

Ep #172: Miraculous Money Thoughts with Maryam Ebtehadj and Sogol Pahlavan

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.

Simone: Hey Joyful Marketers, or actually, I have two guests on the show today, Sogol Pahlavan and Maryam Ebtehadj. And Maryam just introduced herself to me as a Joyful Marketing gangster, so I'm just going to start calling everybody Joyful Marketing gangsters.

So hey Joyful Marketing gangsters, what's up? Boy, have I got a treat for you today. I'm going to share with you something that is going to blow your mind, and I know I say that a lot, but actually for real, hugely blow your mind because that's what happened to me.

I'm sharing with you something that blew my mind. What happened was that Sogol who is a Joyful Marketing member inside my paid program once made a post back in December about some thoughts about money that she came up with, or rather that her cousin who is also a coach came up with, who is also on this call.

And she shared those thoughts with the Joyful Marketing community, and it was - all I thought was the whole world should listen to these thoughts, the whole world should hear these thoughts. Because I was up-leveled so much from reading those thoughts.

So to begin this episode, I am just going to read out loud all of these thoughts to you. And I'm going to invite you to get into a little bit of a meditative state. Don't even think too hard. Just allow the sentences I'm about to say about money to wash over you, allow them to just roll around in your mind.

I'm going to be attaching a file, a PDF with all the sentences to the episode, the show notes page anyway. So you're going to have access to all these

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thoughts. But for now, I just want you to have an experience of hearing them, all of them in a row.

So here it goes, let it wash over you. Money is abundance. Money comes from universe. I work miracles with money. Money loves me. Money loves to ease my 3D life. Money loves to be in my life. It turns into blessings in my hands.

Money loves to be of service to sounds ascending the planet. Money is from Earth and for Earth and for ascension. Money has been waiting all this time to become a light worker through my hands. My money was waiting for me to evolve, to see its soul clearly, so it can start freely flowing to me to support me through my service to universe.

Money becomes fucking sacred energy around me. Money comes to me from places I don't expect and don't even know exist. Money surprises me just for fun. Having money is fun.

Money opens up my chakras. Money gets redirected into good souls' hands once it passes through me. I'm the fucking gateway. Money supports me and I support humanity. Money liberates me to liberate thousands of children from generational trauma, wound, and oppression.

Money cries tears of joy for having had a chance to get out of Vegas gambling circulation, alcohol business, porn, and other shit into the lives of good souls. Money has a soul too. Money is tired of serving stupid purposes on Earth.

Money craves to be seen, heard, understood by me. Money craves to be valued in proper ways and serve good people. It's about time. It has been waiting so patiently until this moment. I'm doing the poor tired soul of money a humble service by volunteering to collect it and putting it to clean use.

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I love money. I know how to heal its century-long wounds. Money really fucking can't wait to come into our loving, healing, kind arms, to support us and support the world.

So we'll share some thoughts about how I see me in relation to money, and here are some other sentences. I can handle lots of money. I attract clean, sparkly, miraculous money.

My clients are wonderful, soulful gateways of heaven and are doing me a huge favor by showing up in my life and allowing me to evolve through helping them remember what they already know and up until now have forgotten on purpose so they can hire me, and we get to touch each other's lives and dance this divine dance.

We all just walk each other home. I alchemize money, I turn it into a fuck ton of pure, magnificent, creative, life-changing, elevating energy. I am playing my part in helping the planet ascend to 5D by polarizing more money into the good side.

Boom. That was the sound of an explosion exploding all the crappy low vibration, dirty energy attached to money, and I just am again so moved and transformed by just reading this all over again. How do you feel Maryam hearing this read back to you when you're the one who originally wrote these thoughts?

Maryam: Oh my God, I had not read my own thoughts in a while because after - this was in a text message. To answer your question, I feel exuberant, ecstatic just hearing you read all of that. It's just amazing. But I hadn't heard my own thoughts in a while about money.

Simone: You should read your own thoughts a lot.

Maryam: So it was amazing.

