

Ep #171: Rocking Your Business with Chronic Pain with Dr. Andrea Moore

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.

Hello my friends. Did you know that not every coach has what would be considered the socialized ideal of a quote on quote healthy, pain free and able body? I know right? In fact, I might be talking about you and you might be like that's me, I don't have a body like that.

Well here's the thing. You might be like "wait this is a business podcast, marketing podcast, why are we talking about health and body and everything?" Well one of my deepest core beliefs as somebody who occupies the intersection of a bunch of marginalized identities, such as I'm a woman, I'm a woman of color, I have an ADHD brain etc. is that there has to be a seat at the table for everyone. And more particularly, there has to be pathways to success and thriving for every kind of coach-entrepreneur regardless of what kind of brain and body they have.

And I obviously care, I mean I care about everybody. I care the most about coaches because that's what I do. I help other coaches with their businesses, I help them do amazing work in the world and make lots of money. And here is something that seems to always get in the way in a really heartbreaking way: chronic pain.

I have spoken time and time again with clients who struggle with chronic pain and I know there are so much of you. There is not enough conversations about this, about how chronic pain affects every area of your life but especially your business because your business honestly consumes so much of your time and your energy and your capacity. And when a lot of that is being eaten up by dealing with chronic pain, that is a major, major issue. It doesn't get talked about enough. People who have chronic pain suffer in silence, have shame about it, have anger about it, and I don't think

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that they always feel safe claiming it as “hey, here’s an issue that I’m really struggling with that’s affecting my business.”

I have so many clients who have told me over the years that they are down hours a day, sometimes multiple days in a week. Sometimes even weeks at a time due to chronic pain that you know, for whatever reason, isn’t neatly solved via conventional medicine or any kind of conventional method. And it’s just something they live with.

And I hear over and over again about the kind of limiting thoughts that these coaches have about their chronic pain with regards to how it inhibits them from showing up fully in their businesses, to be able to do justice to the kind of energy and capacity that they want to bring to their businesses. And they can’t because, hello, they’re suffering with this big thing, a big chunk of the time and it just feels unfair, right? And they just have lots of emotions about it.

Maybe you recognize yourself in what I’m talking about. As much as we would like for this not to be the case, we are not robots. We’re not machines with perfect bodies that operate exactly the way we want. Just because we are thinking the right thoughts or eating the right things or whatever, it doesn’t matter. We’re all these complex organisms and our bodies are so endlessly fascinating and complex and intelligent.

And it’s so important to me that everyone and everybody’s body has a chance to fully do the work that they love to do in the world and create the kind of success and results that feel as expansive as they crave it to be. And if somebody has chronic health, which nobody chooses to have chronic health, why should that ever get in the way of them building amazing coaching businesses? If it does, that is not okay by me.

So you can imagine why I was so excited to talk to Dr. Andrea Moore my guest today. You’re going to hear me talking to her on this podcast about chronic pain and she’s going to tell us all about how it does not have to be

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a limiting thing for your coaching business at all. You guys, talking to her was so enlightening for me and I don't even have chronic pain.

I can still relate to and be moved by so many of the things she talks about, because- and I truly think that if you're like me and you don't necessarily suffer from chronic pain. If you have any kind of issue at all related to your body or your mind like your brain that keeps flaring up as an issue that seems to not respond to conventional ways of dealing with things and gets in the way of your showing up with full capacity and energy to your business, everything she's going to talk about is going to apply to you and just feel like gold.

But especially to folks with chronic pain, and I honestly have so many beloved, brilliant clients and friends who struggle with it. I know that this episode with her is going to be a giant permission slip, a ray of hope, and even a galvanizing love letter to the possibility of you not just surviving not just making do, but truly thriving and prospering beyond all expectations with chronic pain. Did I say bane? Chronic pain.

Without further ado, this is my conversation with Dr. Andrea Moore.

Andrea: Hello. Thank you so much for having me here.

