

# Ep #169: Three Phases of Marketing Mastery

## Full Episode Transcript



With Your Host

**Simone Grace Seol**

## Ep #169: Three Phases of Marketing Mastery

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 y'all. I want you to pay super good attention today because I'm about to tell you something super important and super useful. I want to tell you how to diagnose exactly where you are in your marketing and exactly what to do to get to the next level.

The way I see it, there are three phases in marketing. And everyone I see around me, including myself, is in one of the three phases and moving to the next one. Well, hopefully you're moving to the next one.

If you're not moving to the next one, that's where the problem is and we have to stop and fix that. So the progression has to happen from phase one to two to three. And in a minute, I'm going to talk about what they are.

And I just see that a lot of shit goes wonky for coaches when they don't know what phase they're in and try to jump from phase one to three, and you just can't. You have to go through phase two.

I want you to know all the phases, I want you to know how to recognize when you're inside one of them, and I want to tell you about the challenge I'm offering for the new year so that you can move from phase one to two to three in the shortest amount of time.

So here are the three phases of marketing. Again, I'm going to list each one, I'm going to describe each one, and you can hear for, hey, this sounds like me. So here's phase one of three.

Phase one is called pre-joy. It's the pre-joy phase. We're not feeling any joy. This is the part where so many coaches are, where marketing feels stressful, hard, mysterious, confusing.

## Ep #169: Three Phases of Marketing Mastery

If you're like, "I just don't get marketing, it's so mysterious, it's just hard," if it feels heavy to you, you're in the pre-joy phase. How you know you're in this, you second-guess every word you write, every little thing you put out, you obsess over the impact of each post, you go and babysit everything that you posted.

It's like, who's liking it, how many people are responding, did I get a response, did I get it right? Perfectionism and fear. Fear of judgment, fear of being ignored, fear of this, fear of that run amuck. You're all wrapped up in thinking there's a right way and a wrong way to do things and you're constantly looking for the right way.

You're constantly looking over your shoulder at everybody else's opinion. You know you're in phase one if you find yourself polling other people a lot. Hey, what do you think about this? Do you think I should do this? Hey, can I pick your brain about this? What is that person doing?

In phase one, you're obsessed with finding the how. Someone just tell me how to do this. And you get very easily seduced by the how on the internet, whenever you see somebody saying, "Here's exactly how to do a, b, c," and you're like, oh my God, tell me.

You're very disconnected from your own creativity and your voice and trauma responses, and old conditioned patterns of fear and scarcity dictate your thoughts and decision-making. But you don't have much awareness of it nor the skills to change it.

So if a lot of this sounds like you, know that you're in the pre-joy phase. The first phase. Here's phase two, which I call the joy phase. Phase two is joy, and here's how you know you're in it.

This is often the first place that people land when they actually join Joyful Marketing and start the work inside Joyful Marketing. And I have to be honest, lots of people tell me that they got to phase two just from listening to my podcast, reading my emails, following me on Instagram.

## Ep #169: Three Phases of Marketing Mastery

So you might have even gotten here without joining Joyful Marketing. So this is where people land. You've broken up with perfectionism and trying to get it right. You are no longer obsessed with what other people are doing, finding the right way, how to do things.

You've just unleashed your creativity. Ideas start to flow. And you get that marketing is about serving and connecting, and you're driven by love. And you're driven by the connection that you feel with the people that you serve. You share for the joy of sharing.

And you're constantly unearthing new bits of brilliance from your brain and actually start to trust the spirit of your business. You're a lot nicer to yourself and your own body than you used to be. You really feel like you're in a partnership with your business and to serve your people.

You really feel like you're also in a partnership with the people around you. You're working together. And the quality of the ideas that come through you are living proof of that. And you can see that people respond accordingly.

When you're in this flow, when you are unleashing your creativity, when you are driven by love and service, when you are finally feeling light and playful and purposeful about marketing, that is how you know you're in phase two.

Finally, phase three is what I have called effective joy. So you move from the pre-joy phase to joy to an effective joy where you can use the emotion of joy to create the exact results you want.

And this is where advanced Joyful Marketers land when they're ready for mastermind level work, and this is where all the magic happens in mastermind where people arrive with this skill and to strengthen these skills.

So based on the foundation of phase two, if you're in phase three, you have developed a high awareness of your own thoughts and you have a high degree of problem-solving skill to create better results.

## Ep #169: Three Phases of Marketing Mastery

In phase three, you set goals from power, as opposed to from your insecurities. Here's what I mean by that. If you're like, I'm going to make my coaching business to prove to my family that I am not a loser, that is a goal that you set from insecurity.

I'm going to achieve a five-figure month so I can finally feel like I'm a good coach, that's a goal that you're setting from your insecurity. Because until you achieve a five-figure month, you're going to feel like a bad coach or not a good enough coach. And you're trying to achieve a goal to prove your insecurity wrong.