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Simone: How did you get to have these amazing thoughts about money? I'm sure they're not the ones that you were necessarily raised with.

Maryam: No, they weren't the thoughts I was raised with. I think it's just - that particular day when I wrote, I was on a text message. When I wrote these thoughts, we were back and forth in a text message with my cousin Sogol, who's also on this call.

And she shared her thoughts about money, two or three lines, I felt like I need to sit down and right now, as if I'm journaling for myself, I was just texting, and this all came through me without prior meditating.

Simone: You just downloaded it. The universe just pushed them through you.

Maryam: Yeah. And I think it was the first time I felt like, man, these people will say I have downloads, that's how they feel about it. Because when you were reading it, I was like, did I really do that? Did I really say that? I felt like that conduit where all this was coming through me from somewhere else.

Simone: Maryam shocked me by telling me that she's not a money coach. So for some strange reason, she's not a money coach. Tell us what you do instead.

Maryam: I am a parenting coach. So that's what brought me to coaching. Originally that's what brought me to coaching. Most of my problems were around raising my kids and not losing my mind doing that. So that's how I wanted to serve the community and give back.

Sogol: But she has to tell you about her background because Maryam's been reading - this download I think came from probably two decades of studying - so we're Persians, right? So we come from the Rumi and we probably have ancestral linkage that comes from that.

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And Maryam was - and you can tell more, Maryam, drop in whenever you want to. But she has been reading Rumi in high school. Heavy philosophy and psychology and all those kinds of genres in high school when kids are just self-absorbed most of the time. And then she immigrated to the US and that had to be put aside. So I think now that she's...

Simone: Reconnecting with her wise mystic philosopher roots.

Sogol: Yes. Maryam, say the line with Rumi because we started with Rumi like, five years ago because I was like, you know so much, please come teach me. And there's one line about the neigh. You just said conduit, and you said it in one of the money verses too, that it's coming through you. Do you remember what that verse is? Can you explain that? Because I think that stuck with me for like, five years.

Maryam: Yeah, I think about that particular verse a lot because now I can't remember the exact verse, what it actually means is Rumi describes himself as a conduit, as an open pipe, or what is it - that instrument? Like a flute. It's like a wooden flute.

So this thing is made of wood and it's inanimate. And it only can make all those beautiful musical notes can flow through it only if somebody blows air into this conduit. So anybody can pick it up and blow in it, and a different kind of music or sound will come out of it, but only beautiful sound come out of it.

In his poetry, he describes it as the divine actually holds me up and starts blowing into my existence, then the music that comes out, you can hear it. So when I first came across that poem, I was like, if we all can think of ourselves as an instrument or like Mother Teresa says in the book, *The Soul of Money*, is it the title of the book that you also mentioned lately in one of your podcasts?

I started listening to the audiobook and the author talks about her experience with Mother Teresa where she also says a pencil, and the

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divine writes with me. So these two really - when I heard that, it again brought that poem back to my mind. So that's how it went with Rumi it really impacted me too. I get goosebumps all over when I talk about it again.

Simone: I had tears in my eyes hearing you tell that story. Do you think that this idea of being the channel, being the instrument, being the wooden flute, every time I have that imagery in my mind, I get chills all over again. Do you think the same could be said about money? Money is also just an instrument. It's also a wooden tube, and it just depends who is blowing what into it.

Maryam: Absolutely. Simone, I think anything is just like that because we're all creations of the same divine creator, so to speak. So we can go either direction. Anything can go either direction. In the polar world that we live in, we can go to either one of the polarities. So is money. Money's no exception. So you can put money into good use, good energy, or not.

Simone: I think that so many coaches, and most people become coaches because they're such kind-hearted human beings who want to relieve suffering in the world. And when they start thinking about business and making money and taking other people's money, they have such a reaction to it that's really difficult because we're just so used to seeing the neutral vessel of money, the conduit, the channel of money being used to blow air into it that creates more suffering in the world, that creates exploitation, that feeds things that don't help humanity heal and thrive and prosper in the world.