Simone: So tell us, where do you come from? What is your background? And what made you such a bad ass coach on chronic pain who is also an inspiration to so many of her own followers and clients? Tell us.

Andrea: Yeah, so I'm always like, I could spend an hour telling you my backstory and I'm not going to do that clearly, so I will keep it as short as possible. But basically, I became a Doctor of Physical Therapy 11 years ago.

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And in that time, even before leading up to that, I was dealing with my own chronic pain. And it was almost like a means to the end of like, if I can learn about my own body, I can fix myself. And I was constantly on this journey of trying to fix myself. I was convinced my brain needed fixing, and fixing my body was just another thing on my list of things to fix.

So in working with clients and even seeing my own physical therapist, I very quickly realized that what I was learning in school was not helping me and was not helping my clients with chronic pain.

And naturally, because the universe gives us exactly who we need, everyone who was on my schedule had a lot of chronic pain that was not being healed by traditional physical therapy. And don't get me wrong, traditional physical therapy has many amazing things of it, but there's a certain subset, it was not helping.

So partially for selfish reasons but partially also because I wanted to help my clients, I really started to dig in more of there has to be something else. Because everything that we kind of learned, it was like, there's nothing else they can do, the pain's in their head, that's it. They just got to learn to live with it.

And it was very much women were being told they're crazy, their pain wasn't taken seriously, my pain wasn't being taken seriously when I go to the doctor. And I was like, fuck this, this is bullshit.

Simone: That's happened to so many of my friends and it infuriates me. Just like, well, have you tried meditation?

Andrea: Oh my gosh, yes. I can go off because there's a whole pain science movement that's amazing, that is more up to date, and it is more respective to the nervous system. But within the pain science movement, you're seeing exactly that of these like, well, you just need to go meditate, you just need to change your thoughts.

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But it's not that simple. There's no guidance. They literally go to a 15-minute appointment, they're like, yeah, just meditate, change your thoughts, sleep more, eat better, and you're fine. It's like, oh yeah, sure, because those things historically are so easy for people to do.

And that was kind of what guided my journey was I actually then became a nutritional therapist because that was one of the first places I delved in. And it helped, but I couldn't keep up with it. And I just became - because I already have perfectionism in my background, I just became a perfectionist about health.

And then beat myself up because I couldn't actually stay off sugar and do all the things you're supposed to do and be perfectly gluten-free and dairy-free and anti-inflammatory. So that's when I got into life coaching, which also helped dramatically.

But I was still stuck. I still felt like I could not change my thoughts. Every time I would, my nervous system would freak out. And that's when I got into the trauma healing work of somatic work and body work. And that just transformed my life completely.

And that's why I love what you talk about Simone so much because you bring it all in, and it's so similar to what I do in my work. I'm bringing in the thought work because it's tremendously helpful, but we're also respecting the nervous system and using trauma-informed practices, which is what is so missing in so many of the - people who are even up to date with pain research.

So it's a quick background of my story. A little bit about me, I also have a husband and I have a little four-year-old, so if you hear anything in the background, that could be...

Simone: I know all about that. Okay, so that's really interesting. Tell us just a little bit more about how trauma is related to chronic pain. Because we tend to think of chronic pain as physical and trauma, unless we're talking

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about trauma like a car accident, a lot of times when we talk about trauma in terms of psychology, we think of that as being mental. We think of the two as being unrelated. So tell me about how they're not.

Andrea: To do that, I'm first going to back up a little bit to very, very basic up to date pain neuroscience. And that is 100% of pain is always, always, always 100% of the time created by the brain. It is the brain that is getting input from the nervous system along with what you're seeing, what you're smelling, your memories, a past book you read, what your aunt Lucy said about her knee 30 years ago that you don't remember.

All of those things. It is taking that in a split second, it is determining, is there a threat that I need to pay attention to? And if it thinks there is a threat you need to pay attention to, it will input it back and put it out as pain.