That is what I mean by setting a goal from insecurity. And you don't do that when you're in phase three. You set goals from your power. So setting a goal from power looks like I want to have a five-figure month to expand my capacity to serve, to expand my skills, to grow to the edge of however much I can grow because I love growing.

I want to have a thriving life coaching business so that I can have more freedom and support my family because that makes me feel powerful. That is setting goals from power.

You set goals from power and you know how to take action and evaluate afterwards to understand where your gaps in belief are. You're not mystified by your results because you understand how to track the thoughts that caused your results.

And you know how to fail and learn and you know how to believe new thoughts. You know how to get new beliefs into your brain with self-compassion, and you know how to be resilient.

You don't get it perfect each time and life is always 50/50. There's some good, some bad, some pleasant, some unpleasant, some amazing, and some shitty. But you keep iterating. You keep evaluating. You keep learning to create better and better results, and you trust yourself to create better and better results. That's phase two.

## Ep #169: Three Phases of Marketing Mastery

So what phase are you in? If you're in phase one, the pre-joy phase, your goal should be to get to phase two. The joyful phase. And if you're in the joy phase, your work should be get to effective joy, phase three.

I want to say you could find yourself in between phases, which is totally normal. Sometimes I'm in phase two, and then sometimes I slip back to phase one. Totally normal. That's the nature of what it means to move through phases.

But as long as you keep doing the work, you're going to move to the next phase. Now, when you consistently find yourself in phase three, like I'm always in phase three now, I didn't use to be. That's when you have really mastered the foundational skills of marketing that will take you to your first five-figure month, six-figure year, seven-figure year, and beyond.

And I want to slow down and get you to notice what I said here. I talked about the foundational skills of marketing. Because don't let anyone tell you otherwise. Marketing mastery is about your skills. Not your actions or strategy.

Because actions that you take can be misaligned or misdirected. You see this all the time in your life and people around you, people take a ton of action, it doesn't get them anywhere because it's either misaligned or misdirected.

And a strategy, a strategy can fail. Ask a military strategist. A strategy itself is not fool-proof. However, if you have skills, your skills will never let you down. Your skills will allow you to chart the best path from A to B.

And by the way, entrepreneurship is never-ending path charting in response to things changing all the time in real life. Your skills will allow you to correctly diagnose what to fix when you don't get what you want, which is often.

Your skills will allow you to adapt, course-correct, and pivot when the unexpected happens, which again, is always. Welcome to life on Earth.

## Ep #169: Three Phases of Marketing Mastery

Your skills will allow you to bounce back even stronger when you fail, which by the way happens - failure happens more often than success, even for me as a multiple seven-figure entrepreneur.

Failure is just a fact of life. So what do you do? How do you bounce back stronger? Depends on your skills. Actions and strategies are about the how. And skills allow you to devise and optimize your own how.

So I want you to think about your marketing in terms of the stack of skills you have because no matter what the field is, success is built on a stack of skills. Simple as that. Gain the skills that are required to accomplish a result and you will accomplish it.

And if you don't have what you want yet, if you're not at phase three yet, it's no big deal. You just got to know what the required skills are and go learn them. So my friend, if you want to be fucking amazing at marketing, if you want to sign more clients, make more money, have a bigger impact, help more people, I'm here to tell you the good news, that all the skills you need to learn can be boiled down to just two.

To move from phase one to phase two to phase three, to be amazing at marketing, you really just need two skills and I'm going to tell you what they are. The first skill you need is the skill of disarming perfectionism. And the second skill you need is the skill of tracking thought-result causation.

Those who are weak on the first skill, the skill of disarming perfectionism, are going to have a fear of imperfection driving all their biggest decisions. They will never create - whether it's a body of work, or impact, or money, clients, to their full potential, because that requires mess and failure, and their nervous systems won't tolerate mess and failure if you don't know how to disarm perfectionism.

So I think the ROI, the return on investment on disarming perfectionism is literally millions of dollars. The second skill, the skill of tracking thought-result causation, those who are weak on this skill will always be in this frenzy of action taking, always on the hunt for the right strategy, the next



## Ep #169: Three Phases of Marketing Mastery

diet, the next marketing gimmick, and they'll never create their full potential either because creating to your full potential requires aligning your mind and spirit to be a match for what you want.

And when their minds and spirits aren't a match for what they want, they'll never spend enough time looking inward to notice even what's misaligned. So for example, they'll say, I want this many more clients, I want this much money, but they have this deep-seated belief that having a lot of money is evil, or money makes you a bad person, or money is materialistic.

So every time they try to go make more money, there's this subconscious sabotage because there's not this match between what they're believing on the inside and what they say they're wanting on the outside.

So the ability to make your insides a match for what you want, the skill of being back to track what thoughts are creating your results and being able to change your thoughts to create different results, that skill, the ROI on that skill, also fucking millions of dollars.

Here's the thing my friends; I boiled it down to two skills and I truly believe that me mastering these two skills, one, the skill of disarming perfectionism, and the skill of tracking thought-result causation is exactly what got me to where I am in my business and what got my most successful clients to where they are in their businesses.