The things that you mentioned in those sentences, like gambling, alcohol, drugs, I think one of the biggest underworld industries in the world is human trafficking. You can think that's very extreme, but also, this constant stream of consumerism and buy this and buy that so you can be better, there's so many ways that money flows through the world in ways that don't feel good and clean and true to our life coach hearts.

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So we immediately began to associate money with those. So the idea of succeeding in business and making a lot of money feels weird and dirty and not pleasant, even though we all need and want money, if we're being honest.

Every single one of us. Nobody's going to turn down like, here's \$1000. Nobody's going to be like, no, I don't want that. And so what I have been coming into understanding myself and teaching my clients is that the best way to change the state of the world right now is not necessarily by opting out and being like, I'm not making money, I'm not touching it, it's dirty.

But it's taking back your power, your power to be the musician, your power to take the flute and blow your air of goodness, of kindness, of healing into it so that money transforms its colors and its properties and its power through you.

Take it back from all those greedy, evil, exploitative people who sell drugs and human beings and gambling to other people. Take it back and we're like, every time we earn a dollar and we put it towards making the world a better place, that's taking money that would have been used in other ways and putting it to good use instead. So Sogol, what are your thoughts?

Sogol: So I'm a physician and I'm a pediatrician and I'm an immigrant. So we came from here Iran when I was in fourth grade. So the language around money and my grandparents were religious, my parents are not as much. But culturally, the deep beliefs that we have been ingrained, it's like, you have enough money to take care of your basic needs, and then beyond that, money turns into greed.

That was my money mindset when I started probably six months ago working on money is money equals greed, money is bad. When you are making money, you are taking away money from other people who need it. And then you're being greedy. Greed kept coming up.

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And so really going back and looking at the way I have so far made money and looking at the full circle moment that I've had, so I have my own clinic, it's in an underserved area. And I get paid by the government.

So I see patients, I get paid 50% of whatever other physicians get paid because I'm in an underserved area. And I did that because I'm an immigrant and I was underserved when I came here, so that was kind of my passion.

So what I'm coming at is the intention behind the money is what's so important, and not the dollars per se. So I get paid by the government and everybody told me don't open up a clinic, there's no way it'll succeed, there's no way that it's going to work out, you have to go work for someone. And I said no, I want to do it because this is my dream, this is my passion.

And I did it and every step of the way, it just worked out because my intention behind every dollar was of goodness. It was that I want to create a medical home and it's a Hispanic area for these Hispanic immigrant, underserved kids because I'm a pediatrician.

And now that I look back and I'm really being curious about what - I made money and where did this come from? It's like, the goodness out of my heart, which was my purpose, I created something, and then the universe just made it happen. It gave.

Whatever I needed, it gave. And by giving, I didn't take that money and buy a Maserati with it or whatever. I reinvested it into the clinic. So I created goodness from what the goodness of my heart came from. And that's the biggest revelation that I had is when you're looking at money and it's greedy, don't look at it that way.

Look at it as what is your intention behind it? Yes, if your intention is to do drugs, yes, then that's greed. But if your intention is coaches healing the world, helping the world, then you deserve that money because what you're going to do when you get the money, you're going to reinvest it in yourself

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to help yourself and that's going to increase your vibration, number one, and you're going to reinvest it in your business that's helping your community or your niche or the world, which again, is going to increase their vibration to meet your vibration. That's kind of how I've been really retraining my brain to look at money, from that aspect. Slowly, over time.

Simone: That is just so, so beautiful. I just feel so honored to be on the call with the two of you. You are both such amazing...

Sogol: Oh my God, no way.

Simone: I'm just like, I just want to bow down to the both of you.

Maryam: Oh my goodness, please don't.

Sogol: We feel like if our goal was to meet Oprah and I'm like, okay, it's done. I met Simone, I don't need to meet Oprah.

Maryam: Exactly.

Simone: You guys, come on. Okay, I want to share a story recently from my life that is sort of on this theme, which is so you guys both know that I just ran - I'm actually still running or conducting this launch to promote the 60-Day Marketing Mastery challenge inside Joyful Marketing.

