor, and I have this little nook where I have a little bookshelf and I have all my art supplies and toys and a little nook where you climb up.

It's like a foot and a half tall and you can climb up and take a nap. It's fucking amazing. I just can't wait to show you all of the work that I'm going to do from this room. It feels so magical.

Actually, I just posted a reel on Instagram giving people a tour of my new office. So if you're interested, you got to come hang out with me on Instagram. If you're not hanging out with me on Instagram, I don't even know what is happening with your life.

It's a lot of really fun stuff happening over there. I share my stream of consciousness a lot and I got to say, my stream of consciousness is incredibly valuable at the risk of sounding arrogant. But it's just true. So you want to come find me on Instagram, @simone.grace.seol. Follow me. Let's hang out.

Okay, so that was a really long prelude of explaining why I'm so excited, my voice is so animated. But I'm also animated because we're going to talk about intuition.

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There's a lot of talk in the life coaching world about intuition, what to make of it, and I think I know coaches who are both like, intuition is everything, I operate everything on intuition, I teach my clients how to use their intuition, they're very pro-intuition. And then I think I also know coaches who I don't want to say they're skeptical of intuition, but they operate more on the basis of like, their thoughts.

And so intuition is something that you want to test against your rational intentional thinking. And roughly speaking, I can divide people into those two camps, given that what I just said right now is a giant generalization.

But I have my own take on intuition and I wanted to share with you what it is. So what I think - what people call their intuition is actually just their energetic sensitivity and energetic intelligence. And the reason I want to talk about this in the context of marketing and building your coaching business is that it comes up just so, so often.

People will make decisions about niching, people will make decisions about where to market, how to market, what to share, what not to share, what kind of offers to make, how to price, literally everything that has to do with marketing, I have heard people credit their intuition or blame their intuition.

You say, "I have an intuitive hit." And also, if you're selling coaching, you're going to have clients who you're marketing to, and they're going to come and tell you, "I had this intuitive hit that I have to work with you." And in that case, intuition is going to work for you.

And then you're also going to get the opposite if you're selling to enough people. You're going to get some, "I thought I really wanted to work with you but my intuition tells me it's not the right time," or, "My intuition tells me it's not the exact right fit that I need right now."

Or this happens, it's happened to me and it has happened to so many of my clients where their clients will sign up for coaching, pay you, and then a little bit after a bit of time passes and they'll tell you, "My intuition is telling me that this isn't right for me and I want a refund."

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So you are going to use intuition for yourself or against yourself, you're going to see clients using intuition in a whole bunch of ways, so I want to clear up exactly - I want to give you a way of framing intuition that's going to make it make sense for you, in a way where it's not airy fairy. And I'm going to suggest ways where you can decipher for yourself where intuition might be leading you the right way.

I don't want to say the right way. Maybe intuition is leading you in a useful direction versus where maybe you want to watch out and kind of pause to consider where your intuition is telling you to go.

So let me get back to talking about what I meant when I said your intuition is just your energetic sensitivity and energetic intelligence. Because the way we bandy about the word intuition, it just makes it sound random and whimsical.

Like oh, I had an intuition, it just kind of - at least in the English language, it has this connotation of being kind of flighty and unreliable and random. But I say it's nothing but. All of the earth, including all biological organisms, including us human beings and the way the Earth moves, the way literally everything physical happens on Earth operates via currents of electromagnetic energy.

How does the heart beat? How does DNA unfold? How do cells die and regenerate? All of it happens via electromagnetic energy. And there's probably a lot of science that you can talk about when it comes to describing literally how the climate works, how just natural phenomenon in actual nature work, but how everything is just electromagnetic energy.

We all operate in fields of electromagnetic energy. If you're a human being, you have your own electromagnetic energy. And this isn't like, some kind of new age-y thing. It's literally science. It can be measured.