And here's the thing; skill isn't mysterious. A skill is just like a new habit of the mind. You used to think in a certain way, you used to habitually do things a certain way, and now you do things in a new way because you have different thoughts.

It takes a minimum of 21 days to form a new habit, scientific research suggests. A minimum of 21 days. Sometimes it takes longer. But you need to put in 21 days of consistently doing something to form a new habit.

You can't just try something on and off and expect results. We all know that. So here's the thing; I want you to master these two skills. So inside



## Ep #169: Three Phases of Marketing Mastery

Joyful Marketing, I'm releasing a brand new challenge for the new year to help you wire these skills in permanently.

And this challenge is called 60 Days to Marketing Mastery. And I'm releasing it only inside Joyful Marketing and I'm going to release it on January 1st to every single Joyful Marketing member.

Now, 60 Days to Marketing Mastery, 60 days divides to 30 days per skill. Remember, there are two skills. 60 days total. Now, if you're in Joyful Marketing or you join Joyful Marketing, you're going to get a guide that tells you exactly what to do every single day for 60 days.

So that's January and February, my friends. Each day's work is very simple. And it'll literally take you less than 30 minutes to do. And the skills you gain by doing the daily work is going to radically up-level your copy, your energy, your messaging clarity, your confidence, your magnetism, how people respond to you.

And it is going to change how you make money in 2022. Oh my gosh, that year sounds so weird coming out of my mouth. And it's going to permanently alter your income trajectory.

What happens to your engagement is going to shock you. The kind of copy that falls out of your fingertips are going to shock you even more. You're going to be like, I had what inside me? Are these words - they come out of my mouth?

And people who were there all along but not buying from you are going to suddenly start to come out of the woodwork and buy from you. And when that happens, you're not actually going to be shocked or confused because you'll know exactly how it happened, you'll know exactly what you thought to create it, you'll know exactly what skill you strengthened to create it, and you're going to know how to make that repeat.

And my friends, when I say mastery, that's what I mean. That level of command, that level of authority, that sense of control over your result, over

## Ep #169: Three Phases of Marketing Mastery

your business, over how your marketing works. Going from I'm so confused, how is this working, or it works sometimes, I feel like I get it sometimes, but then it slips in and out, I feel like I slip in and out of being in control and not being in control.

When that is over and when you feel like you have control over everything all the time, you don't have control over all of reality, but you have control over your results. You know how to create what you want and you know how to make it predictable, that is what I mean by mastery.

I don't throw words like mastery around casually. I think that when you have these foundational skills, you have the most essential form of mastery in your brain permanently forever.

And I know from my own experience that when I knew that these neural pathways were deeply permanently grooved into my brain, I cannot tell you how powerful I felt. Because again, it was never going to be a set of actions or a strategy that gets me to - those things might get me to a successful launch or a short-term goal.

But what's really going to strengthen me over the long term, what's going to make my long-term goal inevitable, in other words, what's going to determine my trajectory as opposed to my short-term result is going to be my skill.

And when I knew that I had truly mastered these skills is when I knew that my business and my income, everything would be under my control. It would be under my creative authority for the rest of my life. And it is my mission to get every single one of my clients there.

So that's the value of learning these skills. And by the way, if you're already a seasoned marketer, this work is finally going to let you see with brutal clarity where and why your marketing has been stuck or underperforming and let you know exactly how to figure it out to take it to the next level.

## Ep #169: Three Phases of Marketing Mastery

When I wanted to go from, for example, 100K in sales to multiple six figures and multiple six figures to seven figures, or even when I was going from zero to my first 100K, this skills building work is exactly what I doubled down on.

It's exactly what I worked on. So if you ask me, "Simone, how did you whatever," the answer is always going to be exactly what I have distilled to be able to teach you in the next two months.

The challenge starts January 1st. We're going to learn the two skills to take you from phase one to phase three in just 60 days. That foundation of essential marketing skills are going to stay with you forever and keep compounding in your brain.

My friends, what you do in the next two months matters. Let's make it count. Join Joyful Marketing today, get oriented, and get ready for a new chapter of your business to start January 1st.

Hundreds of coaches are already buzzing to start this challenge and I've got a seat open with your name on it. So how to join Joyful Marketing, get in on the challenge on January 1st?

You go to [www.simonegraceseol.com/joyfulmarketing](http://www.simonegraceseol.com/joyfulmarketing) or you find the exact same link in the show notes. And of course, when you join, you get a gift box containing your hardcopy workbooks and other fun stuff right away. What an amazing holiday/new year's gift to yourself, right?

And then of course, you get immediate access to the rest of the life-changing, business-changing Joyful Marketing curriculum before the challenge even starts. Amazing. I'll see you inside.

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

## Ep #169: Three Phases of Marketing Mastery

to work with you. So get on that. Link in the show notes, and I'll see you in your inbox next time.