And this campaign made me a ton of money. Like, a lot of money. Just in the past couple of weeks. And it all went from Stripe and PayPal into my bank account and I shared this story with my mastermind students the other day. I opened my bank account, I saw the number in there, and it was the highest number that I'd ever seen my own bank account reach.

Well, it's the business's account, but whatever. And it was the highest number I'd ever seen in my account by a very large margin. And in that moment of seeing that number, I had a download and I swear, it wasn't even from my brain.

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It was like a voice that I was hearing that immediately swooped in and told me, “Hey, my love, that’s not yours. You don’t get to keep it. We are entrusting this with you temporarily, we are entrusting this in your care temporarily so that you can channel it to make more good in the world.”

And in that moment, I was like, oh shit, I just had a full body reaction of oh. And I felt so humbled and blessed and free of attachment. And this was so different from what it was like when I first started getting some monetary success as a coach. And I remember making my first \$100,000 as a life coach, which had been a pipe dream my entire life.

I started coaching 10 years ago and for years and years, I struggled to make \$1000. So getting \$100K in a year was like, I’ve made it, I can die now. That’s how happy I was.

But immediately after that high of like, “I did it,” it was this dread and panic and fear of that’s it, I’ll never be able to earn another dollar, it’s all downhill from here, I just hit my ceiling. And I was just paralyzed with fears about not being - I just had all these thoughts about what that amount of money meant for me and all this insecurity and fear and scarcity about it.

And so I had to work through all of that. So I always love to tell this story as I’ve never been more miserable than the few months following making my first \$100K because my system just went crazy.

And I had a similar, not quite as intense, but similar experience after making \$200,000 in a year. Again, why? Because my ego made it mean all these things. Like oh, you have this money but you spent this much, and what if you can’t make more money?

And I was just reflecting on how different I feel now. I don’t have any fear about the money because I don’t have this attachment to this is my money, I earned it, it belongs to me, what if I can’t make more? What if I lose some of this?

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I have to hoard it, I have to cling to it. I don't have that anymore at all and it was so beautiful. And don't get me wrong, I've earned a lot of money in the past couple of years and I've used it to create security for my family. I'm a homeowner for the first time and I feel really good knowing that my baby is provided for, and my parents who are getting older, they're never going to be in trouble because I always got them covered because I've earned this money.

And beyond that, I just have so many big dreams and ambitions and ideas about how this wealth, which is not mine, which is temporarily in my care, can flow outwards. And it just makes me want to go coach every coach in the world, to help them make millions of dollars too so that they can also direct the flow of that much money towards creating more healing and thriving in the world.

Sogol: Don't you think Simone that comes a lot from that self-trust? I created this and I can totally be unattached from it because I know that I can create it again if I want to. And I think that's one of the hardest parts, even before I got on the podcast, I was like, why am I on this? I don't know why she's calling me. All the thoughts.

And I was like, okay, you've been writing in your journal for a year I trust me and the universe, this is one of the times where you get to make that happen. If you truly believe in your soul, in your depth that you trust yourself and Simone wanted you on the podcast, then you trust yourself. That's it.

Simone: That's the thing. You have to believe that you are a worthy collaborator with me on this podcast in the same way that you have to trust yourself to be a worthy collaborator with the spirit of money for good purposes.

Like I told you, my story, I did not know how to do this. I had to learn it by trial and error. And I think that sufficiency, that trust, it's what allows me to

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not be attached. It's what allows me to go out and play and experiment and let my creativity out in the world so it can be of service to people, and then they give me money, and I put it back. It's this cyclical flow.

So wonderful point that you brought up. Where are you not fully trusting yourself to be a worthy partner, either to your clients' transformation, to the money, to the projects that you want to make happen in the world? Because you are. What if you trusted that you really are?

Sogol: That's tough.

Simone: I mean, that's the work of our lives. This is why we all need coaches. Even coaches need coaches so that we can constantly get out of our own way to trust in ourselves. Anything you want to add, Maryam?