So fields of electromagnetic energy, they all work in an extremely systematic and orderly fashion. It's like the order of nature, how it works. And the thing is we are part of it and we are it. However, it's not visible to

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the naked eye. It's not necessarily audible to the ears. It's a little bit more subtle than that.

So some of us really have a heightened ability to discern the movements and the direction and the strength of electromagnetic energy, and some of us, I think we all are able to feel it and respond to it, but I think some of us have a more acute and developed sense of it than others of us.

So if you think of yourself as having strong intuition, that just means you have high energetic sensitivity and high energetic intelligence. So don't discount it just because all of that is invisible to the naked eye. Think of yourself instead as having a kind of hyper vision or hyper sensation or hyper auditory capabilities.

Some things you feel with your body, it's a kind of subtle hyper intelligence that you have to perceive subtle currents of electromagnetic energy. That's my take on what the hell intuition is and why we should take it seriously.

Now, generally speaking, and I'm going to add a lot of caveats. Not really caveats, but more like making things more clear. But generally speaking, I'm a big fan of intuition and the way the language that I use is like, I always look inward to find my inner knowing.

So my inner knowing will tell me in response to an external thing, it'll tell me yes or no. It'll tell me this thing, but not this other thing. It'll tell me this person is not right for you. It'll tell me this is right but not quite now.

It will sway me towards one color over another. It will tell me whether I should take action on something or whether I should wait. It will tell me whether it's safe for me to do something or not. And so I'm really used to going inward and trusting that very subtle voice inside.

It's not even a voice all the time. Sometimes it just feels - it's literally like a vibration in my body that I feel and I have to shut off all external voices and just go inward and pay - make a really high-quality space where I can actually pay attention to it.

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So that is all to say that I rely on my intuition or said another way, I rely on my own energetic sensitivity and intelligence a lot. However, this is a really important part. The meat of this that I want to offer you today because I think it's so misunderstood a lot of the time.

Here's where I think intuition can go "wrong." So any time somebody feels a kind of intuition, like I said, you are feeling the movement, you are feeling the existence of some kind of flow of energy, electromagnetic current.

Because human beings have thoughts, which are partly formed by social programming and a familial programming and all the forces in society that we have seen and been steeped in and have even internalized, like the patriarchy, like racism, even homophobia, ableism, colonialism, all of these things, they almost act like a filter through which we perceive and understand the intuitive signs that we get.

So because we are verbal beings, as humans, we speak, we use language, we have concepts, ideas that we construct, not just with the pure flow of electromagnetic energy, but with our conscious rational thoughts, and our thoughts about the world, our thoughts about how society works, our thoughts about how everything works, because we have that layer that's contributed to a lot by the prefrontal cortex, we filter the pure existence of energy, the movement of energy, we filter those intuitive hits through our thinking brain.

So here's an example of how this can happen where you are getting an intuitive hit but you might want to sit with yourself and think about what it could really mean, instead of the first thing you think it means.

So for example, this is just an example that I'm making up, but it's very real, and I just see it happening a lot. So for example, there will be a woman who is very powerful and unapologetic and takes up a lot of space and is very assertive.

So if there's a woman like that and you're in their presence, you're going to feel the strength of their energy just by being in the same space as them, or

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even if you're just encountering their presence on social media or something, you're going to feel this powerful, unapologetic, taking up space, and kind of woman's presence.

And if you have been socialized to believe that a woman who is powerful and taking up space is somehow bad, by the way, hint, hint, that's most of us, even if you don't consciously think so. We've all breathed in the air and drinking the water of the patriarchy, so at some level, we all have this internalized sexism.

So then because we are filtering - we're feeling something in our body, our body is like, I'm in the presence of this person, I'm feeling a sensation that's different from before. And if your socialization says powerful women is bad, then you might say something to yourself like, "This person gives me a bad energy. This person is - I can't trust them. I'm suspicious of them. There's something not right with her."