So pain is always created by the brain. I always tell my women that if some male doctor tries to tell you that it's in your head, you can kick him in the balls and be like, "That's in your head too, bitch." Yes, pain is in your head. It still hurts.

Simone: That's amazing.

Andrea: So I don't know why this in your head - it's kind of like being like thoughts are in your head. Yeah, and they really fucking impact our lives. Our brain kind of is a really big controller thing in your body.

Simone: Just because something's in your head doesn't mean you can control it. There's actually only a very small part of your brain function that you can control with your conscious mind and everything else is automatic.

Andrea: Exactly. So ultimately, that is what creates pain. It is your brain perceiving there is a threat that needs to be paid attention to. That also means your brain can turn off pain even in the instance of actual injury.

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So I always like to tell people that everyone thinks injury and pain are correlated. And they can be. But not always. So you hear these stories where some guy in the wood chops off his arm or something and has no pain. And he's able to drive himself to the hospital while he's bleeding out, and the second he walks into the hospital, he passes out.

And that's because in those moments, the brain has been like, okay, we're going to send out all our endorphins, all our own levels of chemicals that will stop pain because if you pass out in the woods, you will die. It is not helpful for you to pass out right now from pain, so we're going to stop the pain.

So this means even when you have an injury, you could have no pain. And it also means even when you don't have an injury, you could have pain. That's where trauma comes in.

Simone: That was such an amazing explanation. Okay, go on.

Andrea: So ultimately, the brain, a huge portion of what the brain is reacting to do decide if there is a threat is what your nervous system is sending it. And if your nervous system is holding on to either trapped emotions, trapped even past traumas, I go into ancestral work, generational trauma, all of those things, if it's holding on to that, your brain might be getting messages as if there is a threat, but it's really not even yours. It could be inherited from past things.

Simone: I just want to pause and say here that I know we're talking about physical chronic pain, but this - probably most of what Andrea is saying also applies if you have chronic emotional pain, mental pain from trauma, ancestral trauma, trauma from earlier stages of your life, all of it.

This affects so many of us, and I know that so many of my listeners are going to feel massively validated by this. And everything that she has to share today about how to manage them and not have to have them limit

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your life I think is going to be relevant to all of us, so keep listening, even if you don't think you have chronic physical pain. Go on.

Andrea: Absolutely. And it's funny because most of my work with clients ends up being very much on the emotional part. And oftentimes we have to start there before we can even get to the painful part, which we'll get back to that in a second.

But I did want to say, hopefully everyone here has listened to your Model Heresy. I was listening to it the other day and it's like, your number three Model Heresy, in between the C and the T line. That's where I live. It's the why do some people have a thought about a circumstance. It's like why do some people's bodies, brains react to their nervous system as if there was a threat to create pain where others might not.

And I love to share this one study about Derby car crash driver people. I always forget what they're called. So they just crash cars for a living. Apparently they think it's fun.

And they are in an average of 70-plus accidents over the course - even in one day, I think they get into 15 different accidents. On average, at 15 miles per hour, so pretty significant. The incidence of neck pain in this population is like, 5% or something. And don't quote me on numbers here. I did not look them up before this, but somewhere close. It's incredibly low.

Yet, they're crashing all the time. Whereas in the general population, you can have somebody get rear-ended at like, five miles per hour and the incidence of neck pain can be up to 50% from one crash.

So why is it that some people can just take that and others can't? And it's because for the Derby crash people, it's fun. It is fun. They are expecting it, it's fun. Whereas when you're just chilling in your car, which is perceived as safe, it's safe, you're listening to music, hanging out, and all of a sudden someone comes from behind and crashes, it's freaking traumatic. So it's a physical example, but it just goes to show that it is not - that incident...

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Simone: It's not necessarily physical intensity per se only.

Andrea: Look at football players. Look at all these instances where people just don't have pain and they do insane things. So it's why do some people's nervous systems react? And that is where I am going with people. Why is your nervous system seeing a threat here? And let's get to the root of that and heal that where we can.