Maryam: As you were speaking, I was thinking of - I think it was your latest post on Instagram where you talked about how your coaching in general starting blowing up out of proportion, getting really big, and you started getting clients and all of that, and people ask you, "So what do you do for your marketing? Is it your niche?"

You said it's my inner work. And as you were speaking about this download that you had about money and in general your mindset about money, it's you and money. It's what you're talking about is not just money. It's money that close to you, money in your own, money in your magnetic field.

So I felt like true, we live in a capitalist system and whoever makes money, is an entrepreneur, likes capitalism in a way because you live in that system. But even capitalism with all the goods and bads that it carries with itself, with the word capitalism, it can actually also be transformed when it comes close to somebody like Simone.

Because it seems to be like you're taking that idea of separation back into unity with what you say about money. And in the beginning of the podcast, when you were reading those thoughts out loud, I now remember that parts

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of it came from - when 2020 happened, when the pandemic happened and we were all stuck in our homes, two things happened.

I discovered coaching, I started listening to more and more coaching podcasts, and Brooke Castillo's being one of them. And the other thing that happened, both Sogol and I both discovered Law of One, where it talks more and more about moving away from separation into unity.

And so now you're not getting into the philosophy of it all, but just the part that coming from moving away from polarity and separation into unity, and still the money serves you, also serves the rest of the world is a beautiful thing, is a beautiful shift that comes with this whole mindset.

Simone: And I think that's really important to stress. It does serve the world to serve you. Your pleasure and your enjoyment serves more pleasure and enjoyment in the world. Because I used to be mixed up about this too. I thought pleasure is frivolous, my enjoyment is frivolous, it should go and help people who need it, feed the hungry, whatever.

And I realized that all of my clients who were using the same thoughts to deprive themselves of things that give them pleasure and enjoyment - so we were all going about living these enjoyment-free, pleasure-free lives.

And so I recently did some things to - I'm constantly making decisions to push the edge in terms of how much more pleasure can I allow? How much more enjoyment can I allow? And in a society where we've all been conditioned by the patriarchy and the scarcity of the existing money systems, it's basically not enough unless it feels like too much.

And so I would be like, I'm going to treat myself to this gift of luxury that definitely feels way too much, and I'm going to claim it unabashedly and I'm not going to apologize for it. I'm just going to be like, I'm a human being, I'm an animal, I am a woman, I deserve to feel pleasure.

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And when my clients saw me claim that without apology and just revel in my own enjoyment of life and of my body and of being alive in the world, I saw that wildly blowing open their own ability to take in pleasure and enjoyment. And it's not the same thing as pragmatic help in terms of feeding the hungry, healing the sick. But I think on a different level, I think it's just as important, just as sacred.

Sogol: What did you say? You said something is as important as you do it toward yourself.

Simone: I don't remember either.

Sogol: We both have ADHD.

Simone: When you give yourself pleasure, you give the world pleasure. When you give yourself enjoyment, you create more of it in the world.

Sogol: That needs to be tattooed on every woman's somewhere. For me, this year is all about - I did the mind and the body last year, my thoughts and my feelings and this year is all about radical self-love. And the message that I'm trying to get is like, guys, money isn't greed, love is not selfish.

You're not being self-righteous if you're like, oh, I'm going to take care of myself, or I'm going to take five minutes out of my day, or I'm going to talk nicely to myself. Because I honestly think all human beings are walking around just empty with suffering.

And we are trying to validate that emptiness and that suffering with having a partner, or having a child, or having a career. Physicians are workaholics, having these degrees and these accolades and these leadership programs, and I got to a point where I literally had all of that and I was like, why do I still feel like crap? I felt horrible.

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I had checked off all the things on my vision board and I felt horrible. And through two years of coaching, I've come down to I felt horrible because I literally had zero love for myself. And now I'm on this quest, what does love look like for me? What does love look like?