And your body could very much perceive her power as a threat to you, even when it's not at all, just because patriarchy has taught you to fear and to be suspicious of other women's power. Do you see what I mean? So you did get an intuitive hit.

You did sense their energy. That's why you are feeling what you're feeling. However, what you are making that mean, or the way you take - let's say it feels bad. If it feels bad, when you take that at face value of, oh, it feels bad, therefore it must mean that she is bad, that's like you took the energetic signal and then kind of took the society filter, socialized filter at face value.

And I think that is a time when if you have awareness about it, it's really useful to pause. I'll give you another example. Again, I'm just making this up but it happens all the freaking time.

We have been socialized, once again, to be a good son or daughter, be a good kid, listen to the adult, follow instructions, go to school, listen to the teachers, study for the tests, get an A, get good marks, get compliments,



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make sure you're not hurting other people's feelings, and then get a job, do what the employer says, get a good review.

So our entire lives, the way we have been socialized on following rules and being really good at following rules and not coloring outside the lines, not sticking out of the line, and just being a good employee, good student, do what you're told.

Again, that is not our nature, that is just how we have been socialized most of us in Western modernized societies. So if you have that socialization, which I do, you most likely do, most of us do, what happens is when you encounter for example a coaching container where you're not given answers anymore, you're not given a set of instructions to follow anymore, no one's telling you what to do, exactly how to do it, and nobody's grading you, nobody's telling you you're doing a good job, of course, the purpose of all of that is to help you connect to your own power, to your own answers in a way that is really hard to do anywhere else in the world.

It's like, forget what your husband wants. What do you want? Forget what your parents said. What do you want to do with your life? Forget what your boss says or what your friend says. How do you feel at this job? Forget what all of your friends are doing. What do you want out of your love life?

All of these questions can be very threatening. Your intuitive faculty, your energetic perception, your energetic intelligence can respond to that kind of space as if it's being attacked, as if it's being threatened because up until now, the way to be safe, to be well regarded was to fall in line.

But when there is no moral line, and even if there is a line, it's encouraged that you follow yourself instead of falling into line, you are sensing that the electromagnetic energy current is different and your body says this is bad, we're not - we don't want to be here.

So again, your intuition is correct in the sense that it is telling you something that's really vital. It's alerting you to something that is different

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from before, something that is different from the rest of the world. So in that case, your intuition is very intelligent. It's very useful, it's very valuable.

But at the same time, you want to check for, okay, so there's the pure sensation of like, this is different, but how am I understanding this through my socialization filter so that you can maybe come to a place of understanding, oh, my intuition is telling me that this group or this coaching container or this coach, whatever, it's not for me. My intuition says you got to be somewhere else, it's not for me, it's not right, it's not a good fit at this time. But what does that actually mean?

Maybe my mind's telling me this is not the right time, maybe my intuition is telling me this is not a good fit. But maybe what's really going on is that what does feel like a good fit, what would feel "right" is what is familiar.

Where I don't feel like I'm so lost, where I feel like the rules are similar to what they used to be, my intuition is telling me something's not right, but it's not that it's not a good fit. It's just that I have chosen to grow a new set of skills, I have chosen to get to know myself in a new way, I have chosen to ask myself what I want and to learn how to create it, maybe for the first time ever, and that's very different from how I've been raised, how I've been educated, how I've been trained to go through life, and so maybe this intuition is telling me this is very, very different.

But if I'm intentionally choosing the larger journey I want to be on, what I want to learn, how I want to become, then it would be the wrong thing for me to take the intuition to mean I got to get out of here. All intuitive information is valuable as long as you don't necessarily immediately take what your brain thinks it means at face value.

A lot of the times when people say it's bad energy, I've just experienced this a lot with other people, or myself too, I've been like, "They just don't have a good energy." But what that really meant was that they weren't conforming to my socialized ideals of what a person should be like.