And also, to heal that, the most important piece of healing that is seeing your pain as a friend to you, as a way in, as a way to know yourself better, as a superpower.

Simone: Okay hold on, pause, because I was just going to ask how our listeners who maybe struggle with chronic pain can start to have a different understanding of it, what are the steps they can take towards making their chronic pain not a liability but an ally in their business-building, in their marketing.

Because like I said, a lot of them have the thought that they are just limited in their capacity, that they just can't do as much as people without chronic pain and they feel shame about it, they probably also feel anger about it. So Andrea already said the first part of it, which is to see chronic pain as a friend. And I don't know about you, but if it were me, I'd be like, what? How can pain be a friend? Tell us more.

Andrea: Exactly. That is most people's reaction, and that's totally fine. It's a very, very valid reaction. And it can take - I want to say that's a process in itself. You do not need to just immediately turn pain into a friend.

Like anything, you're working towards that. Working towards just allowing it without fighting it and resisting it. Because the truth is it's present. And so many people live in this place of constantly fighting it and resisting it and not wanting it to be there and wanting to fix it.

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Simone: Being mad at the pain, being mad at themselves for having the pain.

Andrea: Yes, exactly. So constantly, there's all kinds of thoughts and since I'm speaking to hopefully mostly coaches here, you can start to look at there's a pain, and there's probably your immediate thoughts of the pain where people get stuck in that loop of well, I just hate it, I want it to go away.

It's like, okay, why do we want it to go away? And starting to get curious about it. Like, let's start looking at what are you making it mean about yourself? And looking at that and starting to really see if you can get to a place of curiosity.

And often, that takes a lot of stepping back and allowing each emotion to be here. Sometimes you have to let the anger out. You might be really angry at your pain, so you might have a little session where you do let that anger out, express it, yell at it.

And then notice, where is that anger in your body? And starting to notice where else other things live. Because that's usually then when you start to bring up things that you just didn't even know were related to your pain.

Simone: Oh, and if you're a life coach, you doing all that work on yourself, oh my gosh, it's so potent. Any time I do a lot of intense emotional work to align myself, I'm always thinking in the back of my mind, "Cha-ching." Every time I learn something about myself, it makes me a better coach.

It makes my marketing more powerful because I suddenly - your own personal breakthroughs. I always talk about your integrity. That is where all of your power as a coach lives. So that just sounds like such potent work.

Andrea: Yes. And ultimately, pain usually has a message for us. And that message is going to be different for everybody. And often, for entrepreneurs, a lot of times, that pain is reacting, the more powerful they

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get, the more almost confident they get, or the more they try to start switching their thoughts to be more confident, their pain often flares up and it feels like their pain stops them.

So this is a really common scenario. This may not be true for everybody, but since we're talking to entrepreneurs here. So if you feel like every time you hit a stride or I feel really good about my message and you have a pain flare up, that is a chance to get really curious of like, why is my nervous system thinking that me getting clarity is a threat?

This is where patriarchy smashing shit comes in. Because oftentimes, your nervous system is trying to protect you. It knows that giving you a pain flare up will stop you. It literally paralyzes you, that you will not take action. Because it is perceiving your action as a threat because there is nothing more dangerous than a powerful woman.

So a woman who's finally stepping in and seeing things, that's where you often see pain flareups. And they'll take her down and that's where a lot of people stop. They feel they can't have a business because of their pain, when really, that pain can be a sign of like, oh fuck yes, I've just hit the next level. This is a sign that I'm doing the right thing.

So you can kind of start to make friends with it there of just like, I see you, pain. And I'm like, individually guiding people through all sorts of fun tools to use to manage the pain and stuff like that of course, and to actually heal, and help the nervous system feel safe.