So by giving yourself that space, by holding that space for yourself, either if it's in the money mindset or in the mindset of I'm going to take care of myself, I'm going to love myself, that is divine work in itself. Because if you can heal yourself first, then the healing on the outside into everyone else is a passive act.

It doesn't become an active I've got to grind and go and pull, which is what we've been doing, or I'll be doing. It's like, I want to help, I want to give, but then me, my soul's like, what about freaking me? I'm part of you. Listen to me, do something for me. So that's going to be my work for the next year is really healing the soul.

Simone: This episode is like church. It's like, I know you guys are not Christian but it's like, hallelujah baby. So good. Maryam, anything you want to add before we...

Maryam: No, I love everything that both of you shared. It constantly brings me back to the idea of this unity that we're all one, even though we're all separate people, moving away from that separation into that unity. And everybody enjoys, everybody's happy and prosperous. And there's enough for everybody, that idea of abundance.

There's enough for everybody, enough for everybody. And when Sogol shared the idea of I kept giving, giving, giving and then I was like, what about freaking me? I was thinking we had this conversation, Sogol, remember when we were talking about giving versus sharing?

Because when you share, you include yourself. But when you constantly give, you are not including yourself. So when you use the idea, when you

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go to the idea of sharing, it becomes so much more beautiful because again, when you include yourself, it's all inclusion and integration.

Even when you're honoring yourself, you're actually serving the whole entire universe by doing that because you're moving away from that separation into the unity by including yourself.

Simone: It's like you're taking away from yourself to give to somebody else. Whereas when you share, the more you share, the more you're included in the flow.

Sogol: Share is overflow, right? It's overflow. You're so filled and you flow. I keep saying it's passive. You just have to - you know how they say when you have love within your body love is the highest frequency? So you literally have to walk in the room and everybody just lifts because of your energy.

Simone: That's what I teach marketing to be like for people. That's what I want marketing to be. Just overflow, you walk into a room, you walk into a social media platform, everybody's energy around you lifts. And for that to happen, you got to lift yourself up first.

Sogol: You got to heal those wounds, those conditionings, those shadows, whatever you want to call it.

Simone: So, so good. I'm going to title this episode Miraculous Money Thoughts because that's what it is, with Maryam and Sogol. Before we wrap up, which I don't want to, but we can go on all day, each of you, tell us whom you help and how people can help you. I guess Sogol, go first.

Sogol: So I help mid-life female physicians that have reached full financial, personal, career success, that feel like poop and make them feel better. And it's all about inner work and it's all about embracing radical self-love.

Simone: Amen. How can people find you if they want to work with you?

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Sogol: So my website is drsogol.com. And if you just Google Sogol on Instagram, it's @mindfulliving, Dr. Sogol on Facebook and Instagram. And then I have a podcast that's called Mindful Living with Dr. Sogol.

Simone: Lovely. Maryam.

Maryam: So I coach parents and I coach moms specifically. Successful moms who are raising kids who are between eight to 12. So I call them tweens because that's when they're shifting from being a baby and a kid into a teenager and all of that drama comes up. And I help them gain more confidence, ease, and joy, and move away from drama, power struggle, and mom guilt. You can find me...

Simone: I'm going to need you in eight years.

Maryam: In eight years. I can't wait. I'm on Instagram, my handle is @artful.coach and over there, my website is also there. My name is a long name, Maryam Ebtehadj. It's hard to spell it all at once, but if you go to artful.coach, my website is right there, www.maryamebtehadj.com.

Simone: Amazing. I kept saying your name wrong. So obviously go follow and hire these beautiful souls. And I was so honored to be able to feature your thoughts and feature your voices on the podcast today. Thank you for being here.

Sogol: Thank you for having me. So excited.

Simone: If you're like, I want to hang out with Simone and Maryam and Sogol, you got to join Joyful Marketing.

Sogol: Oh yeah, amazing. Brilliant, amazing, blows your mind.

Simone: I did not pay her to say that, but it's true. Alright my friends, Joyful Marketing gangsters, we'll talk to you next week. Bye.

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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.