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And by just dismissing them or not engaging with them or not learning from them or not opening my heart to them, all I was doing was reinforcing my existing biases instead of creating more connection and creating more value for myself, creating more learning, creating more expansion, creating more love.

There have been times when I have said, “I can just feel this is not my kind of vibe.” Vibe is a word that we also throw around a lot, which is also related to this whole intuition business. It’s not my kind of vibe, when all that meant is it’s just different from the vibration, the energetic current that I’m used to, which therefore my nervous system is familiar with, therefore, it thinks it’s good and safe.

But it has nothing to do with goodness or safety. It’s just what’s familiar versus what’s new, so then I want to ask myself, is there value in exposing myself to something that is new and learning what’s here for me? Or do I want to take this energetic intuitive information and just get away from here?

I remember a piece of research that says that scientists who study humans, like anthropologists and psychologists used to believe that the experience of disgust, when a human being experiences disgust as a response to something that is all inborn, all humans have an inborn disgust reflex and it’s the same across all cultures and all people just because it’s biological. I think that’s what they used to believe.

And I think upon more research, they found that’s actually not true. That disgust is an emotion that is taught, that is formed on the basis of what a particular society finds acceptable and what not. And I think actually, the only universal thing that all humans across all times and all societies, all geographies basically find all disgusting in common is I think incest or something. And everything else was just culturally variable.

And so for a long time, lots of people thought that, for example, homosexuality was disgusting, it was disgusting to be gay and it was just

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the law of nature until they realized that's nonsense. And it was only disgusting in a society that taught people to fear and to alienate different forms of sexuality other than just being straight.

So that's another - it's not exactly the same as intuition, but it's kind of similar in the sense that people will say, "When I look at that I just feel this, and I just know that it's wrong in my heart because intuitively that's just not right." This is the kind of logic that people use against people who fall under the spectrum of sexual diversity.

I can give you so many other examples, but the bottom line is just because it's visceral, just because you feel it in your body, just because you feel it energetically, vibrationally, it doesn't mean that the way your brain interprets what to do next is necessarily for your highest good.

Sometimes it is. But you have to be the one to decide. You always take the energetic hit, energetic signal serious, I'm feeling something, there's some intelligence here, there's something I got to parse out, I want to respond to this, but I want to decide how I want to respond to it.

Sometimes an intensely negative vibe or a vibe that feels negative is exactly what I need to lean into in order to grow, to become the person I want to be. Sometimes when my brain tells me, "Intuitively I just know this person is whack, intuitively I'm just getting bad vibes, intuitively I don't like them, I ask myself, hold on, what are my assumptions and judgments? And what are my socialized ideas about what's good and acceptable? And could that be rubbing up against my experience here?"

Where am I calling an intuitive experience bad or wrong when it's just different? And I can decide what I want to do with different. Now, does price feel intuitively "right" or is it intuitively right within the range that I have been socialized to believe is acceptable?

I can go on and on and on, but you know what I'm saying. Take all of your intuition seriously and then also have your critical mind on. Put that button on of your critically thinking mind and consider what socialization you have

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been exposed to and always be proactively choosing the path of your growth, the decisions that will lead you to become a more powerful, a more self-expressed, more authentic, more courageous version of yourself.

And I think if you do this consistently in your marketing, because like I said, there's so many decisions that will ask you to lean on your intuition, when you know how to make those intuitive decisions intelligently, and I'm not saying be perfectionistic about it.

A part of how we hone our intuition is to practice using it a lot and just collect the data and say hey, where has that gotten me? Where has this gotten me and what can I learn about myself through all of my experience of following my intuition?

So all of that is something you learn through experience. Don't be like, am I interpreting this correctly? Am I not? Don't be perfectionistic about it. But just know that is a really valuable faculty, it's a very valuable intelligence that you have that you can use to your own tremendous benefit.

Just always have your critical mind on at the same time. Alright my friends, that's my spiel on intuition. I'll talk to you next week with more topics on joyfully marketing. Bye.

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.