But even just in that moment, recognizing like, you're seeing this as a threat, I see you, wow, this is really scary. In the history of women, this has never been done before, you're right, thank you for letting me know. And giving it tons of love and compassion. Authentic love and compassion. You can't force it. And then you can say, look, I'm going to update you to 2022 now. All these powerful women who are thriving by using their voice.

Simone: Pain is no longer necessary to keep us safe. I am safe.

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Andrea: Yes. You just need to do this little by little. And it's so funny because when I read your posts, so many of them can be flipped back on pain. Even the Garbage Post Challenge for instance, it's like, each time you're posting, if you feel a pain flare up, your back tightening up, you can then use that as evidence of hey look, we posted and we didn't die, thank you back for giving me warning, I was watching out for myself, and we're good.

Simone: That's so different from the way - I don't consider myself to have chronic pain but I've experienced a lot more pain than I have ever before in my life with my pregnancy and onwards. And my back started hurting in ways it never did.

The way that I usually talk to myself about the pain is the opposite of the tone that you're using right now. Your tone, when you talk to your own pain is so warm and loving and gentle and like you're a friend. And I'm like, there's that fucking back pain again, I hate it so much. So just noticing, oh, so that's how you talk to your pain. That will probably make my experience a lot different.

Andrea: Excited for you to try it.

Simone: You know that lots of my clients just have – I wonder if you can touch on this – just have this frustration that they don't have as much time when they get to be on for their businesses because they are just down from their chronic pain a lot of the time and there's this sense it's unfair, "All those other people get all their days because they're pain-free all their days, and why do I have to be stuck with this pain that immobilizes me? It's not fair." And for the people that really have a sense of that, how would you coach them? What would you offer?

Andrea: Yeah, and of course, everything is so individualized. And ultimately, pain is always trying to send a message. And it's really important to differentiate, is the message like a valid message, one that is actually

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useful? Or does my, like, nervous system with pain need to be updated to the current reality?

So, I feel like that differentiation needs to be made because sometimes we start listening to pain and interpreting it as a real threat when it's not. So, you treat that very differently. Versus sometimes pain – and this is how my pain tends to present, like this, is it is like the greatest advocate for your self-care. Because it's going to – for me, if I start eating certain foods and stuff or if I'm not sleeping well. If I'm not taking care of myself, that's when my pain flares up. And so, it took a while to get there, but now it's like, "Thank you, back, for letting me know that I have not been putting myself first. I have been totally slacking on my self-care."

Simone: I can already hear my clients responding, "Andrea, there's stuff that has to get done. It sounds nice to make friends with your pain and talk to it nicely and give yourself the rest, whatever, but I literally need to do the Garbage Post Challenge because Simone said so. I have to write this copy. I have to write these emails. If I don't, what's going to happen? And I just don't have the energy for it. I'm not available for it because of my chronic pain. The show has to go on, Andrea, what are you going to do then?"

Andrea: I love this example so much because it was such a perfect example of exactly what you would hear. And it might take a while. I won't say this so blatantly to someone who's a one-on-one client but it's like, chances are, if that is your energy behind it, holy shit, is your pain trying to teach you to slow the fuck down.

Simone: I mean, listen, we're laughing about it, but we're not making light of how frustrating, how painful – it is a very painful place to be and I'm not laughing at that at all. But it is very – I was able to do that voice just now because I've heard that exact thing out of so many coaches' mouths.

Andrea: Totally, and that is very much, for me, again, it's a reason. My pain is very much self-care related. When I start getting into that exact frantic

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state, that is when my pain comes. And guess what? I don't get anything done when I'm in that state.

Simone: Right, and it probably prolongs that state, right?

Andrea: Absolutely. I lived in that for probably half my life.

Simone: I think that culturally we're so used to being at war with ourselves. This is what I talked about a lot – my jam is talking to people with ADHD because I have ADHD, and our whole lives, it's almost like we've been taught to be at war with our ADHD. We've been taught to be at war with our depression.

So, if you have ADHD, “No, you should try to focus. Try to stay on track. You should be consistent. You have executive disfunction, you're dysfunctional, make yourself more functional.”

And so, our whole lives, we've been trying to fix ourselves, like fight ourselves, and, “Don't be depressed, smile, think positive thoughts. Go out for a run. Write down in your gratitude journal.” It's everything is like, “Kill your depression. Let's make you a positive person.” And so, it's not our fault. It's not anybody's fault that our tendency is to get mad at ourselves, our tendency is to go to war with our chronic pain, our ADHD, our depression, whatever it is.

But we all know what that energy of being at war feels like. It's constricting. Just talking about it makes my stomach clench up. It's a horrible feeling. I hated being at war with myself and I was there most of my life, right?

And so, if you recognize yourself in what we're describing, just notice, “Huh, that energy of being at war with myself, being at war against my pain,” that does not feel good and it's not a place where interesting possibilities can come about. It's not a place for learning or growth or even curiosity can happen.

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And so, it may feel very true, that it's not fair, that you don't have enough energy, you don't have enough spoons because of your chronic pain. We're not at all trying to gaslight you about that. We make space for the legitimacy of all of that, and at the same time notice, "I'm in this energy of being at war with an aspect of myself. What would it be like if I were to be willing to shift that a little bit?"

Andrea: Yes, and I want to say two things to that, especially when you have that, "It's not fair," that gets a voice, so often, especially amongst coaches. We immediately then have shame...

Simone: Oh, like, "That's not a very life-coachy..."

Andrea: And it's like, there are thoughts that you're finding yourself, like, "I'm thinking that, it's not helping... give that expression. Give yourself a pity party, truly. Have a pity party for yourself, like, "It's not fair..." go yell it out...

Simone: Yeah. Shake your fist and...

Andrea: Let that truly have expression and notice – and I'm going a little bit more than I normally go, since I'm talking to life coaches here – notice if you're having resistance to allowing that. Because often, what happens is we have our pain, and then we have the shame about our pain, and now we're having this thought, and now we're having shame about this thought and we're trying to let it out, and now we're not really letting it out.

So, really, it's often going through layer by layer, and whatever can have truly authentic expression without judgment is where you want to go. So, if you're having resistance, "Well I can't actually say it's not fair because that wouldn't be life-coachy of me..." Like, examine that thought. Why can't you just say that for like 10 minutes? Why not? What's going to happen?

And allow that some space and validation and some expression. And kind of keep stepping back, and then you'll find often, if you're giving it that true

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space, true validation, you can then really move back inwards. Hopefully that wasn't too confusing.

Simone: No, that made total sense.

Andrea: And then the other piece I really wanted to touch on was when you were talking about that stomach clenching feeling, that it's constricting. And I want to talk especially to anybody here who's like, "Yeah, but the MRI showed me this and my muscles really are tight and this all this," this all very much presents physiologically, just as Simone just mentioned.

Your muscles literally do clench up when we're having this resistance and this, "Fix it," and this at-war with ourselves. It literally can give your muscles, it can tighten them up. And it's often that tightness that if you went to a massage therapist, they're going to be like, "Your muscles are rock hard and I cannot get them to release." It's because your nervous system is like, "You can't release this. I'm protecting you." And they don't go anywhere. And so, this stress and this need to fix ourselves creates a stress, creates a war with ourselves that literally does then present physiologically.

Like, it's a neural loop, ultimately, and that just reinforces then the message to the brain that there's a threat in the body because it's like, "Look how tight the muscles are, yikes."

And so, for anybody who just wants to be really neurosciency about it, it's like ultimately by coming to a place of allowance and kind of dropping the rope, that actually is what's going to allow your muscles to relax. You'll notice the expansiveness. And we're putting all this pressure on fixing something, it doesn't work. And chances are, you've been trying it, and if it worked it would have worked by now, I promise you.

Simone: It's kind of like trying to change your husband. Like, if that was going to work, it probably would have worked by now. Not to be heteronormative, but a lot of the times, it is the husband. Although

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sometimes it's not. What would you say to a coach who is listening to all this and is beginning to have hope that things could be different for them?

That they could have a different relationship with their pain, that they could free up more space, more energy for their work, but is like, "I'm really hopeful and I really want to believe you, but I just find it hard to believe that someone like me with chronic pain could be as productive as somebody like... can you give me hope? Where is the proof? I want proof that I can just as successful as I wish to be, that I can fulfill my potential just as much as I long to but think that I haven't been able to because of my pain. Andrea, give me something." What would you say?

Andrea: Yeah, the thing that comes to mind is one of the most common things that my clients say, probably even just a couple of sessions in working, but definitely by the end, is, "Oh my gosh, I never knew my pain would be like the greatest gift I ever got. My pain has changed my life, for the better." And they're like, "I'm so grateful for my pain because it allowed me to do this work."

So, your pain is literally mapping out all of the areas that are just, like, calling out to be healed. It's like your own little map of – especially life coaches who all love to work on themselves, you've got your own map right here.

Simone: It's like a personalized curriculum for self-growth.

Andrea: Yeah, absolutely. And if it's presenting like that, especially if it's more from the emotional place and especially if we're linking it to trauma, it means it is ready to be healed, which often means you are breaking generational cycles. Like, you've got a fucking opportunity.

Simone: You know, because I'm a business coach, I hear this and I think – every time I have a giant personal breakthrough... not even giant. Every time I have a personal breakthrough, I just make more money because I

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get to be in greater congruence with what I teach. And I get to hold more powerful space the more I grow and expand myself.

It's almost like every time you get into a deeper level of friendship with your pain, you work through another layer of healing for your pain, it's like, you know what's on the other side? More money for you.

Andrea: Absolutely, 100%. Like, always. And all my clients kind of show that. Their business always improves after making friends with their pain and really giving their pain a voice. Because it's exactly what you just spoke to.

Simone: So, Andrea, obviously everybody listening should go work with you, who struggles with this. But if they're like, "I'm not in a position to be able to hire a life coach on my pain just yet," and they want to DIY it, could we give them like a Cliff Notes version that they can kind of take into their lives to start doing this work on their own?

Andrea: Ah, a Cliff Notes version, alright...

Simone: You've already given a lot of really beautiful ideas that are going to be useful. But just some things to anchor them as they go do this work on their own? First of all, follow Dr. Andrea Moore on Instagram. There's a lot of gold there. But just for the podcast.

Andrea: Absolutely. I would say one of the biggest things that I want to say is that a lot of pain ultimately is complex. There's a lot of factors that play into it. And I would say the biggest thing I see is someone getting stuck in one place for it.

So, if you are a coach – since I'm talking to coaches – if you're a coach and you've done a lot of thought work around your pain and haven't really seen shifts or even feel the resistance – that's where I lived, is I just had so much resistance to it, is I would say going into really emphasizing the somatic piece.

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Go watch Model Heresy number three and it's really that trauma piece. And that is again where I'm living 75% of the time with my clients. Because oftentimes you're carrying something that's not yours in the first place. And that right there is a great question to ask your pain, is like are you even mine? How much of this is even mine? And what do you need?

And just start asking it questions like that and really allow your body sensations, and like really sitting with your body sensations. And what I would encourage people to do as well is, let's say it's your lower back that hurts. Yes, of course, you could pay attention to your lower back pain.

But I would really start to look at, like, what's going on in my throat when I have my lower back pain? What's going on in my chest and my shoulders, you know? Looking elsewhere and getting curious about that. Because often, we get so stuck on the physical pain itself, and usually there's something else around it. So, that would be my...

Simone: Coaches all need reminders to get out of our heads and into our bodies.

Andrea: You cannot heal your pain in your head. I promise you that.

Simone: Ironically though because your pain is in your head. But also, you can't heal it just by your cognitive work.

Andrea: And actually, I will say something to that. Pain, like traditional pain neuroscience very much goes a little bit head-based at first. I have been in the clinic where I've explained it to someone and literally if it works, it works almost instantaneously and they're like, "Oh my gosh." And within a couple of weeks they're like, "I'm so much better."

So, oftentimes, if it's truly like just an intellectual, like, misunderstanding of your pain, the results are incredibly – they're usually really fast. So, if you feel like you're forcing thought work, use that as a reminder to go into your

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body. And you're always bouncing back and forth. Thought work is always going into your body anyway...

Simone: I agree. Did y'all hear that? Thought work is just going into your body. I like to sometimes not say the words thought work and I like to look at it as awareness work. Because all you're doing is creating awareness of, sure, what's happening in your head, what thoughts, what sentences are in your brain, but also what's happening in your body. That's the feeling line on the model.

And writing a model is about paying attention to all of it. Because when you say thought work, it just sounds like we're playing on the T-line, and it's not true. We're looking at all of it.

And so, when I say thought work, when we all say thought work, I want you to understand it as awareness, we're paying attention to everything, paying attention to the reality around you. That's the circumstance line. Paying attention to the thoughts in your head, paying attention to the sensations in your body, that's the F-line. The actions that you take, it's all of it. So, that is fantastic. Okay, Andrea, what's the best place for people to find out more about your work?

Andrea: Definitely I hang out on Instagram the most. So, you can follow me @drandreamoore. So, feel free to DM me. And I'm about to come out with a program, my Unweaving Chronic Pain program that's going to be literally step by step walking people through how to do this. Like, I am teaching you – especially if somatic embodiment work is challenging, which it usually is, especially obviously for coaches. Because coaches are so used to living in their head. I just want to emphasize how hard it can be. And a lot of times, even Simone and I were doing it, of just get into your body.

Well, if it doesn't feel safe in your body, then how the hell are you supposed to get in your body, right? So, I am walking through that, especially from a very, very trauma-informed standpoint of like a lot of the people who I

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recommend taking this program is that you don't feel safe. Like, you try to do embodiment work and you're like, "Oh, fuck that," like you can't. Like, every time you sit down to do it, you either freak out, it doesn't work, you're like, "Uh-uh."

Simone: So many people are there.

Andrea: Yes, I am walking people and teaching you how to do it. It's going to be a six-month program, so it's giving you so much space to learn how to turn inwards and trust your own inner knowing and really get to be friends with your pain.

Simone: Beautiful, everybody go sign up for that.

Andrea: Yes, and I also do have my own podcast and it's called The Unweaving Chronic Pain Podcast as well. And all the links are in my Instagram.

Simone: We'll have all the links in the show notes. I just want to quickly say, we've referred to the Model Heresy class a few times and it is the epic masterclass I taught on using the self-coaching model in a trauma-informed way that takes into account the lineage of history, your nervous system, the way it's wired, trauma, all of it.

And I've been told by so, so, so many people that it's completely changed their relationship to coaching and set a fire under their asses. I highly recommend it. You can find it on my website. It's six dollars, Model Heresy class, a 90-minute class. And it's well-loved.

Okay, Andrea, thank you so much for joining me. It blew my mind, some of the ideas that you teach, and wildly illuminating. And I especially, especially super, super love to empower those who have been traditionally in the margins, just because no one thought to address this topic, which affects so many humans, especially lots of women and also people who are

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socialized as women because we just carry more pain and more trauma, hello, because of history.

And so, I'm so grateful to you for giving voice to that. And I want to make entrepreneurship and coaching businesses especially a safe place for humans with chronic illness. So, I hope that our episode played a part in that. So, thank you for being here.

Andrea: Thank you so much for having me. This was so much fun.

Simone: Yay, I agree. And we'll talk to you next time, everybody. Happy Joyful Marketing. Bye.

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